

ski canada

REACH THE
LARGEST, AUDITED
SKI AUDIENCE
IN CANADA

VERSION 01

MEDIA KIT 2026/27

Canada's most-read ski magazine

For generations, *Ski Canada* magazine has been a constant and influential voice cherished by Canadian skiers. We are dedicated to entertaining and inspiring our readers and providing a platform for a community of devoted ski enthusiasts to share their passion and experiences. Our pages and social channels are a place for skiers to gather, swap ski and travel tales, and geek out on gear.

We keep readers informed from powder stashes to après hotspots and the gear they'll need to maximize their experience.



#1 CIRCULATION

snowsports magazine
in Canada:

average total readers per issue

135,000+

SOURCE: CMCA annual statement
of paid & audited circulation

#1 PAID CIRCULATION

#1 SUBSCRIPTIONS

#1 NEWSSTAND SALES

98% PAID CIRCULATION
INCLUDING
NEWSSTAND SALES &
SUBSCRIPTIONS.

Ski Canada's circulation is
audited by **CMCA***

* Canadian Media Circulations Audit

Ski Canada's Reach

Connect with our extraordinary audience – a community of curious, keen, affluent and adventurous individuals who not only ski and travel more frequently than the average skier but are also avid consumers. Showcase your brand to a demographic that embraces adventure, values quality, and actively engage in informed purchases.

- over **30,000** paid & audited magazine circulation
- total readers per issue **135,000**
- over **5,000** digital magazine subscribers
- average **32,500** unique website visits per month
- average **19,475** social media impressions per month

TOTAL REACH

Magazine impressions: **540,000** per year

Website impressions: **360,270** per year

Social Media Impressions: **233,686** per year

TOTAL: **1,133,956**

SKI CANADA MAGAZINE READER SURVEY

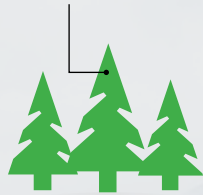
Ski Canada engaged Impresa Communications to conduct a survey of Ski Canada's readers to discover their skiing characteristics and demographics. The survey was mailed out to a selection of subscribers across Canada in proportion to the circulation of the magazine. Responses have been tabulated and the results follow.

The readers of **Ski Canada** magazine are at the core of the alpine ski market

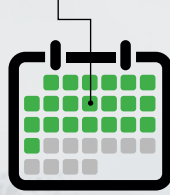
AVERAGE **25 SKI DAYS** EACH SEASON

89% ADVANCED OR BETTER ABILITY; **47% EXPERT**

They ski the entire mountain **64%** ski backcountry;



They ski a lot **56%** ski more than 21 days each ski season



Most buy season's passes They are committed to their sport

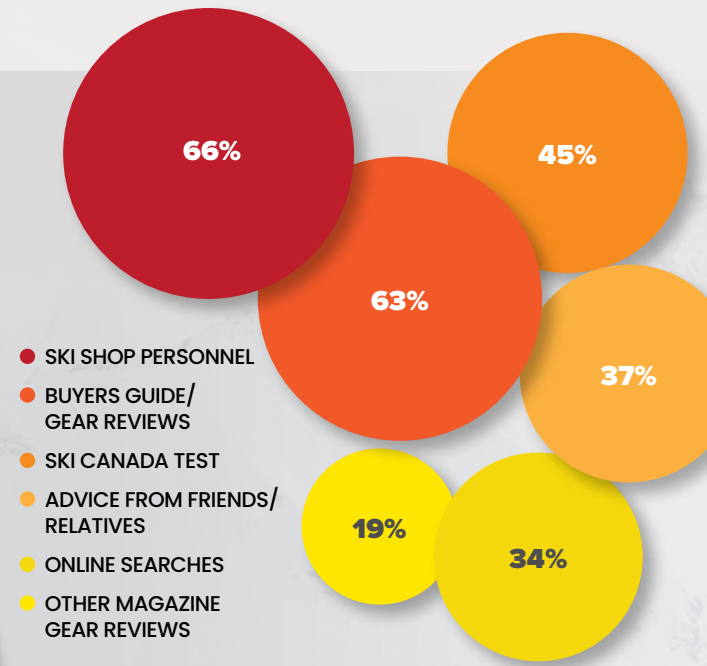
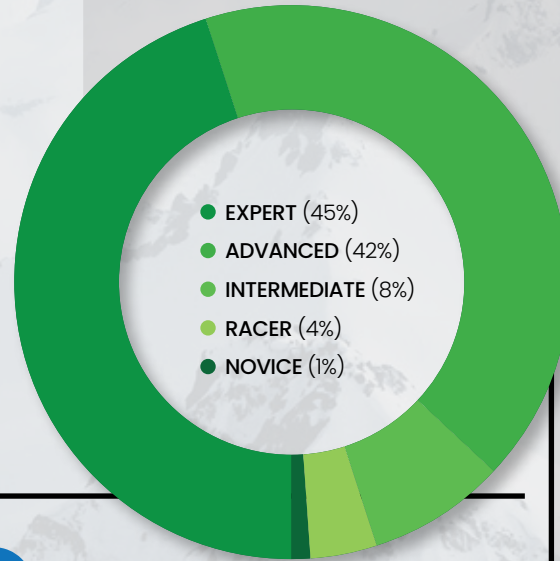


They are sociable skiers **63%** ski with friends and relatives; **32%** ski with their kids

INFLUENCE PURCHASE DECISIONS

TOP 3 INFLUENCES ON THEIR PURCHASE DECISIONS.

