

SKI CLUB OF GREAT BRITAIN

MEDIA PACK 2025/26

THE UK'S MOST ESTABLISHED WINTER SPORTS PORTFOLIO

skiclub®
great britain

MEDIA CONTACT

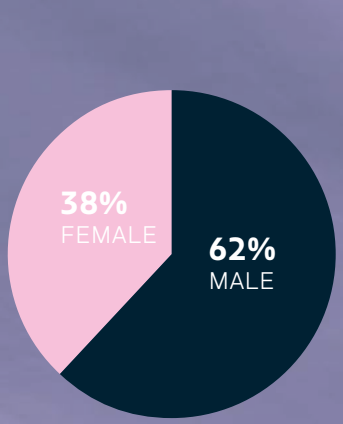
Daniel Taylor | Head of Advertising
daniel.taylor@skiclub.co.uk

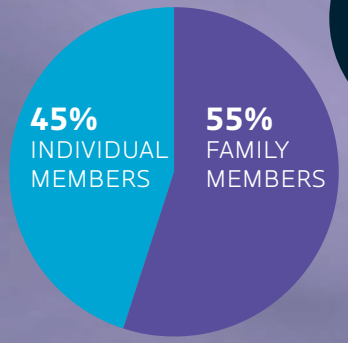
SKI CLUB OF GREAT BRITAIN AUDIENCE

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



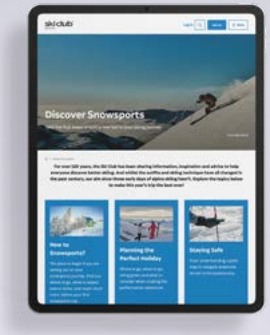


52 AVERAGE SKI CLUB MEMBER AGE



