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2020



Photo courtesy of Sugarloaf Resort

SAM (Ski Area Management) magazine has been the voice of the mountain resort industry since 1962. Mountain resorts do more than offer skiing and snowboarding: they are a complex mix of year-round businesses and operations that cater to the recreational and leisure needs of guests from near and far. Resorts range in size from small community facilities to huge destination resort communities—all of which require a variety of products and services for every aspect of their operations.

SAM readers are key decision-makers and influencers in this market. They use our magazine, online channels, and events to gain knowledge that will help them, and their operations, be more successful. We take great pride in our role as the industry's most trusted resource, and our advertising partners have benefitted from the exposure this position wields for decades. It will be my pleasure to explore with you the many ways *SAM* can help your business thrive.

Sincerely,
Sharon Walsh, Advertising Director



01

READER STATS

SAM Magazine Media Kit 2020



SAM readership represents a diverse mix of resorts in North America and around the world.

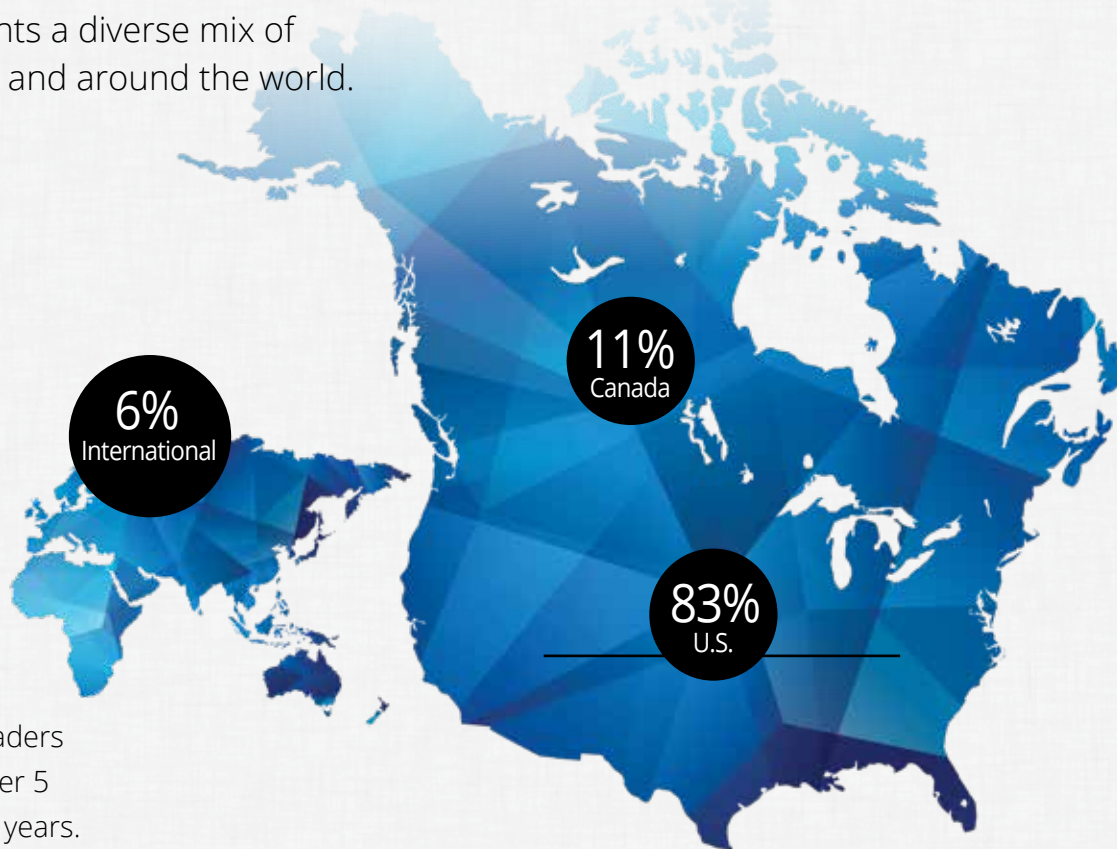
READER'S RESORT SIZE:

SAM readers come from all types of resorts.

