

SKI CLUB OF GREAT BRITAIN

MEDIA PACK 2025/26

THE UK'S MOST ESTABLISHED WINTER SPORTS PORTFOLIO

ski club[®]
great britain

MEDIA CONTACT

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SKI CLUB OF GREAT BRITAIN

AUDIENCE

With a current UK ski market of 2,000,000 skiers and snowboarders, we reach and engage 1,000,000+ UK passionate skiers.

SKI CLUB MEMBERSHIP STATS

£150k+
IS THE
HOUSEHOLD
INCOME OF OVER
25% OUR
PROFILED
MEMBERS

38%
FEMALE

62%
MALE

45%
INDIVIDUAL
MEMBERS

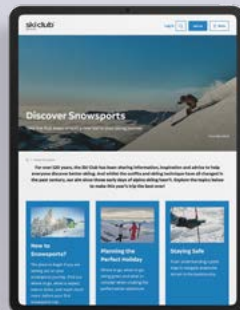
55%
FAMILY
MEMBERS

52
AVERAGE
SKI CLUB
MEMBER AGE



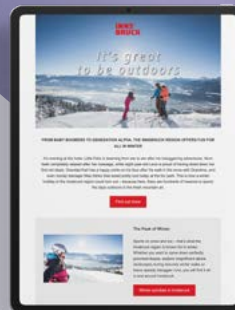
PRINT

- 3 A4 issues per year
- 16,000+ membership and 20,000 average print circulation per issue
- 50,000 readership per issue



ONLINE

- 1,700,000+ page views annually
- 600,000 sessions annually
- 02:20 average time on site per active visitor