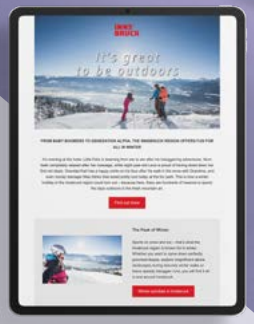
PRINT

- 3 A4 issues per year
- 13,000 membership and 20,000 average print circulation per issue
- 50,000 readership per issue



ONLINE

- 1,400,000+ page views annually
- 602,000 active visitors
- 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

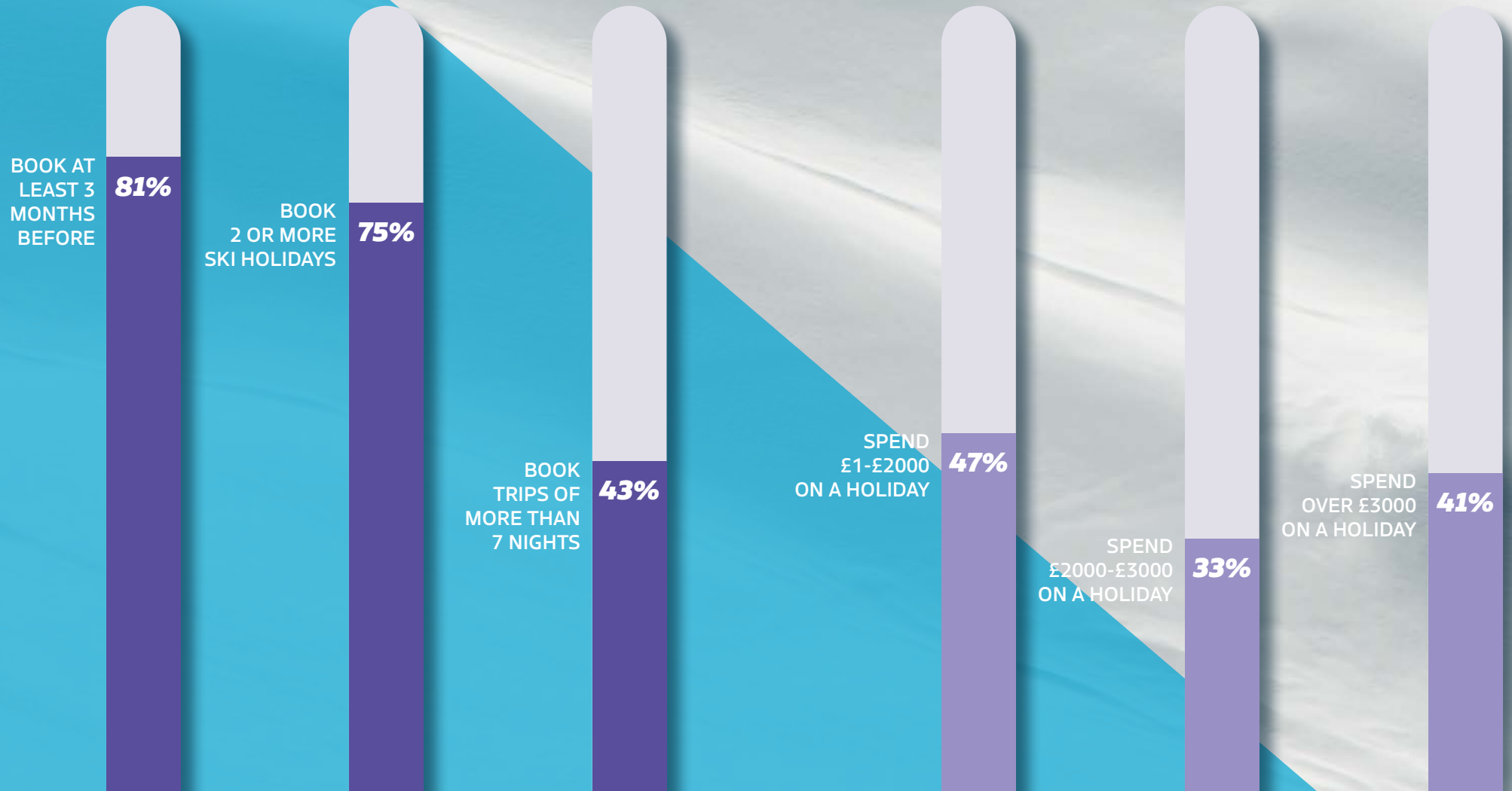
- Facebook: 22.6k followers
- Instagram: 13.2k followers
- YouTube: 12.2k subscribers

