

sam

SKI AREA MANAGEMENT
THE VOICE OF THE MOUNTAIN RESORT INDUSTRY

MEDIA KIT 2025

TARGET THE SKI INDUSTRY
WITH SAM MAGAZINE



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READER SURVEY RESULTS

From our recent Reader 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, and technology to HR.

REACH >>

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

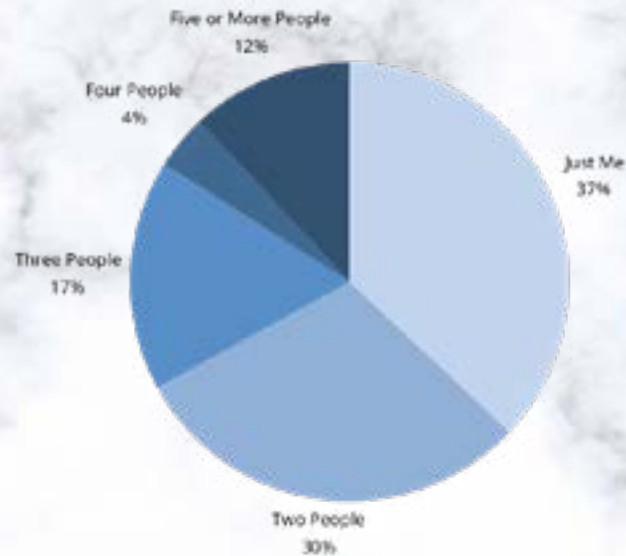
KEY DECISION MAKERS:

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

AD INTERACTION:

Over 80 percent 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 percent of **SAM** fans read the magazine, **71 percent** read articles online, and **60 percent** read Headline News online. **Ninety-two percent** of **SAM** readers consume most of the content and **36 percent** 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 Reader Survey.

Editorial Calendar 2025

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

ISSUE DATES EDITORIAL LINEUP*

JANUARY 2025



Space Close:
November 29

Materials Due:
December 9

- > Lift Construction Survey
- > Rental Buying Decisions
- > Change Management
- > EV Charging Stations
- > Terrain Expansions
- > Global Summer Ops Trends & State of Summer Ops

ISSUE DATES EDITORIAL LINEUP*

JULY 2025



Space Close:
May 30

Materials Due:
June 6

- > 10 Under 30
- > Construction Site
- > Growth Metrics
- > Trail Maintenance for Snow-making
- > Rental Clothing
- > ADA Compliance

MARCH 2025



Space Close:
January 31

Materials Due:
February 7

- > Groomer Report
- > Economic Analysis
- > Storm Water Management
- > The Business of Weddings
- > AI and Operations
- > OSHA Incidents
- > Leadership & Management

SEPTEMBER 2025



Space Close:
July 30

Materials Due:
August 7

- > Customer Service 101
- > Hiring and Recruiting
- > Advanced Commitment Pros and Cons
- > Project Financing at Independent Ski Areas
- > The ROI on Mountain Biking
- > Construction Site

MAY 2025



Space Close:
March 31

Materials Due:
April 7

- > Best/Worst Marketing
- > SAMMY Leadership Awards
- > F&B Tech Integrations
- > Vehicle Checks and Training
- > Privacy Laws
- > Sustainability Collaborations

NOVEMBER 2025



Space Close:
September 30

Materials Due:
October 7

- > Terrain Park Contest
- > Snow Grooming Tips
- > Collision Mitigation
- > Optimizing Dashboards
- > Leadership Lessons
- > Expanded Construction Site

*Content is subject to change.

“Well written, researched stories on a wide variety of topics.”

+ from the Reader 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 2025

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

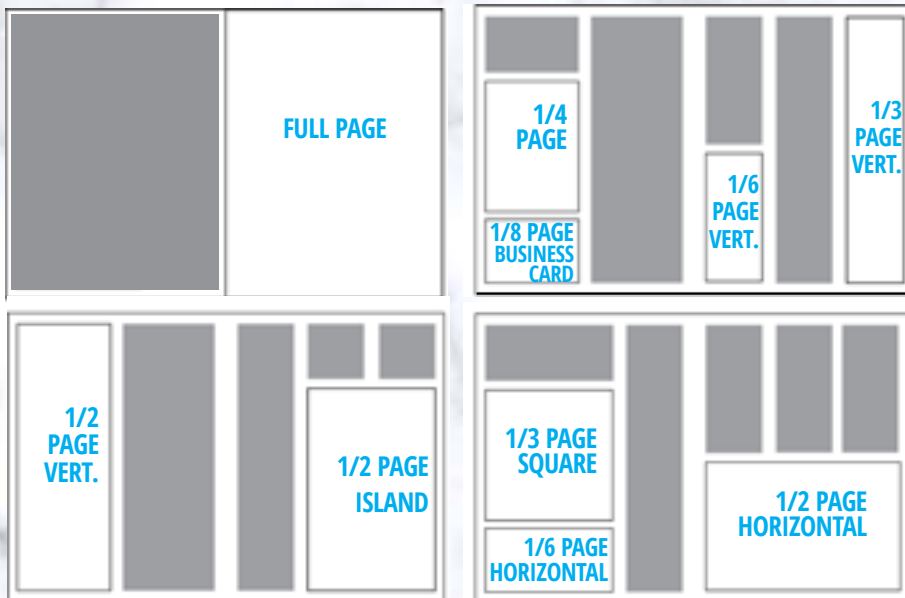
Print Ad Size	Color	B&W
Full Page	\$3,495	\$2,400
1/2 page	\$2,480	\$1,400
1/3 page	\$2,095	\$1,045
1/4 page	\$1,885	\$805
1/6 page	\$1,650	\$570
1/8 (business card)*	N/AV	\$255

Frequency

Frequency is the key to any successful advertising program. We offer discounted rates: 10 percent off for 3-time and 15 percent 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, Ski Industry Leader

Digital Advertising

Email Karolyn Towle, karolyn@saminfo.com, to explore digital options and book packages.

Saminfo.com welcomes more than **300,000 highly qualified users** annually, who view over **850,000 pages of content**. Our social media accounts have more than **28,000 engaged followers** and reach an average of 43,000 people weekly through posted content. Our email **open and click-through rates are triple the industry standard** at 39% and 12%.

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.

Sponsorship 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 karolyn@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 Reader Survey.