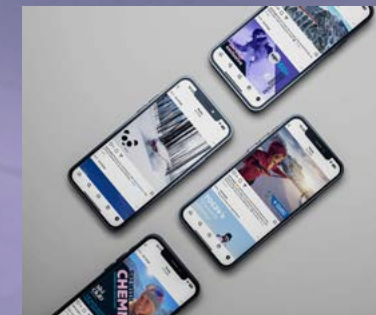
SOLUS EMAIL

- 40,000+ database
- Average open rate 35.9%
- Average unique CTR 2.7%



NEWSLETTER

- 30,000+ database
- Average open rate 29.05%
- Average unique CTR 1.7%



SOCIAL MEDIA

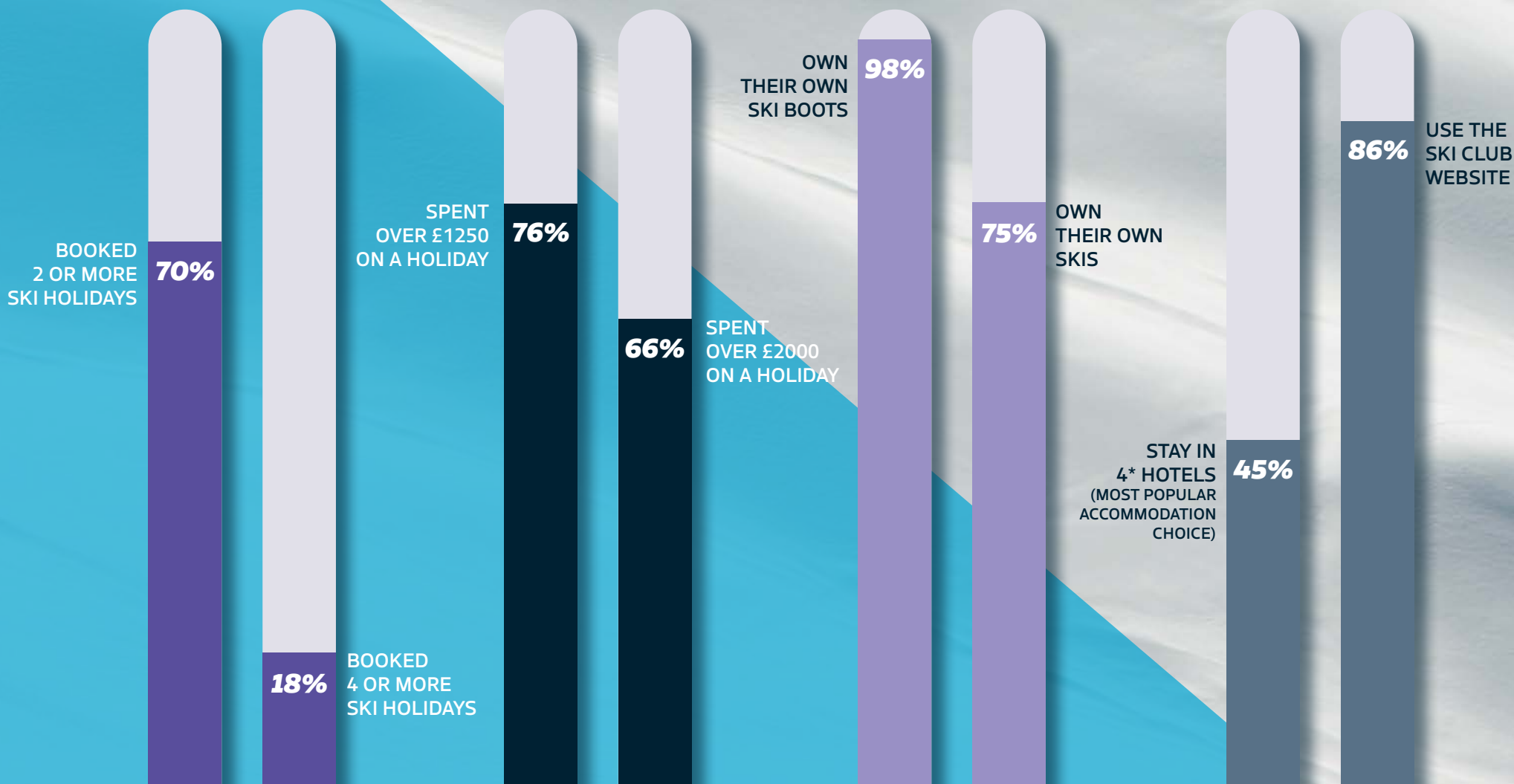
- Facebook: 22.6k followers
- Instagram: 13.2k followers
- YouTube: 12.2k subscribers

HIGHLIGHTS FROM OUR CONSUMER RESEARCH

Here are some interesting stats from our members.

