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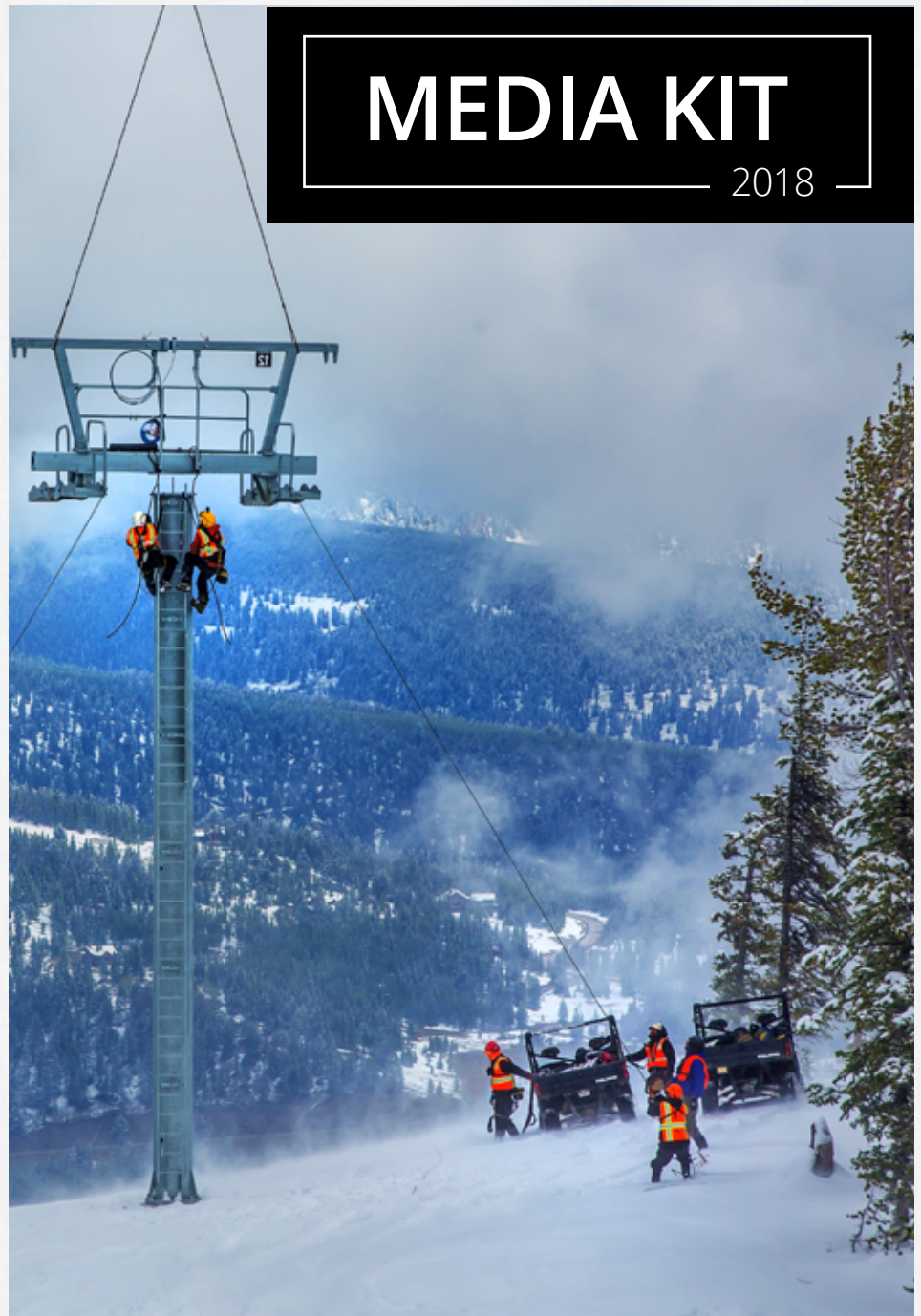
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# MEDIA KIT

2018



*SAM* (Ski Area Management) magazine has been the voice of the mountain resort industry since 1962. Mountain resorts do more than offer skiing and snowboarding: they are a complex mix of year-round businesses and operations that cater to the recreational and leisure needs of guests from near and far. Resorts range in size from small community facilities to huge destination resort communities—all of which require a variety of products and services for every aspect of their operations.

