

# SKIMAGAZIN

Target group: winter sportsmen



## FACTS

- 105.000 copies
- 210.000 readers
- Distribution: German speaking countries
- 6x per year



## GOOD REASONS

- largest German-speaking ski magazine in the kiosk
- Ambitious skiers, opinion leaders and readers who have a high disposable income

**SKIMAGAZIN** is a must-read for ambitious skiers and the largest German-speaking ski magazine available at the newsagents (kiosk). The editorial concept includes extensive product presentations, ski resort checks as well as exciting travel stories, background reports and a lot of useful tips about skiing.

Format	€ -rate 4c	B	H
1/1 page*	12.033,-	210 mm	285 mm
1/2 page*	6.800,-	210 mm	140 mm
1/3 page*	4.069,-	210 mm	94 mm
1/4 page	3.178,-	87 mm	122 mm

\* +3mm bleed all around

Edition	Date of publication	Order deadline
01/2024	29.09.2024	28.08.2024
02/2024	20.10.2024	18.09.2024
03/2024	17.11.2024	16.10.2024
04/2024	15.12.2024	13.11.2024
05/2024	02.02.2024	03.01.2024
06/2024	01.03.2024	29.01.2024

[www.IGL.at](http://www.IGL.at)

Unser Herz schlägt für den Tourismus.

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