

2014

MEDIA KIT

The trade publication for the mountain resort industry.



sam

SKI AREA MANAGEMENT

THE VOICE OF THE MOUNTAIN RESORT INDUSTRY

www.saminfo.com



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

♦ Bill Jensen, CEO, Intrawest

♦ ♦ State of the industry ♦ ♦

♦ SAM (*Ski Area Management Magazine*) has been the voice of the mountain resort industry since 1962. A mountain resort does more than offer skiing and snowboarding: it is a complex of services both winter and summer that cater to the recreational needs of millions of outdoor enthusiasts. In size, they range from small community facilities up to huge destination resort communities with international clientele.

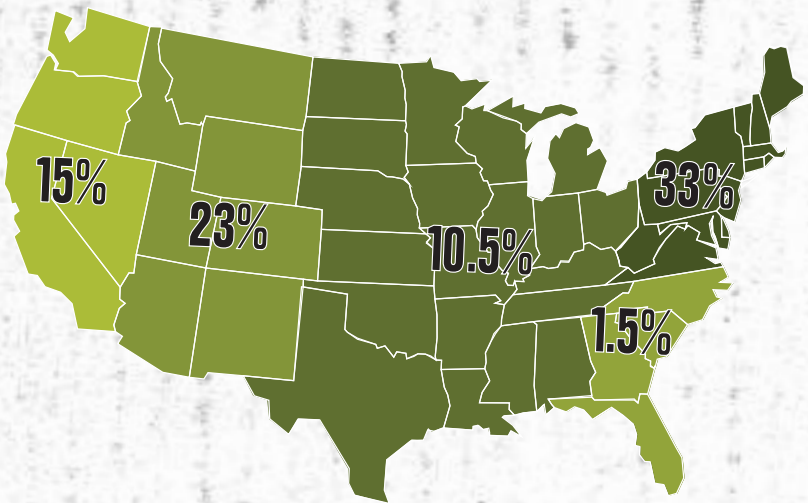
♦ The market consists of the mountain resorts and the touring centers of North America. The key decision-makers and decision-influencers in this market are responsible for highly sophisticated lift systems, multi-million dollar snowmaking systems, fleets of modern slope-grooming equipment, ticketing systems and comprehensive access control. They are volume feeders, catering to the food and beverage needs of 60 million skier and snowboarder visits a season. And that doesn't include all the cross-country and snowshoe activity. They are in the retail business with ski and snowboard shops, and in the lodging and real estate business with housing and condominium sales and operations. They gross millions annually in equipment rentals. Many operate year-round villages and offer a vast range of summer attractions.





++ Reader demographics ++

• Ski area location: Reflective of the actual market, SAM represents the diverse mix of resorts in North America and around the world. SAM's readers have a diverse geographic representation, with 84 percent located in the U.S. Additionally, 17.5 percent of readers are based in other countries, including 11 percent in Canada.



• Annual Visitation: SAM readers represent a diverse mix of resorts in terms of visitation.

29% • resorts < 100,000

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+

“SAM is a great forum where people can trade “stories” back and forth. I use the magazine and the online edition almost every day to help smooth our operation. As soon as that new issue hits my mailbox everyone knows not to come interrupt me until I am finished reading it!”

♦ Kris Blomback, GM ♦ Pats Peak, NH

♦ Circulation: SAM ships each issue to approximately 3,500 subscribers accounting for 97% of resorts in North America. Additionally, SAM is distributed at over 15 industry shows each year including: NSAA's eastern, western and national shows, LMS (Lift Maintenance Seminar), MSA (Midwest Ski Areas Assoc.), SIA's Vegas show, Canada's eastern and western shows, Cutter's Camp, Northeast Summit, Interlpin, x-country conferences and many more.

♦ Primary ski area job function: SAM readers largely hail from the middle and upper management ranks, and generally reflect the opinions of decision makers.

