

# sam

## SKI AREA MANAGEMENT

THE VOICE OF THE MOUNTAIN RESORT INDUSTRY

# MEDIA KIT 2021

REACH YOUR TARGET  
MARKET IN 2021





01

READER STATS

02

EDITORIAL CALENDAR

03

PRINT ADVERTISING RATES

04

DIGITAL ADVERTISING

05

DIGITAL ADVERTISING

06

READER SURVEY



*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 yields for decades. It will be my pleasure to explore with you the many ways *SAM* can help your business thrive.

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THE VOICE OF THE MOUNTAIN RESORT INDUSTRY

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# 01 | READER STATS

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

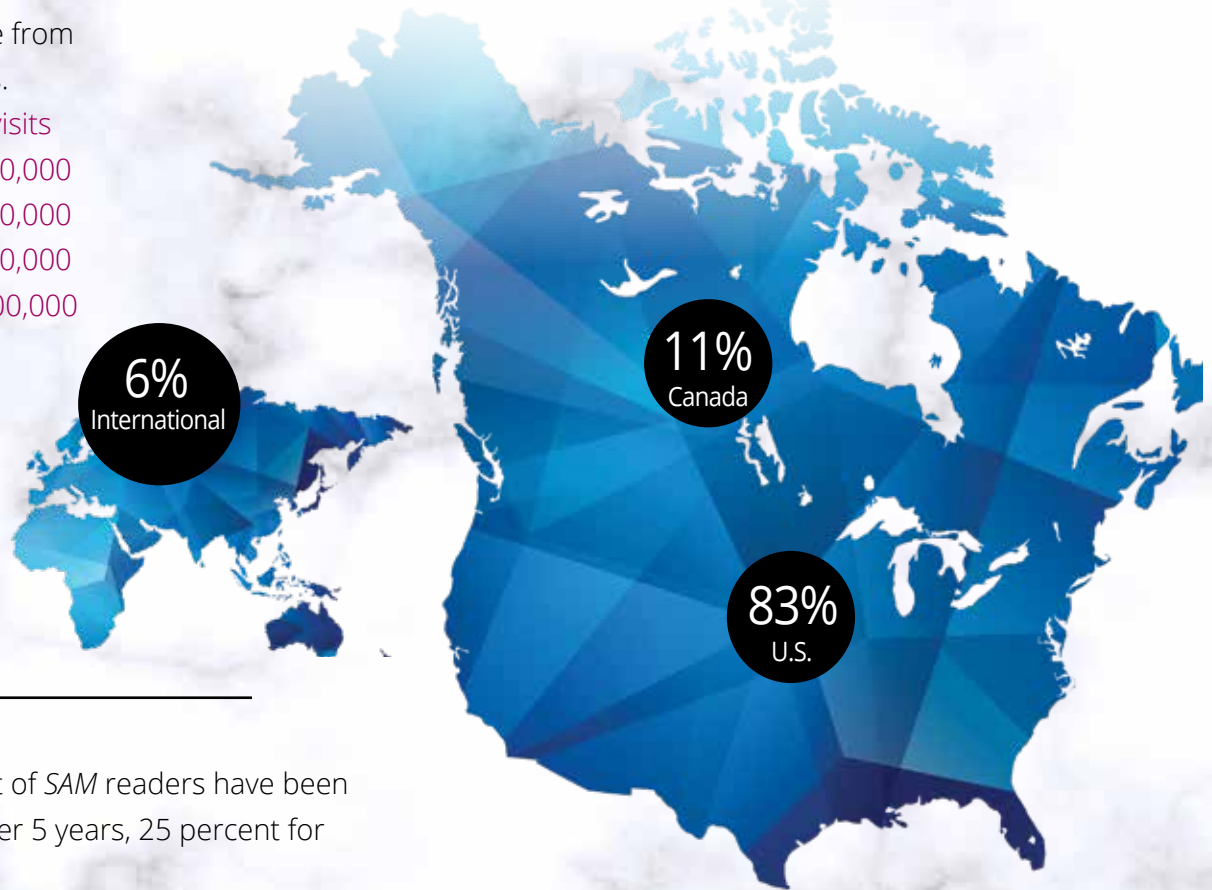
*“SAM has been a ski industry ‘must read’ for more than five decades. It is both timely and relevant and speaks to all levels within the industry.”*

+ Bill Jensen

## 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





## ISSUE

## DATES

## EDITORIAL LINEUP\*

## ISSUE

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### JANUARY 2021



**Space Close:**  
Nov. 15

**Materials Due:**  
Nov. 30

- > Annual Lift Construction Survey
- > Rental Buyer's Guide
- > New Trends in Instruction
- > New Products
- > Customer Sentiments
- > Snowmaking Infrastructure
- > Politics in the Mountains
- > Tech Talk

### JULY 2021



**Space Close:**  
May 15

**Materials Due:**  
May 31

- > 10 Under 30
- > Tubing Lane Construction
- > OSHA - Corrective Actions
- > Applicant Tracking Systems
- > Tech Talk
- > Culinary Creativity
- > Ski School Trends that Stuck