*SAM* readers are key decision-makers and influencers in this market. They use our magazine, online channels, and events to gain knowledge that will help them, and their operations, be more successful. We take great pride in our role as the industry's most trusted resource, and our advertising partners have benefitted from the exposure this position wields for decades. It will be my pleasure to explore with you the many ways *SAM* can help your business thrive.

Sincerely,  
Sharon Walsh, Advertising Director



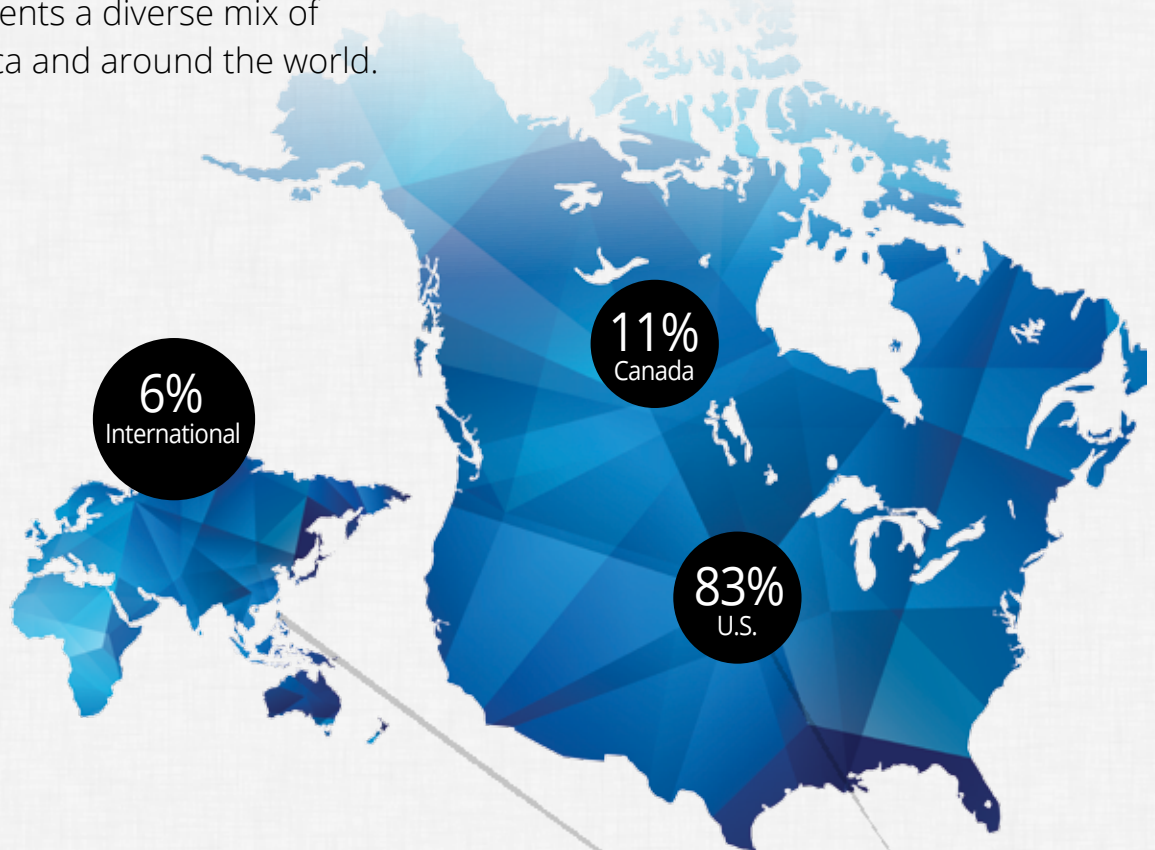
## PRINT CIRCULATION

SAM readership represents a diverse mix of resorts in North America and around the world.