21% ♦ Owners/Presidents/CEO

22% ♦ General Managers

12% ♦ Operations/Area Managers

11% ♦ Sales/Marketing

7% ♦ Rental/Retail services

6% ♦ Grooming

6% ♦ Lift Operator

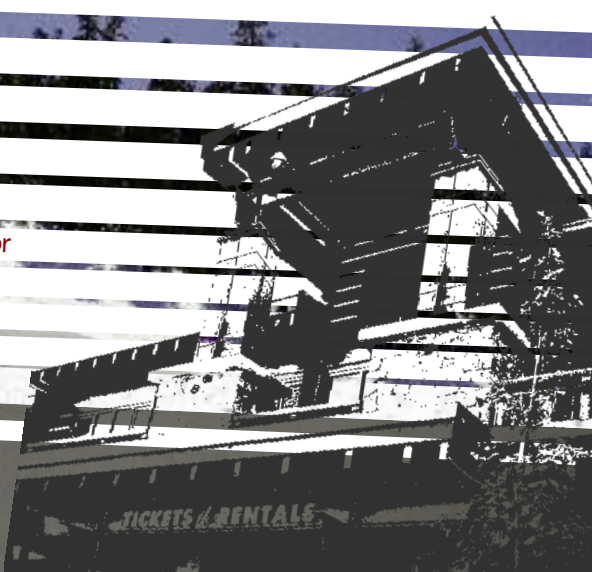
4% ♦ CFO

4% ♦ Ski School Director/Instructor

3% ♦ Others

2% ♦ Vice President

2% ♦ Ski Patrol



“SAM offers me a resource that I can refer others in the industry to. That includes search for products and/or services of advertisers or interesting articles.”

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

+ Respondents of SAM's reader survey conducted by LeisureTrends

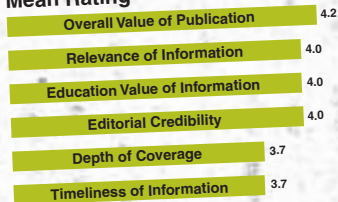
++ qualities ++

+ SAM Ratings

When asked to rate various general attributes of SAM (1 to 5, 5 being the best), readers scored overall value, relevance and educational value of information, and editorial credibility at the top.



Mean Rating

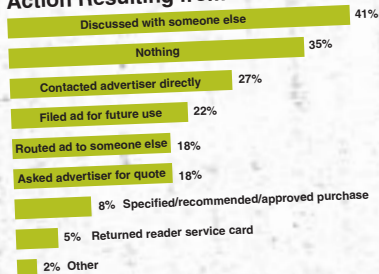


+ Advertising

Over half of SAM readers take a direct action (e.g. contact an advertiser, recommend a purchase, etc.) as a result of seeing an ad in SAM. 41% have discussed an ad with someone else.



Action Resulting from Ad in SAM



+ Trade Magazine with Best Coverage

As observed from this graph, SAM's readers clearly perceive the publication as providing the best industry coverage.



Trade Magazine with Best Coverage

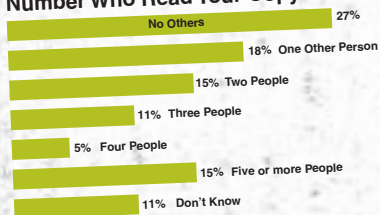


+ Readership and Subscription Use

Readers of SAM are very loyal, with over half having read SAM for over ten years. As you will note from this graph, nearly three-quarters of readers share their copy of SAM with one or more people. This guarantees a deep penetration into the industry.



Number Who Read Your Copy of SAM

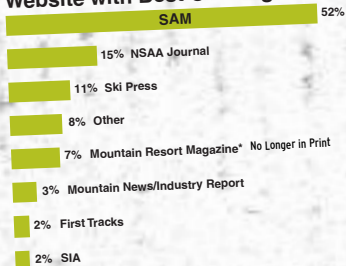




♦ **Trade Website with Best Coverage**
SAM's website, www.saminfo.com is visited by our readers at least once or twice a week. Our monthly average of "sessions" (unique visits) between May 2008 and October 2008 was 59,000. And, 595,000 "pageviews" (# of pages downloaded) during that same period.

The biggest driver of traffic to our site is our breaking news and classifieds sections. After that, visitors went on to average 15 more pages. >>

Website with Best Coverage



Reader survey conducted by LeisureTrends

♦ ♦ **Editorial calendar** ♦ ♦

♦ **January_14**

1. Annual Lift Survey
 - + Start of Lift Maintenance Series
2. Special Rental Section
 - + Rental Gear State of the Art
 - + Rental Software
3. Summer Section:
 - + Mud Runs and Other Alternative Events
 - + Packaging: Summer Ops Pricing
4. Guest Satisfaction: What Consumers Think of Us
5. New-Style Night Lights: Steamboat Case Study
6. Lost Art: Pitching Media on Stories
7. Pass Price Wars: Does Everybody Win?
8. The New Face of Photography
9. Signage

