

sam

SKI AREA MANAGEMENT

THE VOICE OF THE MOUNTAIN RESORT INDUSTRY

MEDIA KIT 2023

REACH YOUR TARGET MARKET IN 2023

"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.



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READER SURVEY



SAM (Ski Area Management) magazine has been the voice of the mountain resort industry since 1962—over 60 years! 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.

Sharon Walsh, Advertising Director

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sam
SKI AREA MANAGEMENT
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

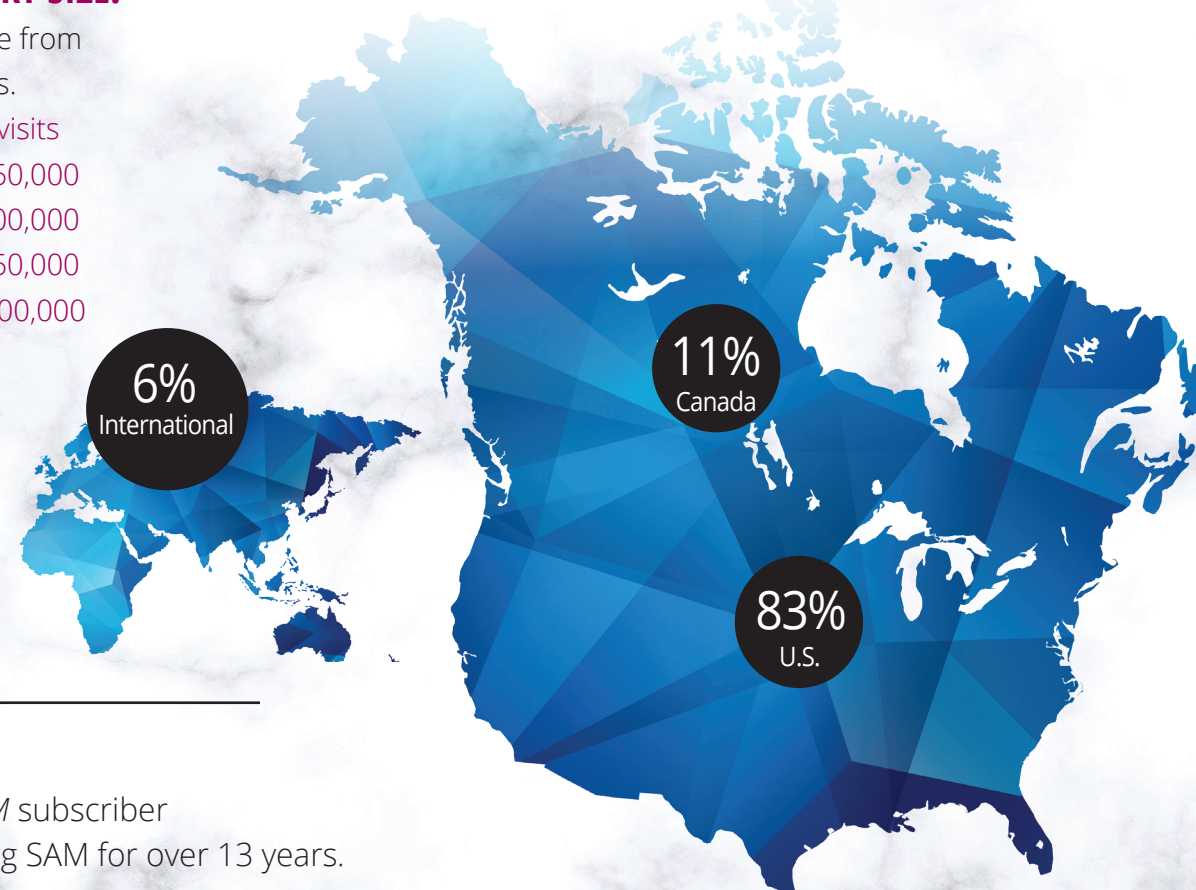
40%—100,000-250,000

17%—250,000-500,000

12%—500,000-750,000

8%—750,000-1,000,000

6%—1,000,000+



LOYALTY:

The average SAM subscriber has been reading SAM for over 13 years.