### RESORT VISITATION:

SAM readers come from resorts of all sizes.

- 29%— <100,000 visits
- 37%—100,000-250,000
- 17%—250,000-500,000
- 10%—500,000-750,000
- 4%—750,000-1,000,000
- 3%—1,000,000+



## READER DEMOGRAPHICS

21% - Owner/President/CEO

22% - General Manager

12% - Operations/Area Manager

11% - Sales/Marketing

7% - Rental/Retail services

6% - Grooming

6% - Lift Operator

4% - CFO

4% - Ski School Director/Instructor

3% - Others

2% - Vice President

2% - Ski Patrol

*“SAM has been a ski industry “must read” for more than five decades. It is both timely and relevant and speaks to all levels within the industry.”*

+ Bill Jensen, CEO,  
Telluride Ski & Golf





02

EDITORIAL CALENDAR  
SAM Magazine Media Kit 2018

**ISSUE DATES EDITORIAL LINEUP**

**JANUARY '18**



**Space close:**  
Nov. 15

**Materials Due:**  
Nov. 30

- > Events
- > DIY lift inspection
- > Achievement programs
- > Leadership: SAM Summit Series
- > Senior skiers
- > Rental Buyer's Guide
- > Lift survey
- > Olympics profiles
- > Kelly Pawlak interview
- > Summer activities:  
Mini Golf & XC Biking
- > Employee engagement

**MARCH '18**



**Space close:**  
Jan. 15

**Materials Due:**  
Jan. 31

- > Groomer report
- > SIA show report
- > Night slope lighting
- > Visa program changes
- > NSAA economic analysis
- > Snow reporting
- > Club sports
- > Negative feedback
- > Guest communications
- > Summer marketing
- > Electronic documentation
- > Environmental stewardship:  
case study

**MAY '18**



**Space close:**  
March 15

**Materials Due:**  
March 31

- > Best/worst marketing
- > Snowmaking state of the art
- > Making the most of tubing
- > Group business
- > Industry consolidation
- > 10 summer risks
- > How different ARE millennials?
- > Affordable housing
- > Rebranding: a case study
- > Roundtable: common  
challenges, common solutions?

**ISSUE DATES EDITORIAL LINEUP**

**JULY '18**



**Space close:**  
May 15

**Materials Due:**  
May 31

- > 10 Under 30
- > Growing the sports
- > Snowmobiles: state of the art
- > Management best practices
- > Mentoring (SAM Summit Series)
- > Small resorts
- > Summer: Just add water
- > The changing face of IT
- > State associations: the new leaders
- > Resort furniture

**SEPTEMBER '18**



**Space close:**  
July 15

**Materials Due:**  
July 31

- > Employee training
- > Guest safety
- > Essential truths about never-ers
- > Lift maintenance
- > Marketing/PR
- > Summer business
- > Snow farming: how to preserve snow
- > Advance online ticket sales
- > HR practices: communicating  
acceptance and rejection
- > F&B: tweaking the model

**NOVEMBER '18**



**Space close:**  
Sept. 15

**Materials Due:**  
Sept. 30

- > Terrain park contest:  
design and events trends
- > Putting the park all over the mountain
- > Snowmaking: pumps and compressors
- > Risk management priorities
- > Using grooming technology effectively
- > On-mountain apps
- > Electronic documentation
- > Coming soon: Indoor/outdoor snow  
facilities
- > Data mining: sifting through the trash





# 03

PRINT ADVERTISING RATES  
SAM Magazine Media Kit 2018



## PRINT AD RATES

Print Ad Size	1x Rate	3x Rate	6x Rate
Full Page	\$3,025	\$2,580	\$2,295
2/3 page	2,225	1,910	1,675
1/2 page	1,750	1,495	1,330
1/3 page	1,270	1,075	955
1/4 page	1,025	865	765
1/6 page	710	615	540
1/8 (business card)*	380	315	255

Covers	1x Rate
Cover 2	Earned rate plus 15%
Cover 3	Earned rate plus 15%
Cover 4	Earned rate plus 25%

\*Business card available to advertisers of professional services (engineering, consultancy, etc.) Product advertising not permitted. Non-commissionable.

