inside » Print » Digital » Events & Sponsorship » Classifieds » And More...

sam
SKI AREA MANAGEMENT
THE VOICE OF THE MOUNTAIN RESORT INDUSTRY

MEDIA KIT 2027

TARGET THE SKI INDUSTRY BY PARTNERING WITH SAM



Sharon Walsh • Advertising Director
sharon@saminfo.com

Karolyn Towle • Marketing Director
karolyn@saminfo.com

Jordyn Ossanna • Marketing Manager
jordyn@saminfo.com

Olivia Rowan • Publisher
olivia@saminfo.com

Donna Jacobs • Production Manager
donna@saminfo.com

Dave Meeker • Editor
dave@saminfo.com

Katie Brinton • Senior Editor
katie@saminfo.com

Total Audience Marketing

Your Trusted Partner. Their Trusted Resource.

Reach the engaged *SAM* audience with a total audience marketing campaign. Our print magazine has been a go-to resource for resort operators since 1962, and today, our digital presence matches it in value. Explore the different ways we can get your brand and products in front of your intended customer with a multi-channel approach.

Our Readers

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

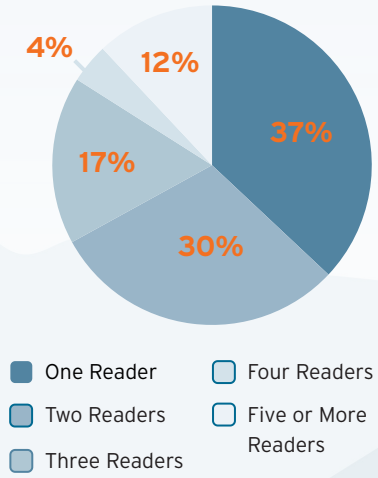
REACH:

SAM reaches **more than 3,000** readers per issue. Sixty-three percent of subscribers also pass along their copies to other readers.

KEY DECISION MAKERS:

About 70 percent of *SAM* readers are key decision makers—CEOs, VPs, directors and managers.

PASS ALONG RATE:



AD INTERACTION:

More than 80 percent of *SAM* readers interact with advertising in the magazine, with **21 percent** taking direct action. Others file for future reference, pass along to coworkers, or skim for ideas.

READER'S RESORT SIZE:

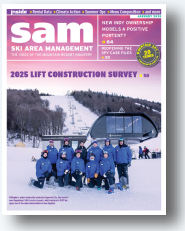
SAM readers come from all sizes of resorts:
27% <100,000 visits
27% 100,000-250,000
21% 250,000-500,000
9% 500,000-750,000
7% 750,000-1,000,000
9% 1,000,000+

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* magazine readers consume most of the content and **36 percent** read every issue cover to cover.

Editorial Calendar

JANUARY 2027



Space Close: Dec. 1, 2026

Materials Due: Dec. 5, 2026

- Lift Construction Survey
- Rental Insights
- Mental Health
- Sustainability Frameworks
- The Value of Events
- Leadership
- The Return of Halfpipes

MARCH 2027



Space Close: Feb. 2, 2027

Materials Due: Feb. 6, 2027

- Groomer Report
- Night Skiing
- Staff Training
- Spring Snowmaking
- Trail Maps
- Tubing Operations

Plus, a special Lifts Mountain Department supplement.

MAY 2027



Space Close: April 1, 2027

Materials Due: April 7, 2027

- Best & Worst in Marketing
- Economic Analysis
- Unique Summer Offerings
- Safety Culture
- Snowmaking Insights
- Lift Maintenance
- Tech Update

*Content is subject to change.

JULY 2027



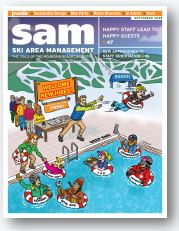
Space Close: June 1, 2027

Materials Due: June 5, 2027

- 10 Under 30 Profiles
- Summer Marketing
- Snow Grooming 101
- Cloud Seeding
- Retail
- Snowmaking Maintenance
- Profiting from Halloween

Plus, a special Marketing & Events Mountain Department supplement.

