

# SKIMAGAZIN

Target group: winter sportsmen



## FACTS

- 75.000 copies
- 180.000 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*	12.100,-	210 mm	285 mm
1/2 page*	6.800,-	210 mm	140 mm
1/3 page*	4.100,-	210 mm	94 mm
1/4 page	3.200,-	87 mm	122 mm

\* +3mm bleed all around

Edition	Date of publication	Order deadline
01/2025	30.09.2024	26.08.2024
02/2025	22.10.2024	16.09.2024
03/2025	19.11.2024	14.10.2024
04/2025	10.12.2024	13.11.2024
05/2025	04.02.2025	03.01.2025
06/2025	04.03.2025	27.01.2025

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

Unser Herz schlägt für den Tourismus.

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