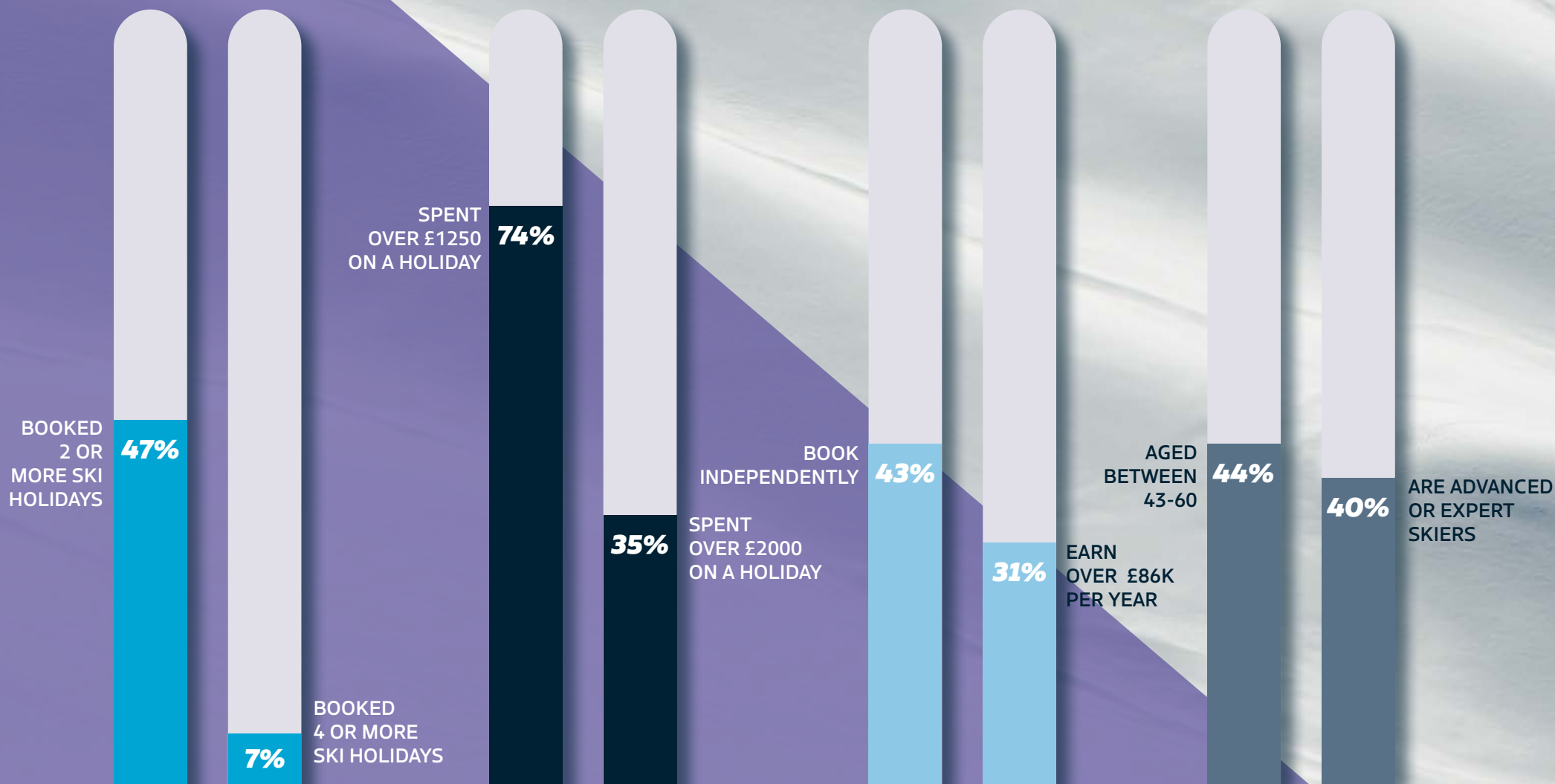
MANY
ARE REALLY
INTERESTED IN
SKI TECHNIQUE
AND KEEPING FIT

MANY
ARE LIKELY
TO TRAVEL
OUTSIDE OF
PEAK DATES



HIGHLIGHTS FROM OUR CONSUMER RESEARCH - UK SKI MARKET & BEYOND

These stats go beyond Ski Club members to reflect the overall UK ski market and wider audience.





SKI PRINT MAGAZINE

Advertise in the UK's most established ski magazine alongside key editorial content, and reach our relevant audience of skiing and snowboarding enthusiasts

MAGAZINE STATS

- 3 A4 issues per year (Oct, Dec, Feb)
- Average readership 50k per issue

ADVERT SPECIFICATIONS

DPS ADVERT

420mm(w) x 297mm(h) + 3mm bleed
300dpi resolution
CMYK colour code
Meet PDF-X1a standard

FULL PAGE ADVERT

210mm(w) x 297mm(h) + 3mm bleed
300dpi resolution
CMYK colour code
Meet PDF-X1a standard