SEPTEMBER 2027

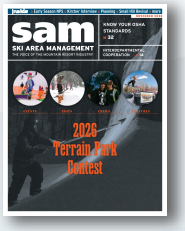


Space Close: July 31, 2027

Materials Due: Aug. 6, 2027

- Snowmaking Math
- Staff Training
- Communications Best Practices
- Guest Retention Programs
- Risk Management
- The Value of Good Food

NOVEMBER 2027



Space Close: Oct. 1, 2027

Materials Due: Oct. 8, 2027

- Terrain Park Contest
- The Latest in AI
- Early Season Grooming
- Construction Site
- Mentorship Matters
- Guest Services Training

"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.

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

– *SAM* Reader

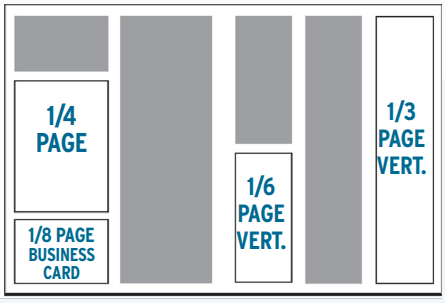
Build Your Campaign » Print Advertising

Print advertising remains one of the most trusted ways to connect with the mountain resort industry. Each issue of *SAM* is read, referenced, and shared by leaders who make key decisions. With lasting shelf life and high pass-along readership, your message stays in front of an engaged audience and alongside the stories and innovations that define the industry.

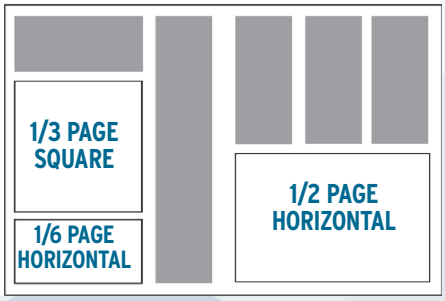
For more information, contact sharon@saminfo.com.

Print Ad Size	Color	Black & White
Full Page	$3,635	$2,496
1/2 page	$2,580	$1,456
1/3 page	$2,179	$1,087
1/4 page	$1,960	$837
1/6 page	$1,716	$593
1/8 (business card)*	N/A	$265











Frequency & Multi-Page Discounts

Frequency is the key to any successful advertising program. We offer discounted rates as you add more placements:

- 10 percent off for 3-time schedules.
- 15 percent off for 6-time schedules.

Two or more pages of run-of-book advertising in one issue earns an 8 percent discount on earned rate.

*Business card available to advertisers of professional services (engineering, consultancy, etc.). Product advertising not permitted. Non-commissionable.

Furnished Insert Rates

Reach our readers with your own printed piece, sent alongside the magazine, to place your custom brochure or flyer directly into the hands of every *SAM* subscriber.

Two-Page	$3,350
Four-Page	$5,600
+ Digital Flip Book	$1,500

"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 its leadership provides."

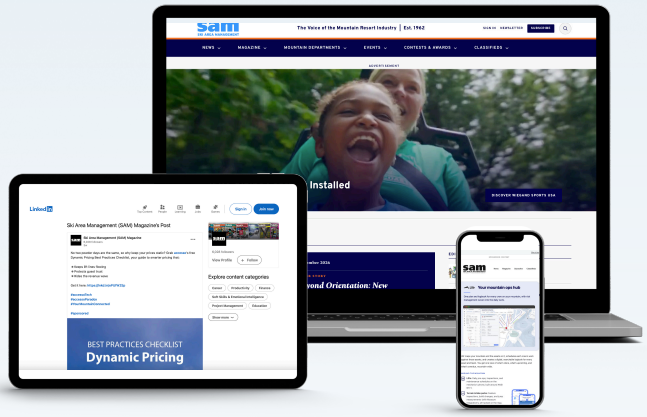
– *SAM* Reader



Build Your Campaign » Digital Advertising

Digital advertising with SAM connects your brand to the mountain resort industry's most engaged professionals. Through saminfo.com, targeted email newsletters, and active social media channels, your message reaches decision-makers where they turn for trusted information and ideas. With strong engagement and precise audience targeting, SAM's digital platforms keep your brand visible, relevant, and part of the daily industry conversation.

