SNOWORLD MAGAZINE

For over 69 years, **Warren Miller Entertainment** has produced the largest and most successful action sports films, reaching more skiers and snowboarders than any other snowsports film in history. ***SnoWorld Magazine*** gives readers a **behind-the-scenes look** into the making of the feature film, the film locations, and the athlete profiles… all alongside stunning still images from the movie.

FILM TOUR AUDIENCE

58% Male
42% Female
56% Age 18-44
$116,997 Average Household Income
80+ U.S. Markets
150 U.S. Shows
300,000+ U.S. Viewers
260+ Independent Screenings

PSYCHOGRAPHICS

AVID SKIERS:
40% spend 20+ days per year on the mountain
ADVENTURE SEEKERS:
45% will spend 5+ days on a ski vacation this year; **1 in 3** will take 5+ trips per year
GEAR SAVVY:
75% prefer to purchase gear from a local retailer; **1 in 4** will spend $1,000+ on gear per season
ACTIVE YEAR-ROUND:
Backpacking/ Hiking (**78%**), Camping (**75%**), Running (**53%**), Biking (**52%**)

LIKELIHOOD TO PURCHASE GEAR

SNOWSPORTS APPAREL:
Jacket (**53%**), Gloves (**45%**), Base Layers (**40%**), Ski Pants (**36%**), Hats (**29%**)
HARDGOODS:
Boots (**46%**), Skis (**45%**), Snowboard (**45%**), Goggles (**41%**), Bindings (**41%**), Poles (**18%**)

ADVERTISING OPTIONS

TRADITIONAL PLACEMENTS:
Spread: $34,650
Full Page: $21,000
MARKETPLACE RATES (back of book):
2/3 Page: $11,910
1/2 Page: $9.920
1/3 Page: $7,490
1/6 Page: $4,160
1/12 Page: $2,120

KEY DATES:

AD CLOSE:
August 31, 2018
MATERIAL DUE:
September 2, 2018
CIRCULATION:
225,000

ASK ABOUT SNOWORLD'S

Impact Units & Premiums Positions
Opt-In Database
Custom Survey
Online Coupon Voucher/ Offer

For More Information, Please contact:
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