1. SKI SHOP PERSONNEL
2. SKI CANADA BUYER'S GUIDE/GEAR REVIEWS
3. THE SKI CANADA TEST



MORE THAN A THIRD OF READERS OWN OR RENT A SKI CHALET OR CONDO



READERS ARE MULTI-SNOWSPORTS PARTICIPANTS
32% ALSO CROSS-COUNTRY
10% ALSO SNOWBOARD

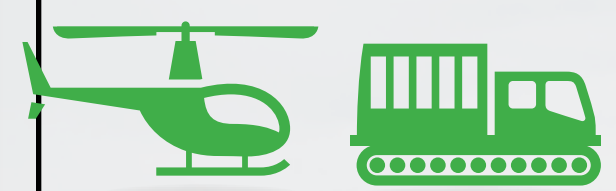
38% FREQUENTLY GIVE ADVICE ON SKI EQUIPMENT AND SO FURTHER INFLUENCE PURCHASE DECISIONS



62% BOUGHT SKI APPAREL
57% OF THESE "HIGH END"

57% BOUGHT GLOVES
60% OF THESE "HIGH END"

56% BOUGHT GOGGLES
63% OF THESE "HIGH END"



HELI-SKIING **24%** CATSKIING **24%**

64% PLAN TO IN THE NEAR FUTURE
HELI-SKIING (AVERAGE) = **1.25** times in the past three years
SNOWCAT SKIING (AVERAGE) = **2.44** in the past three years

86% TAKE SKI VACATIONS **3 DAYS OR LONGER**

MANY **SKI CANADA READERS** TAKE MORE THAN ONE SKI VACATION EACH SEASON
44% TAKE 2 OR MORE

AVERAGE NUMBER OF DAYS ON SKI VACATION:
6.5 DAYS

5 or more trips a year **8%**



SKI CANADA READERS SKI DESTINATIONS

BC	68%
ALBERTA	39%
QUEBEC	32%
ONTARIO	27%
U.S.	18%
U.S. WEST	18%
EUROPE	7%

Ski Canada readers are BIG spenders in the ski gear market

71% BOUGHT ALPINE SKIS WITHIN THE PAST YEAR.

79% OF THOSE WHO BOUGHT WERE AT **HIGH END** OF RETAIL PRICING

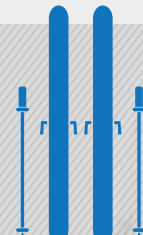
SKIS **71%** APPAREL **62%** GLOVES **57%** HIGH END **79%** HIGH END **57%** HIGH END **60%** GOGGLES **56%** BOOTS **53%** HELMET **44%** HIGH END **63%** HIGH END **73%** HIGH END **63%** SUNGLASSES **26%** TECH ACCESSORIES **16%** AVALANCHE GEAR **8%** HIGH END **64%** HIGH END **66%** HIGH END **72%**



Readers rate the content of **Ski Canada** magazine very high



96%
SKI RESORTS



94%
SKI GEAR REVIEWS



85%
PHOTOGRAPHY



84%
SKI INSTRUCTION



83%
COLUMNISTS



70%
CAT/HELISKI ARTICLES

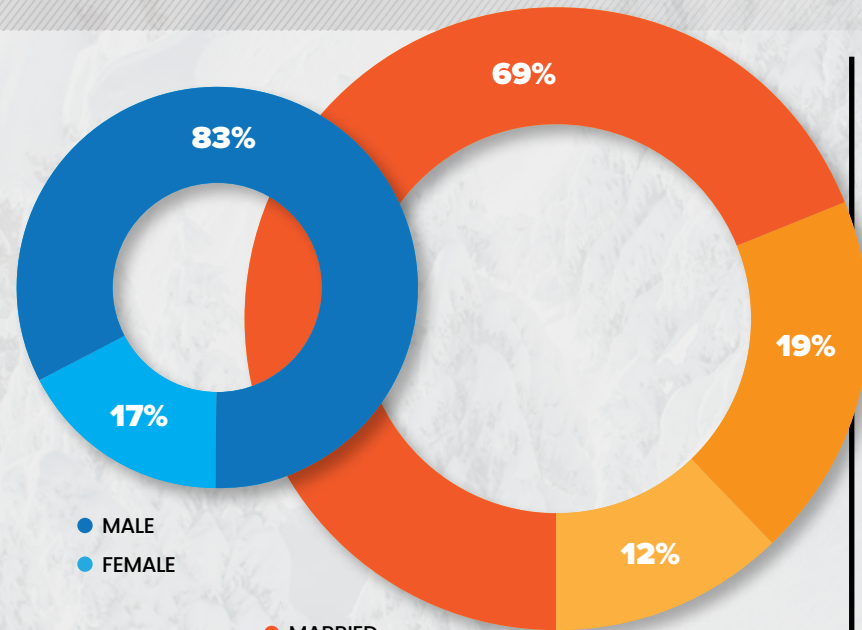
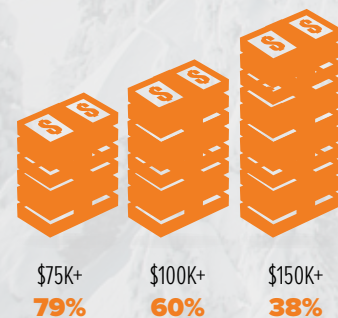
85% FIND THE **SKI CANADA TEST** REPORTS VERY USEFUL.