For more information, contact karolyn@saminfo.com.



Social Media

Connect with the mountain resort industry where conversations are happening every day. SAM's social platforms have a combined 30,000 followers and generate an average monthly reach of 120,000 with a 10% engagement rate—proof that our community is active, responsive, and tuned in to industry innovation.

SPONSORED CONTENT » $650 PER POST

Showcase your brand across SAM's Facebook, LinkedIn, Instagram, Threads, and X channels with a social media package. Share eye-catching visuals, videos, or success stories, and we'll craft and tag posts to extend your reach and boost visibility among industry professionals.

> *"SAM is a reliable resource for growing and developing staff and reminding them that we don't have to create everything fresh. We can adapt ideas for success at our mountain."*
>
> – *SAM* Reader

Email*

Reach an engaged audience of mountain resort professionals directly in their inbox. SAM's emails go out to 6,000+ readers and consistently achieve open and click-through rates triple the industry average.

BRANDED E-BLASTS » $995 PER SEND

Send a dedicated, branded message directly to our audience of resort operators and industry leaders. This channel is ideal for case studies, product launches, announcements, or events.

EMAIL NEWSLETTER BANNERS » $725

Gain visibility in SAM's trusted newsletters. Your banner appears alongside the most-read stories and updates in the industry, ensuring strong exposure and engagement.

Headline News	per month
Inside the Issue	per issue
Specialty Topics	per send

NEW! HEADLINE NEWS SPONSORED CONTENT » $850 PER MONTH

Highlight a product, share a case study or promote a company announcement with a sponsored content placement in SAM's Headline News email newsletter. One insertion per week keeps your message in front of resort professionals throughout the month.

**All email placements must be part of a larger advertising package.*

Build Your Campaign » Digital Advertising

Website

SAM's website, saminfo.com, welcomes an average of 30,000 qualified users each month and delivers more than 70,000 page views, connecting your brand with the professionals who make purchasing and operational decisions at mountain resorts. From high-visibility banner ads to exclusive Mountain Department sponsorships, web advertising with SAM ensures your brand stays in front of a focused, industry-specific audience all year long.

MOUNTAIN DEPARTMENTS

Sponsor a dedicated content hub focused on a key area of mountain operations—Lifts, Grooming, Snowmaking, Summer Ops, Leadership Development, Technology, Marketing, or Sustainability. Each sponsorship combines consistent web presence, email visibility, and supplier recognition over 12 months to keep your brand top of mind throughout the year.

Standard Sponsorship » $1,595

- Banner ad position 3 and 4 on department page ($1,200 value each)
- Inclusion in supplier guide ($495 value)
- Logo and link in at least two department email blasts ($495 value)

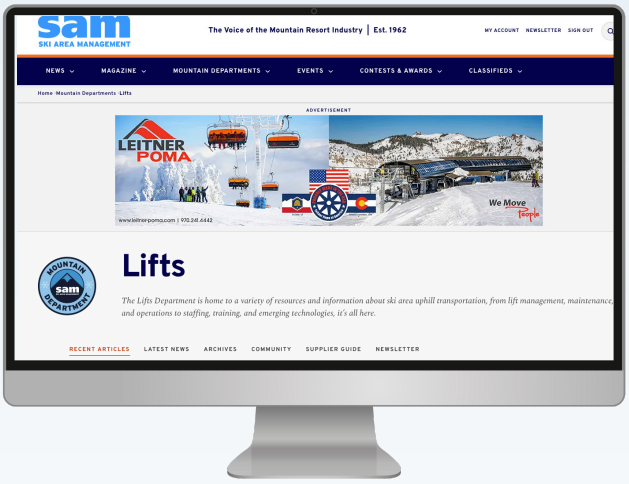
Preferred Sponsorship » $1,895

- All of the above, plus...
- Banner ad position 2 on department page ($1,200 value)
- Headline News supplier spotlight ($495 value)