READER DEMOGRAPHICS

13% - Owner/President/CEO

12% - General Manager/VP

11% - Operations/Area Manager

10% - Sales/Marketing

10% Mountain Operations

10% - Ski School/Rental

8% Summer Operations

8% Guest Services

6% Human Resources

5% - Ski Patrol

4% - Finance

3% Terrain Park

02 | EDITORIAL CALENDAR 2022



ISSUE DATES EDITORIAL LINEUP*

JANUARY 2023



Space Close:
December 2

Materials Due:
December 9

- > Annual Lift Construction Survey
- > Rental Buyer's Guide
- > Summit Series: Community and Stakeholder Engagement
- > AI Chat and Data Mining
- > Mountain Biking
- > ANSI B77 Update
- > Land Management

MARCH 2023



Space Close:
January 30

Materials Due:
February 6

- > Groomer Report
- > NSAA Economic Analysis
- > Selling Summer
- > Summer Ops
- > Next in Tech
- > Outdoor Dining
- > Snowmaking
- > Staffing Ski School

MAY 2023



Space Close:
March 27

Materials Due:
April 3

- > Best/Worst Marketing
- > Direct Mail Marketing
- > Liability Insurance
- > Rentals
- > Summer Ops
- > Mental Health
- > Climate
- > SAMMY Leadership Awards

ISSUE DATES EDITORIAL LINEUP*

JULY 2023



Space Close:
May 22

Materials Due:
May 29

- > 10 Under 30
- > Summer Resort Profile
- > GIS Systems for Customer Communication
- > EV Charging Stations
- > Compressors
- > Construction Site
- > Bluetooth Ticketing

SEPTEMBER 2023



Space Close:
July 24

Materials Due:
July 31

- > Staff Training
- > Vehicle Checks and Training
- > Hiring & Recruiting
- > Mountain Ops
- > Marketing and Sales
- > Resort Profile
- > Tech and the Customer Experience

NOVEMBER 2023



Space Close:
September 25

Materials Due:
October 2

- > Terrain Park Contest
- > Snowmaking in Marginal Temps
- > Employee Benefits
- > Safety
- > The Snow Report
- > Ski School

*Editorial lineup is subject to change.

03 | PRINT ADVERTISING RATES



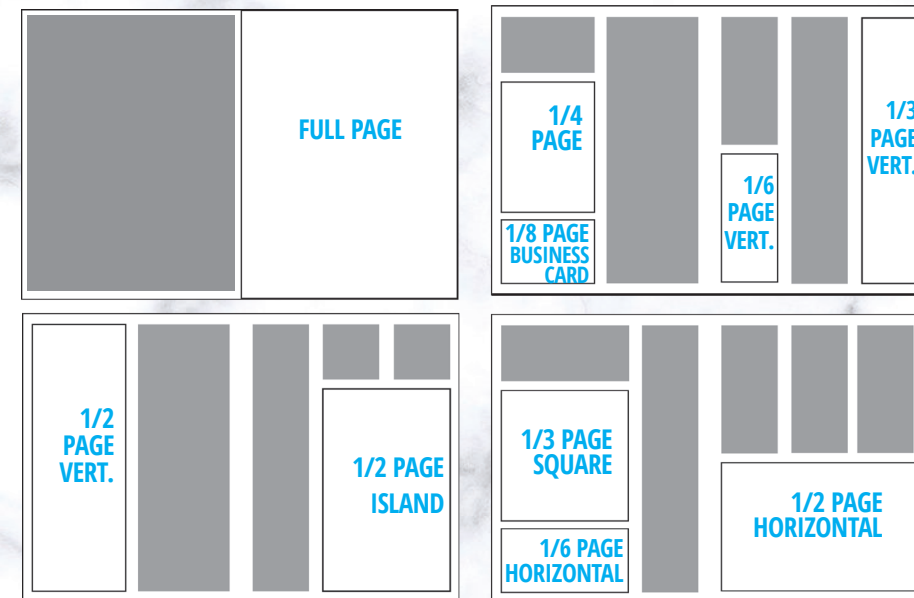
Print Ad Size	Color	B&W
Full Page	\$3,495	\$2,400
1/2 page	\$2,480	\$1,400
1/3 page	\$2,095	\$1,045
1/4 page	\$1,885	\$805
1/6 page	\$1,650	\$570
1/8 (business card)*	N/AV	\$255

Frequency

Frequency is the key to any successful advertising program. We offer discounted rates: 10% 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)	\$3,350
Four-page (both sides 2 sheets)	\$5,600

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

* 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.

04 | DIGITAL ADVERTISING



Saminfo.com welcomes over **215,000 highly qualified users** yearly, who view over **1.5 million pages of content**. That's more than four pages per visitor. Our social media accounts have more than **21,000 engaged followers** and reach 30,000 people weekly through posted content. Our email **open and click-through rates are triple the industry standard** at 35%, and 10%.

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.

