

SNOW

EXPLORER

Enjoy Winter and Wintersports to the max!



MEDIACARD | WINTER 2022/23



Information about
SNOW explorer



Online magazines
& website



Publication dates and
promotional possibilities



Exclusive
options

SNOW EXPLORER

SNOW explorer is the new magazine in the Netherlands and Belgium for the recreational winter sports enthusiast who is looking for new experiences and adventures in the snow. The magazine is published twice a season, both in print and digital magazine, and is distributed to subscribers, through kiosk sales and via collaborating partners.

SNOW explorer is a special interest magazine for winter sports enthusiasts who are not after performance, kilometers or speed, but for winter sports enthusiasts who want to enjoy themselves and are looking for unique experiences that leave longer lasting memories. 'Explorer' indicates the mindset of the target audience, title, inspiration, information and recommendations. Therefore the focus of each article or section is 'exploring': new(-s), discovery, experience.

SKI'S AND OTHER EQUIPMENT

SNOW explorer doesn't just focus on piste skiing. From winter hiking, snowshoeing, cross-country skiing to ski touring are covered. But certainly also the other activities that lead to special experiences in the attractive, seasonal snow landscape. Snowbiking, skating, toboggan, balloon rides. The magazine naturally focuses on the latest winter fashion, materials and gadgets. In each issue product information incl. testing is included. Extensive test data become available through collaborations with colleagues from *Ski&Berge*, published by Deutsche Ski Verband, and *Outdoor*, published by Motor Presse Stuttgart.

THE DESTINATIONS

SNOW explorer wants to inspire and stimulate it's readers to especially enjoy everything that the beautiful snowy landscape has to offer in the winter months. The articles focus on the most beautiful areas in Europe. These countries form the core of *SNOW explorer*. This does not mean that the editors ignore a beautiful region in Canada or the USA.

TARGET AUDIENCE

The reader of *SNOW explorer* lives in the Netherlands or Flanders and is a **recreational winter sports enthusiast** who's main interest is to enjoy the time-of in the snow tot he max. He/she goes 'into the snow' 1-2x per season. With partner, family and/or friends, colleagues. The stay is characterized by activities. During these days he/she wants to experience and enjoy as much as possible. Experiences that become beautiful memories and can also be shared afterwards. The target group is open to inspiration and information that can make this stay (even) more beautiful and better. Both in terms of activities and materials.



PRINT

Publication frequency	Circulation	Readers per issue
2 x	12.000	25.000

ONLINE

Reach Online Magazine	Online Readers
200.000	5.000

Title	SNOW explorer
Subtitle	Enjoy Winter and Wintersports to the max!
Publisher	Virtùmedia B.V.
Frequency of appearance	4 x a year
Subscription price	€ 24,95 a year

TECHNICAL DATA

Printing process	offset
Paper type	Interior 100 gr wood free silk MC Cover 170 gr wood free silk MC
Trim size	215 mm x 280 mm
Type area	190 x 250,5 mm

ADVERTISEMENTS AND PRICES

Size	w x h in mm	Rates *
1/1 page	215 x 280**	€ 950,-
1/2 page portrait	92,5 x 250,5	€ 500,-
1/2 page landscape	190 x 121	€ 500,-
1/4 page portrait	92,5 x 121	€ 300,-
1/8 page portrait	92,5 x 58	€ 150,-

* All prices VAT excluded.

** Please allow 5 mm for clean cut.

SNOW EXPLORER ONLINE

By default, an online edition also appears next to each print edition. Content is selected from each part of the magazine so the digital magazine is a representation of the print issue. In addition to the infotutorials of partners, also advertisements are added. These digital issues are also offered to subscribers and selectively distributed in the target group 'as an introduction' for extra reach and for subscriber acquisition.

Reach 200,000 through social media and own website/newsletter

ADDITIONAL RATES

Rates for specials, inserts, attachments or advertorials: on request

Page IV cover	+20%
Preferred placement	+10%

SUBMISSION GUIDELINES

Delivery of digital advertising material as a certified PDF, 300 dpi true scale (or Adobe InDesign, EPS or TIFF). Full-colour adds in CMYK. Do not include Crop Marks. Embed fonts or transfer into lettercontours. All ads need to be delivered print-ready. Prices are exclusive of VAT. Submit to: traffic@virtumedia.nl (stating title and edition number).

PUBLICATION DATES 2023

Edition	Publication date	Submission date
1	04 November	14 October
2	23 December	02 December

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BANNERS

Type	w x h in pixels	Rates *
Banner	300 x 100 (max. 30 KB)	€ 250,- per month
Rectangle	300 x 250 (max. 30 KB)	€ 425,- per month
Leaderboard	728 x 90 (max. 50 KB)	€ 575,- per month

* All prices VAT excluded. Appearance all pages.

OTHER ADVERTISEMENTS POSSIBILITIES

E-MAIL NEWSLETTER

Item in the e-mail newsletter. Submit:

- 60 words + link
- A royalty-free landscape image of 550 pixels wide.

Price: € 100,-

ONLINE ADVERTORIAL

Online advertorial can contain 200 to 400 words:

Price: € 350,-

In case our editors write the text:

Price: € 75,-

Prices VAT excluded.

SUBMISSION GUIDELINES

Delivery of banners in 72dpi as jpg, gif, png (flash only after prior consultation). Delivery in the correct file size with the link to which the banner or button should refer. We use a carousel

system in case of a wide range of banners. Acceptance of assignments and placement of banners is at the discretion of the publisher. All online advertisements must be delivered at least one week before the agreed placement date via: **traffic@virtumedia.nl** (stating title of website and placement period) as a separate attachment in the e-mail, preferably as a zip file.

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SNOW explorer is part of: Virtùmedia B.V.

www.snowexplorer.nl
www.virtumedia.nl



Our general terms and conditions apply at all times..
<https://virtumedia.nl/algemene-advertentievoorwaarden>

