



media kit 2017|2018



what we do

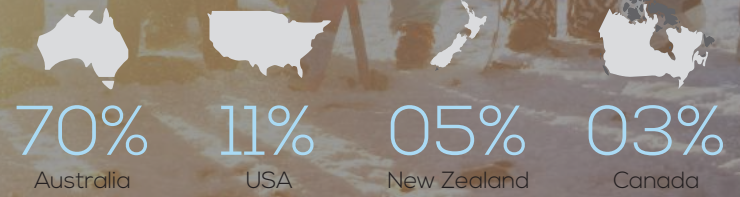
SnowsBest.com is Australia's leading ski and snowboard news, views and travel blog site. Founded by the southern hemisphere's most prolific ski journalist, Rachael Oakes-Ash aka @misssnowitall, the blog is cemented with credibility, extensive industry knowledge and on the ground experience.

With 25 years of multi media feature, travel and lifestyle journalism to her credit, Rachael has been reporting on skiing for 14 years across a range of mainstream titles from leading global publishers including TIME, Fairfax, ESPN and more.

SnowsBest.com produces a range of engaging snow related content in editorial, image and video format. We regularly break industry news to the coveted Australian market of skiers and snowboarders who travel internationally. The blog covers opinion, snow forecasts, snow related travel, gear and tech reviews, health and fitness, local and global athletes and competition. If it is snow related, we cover it.



2016 – 613 000 page impressions
2016 – 92 000 per month during northern season
2017 – 45 500 per month during southern ski season



our database



20 000 +
active emails

22% open rate
industry average 17.5%

6% click rate
industry average 3%



female **50%** ♀

male **50%** ♂

67% skiers **33%** snowboarders



91%
Australia



4.5%
USA



2%
New Zealand

30% 25 - 34 years of age

25% 34 - 44 years of age

23% 45 - 54 years of age

62% ski in Australia annually

82% ski internationally annually

79% book travel online

23% earn over \$100k

16.5% over \$200k

37% university graduates

31% masters graduates



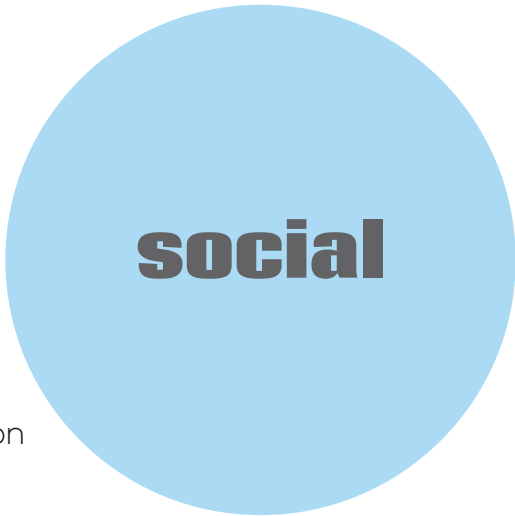
33000



11600



5000



social

facebook

Mid July 2017 weekly reach 654 000
December 2016 monthly reach 7.89 million



66%
Australia



14%
USA



3.5%
New Zealand



5.5%
Canada

- **59% female 41% male**
- **57% skiers 43% snowboarders**
- **70% ski annually in Australia**
- **55% ski annually internationally**



devices



BLOG
Mobile 4%
Desktop 70%
Tablet 26%



FACEBOOK
Mobile 62%
Tablet 5%
21% laptop
11% desktop



DATABASE
Mobile 47%
Laptop 30%
Desktop 14%
Tablet 8%



**work
with us**

Press Release

Upload your own press releases to be featured on our site. Sign up via our home page on the Contribute tab, load up your release for approval and publication. These are to be news items only. FREE

Directory

Upload your business into our Snow Business Directory via the tab on our home page. FREE

Deals

Upload your snow deals into our Snow Business Directory via the tab on our home page. These can be set to finish display on the last date of your deal. FREE

advertise

Lead advertiser

Lead Header, in article banner ad and lead side bar across all devices on every page and post. \$5500 per month or \$7000 including skins.

Home page advertising

Choose from side bar second ad MREC or centre banner ad. \$500 per month.

Category page advertising

Choose from News, Travel, Snow Regions, Athletes, Fit2Ski or Gear categories and receive the bottom MREC on every post accessed through that category. \$1500 per month or all categories for \$3000 per month.

Background skins

You get the skins on every page and post for readers on desktop/laptop only (not viewable on mobile). \$2000 per month

Sponsored Posts

These are written by SnowsBest to your brief to support your messages, published on our blog and then shared on our social channels. It is also featured in our partnered posts on the home page. \$750

Sponsored Video Content option one

We create custom videos of aggregated content to your specification. Includes both yours and our logos and collateral but embedded exclusively on your site. Footage is exclusive for you for 6 months. Production costs then pay per view after 6 months.