HIGHLIGHTS FROM OUR CONSUMER RESEARCH

Here are some interesting stats from our members.

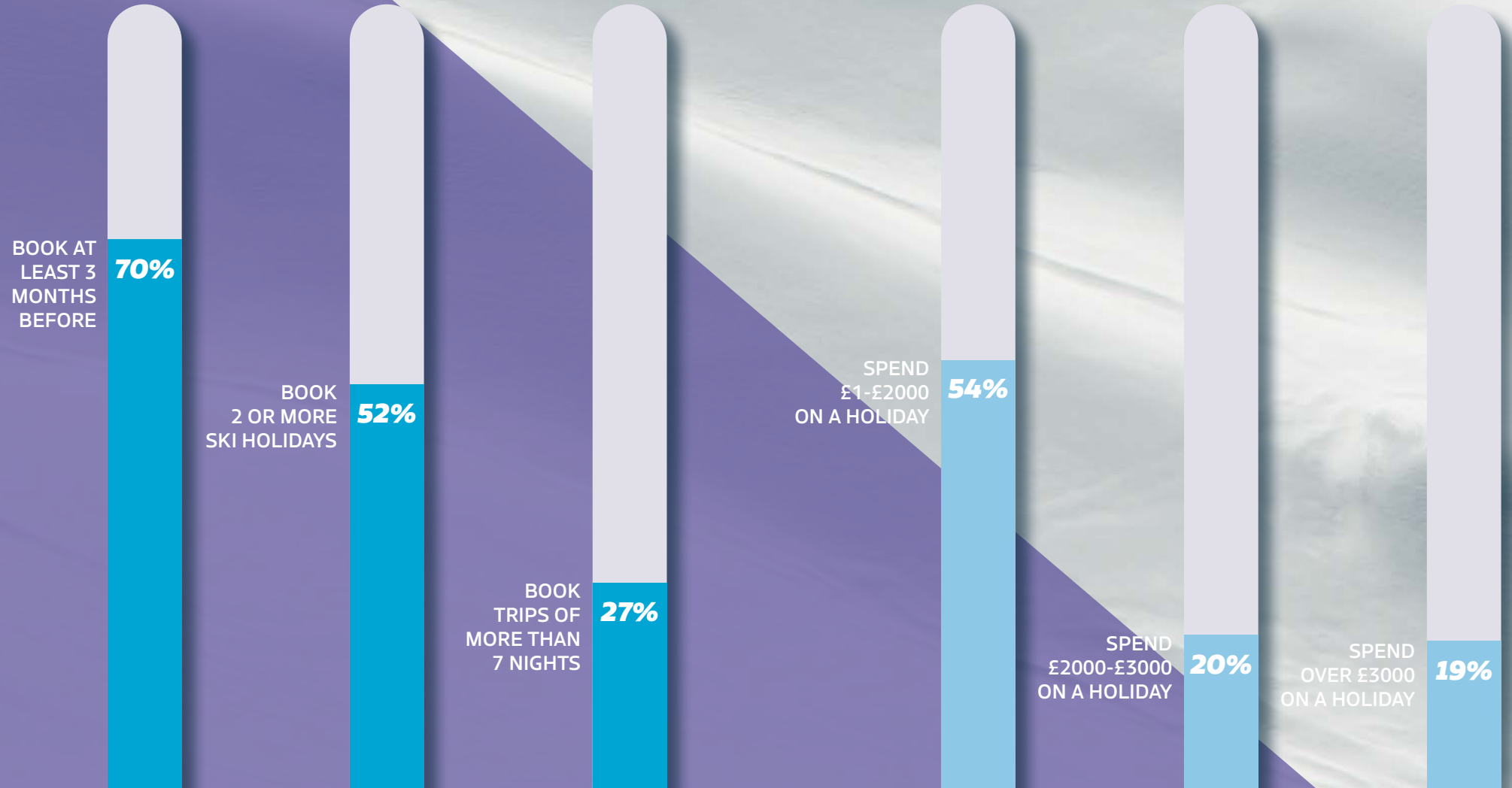
MANY ARE REALLY INTERESTED IN SKI TECHNIQUE AND KEEPING FIT

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

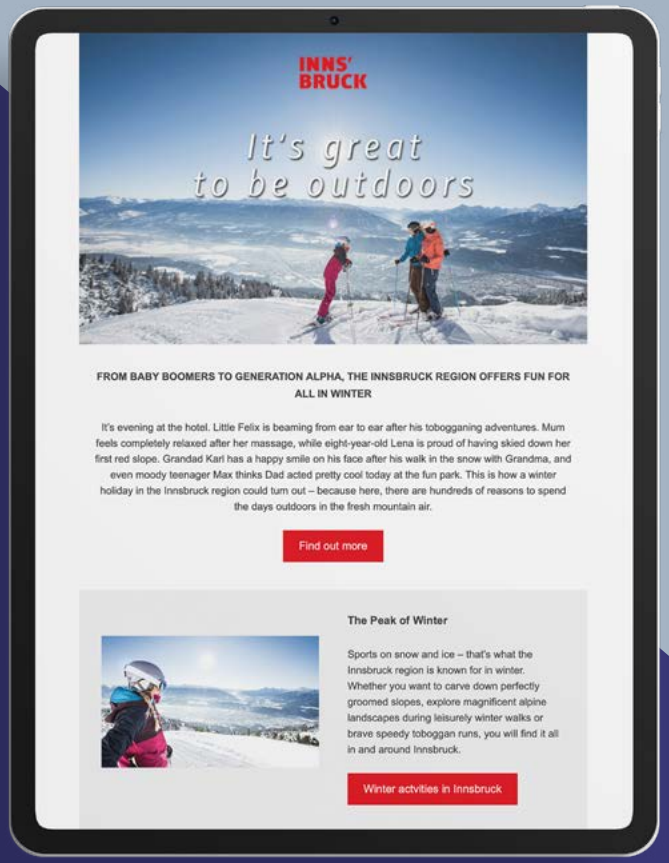
210mm(w) x 297mm(h) + 3mm bleed
300dpi resolution
CMYK colour code
Meet PDF-X1a standard