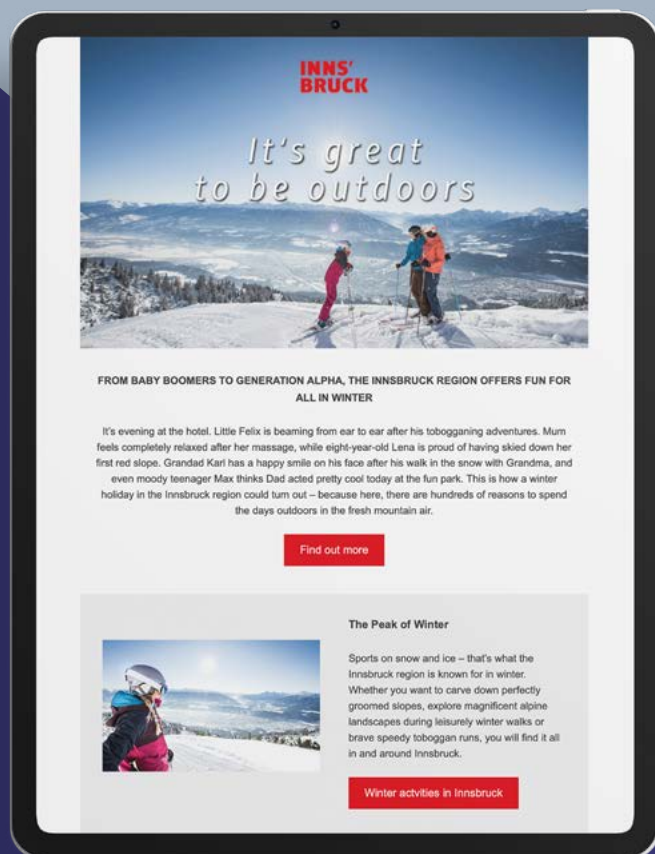
RATE CARD

Full page advert	>> £1500
DPS	>> £2500
Advertorial	>> £3000
Back Cover Page	>> £3000



SOLUS EMAIL & NEWSLETTER

We help you reach an affluent database of passionate skiers and snowboarders by placing a premium or standard feature box in our monthly e-newsletter, or convey key messages by creating an exclusive solus email sponsorship.



MONTHLY NEWSLETTER

Database: 30k+

RATE CARD

£1000 for feature box:

660px x 400px

4 words title

30 words main copy

1x URL link

SOLUS EMAIL SPONSORSHIP

Database: 40k+

SPECIFICATIONS

1x Header Image: 1300px x 800px

50 to 100 words introduction

4x images: 660px x 400px each

50 words main copy for each image

1x call to action (e.g. find out more)

1x URL link

1x PNG logo with transparent background

RATE CARD

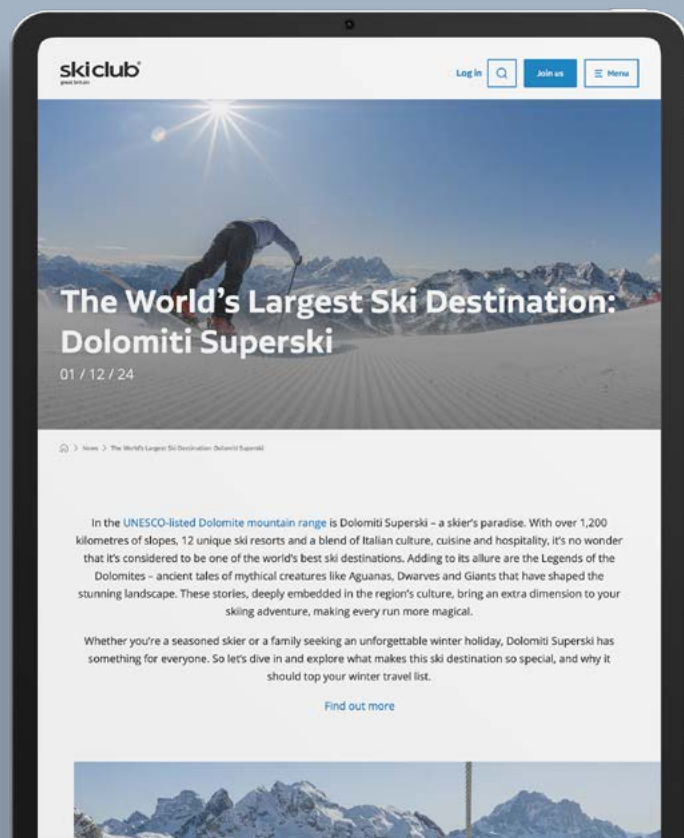
£2250 to reach 40k+ database



SPONSORED CONTENT

Reach an audience of committed ski and board enthusiasts through our Ski News landing page skiclub.co.uk/news and receive additional exposure in our email newsletters and social media channels.

This section generates over 200,000 page views per year.



SPONSORED ARTICLE x 1

UNIQUE VISITS BASIS

£1500 build and traffic management
+ £1 per unique user e.g. reaching
1000 unique visits would cost £1000