Sponsored Video Content option two

We create video content supporting your messages but create for our social network. We include both your and our logos and collateral, we publish on blog and social channels and tag you on our social media. Enquire for costings.



Facebook competition

Every month we set up a Facebook Competition tab with links, images and logos for our prize partner. We promote the competition via banners in our SnowsBest blog posts during that month as well as on our social channels and collect an active data base of entries to share with our prize partner. \$3000 plus coveted prize.

Newsletter weekly

An MREC with link or an image with short blurb and link in our weekly newsletter. We only have one ad per newsletter. \$500

SOLUS EDM

A dedicated EDM specific to your product with editorial and links, written by SnowsBest to your brief and sent to our database of 20 000. \$1500

Content Creation

Allow us to create editorial content for your brand to run on your channels. We know snow because we live it, we know your audience because we are them. Enquire for costings.

Influencer famils

You host us and pay our influencer fee and we guarantee a negotiated amount of posts across our blog and social channels. Contact us direct for more information as fees differ with client requirements.

Editorial Famils

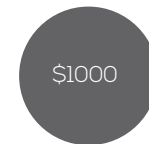
You host us and we decide what editorial we dedicate to the hosted experience.



Rachael Oakes-Ash will be on the ground in PyeongChang throughout February reporting for SnowsBest.com. We will also be pulling in content from a global news service to ensure our readers are first with the news straight from the competition ground. Our stats for Sochi tripled during the competition weeks and we expect a similar engagement in February 2018.



Lead advertiser



Home page advertising



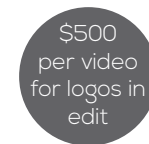
Category page advertising



Background/skins advertiser (non mobile devices):



PyeongChang category page advertising



Pre PyeongChang athlete video interviews

home page

blog post

Annotations on the homepage:

- Top banner:** YOUR BRAND HERE your brand here YOUR BRAND HERE (with arrow pointing to *lead advertiser*)
- Left sidebar:** your brand here (with arrow pointing to *skins*)
- Right sidebar:** your brand here (with arrow pointing to *skins*)
- Bottom banner:** YOUR BRAND HERE your brand here YOUR BRAND HERE (with arrow pointing to *homepage advertiser*)
- Bottom right:** YOUR BRAND HERE your brand here YOUR BRAND HERE (with arrow pointing to *lead advertiser*)

Annotations on the blog post:

- Top banner:** YOUR BRAND HERE your brand here YOUR BRAND HERE (with arrow pointing to *lead advertiser*)
- Bottom right:** YOUR BRAND HERE your brand here YOUR BRAND HERE (with arrow pointing to *home page inrec*)

Annotations on the blog post:

- Top banner:** YOUR BRAND HERE your brand here YOUR BRAND HERE (with arrow pointing to *lead advertiser*)
- Left sidebar:** your brand here (with arrow pointing to *skins*)
- Right sidebar:** your brand here (with arrow pointing to *skins*)
- Article image:** lead advertiser (with arrow pointing to image)
- Text block:** YOUR BRAND HERE your brand here YOUR BRAND HERE (with arrow pointing to *lead advertiser*)
- Text block:** YOUR BRAND HERE your brand here YOUR BRAND HERE (with arrow pointing to *lead advertiser*)
- Text block:** YOUR BRAND HERE your brand here YOUR BRAND HERE (with arrow pointing to *category advertiser*)

what they said



"We have worked with SnowsBest for a number of years, and @misssnowitall was integral to the success of our New Zealand Ski campaign for 2017. Working to our brief, she created an engaging and original video content series that our fans really loved. Even better, she leveraged her extensive contacts on the ground to help us to negotiate #CheckInWithALocal deals we were able to extend to all Aussies flying to Ski NZ with Air New Zealand."

- Air New Zealand



"Working with Snowsbest allows us to reach a qualified audience who are passionate about skiing and snowboarding. The Snowsbest team are always professional, deliver a high standard of content and provide valuable insight into their audience."

- Ski Max Holidays



ad specs



GIFS, JPEG, PNG ALL ACCEPTED PLEASE REACH OUT IF YOU WOULD LIKE A VIDEO IN YOUR AD SPACE

Lead advertiser header - 970 x 250 (desktop/laptop) 728 x 90 (tablet landscape) 460 x 90 (tablet portrait) 300 x 50 (mobile)

Lead advertiser sidebar post 300 x 600 (desktop/laptop) 300 x 250 (tablet, mobile)

Homepage advertiser sidebar second 300 x 250 (all devices)

Homepage advertiser banner 728 x 90 desktop/laptop/tablet landscape) 460 x 90 (tablet portrait) 300 x 50 (mobile)

Category advertiser MREC 300 x 250 (all devices)

payment terms

50% payment upon booking, remaining 50% payment to be paid 30 days prior to first publication date. Late payment fees will apply.

contact

For ad bookings, partnerships and sponsorship opportunities contact advertising@snowsbest.com