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

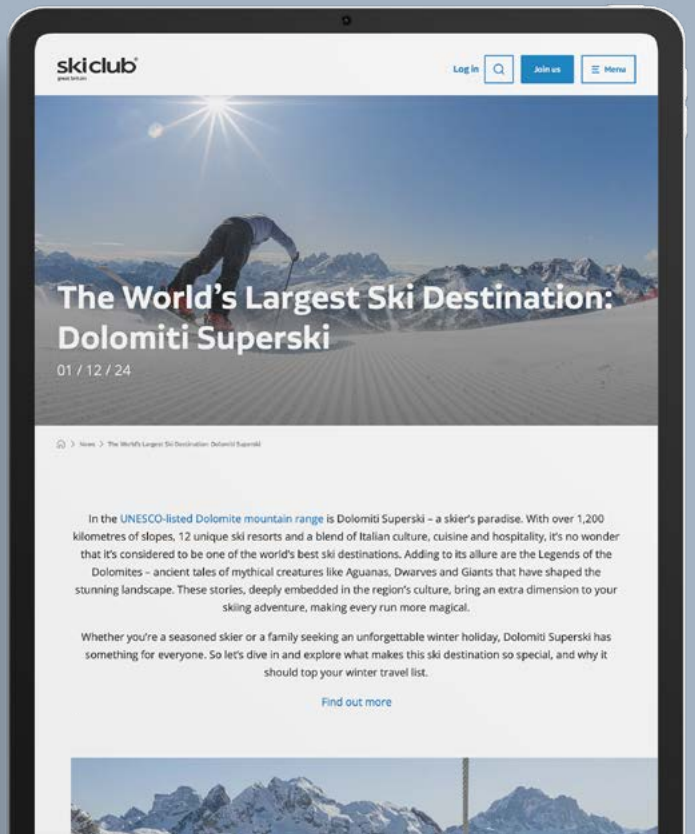
£2250 to reach 40k+ database



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

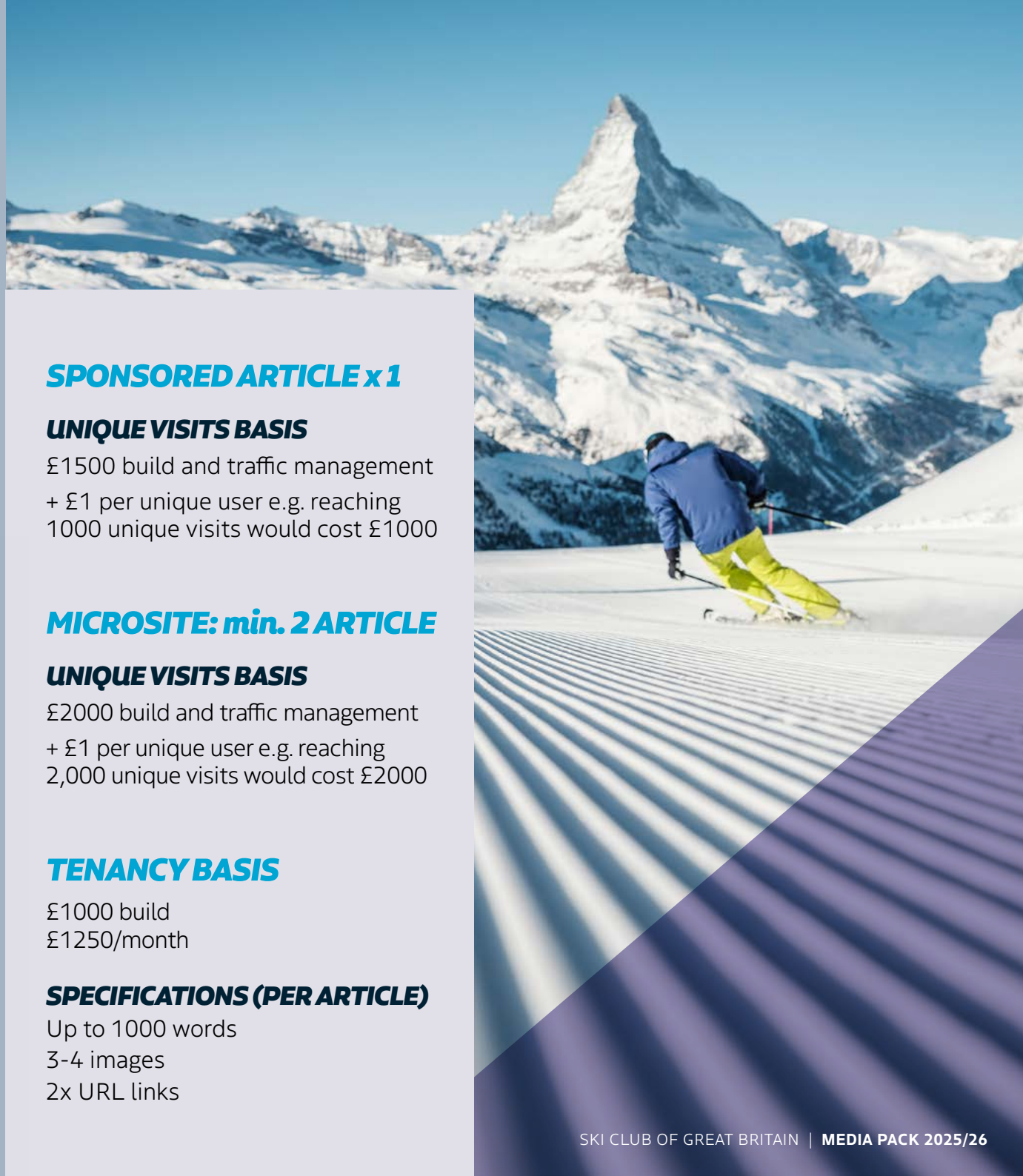
+ £1 per unique user e.g. reaching 2,000 unique visits would cost £2000