READER DEMOGRAPHICS

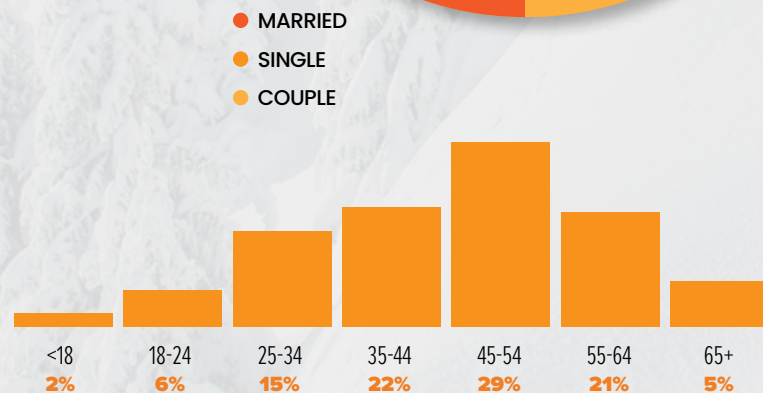
READER OCCUPATION

MANAGERS, OWNERS	40%
EMPLOYEE	20%
SELF-EMPLOYED	14%
COLLEGE/UNIVERSITY	7%
OTHER/RETIRED	20%

READER HOUSEHOLD INCOME



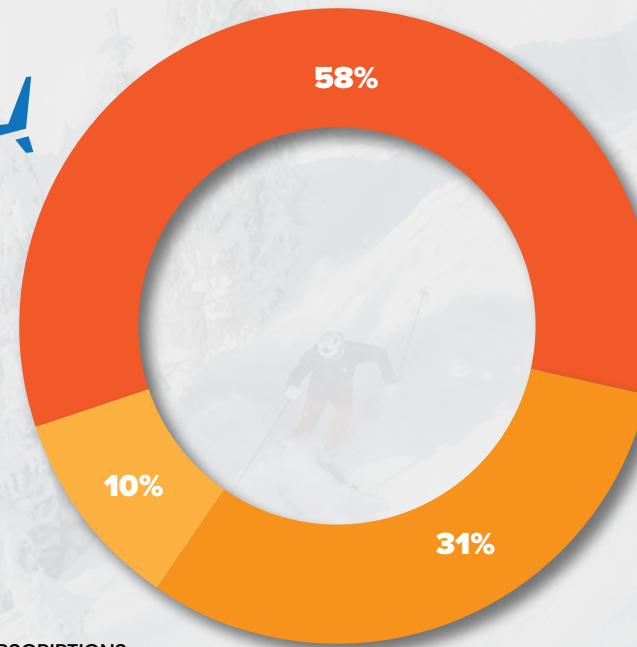
● MALE
● FEMALE



● MARRIED
● SINGLE
● COUPLE

CANADIAN PAID CIRCULATION 2021/2022

- PAID SUBSCRIPTIONS
- SINGLE COPY SALES
- PAID OTHER ski area hotels/lodges in room, ski shops



GEOGRAPHIC DISTRIBUTION

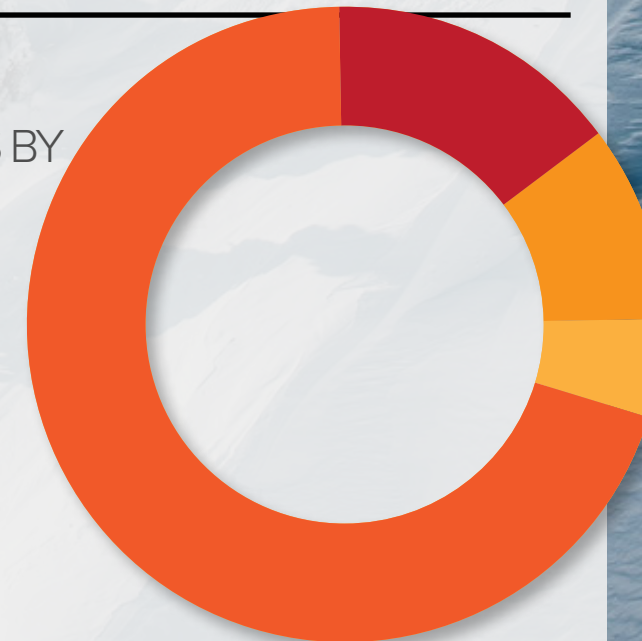
ATLANTIC	2.3%
QUEBEC	5.2%
ONTARIO	23.6%
MB/SK	1.2%
ALBERTA	25.3%
BC	37.8%
USA/FRGN	4.6%