Multiple page rate: Two or more pages of run-of-book advertising in one issue earns 8% discount on earned rate.

### Color

Two-color (cyan, magenta, or process yellow)	\$350 (+space charge)
Two-color (PMS/matched colors)	\$575 (+space charge)
Four-color (process)	\$1,030 (+space charge)
Bleed	No charge

### Frequency

Frequency is the key to any successful advertising program. We offer discounted rates for 3-time and 6-time schedules. Contact Sharon Walsh @ 508.655.6408 to discuss a custom package.

### General Rate Policy

- Publisher reserves the right to increase rates upon 90 days notice such notification superseding existing contracts.
- Cancellations: Advertising cancellations will not be accepted after the published closing date for the issue booked.  
The publisher can print an advertisement and collect the full amount due as shown on the insertion order.
- Short Rate Information: Advertisers will be short rated if, within a 12-month period from the date of first insertion, they do not use the amount of space on which their billings have been based. If more space is used than contracted, adjustment to a lower rate will be made.
- Finance charges on any unpaid balance over 30 days is 1.5% per month and 18% APR.





# 04

PRINT ADVERTISING RATES  
SAM Magazine Media Kit 2018

## Furnished Insert Rates

Two-page (both sides 1 sheet)	\$3,350
Four-page (both sides 2 sheets)	\$5,600

- > Rates presuppose standard size inserts suitable for machine inserting. Advertiser will be charged mechanical costs incurred on non-conforming inserts.
- > Trimmed size 8-1/4" wide x 10-3/4" deep.
- > Insert paperweight should not exceed 100-lb text.
- > Keep live matter a minimum of 3/8" away from gutter edge.
- > Sample of insert should be sent in advance to publisher for approval.
- > Inserts are commissionable and count as one insertion toward frequency.

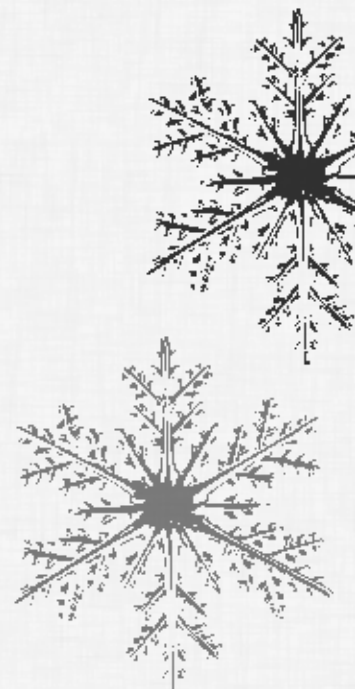
*“SAM is the best written, most valuable industry magazine out there.”*

> Survey Respondent

## Classified Ads

Basic listing (two months online, one print issue)	\$2.75 per word
Premium listing (top position, social media promotion)	+ \$100
Logo placement (print and online)	+ \$100
Blind Listing	+ \$30
Youtube Video	+ \$100
SEO Keywords	+ \$25

- > Deadline for print is 30 days prior to publication month. Online classifieds will be posted to the website within 48 hours of receipt unless otherwise instructed.