TENANCY BASIS

£1000 build
£1250/month

SPECIFICATIONS (PER ARTICLE)

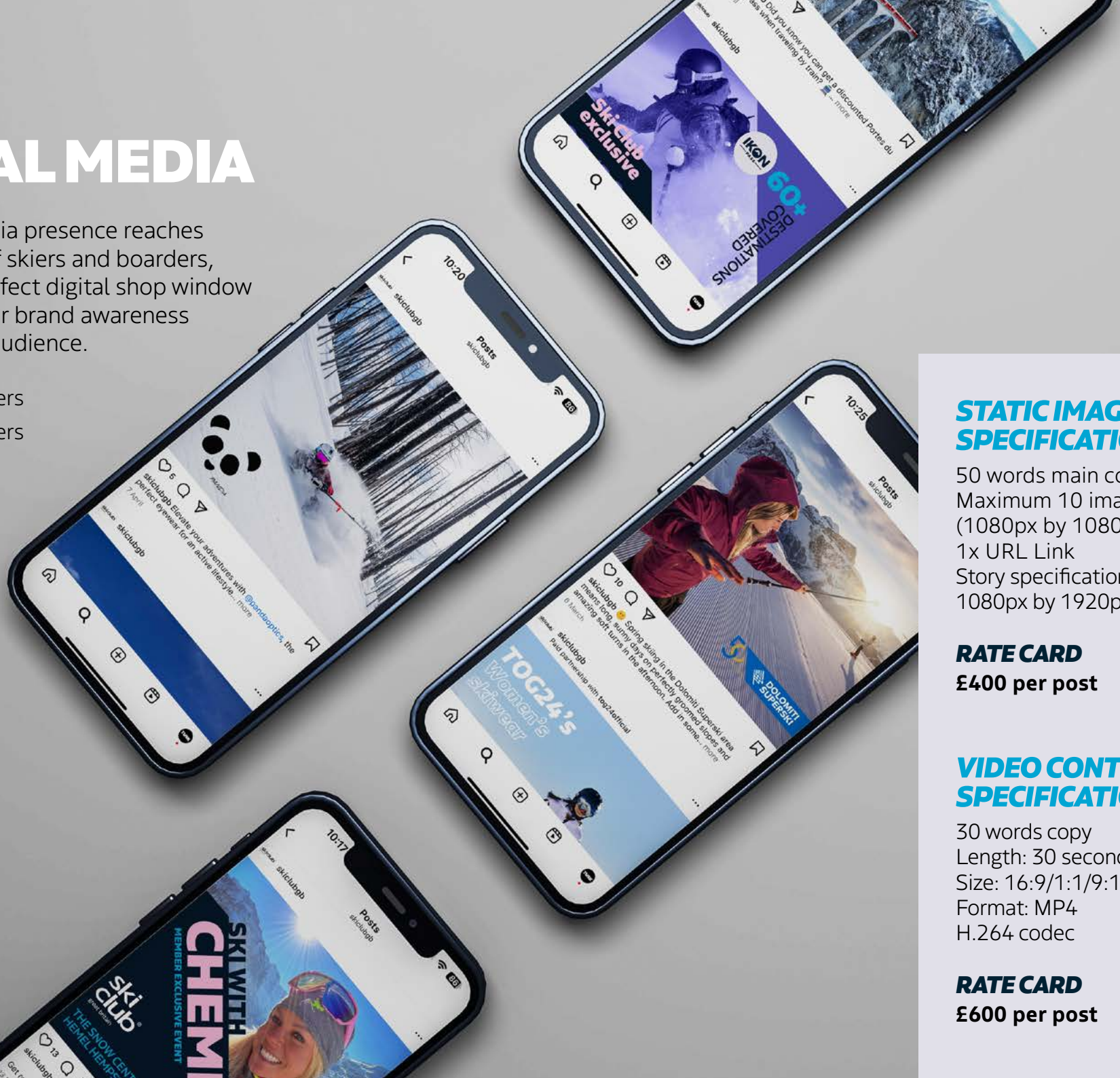
Up to 1000 words
3-4 images
2x URL links