MICROSITE: min. 2 ARTICLE

UNIQUE VISITS BASIS

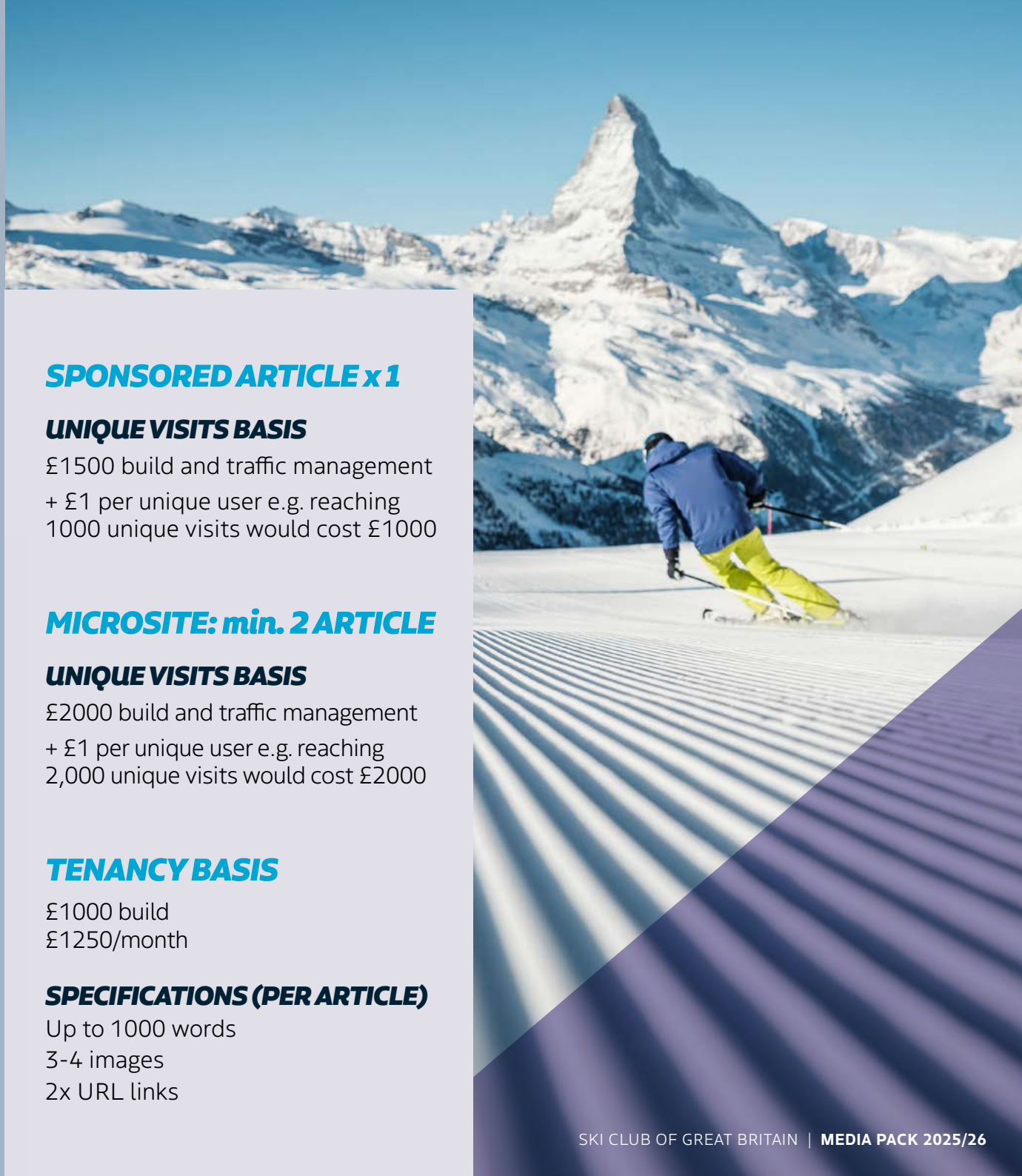
£2000 build and traffic management
+ £1 per unique user e.g. reaching
2,000 unique visits would cost £2000

TENANCY BASIS

£1000 build
£1250/month


SPECIFICATIONS (PER ARTICLE)