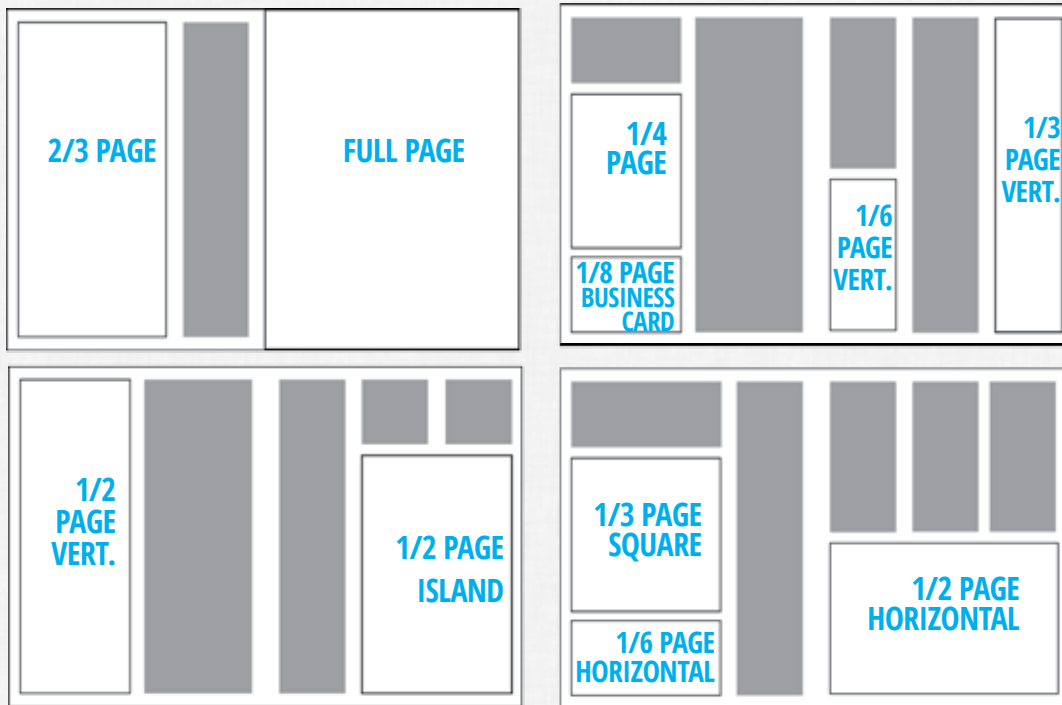




# 05

PRINT AD SPECIFICATIONS  
SAM Magazine Media Kit 2018

## PRINT AD SPECIFICATIONS



### Agency Commission

- > Agency commission: 15% of gross billing allowed for recognized advertising agencies if account is paid within 30 days of invoice date. Billing includes costs of space, color, bleed and position. Commission is not paid on business card (1/8 page) advertising, classifieds advertising or web sponsorships.
- > Cash discount: 2% cash discount on net (after agency commission). Discount allowed if invoice is paid in full within 10 days of invoice date.

Size	Width	Depth
1 Page	8-1/2" x	11"
2/3 Page	4-1/2" x	10"
1/2 Page Horiz.	7" x	4-7/8"
1/2 Page Island	4-1/2" x	7-1/2"
1/2 Page Vert.	3-3/8" x	10"
1/3 Page Vert.	2-1/8" x	10"
1/3 Page Square	4-1/2" x	4-7/8"
1/4 Page	3-3/8" x	4-7/8"
1/6 Page Vert.	2-1/8" x	4-7/8"
1/6 Page Horiz.	4-1/2" x	2-3/8"
1/8 Business Card	3-3/8" x	2-3/8"

### Mechanical Requirements

- > Printing Information: Covers and body forms printed by sheet-fed offset. Editorial material runs on three-column pages or two-column pages. Saddle stitch binding.
- > Advertising prepared by publication, including key changes, address changes, etc., are rebilled.
- > Specifications: Advertising must be submitted in digital format. Accepted file formats: Ads should be submitted as a printable PDF (PDFx) format. The PDF must contain all the necessary information to produce a quality print ad: fonts must be embedded; images are at 300 dpi; and colors are in CMYK mode. Do not use OPI. Crop marks: When producing the PDF, please include crop marks. Crop marks should not encroach into bleed. The crop marks must extend 9 pts (.125") outside the image area.
- > Screen: 150 line screen
- > Bleed Ads: Bleeds are available on full page, 2/3 pg and 1/2 pg ads only. For full page ads, our trim size is 8-1/2" wide by 11" deep. Build to trim and extend bleeds 0.125" beyond trim on all four sides. Keep live matter 0.375" from trim edge. Please allow 0.375" safety on either side of the gutter. Call for dimensions on 2/3 and 1/2 page ads.
- > Do not stylize fonts in the layout application (ie. bold or italicize using "type style"). Please choose the true font face from the "fonts" list.
- > Avoid creating gradients from within the layout application.