- 17%— <100,000 visits
- 40%—100,000-250,000
- 17%—250,000-500,000
- 12%—500,000-750,000
- 8%—750,000-1,000,000
- 6%—1,000,000+

LOYALTY:

Sixty eight percent of SAM readers have been subscribers for over 5 years, 25 percent for over 20 years.



READER DEMOGRAPHICS

21% - Owner/President/CEO

22% - General Manager

12% - Operations/Area Manager

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 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, CEO,
Telluride Ski & Golf

sam
SKI AREA MANAGEMENT
THE VOICE OF THE MOUNTAIN RESORT INDUSTRY



02

EDITORIAL CALENDAR

SAM Magazine Media Kit 2020

ISSUE DATES EDITORIAL LINEUP*

JANUARY '20



Space Close:
Nov. 15

Materials Due:
Nov. 30

- > Annual Lift Construction Survey
- > Summit Series: Guest Experience
- > Rental Buyer's Guide
- > Via Ferratas
- > Unique Dining
- > Community Ski Hills
- > Kids Play: Netted Structures
- > Maximizing Indoor Space
- > Digital Ski Experience
- > Culture of Safety

MARCH '20



Space Close:
Jan. 15

Materials Due:
Jan. 31

- > Groomer Report
- > Snowmaking Upgrades
- > Lift Ticket Pricing
- > Lift Maintenance: Bearings
- > Video Surveillance
- > Summer Ops
- > Indoor Skiing: Big Snow
- > Photo Systems
- > Bike Instruction Certification
- > Branding Exercises
- > Reputation Management

MAY '20



Space Close:
March 15

Materials Due:
March 31

- > Best/Worst Marketing
- > Snowmaking: State of the Art
- > Addressing Demographics
- > Kids on Lifts Program
- > IT Trends
- > Summer Lift Operations
- > Summer Ops Camp Profile
- > ADA Compliance Update
- > Importance of Ambassadors
- > Marketing Your History

ISSUE DATES EDITORIAL LINEUP*

JULY '20



Space Close:
May 15

Materials Due:
May 31

- > 10 Under 30
- > DIY Fleet Management
- > Military Ski Connection
- > Tubing Lane Construction
- > OSHA - Corrective Actions
- > Applicant Tracking Systems
- > Tech Update
- > Culinary Planning, Pricing, Options
- > Future Shock: The Coming Revolution of Media

SEPTEMBER '20



Space Close:
July 15

Materials Due:
July 31

- > Building a Grooming Team
- > Front Line Management
- > Lift Maintenance: Fixed Grips
- > Leadership Development
- > Risk Management
- > Learn-to Programming
- > Communicating the Code: Etiquette on the Slopes
- > The Lift Mechanic/Electrician Issue

NOVEMBER '20



Space Close:
Sept. 15

Materials Due:
Sept. 30

- > Terrain Park Contest
- > Tools of the Terrain Park
- > Snow Tubing Safety
- > Decision-making in Snowmaking
- > Groomer Workshops
- > Adventure Concierge Services
- > Incapacitated Evacuation
- > Independent Areas
- > Conglomerate Comparisons