SOURCE: CMCA statement July 2022

AVERAGE PER ISSUE % OF TOTAL NEWSSTAND SALES BY SKI MAGAZINES IN CANADA

SKI CANADA MAGAZINE SOLD MORE COPIES ON CANADIAN NEWSSTANDS THAN ALL OTHER SNOWSPORTS TITLES **COMBINED.**

- SKI CANADA
- SKI
- FREESKIER
- ALL OTHERS



SOURCE: COMAG MARKETING GROUP (CMG)

THE CANADIAN ALPINE SKI MARKET

MARKET SIZE

- **2,910,000** Canadians 12 year+ are alpine skiers
- **7.8 million** total skier visits in Canada (incl snowboarders)*
- **54%** are less than **34 years**
- **46%** are **35 years and older**
- Average age **41.8 years**
- **56%** male

* a skier visit is one skier/snowboarder participating on one day

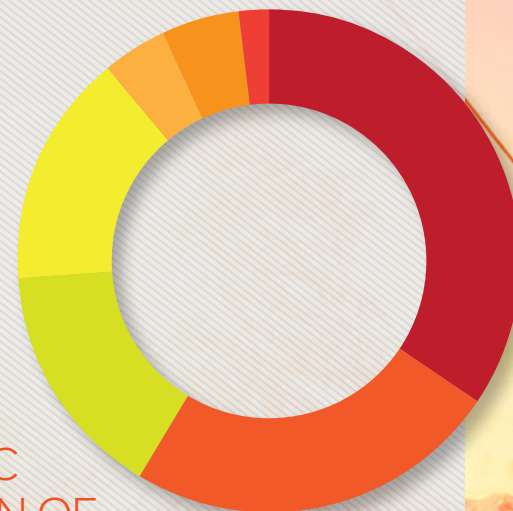
HOUSEHOLD INCOME

- **\$100,000** (58.7%)
- **less than \$100,000** (41.3%)

Average household income: **\$101,175**

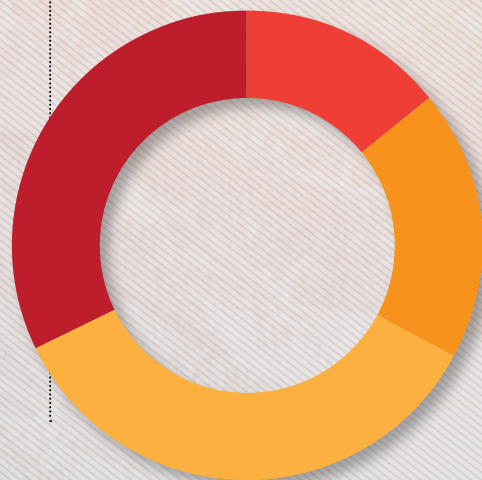
MARKET SHARE OF ALPINE SKIERS BY PROVINCE

- Ontario (32%)
- Quebec (24%)
- British Columbia (17%)
- Alberta (17%)
- Atlantic (5%)
- Manitoba (3%)
- Saskatchewan (2%)



GEOGRAPHIC DISTRIBUTION OF SKIER VISITS

- Quebec (33.8%)
- British Columbia (31.4%)
- Alberta (13.2%)
- Ontario (17.8%)



North America's Leading Paid-Readership Snowsports Magazine

For generations, *Ski Canada* has been woven into the fabric of Canadian winter. We connect your brand with a loyal, deeply engaged audience of passionate skiers—people who shape their lives around the season, travel with intention and invest in quality gear, destinations, and experiences that enhance their time on snow.

As we enter the 2026/27 publishing season, *Ski Canada* continues a legacy built on trust, expertise, and storytelling rooted in place. Each issue brings together authoritative gear reviews, expert travel and destination guides and essential techniques. From local hills to legendary terrain at home and abroad, *Ski Canada* captures the spirit of winter and the enduring bond between Canadians, snow, and the mountains.

Most anticipated issue of the season!



ISSUE 1 BUYER'S GUIDE

Publishes week of Aug. 24, 2026

- > We assess 40 of this year's top models in the continent's longest-running and most comprehensive on-snow ski test.
- > Sneak preview of must-have gear for 2027.
- > Canada's most storied ski journalist ranks his highlights from 65 years on skis.
- > Paul Matthews has been designing world-class ski resorts for 50 years. Here's where he sees skiing heading in the next 50.
- > Snowfall is as constant as the consonants in Ischgl, Austria.