NOTE: The above are standard display sizes.  
Other sizes subject to publisher's approval and also to 10% surcharge.



06

DIGITAL

SAM Magazine Media Kit 2018

# SAMINFO.COM

Saminfo.com receives on average 59,000 sessions (unique visits) per month and 595,000 page views (number of pages downloaded) per month. The biggest driver of traffic to our site is our headline news and classifieds sections. And, on average, visitors continued on to view 15 more pages on saminfo.com.

> Web sponsorship also includes your company logo, directly linked to your website, on SAM's "Headline News" email blasts that go to 2,200+ industry decision-makers an average of once a week. We provide monthly reports showing detailed activity, including CTR (click-thru rate) from your digital placements.

## HOMEPAGE



### Banner Position

3 mo.

6 mo.

12 mo.

Ad Block 1 Positions

\$1,900

\$3,420

\$6,450

Ad Block 2 Positions

\$1,800

\$3,240

\$6,120

Ad Block 3 Positions

\$1,700

\$3,060

\$5,780

Ad Block 4 Positions

\$1,600

\$2,880

\$5,550

## RUN OF SITE



## Banner Size Units

### Ad Block 1

Homepage: 970 x 250 pixels  
ROS: 280 x 550 pixels

### Ad Block 2

Homepage: 160 x 600 pixels  
ROS: 280 x 550 pixels

### Ad Block 3

Homepage: 970 x 250 pixels  
ROS: 280 x 550 pixels

### Ad Block 4

Homepage: 970 x 250 pixels  
ROS: 280 x 550 pixels

Mobile Banner Size: 320 x 100 px







07

DIGITAL

SAM Magazine Media Kit 2018

# CUSTOM MARKETING

## SAM Magazine Preview Eblast

Sponsor the bi-monthly SAM Magazine Preview Blast that highlights the upcoming issue of SAM magazine. Sent to 4,000+ industry professionals.

**Ad Block 1: \$500**

Ad Size: 650 x 180 pixels

**Ad Block 2: \$350**

Ad Size: 650 x 180 pixels

## SAM Headline News Sponsor

SAM's exclusive Headline News is the most trusted news service in the industry. Every email is sent to roughly 2,200 opt-in industry professionals. Headline News email blasts are typically sent once a week. They average a remarkable 36% open rate.

**Billboard Ad Block**

Ad Size: 650 x 250 pixels

**3x Frequency: \$1,000**

**6x Frequency: \$1,800**

**Tile 1 & Tile 2**

Ad Size: 320 x 250 pixels

**3x Frequency: \$650**

**6x Frequency: \$1,100**

## TOTAL AUDIENCE MARKETING

Create a customized campaign across each of SAM's print and digital platforms. Work closely with our web and graphic designers to create a unique message that will be broadcast to all SAM audiences. Campaign portfolios can include the following platforms:

- > SAM magazine print advertisements
- > Dedicated saminfo.com webpage
- > Branded email blasts
- > Dedicated social media campaigns
- > SAM Headline News sponsor
- > SAM magazine preview blast

Our Total Audience Marketing campaigns are only offered to a select number of suppliers each year. Packages start at \$10,000.

## Branded Email Blast

Branded e-mail blasts are sent to 3,200 industry professionals under the trusted SAM brand. The content is subject to the supplier's preference—advertorial, product promotion, special offers, videos, galleries, etc.