SOCIAL MEDIA

Our social media presence reaches a wide varity 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.

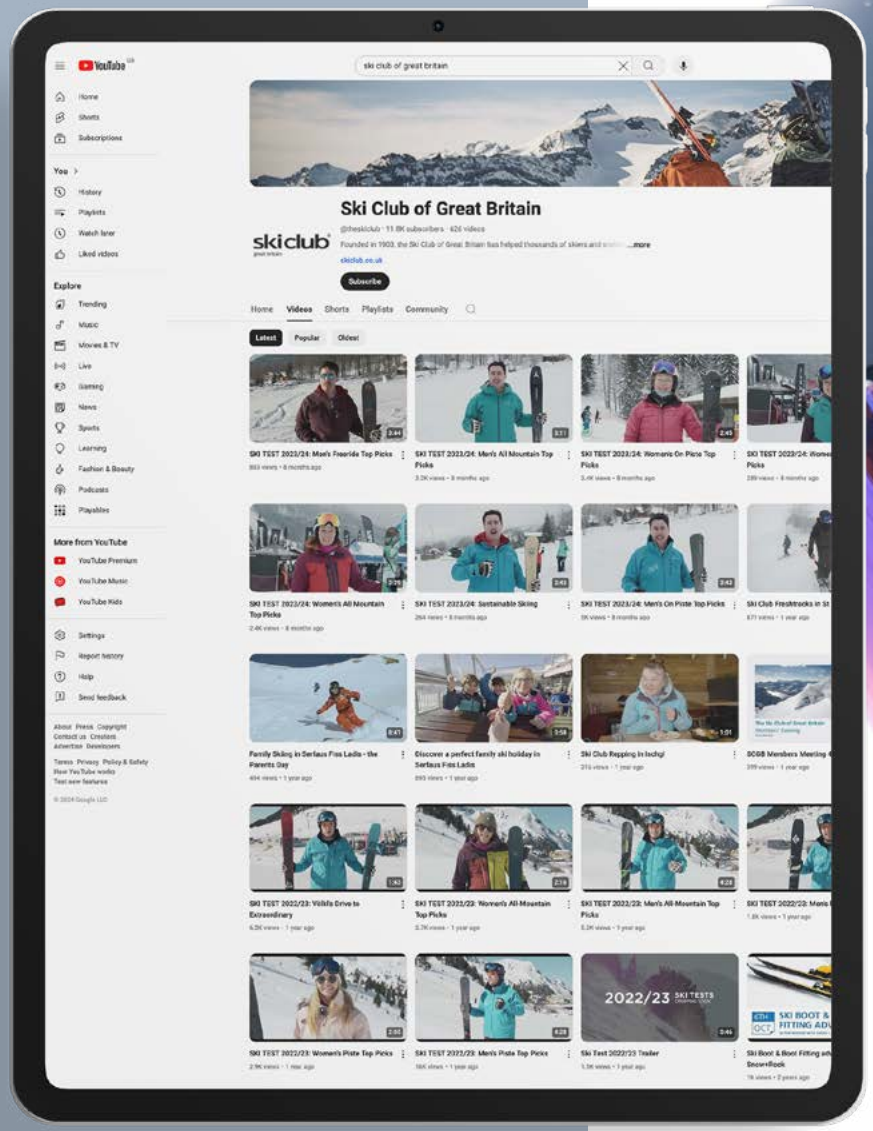
- 12.2k subscribers
  5,400,000+ views to date