Up to 1000 words
3-4 images
2x URL links

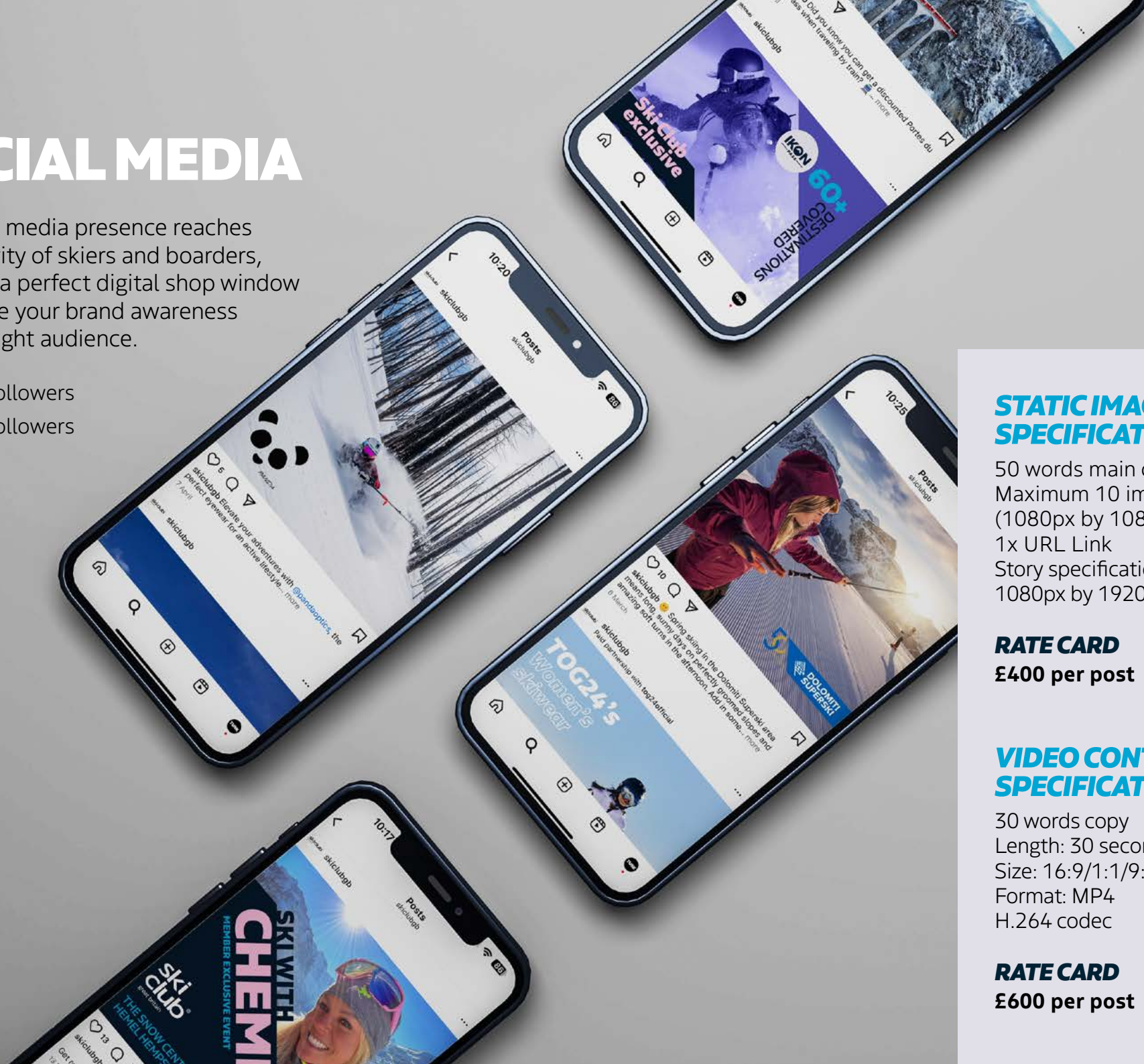


SOCIAL MEDIA

Our social media presence reaches a wide variety of skiers and boarders, providing a perfect digital shop window to increase your brand awareness with the right audience.

 22.6k followers

 13.2k followers



STATIC IMAGE SPECIFICATIONS

50 words main copy
Maximum 10 images
(1080px by 1080px)
1x URL Link
Story specification:
1080px by 1920px

RATE CARD

£400 per post

VIDEO CONTENT SPECIFICATIONS

30 words copy
Length: 30 second video
Size: 16:9/1:1/9:16
Format: MP4
H.264 codec

RATE CARD

£600 per post

YOUTUBE SKI CHANNEL

With 12.2k subscribers and 5,400,000+ views to date, our YouTube ski channel is the perfect place to showcase your video content and help you reach our 1,000,000+ UK skiers and snowboarders.

