CANADIAN SKI COUNCIL

2014-15

MEDIA KIT

Canadian Ski Council
7600 Highway 27, Unit 14, Woodbridge, ON, L4H 0P8
Tel: 1.877.440.9140  Email: info@skicanada.org

SKICANADA.ORG
Working together to reach thousands of educated, affluent, active skiers and snowboarders

Thank you for your interest in advertising with the Canadian Ski Council. We are proud to offer advertisers easy and valuable ways to put important information in front of our readers and site visitors.

We recently launched our new website, skicanada.org, and our e-newsletter, SnowOnline, to provide skiers and snowboarders across Canada with helpful information on their favourite winter sport.

In our media kit, you will find everything that you need to know about the Canadian Ski Council’s advertising opportunities. This includes information about the CSC, our market, and our various advertising properties.

Should you have any questions or require further information, please don’t hesitate to contact us at 1-877-440-9140.

Wishing you a great season,

Patrick Arkeveld
President and CEO, Canadian Ski Council
ABOUT THE CSC

The Canadian Ski Council is a national, not-for-profit association whose mission is to increase participation in recreational skiing and snowboarding through skier-snowboarder development marketing and communications programs. The CSC also tracks the trends and issues affecting the ski and snowboard industry through various research studies and initiatives.

With a spirit of cooperation and a shared interest in developing a continuously growing base of skiers/snowboarders, the Canadian Ski Council was formed and duly constituted in 1977.

275
APPROXIMATE NUMBER OF SKI AREAS IN CANADA

7.6
NUMBER OF DAYS THE AVERAGE CANADIAN SKIER & SNOWBOARDER SPENDS ON THE HILL EACH YEAR

18 M
APPROXIMATE NUMBER OF SKIER VISITS PER SEASON IN CANADA

2.1 M
NUMBER OF ACTIVE SKIERS & SNOWBOARDERS IN CANADA BASED ON THE AVERAGE NUMBER OF DAYS SKIED

$100K
49% OF ALPINE SKIERS HAVE AN AVERAGE HOUSEHOLD INCOME OF OVER $100,000

7.4%
PERCENTAGE OF CANADIANS OVER 12 YEARS OF AGE THAT PARTICIPATE IN SKIING/SNOWBOARDING

This data has been pulled from the Canadian Ski Council’s National Consumer Profile and Satisfaction survey and the CSC’s Facts and Stats Model for Growth.
“Our web site is now more accessible, convenient, informative, and consumer friendly. We’ve endeavored to make it a one-stop shop for skiers and snowboarders.”

Patrick Arkeveld, President & CEO
Canadian Ski Council

1. SKICANADA.ORG
Home of the Canadian ski and snowboard industry

We recently revamped our website, skicanada.org, to provide skiers and snowboarders with all of the information they need, with one simple click of the mouse. Skiers and snowboarders can visit skicanada.org to access our bilingual website, the portal for all things related to skiing and snowboarding in Canada.

SOME QUICK FACTS ABOUT SKICANADA.ORG

• Skicanada.org ranks #1 on google.ca
• Skicanada.org receives approximately 15,000 visits per week during peak season
• Average annual total household income of our visitors is $100,000+
• Average age of Canadian skier/snowboarder is 38.5
• 99% of all visitors have a computer and internet in their homes

COST

$1000 for a one month ad on skicanada.org. Payment must be received prior to an ad being placed. Visa, Mastercard or cheque payment is accepted. Cheques should be made out to the Canadian Ski Council. CSC Associate members receive a 10% discount. Ad will be placed directly within skicanada.org website.

Skicanada.org includes:

• An interactive map that includes links to Canadian ski areas as well as snow conditions
• Information on ski, snowboard, and cross country ski equipment, including links to manufacturers and suppliers
• Grade 4 & 5 SnowPass program information that includes free lift passes for children 9 & 10 years old
• Safety – “How to” info for beginner skiers & snowboarders, as well as tips for experienced skiers & snowboarders
• Access to SnowOnline, Canada’s #1 e-newsletter distributed to over 100,000 ski and snowboard consumers
• News & events calendar, information on what to wear, how to get started, as well as industry contacts, links, and media releases

Canadian Ski Council
7600 Highway 27, Unit 14, Woodbridge, ON, L4H 0P8
Tel: 1.877.440.9140 Email: info@skicanada.org

ADVERTISING OPPORTUNITIES

SKICANADA.ORG
2. SNOWONLINE E-NEWSLETTER

SnowOnline is Canada’s No. 1 online news source for skiers and snowboarders and is e-mailed twice per week throughout the winter months to over 100,000 skiers and snowboarders. Produced by the Canadian Ski Council, this FREE e-newsletter is skiers’ and snowboarders’ best way to stay connected to Canada’s snow scene. Including up-to-date happenings at ski areas all across the country - it’s all included in SnowOnline, in a quick and easy to read format.

SNOWONLINE IS THE CANADIAN RESOURCE FOR:

- Up-to-the minute news from Canadian ski areas
- Ski and snowboard tips and videos
- Ski and snowboard travel deals
- Canada-wide event listings
- Equipment updates
- News on Canada’s regional, provincial, national, and international ski and snowboard competitions and races

SOME QUICK FACTS ABOUT SNOWONLINE READERS:

- 99% of SnowOnline readers have a computer in their home
- 100% have access to the internet
- 83% of readers have participated in skiing/snowboarding in the past
- 43.6% of SnowOnline subscribers are between the ages of 41 to 45
- 92% of our readers are married/common law
- 24% of readers have a total annual household income between $100,000 and $149,000

COST

$150 per SnowOnline issue or $300 weekly. Ads must be placed for 2 consecutive weeks. Payment must be received prior to ad being placed. Visa, Mastercard or cheque payment is accepted. Cheques should be made out to the Canadian Ski Council. CSC Associate members receive a 10% discount. Ad will be displayed directly within the SnowOnline e-newsletter template.

WEBSITE AND SNOWONLINE AD SPECIFICATIONS

Banner ads must meet the following criteria:
Dimension: 200 pixels x 200 pixels Format: jpeg or gif (no flash) Size: 20k maximum