Premium Sponsorship » $4,500

- All of the above, plus...
- Banner ad position 1 on department page ($2,000 value)
- **NEW!** Banner ad in site-wide navigation menu ($2,000 value)
- **NEW!** Video feature ($2,000 value)
- Banner ad in at least two department email blasts ($650 value)
- Branded email blast ($995 value)
- Social media package ($650 value)

Availability is limited for each level; sponsorships are reserved annually by department.



BANNER ADS

Build awareness with rotating display ads across saminfo.com for maximum visibility among resort professionals. Choose from flexible placements and durations to fit your campaign goals. Premium positions are limited and reserved on a first-come basis. Price varies by placement.

Duration	Standard	NEW! Parallax & Video
3 Months	$1,800	$2,300
6 Months	$3,100	$3,875
12 Months	$5,900	$7,375

Audio

PodSAM brings industry voices and ideas to life through engaging conversations with industry leaders and great stories that can be listened to on-the-go. Podcast episodes average 600+ downloads and are promoted across SAM's website, email, and social channels for maximum reach.



Sponsorship includes a brand mention at the beginning and end of the episode plus a 30-second ad spot. $500 per episode (up to three sponsors per episode).

Build Your Campaign » Additional Opportunities

SAM's events and educational programs bring the mountain resort community together through hands-on learning, collaboration, and innovation. From world-renowned camps to education for emerging leaders, these gatherings are where industry ideas turn into action—and where your brand can be part of the story.

EDUCATION

Collaborate with SAM on thought-leadership and professional development programs, including the Summit Series and the Ski Resort AI Bootcamp. Sponsorship includes digital branding, content integration, and speaking opportunities.

EVENTS

Support one of SAM's flagship programs, such as Cutter's Camp or Summer Ops Camp, as a vendor partner. These immersive, multi-day experiences connect your company directly with mountain operations professionals.

CONTESTS & AWARDS

Partner with SAM to celebrate innovation across the industry. From recognition programs to reader-driven competitions, these campaigns spotlight excellence while aligning your brand with progress and creativity in mountain resort operations.







SAM Classifieds is the industry's go-to marketplace for connecting mountain resort professionals. Featured in *SAM* Magazine and on saminfo.com—one of the most viewed sections of our website—Classifieds help resorts and suppliers reach an engaged audience of decision-makers across North America. Whether you're hiring, selling equipment, or listing property, SAM Classifieds deliver targeted exposure to the people who make the industry move.

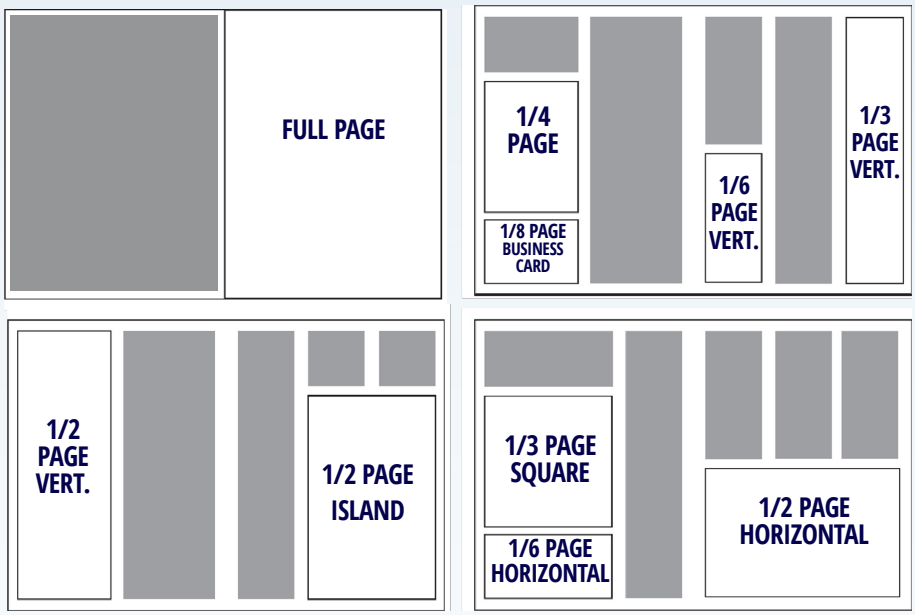
For more information, contact jordyn@saminfo.com.