ISSUE 2 FALL 2026 (OCT./NOV.) TRAVEL/RESORTS

Publishes week of Oct. 12, 2026

- > Our senior writers and editors cover Canadian resorts like no one else:
 - Quebec's Eastern Townships, Mont-Sainte-Anne, Tremblant and Mont Grand Fonds
 - Alberta's Castle Mountain and Nakiska
 - B.C.'s Kicking Horse and Whistler
- > Iceland, not far, but far out.
- > Skiing your way through Switzerland.

ISSUE 3 DECEMBER/JANUARY POWDER/ALL-MOUNTAIN

Publishes week of Nov. 23, 2026

- > Essential gear for the backcountry.
- > Going deep in British Columbia: Heli-skiing, cat-skiing and heli-bump touring.
- > Enjoy easy-access backcountry at Mont Edouard's slackcountry cabins in Quebec's Saguenay region.
- > Quebec's Charlevoix invites you for a new and cozy overnight off-piste stay.
- > Yes, you can become a backcountry skier (start by reading our primer on staying safe while exploring the mountains beyond the boundary line).
- > Levelling up in Revelstoke. Follow along on a three-day introductory backcountry course.
- > Pushing the boundaries in the Caucasus Mountains of Georgia.
- > Follow legendary freeskiier Dan Egan the largest resort in the world by skiing France's Le Trois Vallées with.

ISSUE 4 WINTER FRESHY AWARDS

Publishes week of January 25, 2027

- > Ski Canada inaugurates the nation's new award of excellence. Freshy Awards are handed out to the resorts and restaurants, groomers and guides, lodges and lifts, movers and shakers that make Canada the best place in the world to ski.
- > Where there's smoke, there's snow. For decades, Fernie has been torn between the coal mine and the ski resort. It's part of what makes it one of the great ski towns on the continent.
- > Carinthia, Austria, has much to offer the adventurous traveller.

Peak season!



BUYER'S GUIDE

FALL

DECEMBER/JANUARY

WINTER

SUMMER

ADVERTISING RATES

Effective issues dated Buyer's Guide 2024 (fall annual 2024) through Winter 2024

SIZE	FREQUENCY DISCOUNTS			
	1X	2X	3X	4X
DOUBLE PAGE SPREAD	\$9,341	\$8,874	\$7,940	\$7,473
FULL PAGE	\$5,190	\$4,930	\$4,411	\$4,152
2/3	\$4,307	\$4,092	\$3,661	\$3,446
1/2	\$3,477	\$3,303	\$2,955	\$2,782
1/3	\$2,335	\$2,219	\$1,985	\$1,868
1/6	\$1,142	\$1,085	\$970	\$913
1/12	\$778	\$740	\$662	\$623

ADVERTISING SPECIFICATIONS

SIZE	FORMAT	BLEED	TRIM	LIVE AREA*
DOUBLE PAGE SPREAD	N/A	464MM X 282MM	457MM X 276MM	444MM X 254MM
DOUBLE PAGE SPREAD	N/A	18 1/4 X 11 1/8	18 X 10 7/8	17 1/2 X 10
SINGLE PAGE	N/A	235MM X 282MM	226MM X 276MM	216MM X 254MM
SINGLE PAGE	N/A	9 1/4 X 11 1/8	9 X 10 7/8	8 X 10
2/3 PAGE	VERTICAL	6 1/8 X 11 1/8	5 7/8 X 10 7/8	5 1/4 X 10
1/2 PAGE	DIGEST	6 1/8 X 8 1/4	5 7/8 X 8	5 1/4 X 7 1/2
1/2 PAGE	VERTICAL	4 3/4 X 11 1/8	4 1/2 X 10 7/8	3 7/8 X 10
1/2 PAGE	HORIZONTAL	9 1/4 X 5 5/8	9 X 5 3/8	8 X 4 7/8
1/3 PAGE	SQUARE	6 1/8 X 5 1/8	5 7/8 X 4 7/8	5 1/4 X 4 7/8
1/3 PAGE	VERTICAL	3 3/8 X 11 1/8	3 1/8 X 10 7/8	2 1/2 X 10
1/6 PAGE	N/A	N/A	N/A	2 1/2 X 4 7/8
1/12 PAGE	N/A	N/A	N/A	2 1/2 X 2 5/16

* STANDARD - NON-BLEED LIVE PAGE SPACE. A 5/8 INCH WHITE SPACE BORDER SURROUNDS THIS SPACE.

TERMS & CONDITIONS

CONTRACT RATES

Wigwag Media Holdings Inc. will honour contracts which guarantee rates for any 12 month period regardless of any rate changes during the period. The protected rate must be contracted prior to the last issue of the magazine which carries that rate. Short rates will apply if any insertions in the contract are not honoured.

PREMIUM POSITIONS

Inside front cover 20% premium
 Outside back cover 25%
 Inside back cover 15%
 Guaranteed position 10%

INSERTS AND OUTSERTS

Inserts supplied to specifications can be carried as bind-in material or polybag outserts. Rates depend upon page size, number of pages, weight and quantity. Quoted rates on request.

