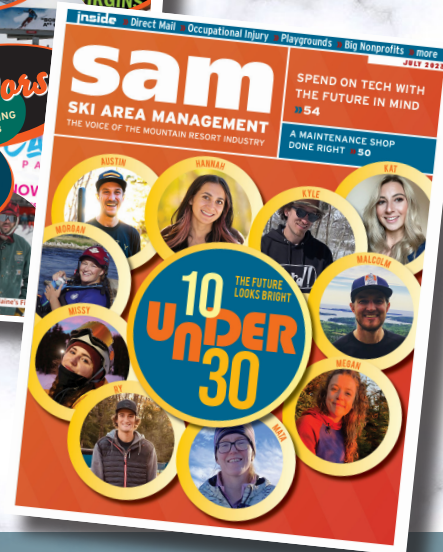


sam

SKI AREA MANAGEMENT
THE VOICE OF THE MOUNTAIN RESORT INDUSTRY

MEDIA KIT 2024

TARGET THE SKI INDUSTRY
WITH SAM MAGAZINE



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READER SURVEY RESULTS

From our November 2023 Reader's Survey

SAM readership represents a diverse mix of resorts in North America and around the world as well as a diverse mix of employees. Our readership leans towards high level managers and owners, but reaches departments across the resort from mountain ops to finance, ski school to risk management, rentals to food & beverage, technology to HR.

REACH >>

SAM reaches **more than 3,000 subscribers** per issue with extra distribution throughout the year at trade shows. **Sixty-three %** of subscribers also pass long their copies.

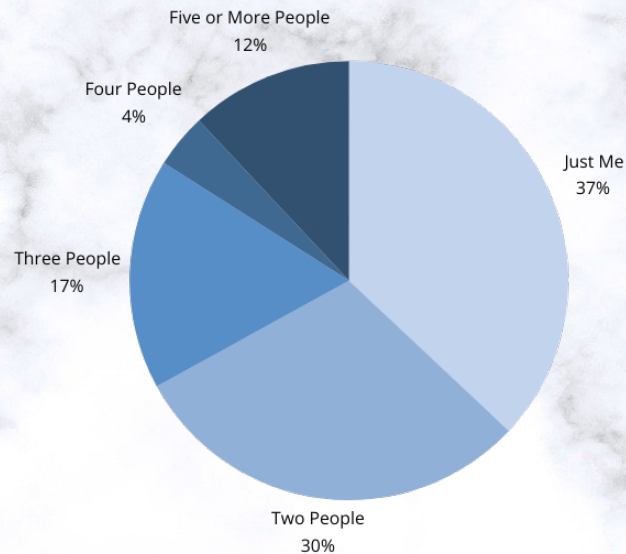
KEY DECISION MAKERS:

Over 70% of **SAM** readers are key decision makers—CEOs, VPs, Directors and Managers.

AD INTERACTION:

Over 80% of **SAM** readers interact with advertising in the magazine, with 21% taking direct action. Others file for future reference, pass along to coworkers, or skim for ideas.

PASS ALONG RATE:



READER'S RESORT SIZE:

SAM readers come from all types of resorts.

- 27%**— <100,000 visits
- 27%**—100,000-250,000
- 21%**—250,000-500,000
- 9%**—500,000-750,000
- 7%**—750,000-1,000,000
- 9%**—1,000,000+

BIG READERS:

Eighty-one % of **SAM** fans read the magazine, **71%** read articles online, and **60%** read Headline News online. **92%** of **SAM** readers consume most of the content and **36%** read every issue cover to cover.

"I love the exposure to the broader industry and inspiration from the big guys. I still remember the first SAM magazine I read, that I found as a summer student, while cleaning the day lodge. It was this realization that there is so much more out there, that there is this huge, viable industry out there. I love the ideas and content SAM provides, as well as the forward focused energy it's leadership provides."

+ from the 2023 Readers Survey.

Editorial Calendar 2024

Email Sharon Walsh, sharon@saminfo.com for final deadlines and to reserve ads in upcoming issues.

ISSUE DATES EDITORIAL LINEUP*

JANUARY 2024



Space Close:
November 29

Materials Due:
December 8

- > Annual Lift Construction Survey
- > Rental Buyer's Guide
- > Succession Planning
- > Lift Maintenance
- > Mountain Communities
- > Stormwater Management
- > Summer Construction

ISSUE DATES EDITORIAL LINEUP*

JULY 2024



Space Close:
May 29

Materials Due:
June 7

- > 10 Under 30
- > Summer Resort Profile
- > Snowmaking Boxes
- > State of Ski School
- > Rentals
- > Staffing Up
- > Tubing

MARCH 2024



Space Close:
January 31

Materials Due:
February 8

- > Groomer Report
- > Land Management
- > Summer Operations
- > Connectivity and Technology
- > Productive Partnerships
- > Leadership & Management
- > Summer Risk Management
- > Inclusive Events

SEPTEMBER 2024



Space Close:
July 30

Materials Due:
August 8

- > Staff Training
- > Vehicle Checks and Training
- > Hiring & Recruiting
- > Mountain Ops
- > Marketing and Sales
- > Resort Profile
- > Technology

MAY 2024



Space Close:
March 30

Materials Due:
April 8

- > Best/Worst Marketing
- > Trail Maintenance for Snowmaking
- > Growing the Sport
- > DEI
- > Community Ski Areas
- > Energy Costs and Savings
- > SAMMY Leadership Awards

NOVEMBER 2024



Space Close:
September 30

Materials Due:
October 8

- > Terrain Park Contest
- > Employee Benefits
- > Safety
- > The Snow Report
- > Sustainability
- > Expanded Construction Site
- > Parking

“Well written, researched stories on a wide variety of topics.”
+ from the 2023 Readers Survey.