### MARCH 2021



**Space Close:**  
Jan. 15

**Materials Due:**  
Jan. 31

- > Groomer Report
- > Snowmaking Upgrades
- > Seasonal Trends & New Products
- > Summer Ops
- > Alternative Snow Sliding
- > Bike Trends: On and Off Snow
- > Tech Talk

### SEPTEMBER 2021



**Space Close:**  
July 15

**Materials Due:**  
July 31

- > Building a Grooming Team
- > Front Line Management
- > Lift Maintenance
- > Leadership Development
- > The Lift Mechanic/ Electrician Issue
- > Diversity, Equality, Inclusiveness at Resorts
- > Tech Talk

### MAY 2021



**Space Close:**  
March 15

**Materials Due:**  
March 31

- > Best/Worst Marketing
- > Staffing
- > Summer Products
- > Tech Talk
- > Lift Maintenance
- > Risk Management
- > Cooling Down this Summer

### NOVEMBER 2021



**Space Close:**  
Sept. 15

**Materials Due:**  
Sept. 30

- > Terrain Park Contest
- > Tools of the Terrain Park
- > Snow Tubing Safety
- > Adventure Concierge Services
- > Incapacitated Evacuation
- > Independent Areas
- > Conglomerate Comparisons

\*Editorial lineup is subject to change.

# 03 | PRINT ADVERTISING RATES



## Print Ad Size

## Color

## B&W

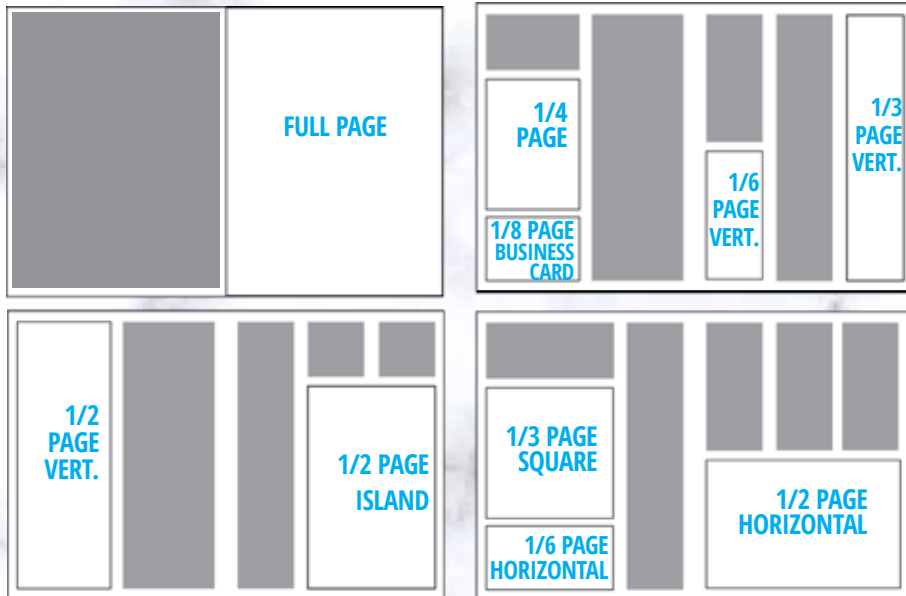
Full Page	\$3,325	\$2,295
1/2 page	\$2,360	\$1,330
1/3 page	\$1,985	\$995
1/4 page	\$1,795	\$765
1/6 page	\$1570	\$540
1/8 (business card)*	N/AV	\$255

## 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.



## 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.

## Furnished Insert Rates

Two-page (both sides 1 sheet)	\$3,350
Four-page (both sides 2 sheets)	\$5,600



# 04 | DIGITAL ADVERTISING

Saminfo.com welcomes **160,000 highly qualified users** yearly, who view **1.5 million pages of content**. That's more than four pages per visitor. Our social media accounts have more than **18,000 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.

## 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 600+ downloads and are promoted via email, social, and at saminfo.com.

30 second ad spots: \$500 per episode; 1 minute interview: \$795 per episode.

## TOTAL AUDIENCE MARKETING

SAM is constantly finding new ways to reach and inform the mountain resort industry, and creative total audience marketing packages can include everything from lead generating content to special branded departments on saminfo.com.

To build the optimal TAM package for 2021, reach out to Sarah Wojcik at [sarahw@saminfo.com](mailto:sarahw@saminfo.com) today.

## SOCIAL MEDIA

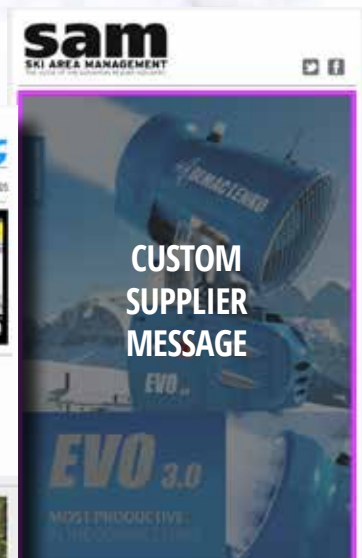
Facebook, Twitter and Instagram package posts can be video, image, or text-based and can link to advertiser destination.