WEB STATS & RATES

Peak months are November through March
 Average sessions per month: **32,500**
 Average pageviews per month: **70,000**

Unique visitors per month: **32,000**
 Average pages per session: **1.29**
 Duration on site: **3.23 minutes**

Demographics

Male: **80%**; Female: **20%**
 35-44 yr: **29%**; 45-54 yr: **27%**; 25-34 yr: **21%**

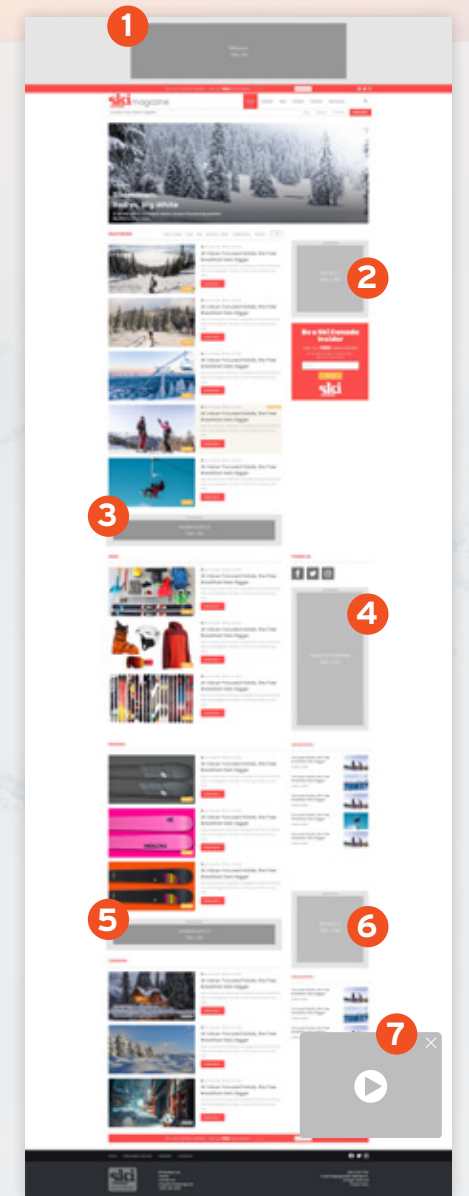
Traffic sources: **search engines 80%**; **direct 16%**; **social 3%**

Ad slots appear on most pages in the website and web ads rotate evenly with other advertisers in the same ad slot.

NAME	SIZE PIXELS (width x depth)		FILE TYPE	LOCATION	COST/MO.
	DESK TOP	MOBILE			
Billboard	970 x 250	320 x 100	.PNG .JPG .GIF .HTML	1	\$1,620
Big Box	300 x 300			2, 6	\$1,400
Large Skyscraper	300 x 600		.MP4	4	\$1,400
Leaderboard	728 x 90	320 x 50		3, 5	\$1,000
Video - Outstream*	640 x 360		7	\$1,500	
					*15-30 sec. max
Audience Building					
Retargeting Audiences					\$1,500

ADVERTISING CLOSING DATES

ISSUE COVER DATE	SALES CLOSING DATE	MATERIALS DUE	PUBLISH WEEK	ON SALE
BUYER'S GUIDE 2027, VOL 55 #1 – FALL/WINTER ANNUAL	AUGUST 5, 2026	AUGUST 12, 2026	WEEK OF AUGUST 24, 2026	WEEK OF SEPTEMBER 7, 2026
FALL 2025, VOL 55 #2 – OCTOBER/ NOVEMBER	SEPTEMBER 16, 2026	SEPTEMBER 23, 2026	WEEK OF OCTOBER 12, 2026	WEEK OF OCTOBER 26, 2026
DECEMBER/JANUARY 2026, VOL 55 #3	NOVEMBER 4, 2026	NOVEMBER 11, 2026	WEEK OF NOVEMBER 23, 2026	WEEK OF NOVEMBER 30, 2026
WINTER 2026, VOL 55 #4 – FEBRUARY/ MARCH	JANUARY 6, 2027	JANUARY 13, 2027	WEEK OF JANUARY 25, 2027	WEEK OF FEBRUARY 8, 2027
OUTDOOR GUIDE, VOL 54 #5 – SUMMER	MAY 13, 2026	MAY 18, 2026	WEEK OF JUNE 2, 2026	WEEK OF JUNE 8, 2026



Blizzard Sheeva 9

Canada's most-read ski magazine

TESTED

WOMEN'S SKI

LENGTHS:
152, 156, 162, 166, 174

DIMENSIONS:
129-96-98 @ 162

RADIUS:
14m @ 162

BEST FOR:
Strong advanced and expert women who mostly play in soft snow

COMPARE WITH:
Salomon QST Lumen 98, Liberty Evolve 98R, Nordica Santa Ana 98

There's seemingly nothing a Sheeva can't do. That was the sum of the feedback from testers who tried the Sheeva 9 and the wilder Sheeva 10. "Very playful in powder and bumps," said Lisa Cheng. "Val Woolton chimed in with, "Easy to put on edge and it rides smooth at speed." Like the Rustler, Blizzard equipped the Sheeva with a new wood core that mixes poplar and paulownia with stringers of poplar. The latter are longer in the middle of the ski and shorter toward the edges to create a progressive flex that's stiffer under foot and softer at the tip. To this mix, Blizzard added two

ENHANCED BRAND EXPOSURE: Leverage our platform to gain visibility among our engaged audience, elevating your brand presence and awareness.