“SAM’s leadership in the industry—especially during times of uncertainty—creates a lot of value for our brand.”

+ Daren Cole, Leitner-Poma of America, Inc.

Print Advertising Rates 2024

Email Sharon Walsh, sharon@saminfo.com for final deadlines and to reserve ads in upcoming issues.

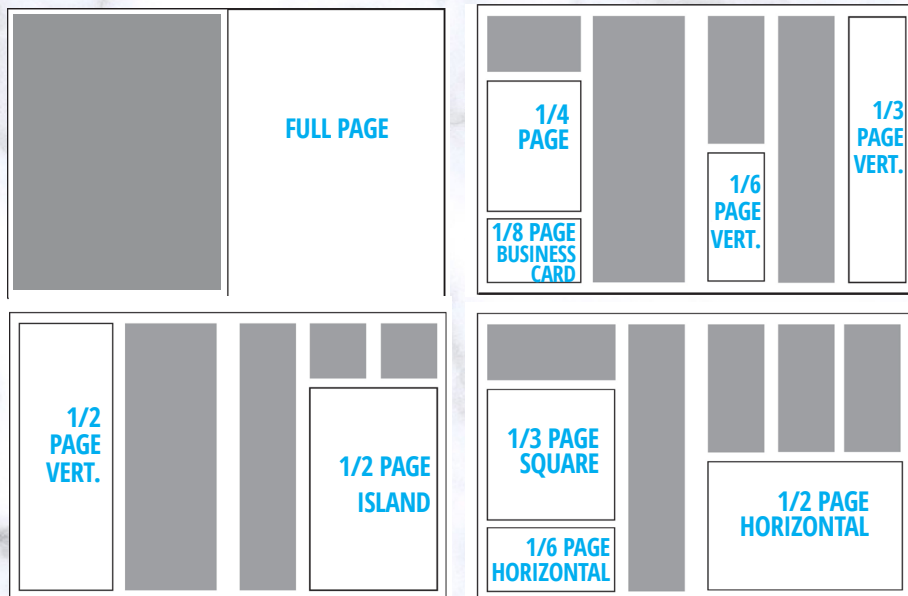
Print Ad Size	Color	B&W
Full Page	\$3,495	\$2,400
1/2 page	\$2,480	\$1,400
1/3 page	\$2,095	\$1,045
1/4 page	\$1,885	\$805
1/6 page	\$1,650	\$570
1/8 (business card)*	N/AV	\$255

Frequency

Frequency is the key to any successful advertising program. We offer discounted rates: 10% off for 3-time and 15% off for 6-time schedules. Contact Sharon Walsh at 508.655.6408 to discuss a custom package.

*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.



Classified Ads

Basic listing	\$2.95 per word
Logo placement	+ \$50
Premium listing	+ \$75
Social Media Shares+	\$100
Headline News ads	+ \$100
Blind Listing	+ \$50

Furnished Insert Rates

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

* Listings are two months online and one issue of print. Premium listings get top placement online. Logo placement is print and online. Deadline for print submissions is 30 days prior to publication month, for example December 1 for the January issue. Online classifieds will be posted to the website within 72 hours of receipt unless otherwise instructed.

“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

Digital Advertising

Email Sarah Wojcik, sarahw@saminfo.com to explore digital options and book packages.

Saminfo.com welcomes over **260,000 highly qualified users** yearly, who view over **1.6 million pages of content**. That's nearly four pages per visitor. Our social media accounts have more than **23,000 engaged followers** and reach 30,000 people weekly through posted content. Our email **open and click-through rates are triple the industry standard** at 35%, and 10%.

Our digital media packages place you in the center of the ski industry online community in North America and beyond. Unique, curated digital opportunities with **SAM** can also place you at the cutting edge of communication, and in front of very specific users that align with your product.

SAMINFO.COM

Banner Position	3 mo.	6 mo.	12 mo.
Ad Block 1 Positions	\$1,995	\$3,600	\$6,800
Ad Block 2 Positions	\$1,890	\$3,400	\$6,425
Ad Block 3 Positions	\$1,785	\$3,215	\$6,075
Ad Block 4 Positions	\$1,450	\$2,600	\$5,000



PodSAM

PodSAM podcast episodes average 600+ downloads and are promoted via email, social, and at saminfo.com.

Sponsored includes a brand call-out at the beginning and end and 30-second ad \$500 per episode. (Up to 3 sponsors per episode.)

MOUNTAIN DEPARTMENT SPONSORSHIP

Our Mountain Departments are landing pages dedicated to different industry topics from Lifts to Technology. They host articles, programming, podcasts and more about these topics. We continue to develop these pages.

Mountain Dept sponsorship ranges from \$495 to \$4,500. Inquire for details.

BRANDED EMAIL BLAST

Branded email blasts are sent to 5,000 industry professionals under the trusted **SAM** brand. The content is subject to the supplier's preference—advertorial, product promotion, special offers, etc.

One time send: \$945

SOCIAL MEDIA

Facebook, Twitter and Instagram package posts can be video, image, or text-based and can link to advertiser destination.

Package price: \$650

EMAIL BANNERS

Banner Ads in Headline News emails and issue sneak peek emails start at \$600, and must be part of larger package. Email sarahw@saminfo.com for more information.

"I really enjoy having a magazine that focuses on the industry. It is a reliable resource for growing and developing staff and reminding them that we don't have to create everything fresh. There are lots of areas doing good things. We can adapt ideas for success at our mountain."

+ from the 2023 Readers Survey.