**One time send—\$750**





08

EVENT SPONSORSHIP

SAM Magazine Media Kit 2018



Summer Ops Camp is the only event in the industry that is completely dedicated to helping mountain resort operators grow their summer business. Its mission is for attendees to experience the mountain resort environment as their customers do while exploring new summer business opportunities with industry experts, suppliers, and fellow operators. Camp is a combination of on-hill workshops, classroom seminars, and an outdoor and indoor vendor showcase with live product demos.

**Summer Ops Camp 2018—Aspen Snowmass, CO—Sept. 4-6**



**Vendor Partner Benefits:**

**Summer Ops Attendee Program:**

> 1/2 page, 4 color ad; company logo on cover; company logo/description on the sponsor page.

**Exclusive Networking:**

> Vendor partners get a space/table in the Vendor Showcase, where you can meet face-to-face with attendees, promote your product, and have the opportunity to demo your product in an outdoor area.

**Summer Ops Camp Website:**

> Company logo with direct link to your website on summeropscamp.com

**Promotional Material:**

> All vendor partners will be included in our Camp promotions.

**Summer Ops Digital Program:**

> A digital version of the program will be emailed post-event to approximately 3,500 mountain resort industry professionals, including resort leaders and influencers.

**Vendor Partnership: \$1,695**

**Limited title sponsorships available upon request.**







**09**  
EVENT SPONSORSHIP  
SAM Magazine Media Kit 2018



Cutter's Camp is one of the industry's only open-forum gatherings dedicated to the progression of freestyle terrain at mountain resorts. The event is going on 16 years as the number-one resource for continuing education in the design, construction, and operation of terrain parks. Each year, Cutter's Camp gathers more than 75 industry professionals from around the globe to collaborate and learn. Through on-hill coaching sessions and indoor workshops, attendees obtain a complete understanding of best practices, building techniques, risk management, and industry trends and updates.

### Cutter's Camp 2018, Timberline, Mt. Hood—May 14-18, 2018



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## Sponsor Benefits:

- > All sponsors may hang banners and pass out product. Premium sponsors are assigned an additional event to host during camp (a meal or activity) and are invited to speak exclusively with the group during their sponsored event.
- > Logo placement on all print material including the Cutter's Camp program, house ads in SAM magazine, and more.
- > A full page ad in the Cutter's Camp program. Premium sponsor ads run in color. Partner sponsor ads run in black and white.
- > Logo placement with direct link in all digital promotions, including email blasts to industry database and on cutterscamp.com.
- > Premium sponsors get an additional web banner rotation (skyscraper or leaderboard).
- > Basic registration is complimentary to premium sponsors. A discounted rate for lodging and food is offered for partner sponsors.

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**Partner Sponsorship: \$1,800**