♦ **March_14**

1. Annual Groomer Report
2. Reinventing the Winter Resort: Two Approaches
3. Rental Profile: Ultimate Service
4. Budgeting: The ABCs of Financial Spreadsheets
5. What Women Want: Keeping the Family Planners Happy
6. Snowmaking: Economics of Cooling Towers and Pump Upgrades
7. NSAA Economic Analysis
8. Maintenance Shops: State of the Art
9. Transitioning Staff Between Seasons
10. Terrain-Based Learning: State of the Art



'60s



'70s



'80s

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

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

+ May 14

1. Marketing Issue
 - + Best/Worst Marketing
 - + Best Learn-To Programs/Speeding The Learning Process
 - + Marketing Partners: Local, State Tourism Boards, Retail Shops
 - + Group Sales Ideas That Work
 - + Working with Bloggers
2. Resort Racing/Competition Programs—Are They Still Viable?
3. Climate Change and The Mountains—The Latest Science
4. Snowmaking: State-of-the-Art Technology and Efficiency
5. Justifying New Lifts (And More) to Your Banker

6. Electronic Payment Technology and Trends
7. Succession Planning for Family Businesses
8. F&B: Fast and Slow
9. OSHA: What You Need to Know

+ July 14

1. 10 Under 30
2. Resort Management Programs at Colleges
3. NSP: Grand Tradition, Or Idea Past Its Time?
4. Maintenance: Dealing with Aging Machinery
5. Mobile Marketing
6. Salary Survey
7. Summer Lift Evacuations
8. Weather Safety
9. Alternate Pricing Model
10. Rental Operations: Maintaining the Fleet

For the most current edit calendar, go to www.saminfo.com/media

+ September 14

1. Special Section: Staffing and Training
 - + Hiring/Finding the Right People
 - + Guest Services: Best Practices
 - + Online Lift Training
 - + H2B, J1 Visa Programs
2. Grooming: Most Important Policies and Procedures
3. Snowmaking: Upgrading Pipe
4. Around the World: State of the Ski Resort Biz in China
5. Conveyor Maintenance
6. Programming: Destination vs. Day Trips, Summer and Winter
7. Winterizing Your Summer Ops Activities

+ November 14

1. Terrain Park Section
 - + Terrain Park State of the Art
 - + Terrain Park Events
2. Downhill Bike Parks
3. Employee Safety Trends and Ideas/ Training Ideas
4. Guest Safety: The Changing Scope of Patrol Operations
5. Single Stream/Zero-Sort Recycling
6. The Future of Snowboarding
7. Crisis Communications
8. Staff Recognition Programs
9. Rental: Fitting Boots Accurately

In addition to features, SAM has regular columns on rental business, food & beverage, retail, risk management, HR, marketing, internet, snowmaking, grooming, lifts, ticketing and much more.



++ Rates per insertion ++

	1-time rate	3-time rate	6-time rate
Page	\$3,025	\$2,580	\$2,295
2/3	2,225	1,910	1,675
1/2	1,750	1,495	1,330
1/3	1,270	1,075	955
1/4	1,025	865	765
1/6	710	615	540
1/8 (Business Card)*	380	315	255

*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.

++ COVERS ++

Covers 2 and 3
Cover 4

Earned rate plus 15%
Earned rate plus 25%

++ COLOR ++

Two-color (cyan, magenta or process yellow)
Two-color (PMS/matched colors)
Four-color (process)
Bleed

\$350 (+space charge)
\$575 (+space charge)
\$1,030 (+space charge)
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.

“

SAM Magazine is a great source of information on what is happening in the ski business. It is a well rounded publication that provides point of views from many different aspects of the industry.”

• **Jesse Boyd, VP Operations • Peak Resort**

++ inserts ++

- + Furnished insert rates
2-page (both sides 1 sheet) \$3,350
- 4-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.

++ Classifieds ++

- + Rates net. Non-commissionable.
- + Classified advertising is \$2.75 per word for one issue of the magazine plus two months online on our Website, saminfo.com. Payment must accompany order. We accept VISA, MasterCard, American Express or check.
- + Logo placement (print and online): add \$100.
- + Border (print publication only): add \$20.
- + Use of SAM box number: add \$25.
- + Deadline is 30 days prior to publication month. Classifieds will be posted to the Website within 48 hours of receipt unless otherwise instructed.



++ Sam event sponsorships ++

+ SAM hosts several high profile industry events throughout the year such as Cutters Camp, an annual gathering of terrain park designers, groomers, risk, safety and marketing managers. In addition, SAM created the SAMMY Leadership Awards and the Recruit of the Year Awards. These awards are given out at the annual SAMMY event at the NSAA national show.