Sponsored includes a brand call-out at the beginning and end and 30-second ad \$500 per episode. (Up to 3 sponsors per episode.)

TOTAL AUDIENCE MARKETING

SAM is constantly finding new ways to reach and inform the mountain resort industry. Our total audience marketing packages allow for customized sponsored content, sponsorship of topic-based mountain departments and access to a creative partner. **To build the optimal TAM package for 2023, reach out to Sarah Wojcik at sarahw@saminfo.com today.**

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 sarahw@saminfo.com for more information.

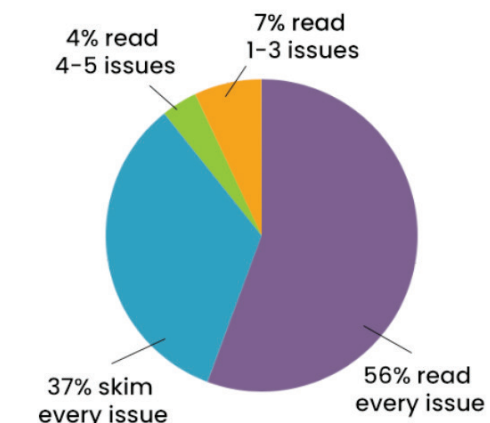
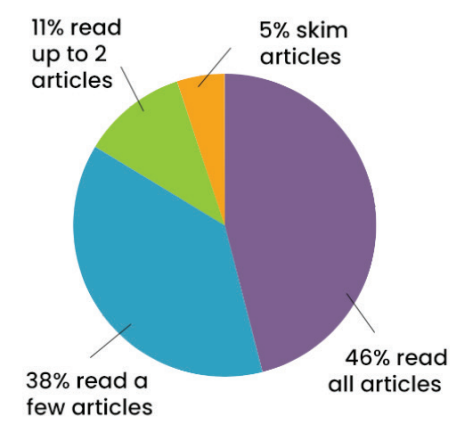


05 | READERS SURVEY

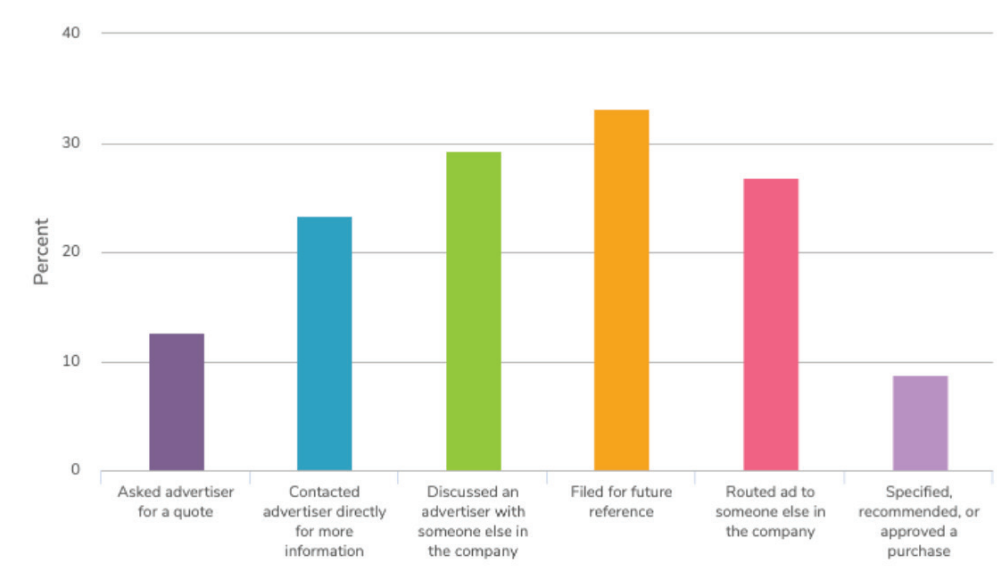


You're in Good Hands

With SAM Magazine you reach key decision-makers in the mountain resort industry. Over 44% of our subscribers are general managers, owners, CEOs, or presidents. They also represent a variety of sized resorts and are reading our content at a higher rate than ever. Over 90% read or skim every print issue of SAM, and nearly half read every article.



Over 60% of SAM Magazine readers interact directly with advertisements, whether contacting suppliers for more information or a quote, passing along or discussing products with a co-worker, or approving a purchase.



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

> Dave Norden, CEO, Taos

"Even though I get and enjoy all your digital stuff, I look forward to the magazine and read from cover to cover."

> Survey Respondent

"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