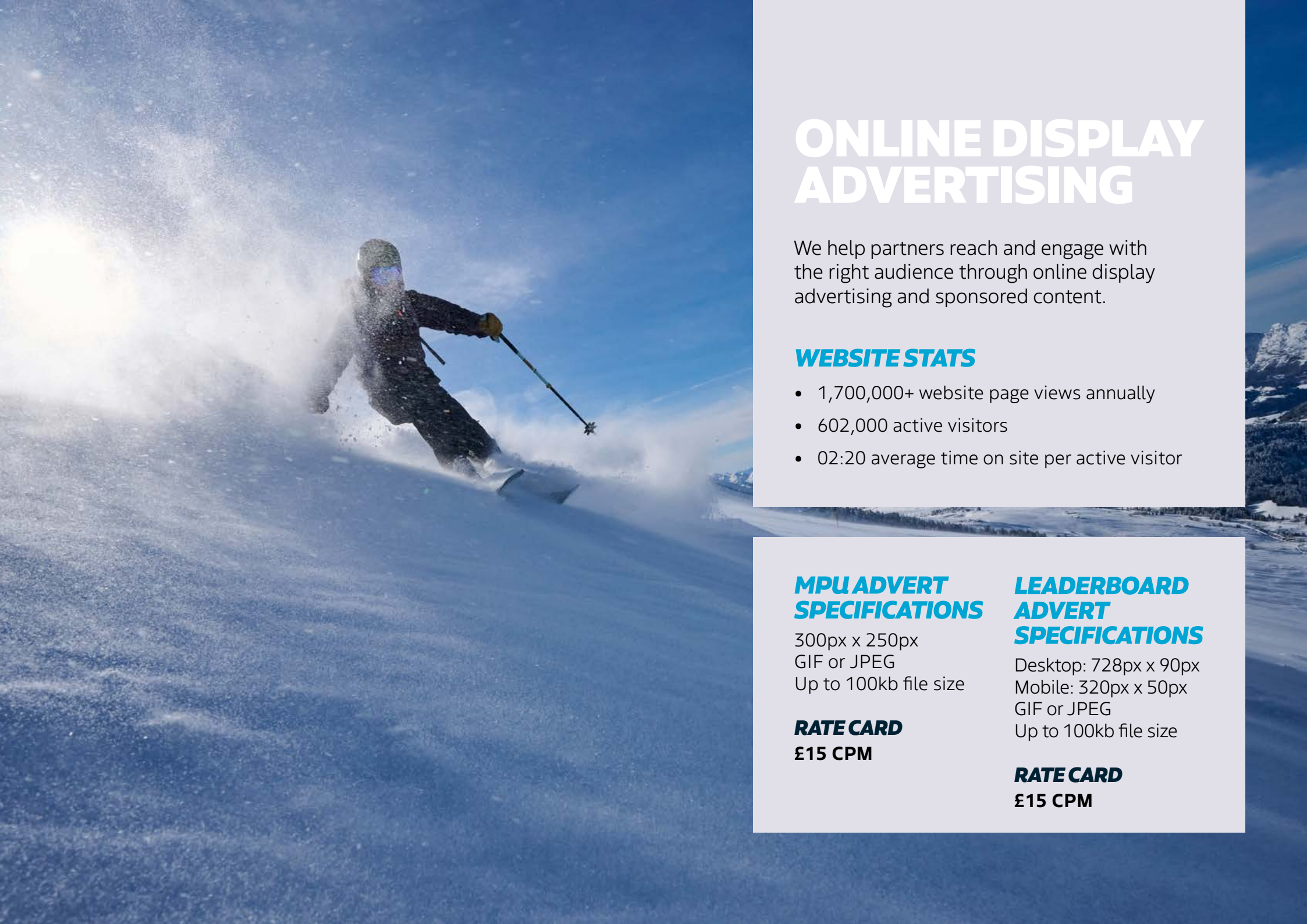
VIDEO CONTENT SPECIFICATIONS

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
- 602,000 active visitors
- 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
daniel.taylor@skiclub.co.uk