Package price: \$650

## BRANDED EMAIL BLAST

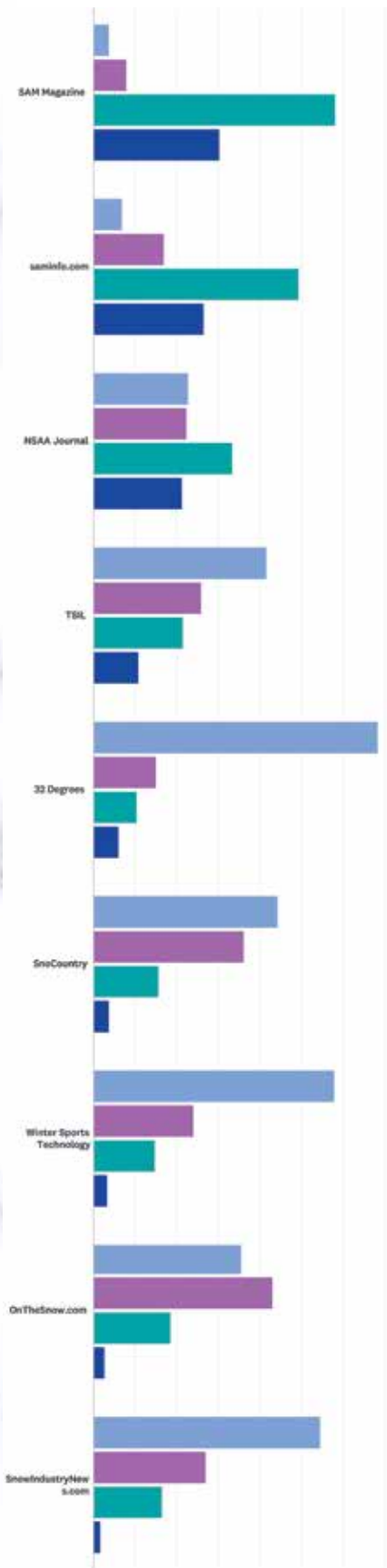
Branded email blasts are sent to 4,500 industry professionals under the trusted SAM brand. The content is subject to the supplier's preference—advertorial, product promotion, special offers, videos, galleries, etc.

One time send: \$895

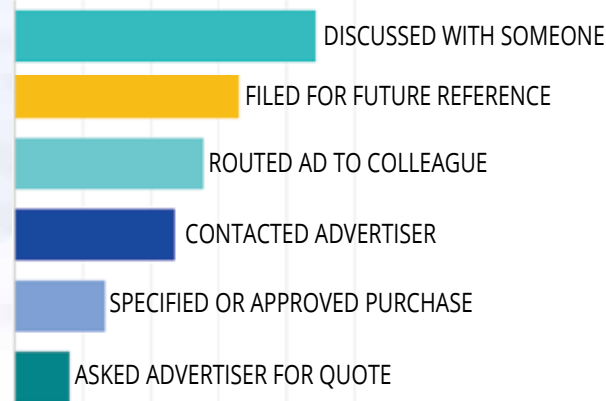


## HOW IMPORTANT ARE THE FOLLOWING INDUSTRY SOURCES?

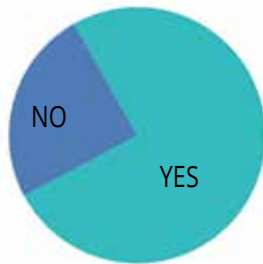
Do Not Read   Somewhat Important   Important   Most Important



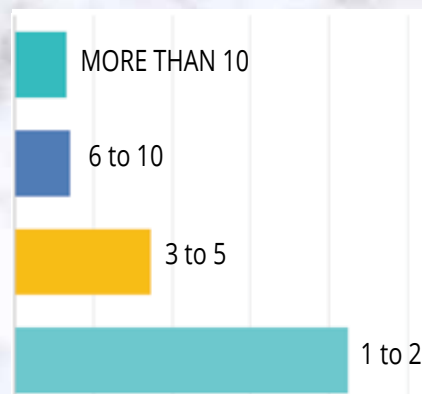
## WHICH OF THE FOLLOWING ACTIONS HAVE YOU TAKEN RECENTLY AS A RESULT OF SEEING AN ADVERTISEMENT IN SAM?



## DO YOU KEEP YOUR OLD ISSUES FOR REFERENCE?



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



*“Thank you for the amazing leadership role you have taken in assisting our industry get through these extraordinary times.”*

> Dave Norden,  
CEO, Taos

*“SAM’s leadership in the industry especially during these times of uncertainty creates a lot of value for our brand.”*

> Daren Cole of  
Leitner-Poma of  
America, Inc.

*“I appreciate all you guys are doing to get info into our hands to help make decisions for the upcoming season.”*

> Trevor Bird,  
General Manager,  
Hilltop Ski Area