03 PRINT ADVERTISING RATES

SAM Magazine Media Kit 2020



Print Ad Size

Full Page

1/2 page

1/3 page

1/4 page

1/6 page

1/8 (business card)*

Color

\$3,325

\$2,360

\$1,985

\$1,795

\$1570

N/AV

B&W

\$2,295

\$1,330

\$995

\$765

\$540

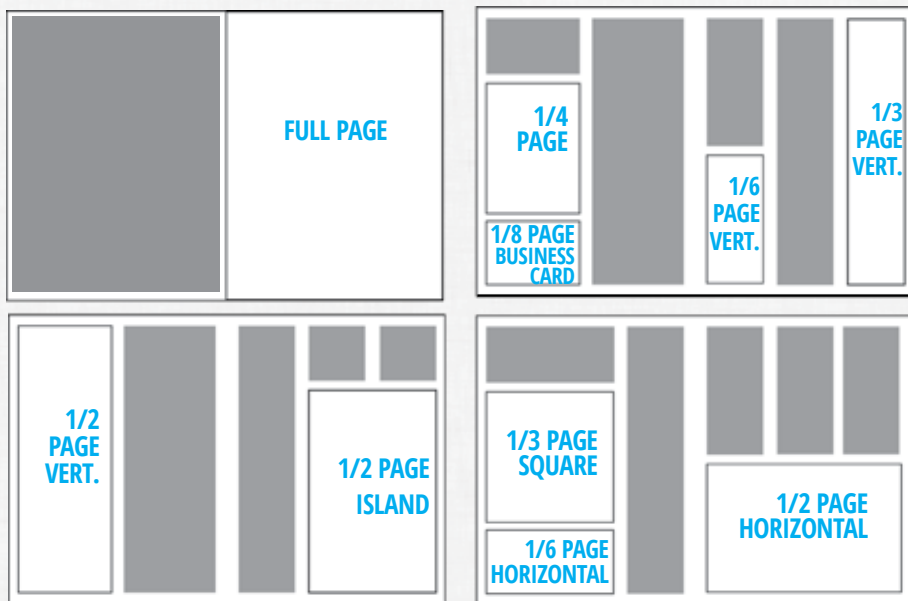
\$255

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.



Furnished Insert Rates

Two-page (both sides 1 sheet)

Four-page (both sides 2 sheets)

\$3,350

\$5,600

Classified Ads

Basic listing \$2.75 per word

Premium listing + \$100

Logo placement + \$100

Headline News ad + \$100

Blind Listing + \$30

Youtube Video + \$100

SEO Keywords + \$25

* Listings are two months online and one issue of print. Premium listings get top placement and social media promotion. 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 48 hours of receipt unless otherwise instructed.

Saminfo.com welcomes **120,000 highly qualified users** yearly, who view **1.4 million pages of content**. That's more than five pages per visitor. Our social media accounts have more than **17,000 engaged followers** and reach 50,000 people weekly through posted content. Our email **open rates are double the industry standard**, and click-through rates are nearly four-times higher than the industry standard.

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.

DOMINATE PACKAGE

Includes:

- Web Ad Block #1
- Headline News Ad Block #1
- Bi-monthly Social Media Packages
- Seasonal Branded Email Blasts
- SAM Preview Blast Ad Block #1

Pricing

Twelve months: \$29,995

Six months: \$15,495

COMPETE PACKAGE

Includes:

- Web Ad Block #2
- Headline News Ad Block #2
- Bi-monthly Social Media Packages
- Branded Email Blast
- SAM Preview Blast Ad Block #2

Pricing

Twelve months: \$24,995

Six months: \$12,995

Three months: \$7495

POSITION PACKAGE

Includes:

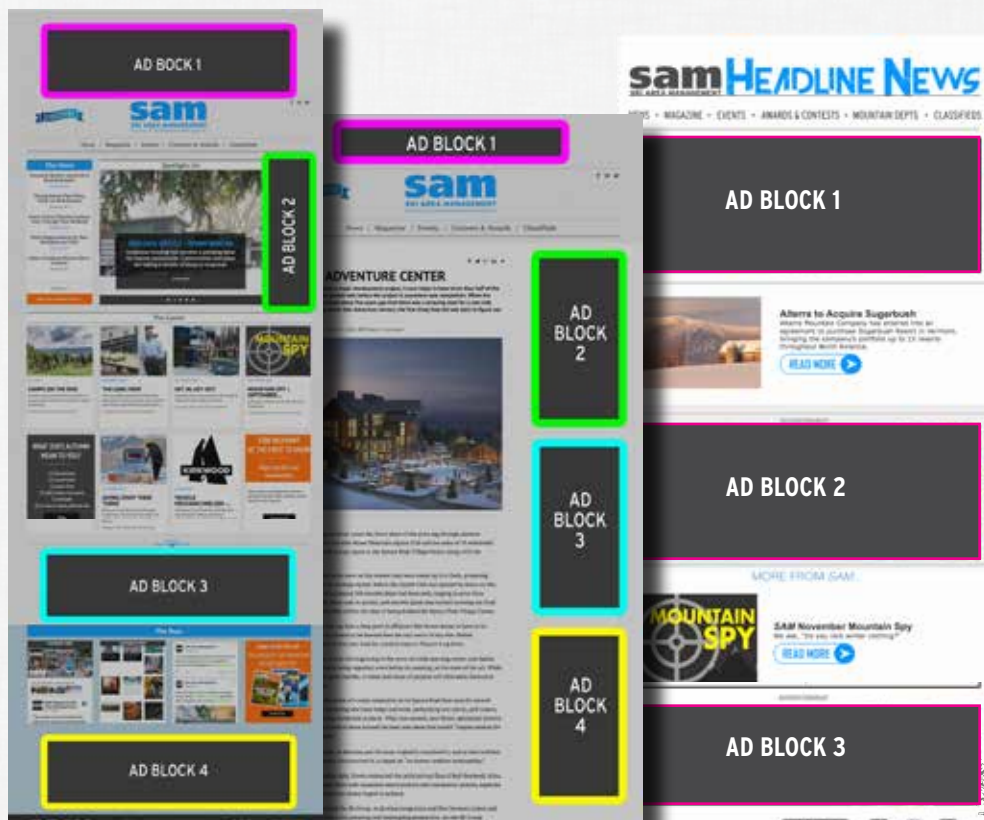
- Web Ad Block #3
- Headline News Ad Block #3
- Seasonal Social Media Packages
- Seasonal Branded Eblasts

Pricing

Twelve months: \$17,495

Six months: \$9,495

Three months: \$5,295



< **SAMINFO.COM**
homepage
and ROS

< **Headline News**
email blast, sent
2-3 times weekly



DIGITAL A LA CARTE

SAMINFO.COM

Banner Position	3 mo.	6 mo.	12 mo.
Ad Block 1 Positions	\$1,900	\$3,420	\$6,450
Ad Block 2 Positions	\$1,800	\$3,240	\$6,120
Ad Block 3 Positions	\$1,700	\$3,060	\$5,780
Ad Block 4 Positions	\$1,600	\$2,880	\$5,550

PodSAM

PodSAM podcast episodes average 500 downloads and are pushed out via email, social, and at saminfo.com.

30 second ad spots: \$500 per episode. Limited availability.



Social Media

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

Package price: \$650

Branded Email Blast

Branded email blasts are sent to 3,500 industry professionals under the trusted SAM brand. The content is subject to the supplier’s preference—advertorial, product promotion, special offers, videos, galleries, etc.

One time send: \$750



UNIQUE OPPORTUNITIES

SAM is constantly finding new ways to reach and inform the mountain resort industry. For example, new for 2020—“Mountain Department” landing pages with curated relevant content from SAM, as well as industry suppliers. Each page will focus on a specific topic. The first three will be lift operations, snowmaking, and grooming, with more planned for the future. Partnership packages for these pages will start at \$6,995.

We’re also open to fresh ideas and partnerships with suppliers that extend beyond the digital package offerings to more in-depth programming.

To build the optimal digital package or program for 2020, reach out to Sarah Wojcik at sarahw@saminfo.com today.