++ Supplemental issues ++

- + Rental Equipment Handbook: published with the January issue, extra distribution at numerous industry trade shows. Visit www.saminfo.com/marketplace.
- + Supplier/Buyer Directory: an important industry reference guide published with the November issue.

++ mechanical requirements ++

Size	Width		Depth
1 Page	8-1/2"	x	11"
2/3 Page Vert.	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"

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



“Frankly, no other ski industry magazine is read as thoroughly by my department managers. They may skim *Ski and Skiing*, but they study *SAM*.”

+ Mickey Blake, President + TAOS Ski Valley

+ **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 .125" beyond trim on all four sides. Keep live matter .375" from trim edge. Please allow .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.

++ **Commissions** ++

+ **Agency commission:** 15% of gross billing allowed recognized advertising agencies provided 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, Classified 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.



RECORD

++ Web Sponsorship ++

+ As a web sponsor your banner on 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 breaking news and classified sections. And, on average visitors continued on to view 15 more pages on saminfo.com.

+ There are three levels of web sponsorship--standard banner rotation, sky scraper and leaderboard (picture below shows all three).

+ Web sponsors receive a hot link to their Website on SAM's "Breaking News" headline blasts that go to 1,800+ industry decision-makers on average 2-3 times a week. Banner space is also available on SAM's breaking news e-newsletter. Web sponsors will receive monthly reports showing detailed activity reports including CTRs (click-thru rate) to your banner.

	3 Months	6 Months	1 Year
Leaderboard: 728 pixels W x 90 pixels H	\$1,800 (\$600/month)	\$3,450 (\$575/month)	\$6,600 (\$550/month)
Skyscraper Banner: 160 pixels W x 600 pixels H	\$1,500 (\$500/month)	\$2,850 (\$475/month)	\$5,400 (\$450/month)
Standard Banner: 468 pixels W x 60 pixels H	\$1,050 (\$350/month)	\$1,950 (\$325/month)	\$3,600 (\$300/month)

+ Acceptable formats: .gif, animated .gif, .jpg, .jpeg, .png, .swf (Flash).
File size not to exceed 99 k.

+ Links for Flash files must be hard coded in the file. No multiple links.
Links for the other formats to be supplied separately.

LEADERBOARD

STANDARD BANNER

SKYSCRAPER BANNER



♦♦ **issue and closing dates** ♦♦

Ski Area Management is published bi-monthly: January, March, May, July, September and November.

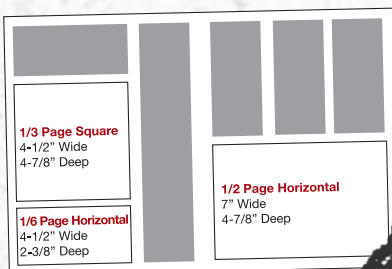
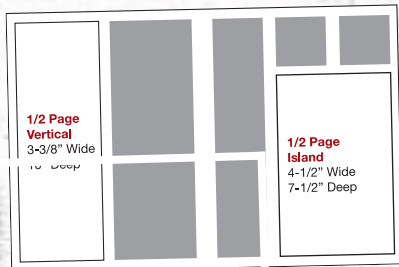
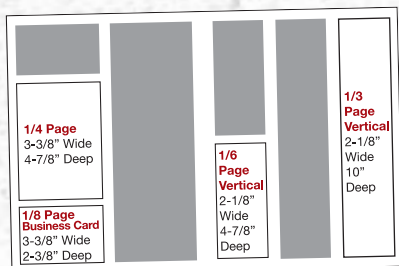
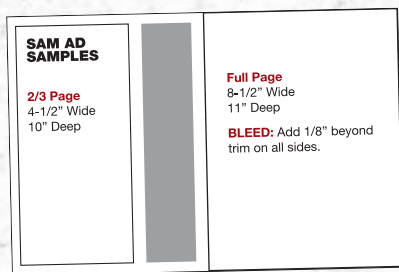
Issue	Publication Date	Space Closing*	Material Closing**
January	1st week Jan.	Nov. 15	Nov. 30
March	1st week Mar.	Jan. 15	Jan. 31
May	1st week May	Mar. 15	Mar. 31
July	1st week July	May 15	May 31
September	1st week Sept.	July 15	July 31
November	1st week Nov.	Sept. 15	Sept. 30

* All space reservations and copy for publication set due.

** Digital files due.

NOTE: Where closing falls on weekends the previous Friday is the closing. First closing must be met if proofs are required.

♦♦ **ad planner** ♦♦





++ Contact information ++

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