**Premium Sponsorship: \$2,500**

# Respondents of SAM's 2016 Reader Survey

# 10

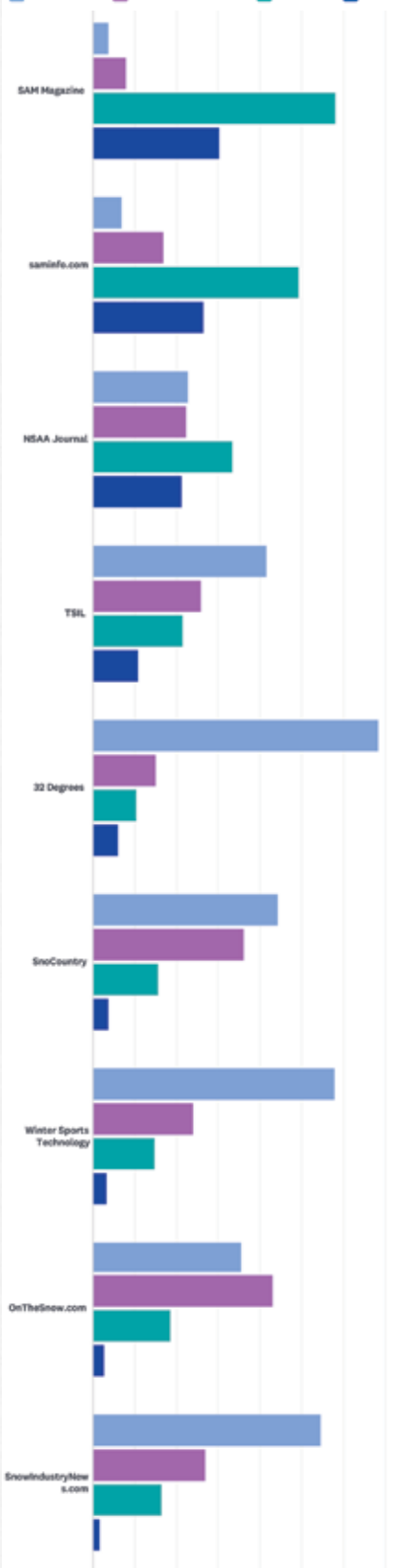
READER SURVEY

SAM Magazine Media Kit 2018

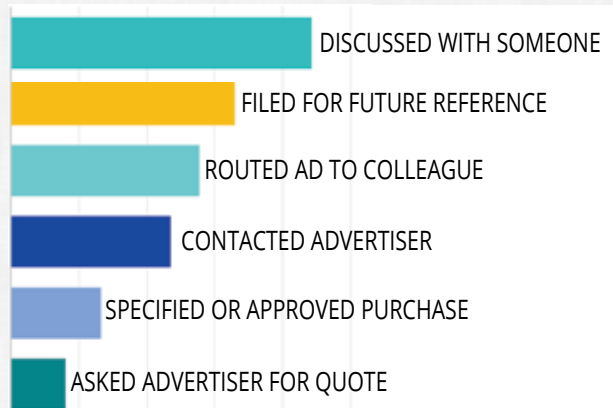
**sam**  
SKI AREA MANAGEMENT  
THE VOICE OF THE MOUNTAIN RESORT INDUSTRY

## HOW IMPORTANT ARE THE FOLLOWING INDUSTRY SOURCES?

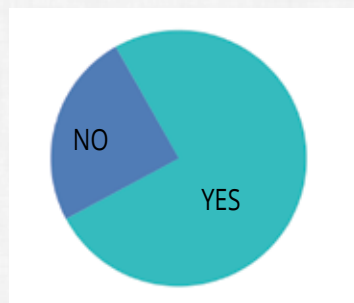
Do Not Read    Somewhat Important    Important    Most Important



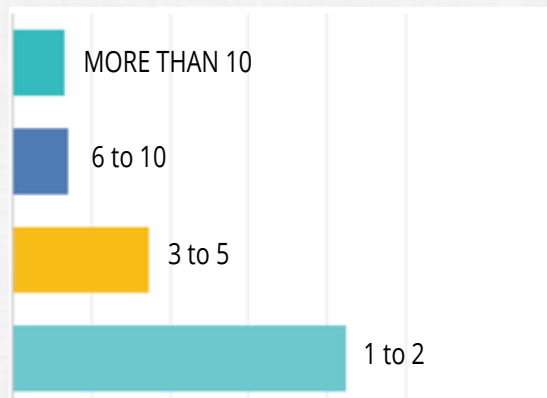
## WHICH OF THE FOLLOWING ACTIONS HAVE YOU TAKEN RECENTLY AS A RESULT OF SEEING AN ADVERTISEMENT IN SAM?



## DO YOU KEEP YOUR OLD ISSUES FOR REFERENCE?



## HOW MANY PEOPLE OTHER THAN YOU READ YOUR COPY OF SAM?



*“SAM provides the most current industry information and has consistently filled an educational gap seen throughout our industry.”*

> Survey Respondent

*“I have found that SAM is the best possible medium with which to deliver my messages to clients and prospects.”*

> Rick Spear, President, Leitner-Poma of America, Inc.

*“As ski area operators we seek out information, and SAM provides us with the supplier information we need.”*

> Survey Respondent



**CONTACT:****Sharon Walsh**, Advertising Director

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Natick, MA 01760

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