

# Winter Sports

TECHNOLOGY INTERNATIONAL



# 2012

MEDIA SCHEDULE AND  
ADVERTISING RATES

THE INTERNATIONAL REVIEW OF SKI AREA MANAGEMENT,  
SNOW DOME, AND MOUNTAIN RESORT TECHNOLOGY



**Winter Sports Technology International** is the definitive International publication for ski resort design and technology. From access control, ski lifts, safety systems, and timing technologies to architecture, maintenance technologies, snow grooming and snow-making systems, Winter Sports Technology International features interviews with the industry's key figures, plus in-depth case studies on the latest venues and technologies.

## frequency

- Winter Sports Technology International is published bi-annually in April and October. The April 2012 edition will also benefit from extra distribution at the SAM 2012 Expo in Grenoble.

## circulation

- Winter Sports Technology International is circulated globally to a hand built circulation of over 8,000 key decision makers and specifiers within all of the world's ski resorts. Winter Sports Technology International is sent to named individuals and each and every copy has been either individually requested or company requested. Global circulation is split 55% Europe, 20% North America, and 25% rest of the world.

## advertising rates

- Winter Sports Technology International is a fully illustrated, perfect-bound publication that is written by the industry for the industry. Selected industry suppliers are invited to contribute a technical white paper and in some instances may be invited to be the subject of a major case study or interview. These in-depth features are supported by independently commissioned papers from the personalities operating the world's most significant venues. Due to limited opportunities, all industry supplier editorial contributions are supported by either a full-, half- or double-page spread advertisement that are allocated on a first-come, first-serve basis.

**Full Page Colour:** ..... £3,850

**Half Page Colour:** ..... £2,650

**Double Page Spread Colour:**..... £5,200

Special positions available (covers, facing contents etc)  
– prices upon request

## content

- Content includes in-depth case studies that examine the latest technological breakthroughs; interviews with the owners of the world's most significant ski resorts; countries in focus; and news on latest industry trends and requirements.

## publishing schedule

- **ISSUE 1 April 'SAM 2012' edition**  
*Features:*
  - Snow Making
  - Cable Car and Ski Lift Systems
  - Groomers and Mobility
  - Safety and Avalanche Protection
  - Timing Technologies
  - Summer Activities
- **ISSUE 2 October 'Winter 2012' edition**  
*Features:*
  - Snow Making
  - Cable Car and Ski Lift Systems
  - Groomers and Mobility
  - Design and Architecture
  - Indoor Winter Sports Facilities
  - Ski Slope Maintenance and Marking
  - Ticketing and Access Control

## contact us

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