Collaborate with our team to create compelling content that resonates with our audience and effectively promotes your brand, driving engagement and sales.

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POWDER BUYER'S GUIDE 2024

SHORT TURNS

GLADE



Atomic Backland 95 Review

199 views 1mo ago ...more

Ski Canada Magazine 29

1 Like 1 Comment Share Remix Download

PRODUCT REVIEW	RATE
PRINT EDITION	\$1,000
WEBSITE POST	incl.
SOCIAL POST	incl.
VIDEO (STUDIO)	\$1,000
WEBSITE POST	incl.
SOCIAL POST	incl.

Subscribe Past Issues Translate RSS

7 nights accommodation
5 night "dine-around" meal plan
6-day all-gears lift & train pass
2 days of ski guiding

from \$5,250

ANDERMATT

BOOK NOW!

Subscribe Past Issues Translate RSS

MARCH 16-21, 2025

5-nights stayside accomm.
4-day lift pass
Use of 25/20 skis

2,800


REVELSTOKE

BOOK NOW!

NOVEMBER 8, 2024

ski newsletter

Ski news, opinions and more from Canada and beyond.



FIRST CHAIR

Skiing Among The Ashes

Opening day at Jasper National Park's Marmot Basin ski resort was especially noteworthy this season. In late July the Jasper Complex wildfire scorched 39,000 hectares of Jasper National Park, including one third of the Jasper townsite. Even though the flames missed the ski area, it was anything but certain that Marmot Basin would open this winter, let alone on time and with an open invitation to the world.

Lightening strikes on July 22 sparked a blaze south of Jasper townsite and winds pushed it north, past the ski hill and on towards the townsite. Within two days the national park had been evacuated and the fire was burning inside Jasper's residential streets. It destroyed 358 buildings including two hotels.

Meanwhile, at the ski hill hell-bucketing steered the flames away from the lodge and lifts, but all of the power poles and lines were destroyed. It wasn't until mid-October that power was restored and the ski hill could begin pre-season preparations, says Brian Rode, VP of marketing for Marmot.

"We jammed a lot of summer work into a short period of time," he says.

With a little help from Mother Nature they opened the hill on November 22. Now most of the lifts are spinning and the snow guns are making snow. With none of the ski hill's staff accommodation impacted by the fire, the resort is fully staffed, and most of the village services were untouched, as well.


"There's no real impact on the visitor experience," Rode says.

ski newsletter

news, opinions and more from Canada and beyond.

In this newsletter:

- First Chair:** The Yukon ski surprise
- Six Pack:** Six things you need to know
- Tail Guide:** Come test skis with us!
- Reads:** Three stories you may have missed



FIRST CHAIR

The Yukon ski surprise

...d to the Yukon searching for gold. Today it's Canada's big athletes. This week the first of hundreds of racers, Olympic athletes start training on the slopes of Mt. Sima as the podium. How the tiny Whitehorse ski area became a training venue is a hero's journey.

...on the edge of the Yukon capital city was flying high. Canada Winter Games that year and in preparation of it, Sima was handed cash to update its chairlift, install a lift run and build a sprawling day lodge. At the event, the lift was full of praise for the ski hill, remembers Sam Sima, general manager of Sima.

...ed about the mountain and asked me questions about it," he remembers. "I'd never heard of pre-season training but it definitely got it percolating in our minds."

...boarders chase winter around the globe, but by October it's a critical moment before competition season begins, snow machines at Lake Louise, Panorama and Nakiska remain favoured venues, but their capacity is limited and fall weather is unpredictable. Many teams went south to high elevation Colorado resorts, but they are expensive. Team managers were always looking for a small ski hill in northern Canada that could reliably present an intriguing possibility.

AND MORE

FACE

about skiing and sking in Canada.

(for more info.)

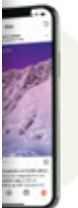
1.

for independent ski resorts, adds three new resorts in Quebec

ANDY PASS


2.

ger chattered down another wild and dangerous slope off New Zealand's Mount Cook.



3.

9? Iain MacMillan takes us inside Völk's ski tech factory.



