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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