Results of SAM's Reader Survey

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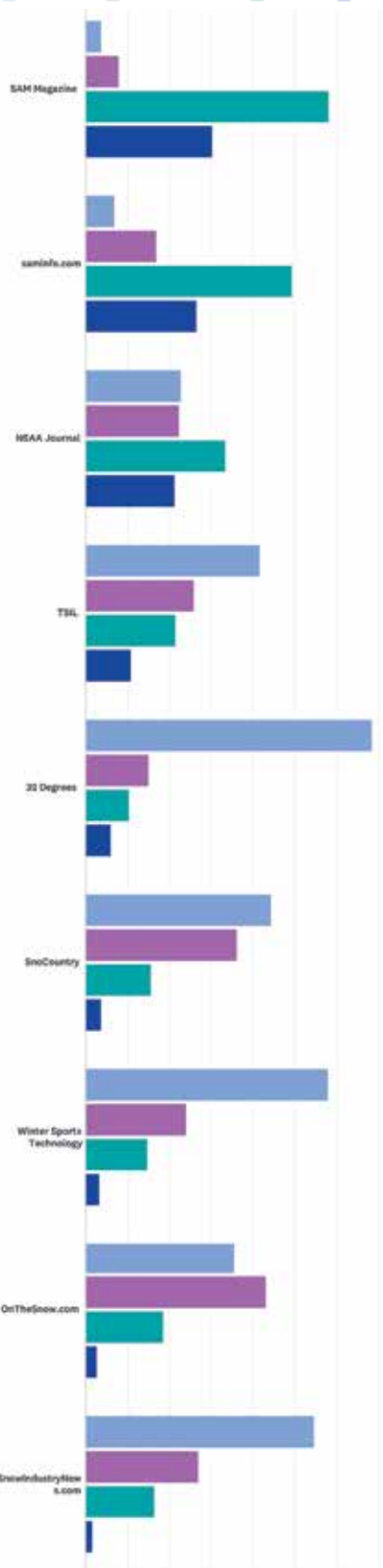
READER SURVEY

SAM Magazine Media Kit 2020

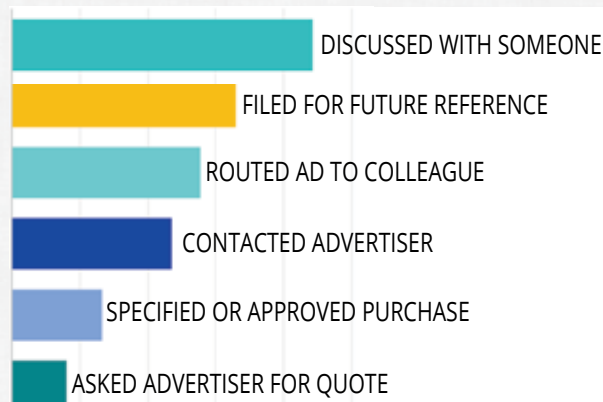
sam
SKI AREA MANAGEMENT
THE VOICE OF THE MOUNTAIN RESORT INDUSTRY

HOW IMPORTANT ARE THE FOLLOWING INDUSTRY SOURCES?

Do Not Read Somewhat Important Important Most Important



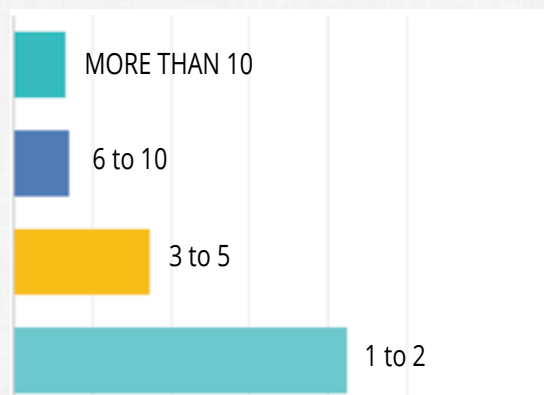
WHICH OF THE FOLLOWING ACTIONS HAVE YOU TAKEN RECENTLY AS A RESULT OF SEEING AN ADVERTISEMENT IN SAM?



DO YOU KEEP YOUR OLD ISSUES FOR REFERENCE?



HOW MANY PEOPLE OTHER THAN YOU READ YOUR COPY OF SAM?



“SAM provides the most current industry information and has consistently filled an educational gap seen throughout our industry.”

> Survey Respondent

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

> Rick Spear,
Leitner-Poma of America, Inc.

“As ski area operators we seek out information, and SAM provides us with the supplier information we need.”

> Survey Respondent

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