EMAIL NEWSLETTER

Published monthly,
September 2025 - March 2026

LIST SIZE

- 6,022 subscribers

PERFORMANCE

- Average Open Rate: 69.5%
- Average CTR: 11.6%

CUSTOM NEWSLETTER

Custom Content

- creation of unique content
- supplied creative assets
- included in scheduled monthly email
- distribution to full list

Partner Message

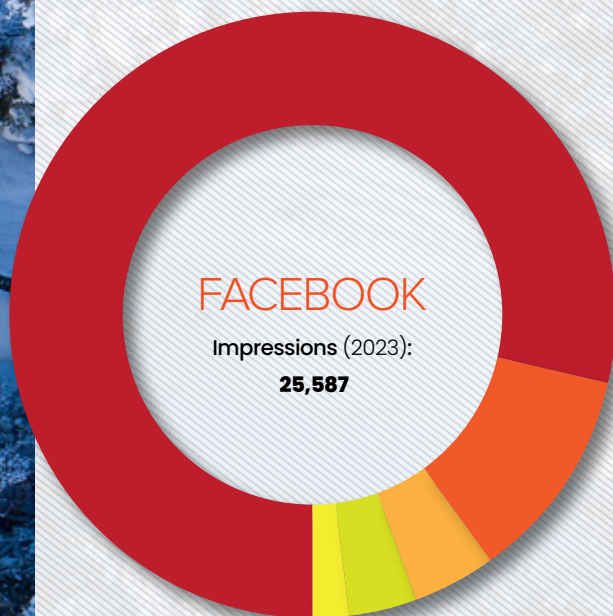
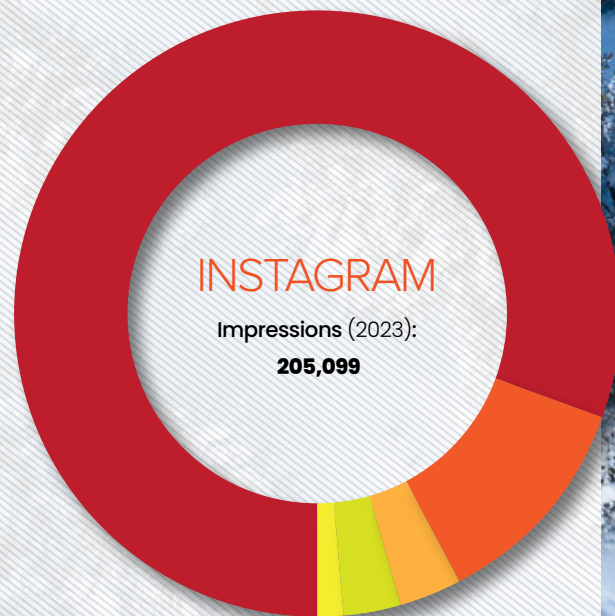
- exclusive content
- supplied content and creative assets
- leaderboard ad unit
- distribution to full list

RATES

	SIZE	RATE
LEADERBOARD	728 x 90	\$500
CUSTOM CONENT		\$1,200
PARTNER MESSAGE		\$1,000

BRANDED CONTENT

- Canada (66.3%)
- United States (9.8%)
- Australia (2.6%)
- United Kingdom (2.6%)
- France (1%)



- Canada (70.2%)
- United States (10.2%)
- Australia (3.8%)
- United Kingdom (3.4%)
- France (1.5%)

Social Media Impressions:
233,686 per year

BRANDED CONTENT	RATE
BRANDED EDITORIAL / ARTICLE	
PRINT ARTICLE (Ski Canada Magazine)	\$2,000
WEB ARTICLE (skicanadamag.com)	\$2,000
BRANDED SOCIAL POST	
INSTAGRAM	
INFEEED POST	\$800
STORY	\$350
REELS	\$800
FACEBOOK	
INFEEED POST	\$800
STORY	\$350



@skicanadamagazine



SkiCanadaMag



@SkiCanadaMagazine



@skicanadamag

2026/27 SKI TEST

The longest-running magazine ski test in North America, launched in 1982, continues March 2025.

The annual Ski Canada Test is the magazine's most-read and most-anticipated editorial project published over two issues each fall, plus web posting at skicanadamag.com as well as promotional posts, stories & infeed posts on social channels, pre, post and during event.

As sponsor, Your company's name, logo, website address will appear throughout the Ski Canada Test for exposure on-site (slopeside) and throughout the fall and winter 2026/2027 print issues and on the website. New this year will be the addition of a video series that will also include sponsor recognition.

Additionally, sponsors will receive recognition in all test posts across Ski Canada social channels, pre, post and during the 3-day event.

HOST RESORT

Known for its vast intermediate to expert terrain, the biggest vertical in North America and above-average annual snow, Revelstoke Mountain Resort is the ideal partner to host this year's ski test.

During the 2026 Test of 2027 skis, your brand will receive on hill exposure for 3 days – The Test Centre is located on the mountain where banners can be displayed and samples/promotional material can be distributed.

SPONSORSHIP OPPORTUNITIES AVAILABLE

Details available on request

OUR TEAM

PUBLISHER

NORM LOURENCO

norm@skicanadamag.com
416/580-2677

ADVERTISING SALES

JEFF YAMAGUCHI

info@skicanadamag.com
416/508-2382

EDITOR-IN-CHIEF

IAIN MacMILLAN

mac@skicanadamag.com

MANAGING EDITORS

LORI KNOWLES

lori@skicanadamag.com

IAN MERRINGER

ian.merringer@skicanadamag.com

TECHNICAL EDITOR

RYAN STUART

ryan@skicanadamag.com



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