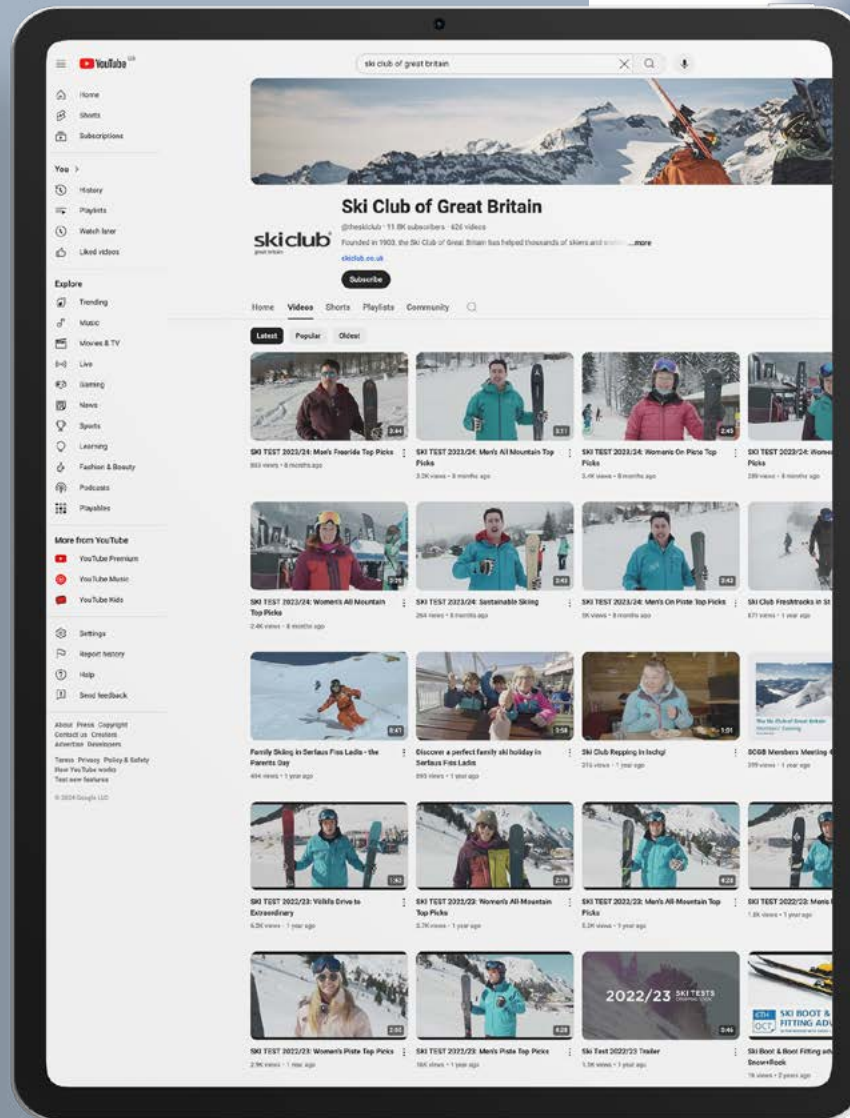
12.2k subscribers
5,400,000+ views to date

VIDEO CONTENT SPECIFICATIONS

x1 YouTube video link
Video content will be added
to our YouTube ski channel under
specific content headline

RATE CARD

£1000





ONLINE DISPLAY ADVERTISING

We help partners reach and engage with the right audience through online display advertising and sponsored content.

WEBSITE STATS

- 1,700,000+ website page views annually
- 600,000 sessions annually
- 02:20 average time on site per active visitor

MPU ADVERT SPECIFICATIONS

300px x 250px
GIF or JPEG
Up to 100kb file size

RATE CARD
£15 CPM

LEADERBOARD ADVERT SPECIFICATIONS

Desktop: 728px x 90px
Mobile: 320px x 50px
GIF or JPEG
Up to 100kb file size

RATE CARD
£15 CPM

THANK YOU

ski club[®]
great britain

**PLEASE CONTACT DAN TAYLOR TO PLACE
YOUR NEXT CAMPAIGN**

Daniel Taylor | Head of Advertising
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