Basic Employment Listing*	$2.75 per word	Listing in one print issue and two months online.
Basic Equipment Listing*	Free through 2027	Listing for two months online. Print upgrade available.
+ Standard Upgrade	$150	Logo + one social media post.
+ Enhanced Upgrade	$250	Standard + monthly email newsletter, Headline News feature, and homepage spotlight.
+ Maximum Upgrade	$300	Enhanced + top of online classifieds, large homepage spotlight, + website navigation feature.
+ Blind Listing	$30	Resumes will be sent to SAM and forwarded to you.

*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.

Launch Your Campaign » Print Specifications



Size	Width	Depth
Full Page	8-1/2"	11"
1/2 Page Horizontal	7"	4-7/8"
1/2 Page Island	4-1/2"	7-1/2"
1/2 Page Vertical	3-3/8"	10"
1/3 Page Vertical	2-1/8"	10"
1/3 Page Square	4-1/2"	4-7/8"
1/4 Page	3-3/8"	4-7/8"
1/6 Page Vertical	2-1/8"	4-7/8"
1/6 Page Horizontal	4-1/2"	2-3/8"
1/8 Business Card	3-3/8"	2-3/8"

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

MECHANICAL REQUIREMENTS

- **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, with fonts embedded, images at 300 dpi, and colors in CMYK mode. Do not use OPI.
- **Crop marks:** When producing the PDF, please include crop marks. Crop marks should not encroach into bleed. Crop marks must extend 9 pts (.125") outside the image area.
- **Screen:** 150 line screen
- **Bleed ads:** Bleeds are available on full page and 1/2 page ads only. For full page ads, our trim size is 8-1/2" wide by 11" deep. Build to trim and extend bleeds 0.125" beyond trim on all four sides. Keep live matter 0.375" from trim edge. Please allow 0.375" safety on either side of the gutter.
- **Fonts:** Do not stylize fonts in the layout application (i.e. bold or italicize using "type style"). Please choose the true font face from the "fonts" list.
- **Gradients:** Avoid creating gradients from within the layout application.

SEE FULL PAGE EXAMPLE ON NEXT PAGE >>

FURNISHED INSERTS

- 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 non-commissionable and count as one insertion toward frequency.

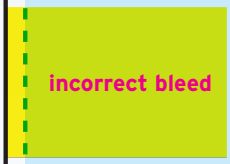
crop marks

Safe Area (8.25x10.75)
Keep all text within this safe area.

Trim Line (8.5x11)
This is the finished size your piece will be trimmed to.

Bleed (8.75x11.25)
Printing that extends to the edge of the sheet after trimming. This is created by printing past the trim line, then cutting it off. This space must be filled with any artwork that prints to the edge of the page.





FULL PAGE EXAMPLE

Launch Your Campaign » Digital Specifications

Submission Guidelines

- Deliver all assets at least 3 business days in advance of scheduled deployment.
- All content is subject to editorial review and may be adjusted for clarity or to meet brand standards.

Email

EMAIL NEWSLETTER BANNERS

For Headline News and Issue Preview emails only, please submit a .JPG, .PNG. or .GIF file at 640 px wide by 180 px tall.

BRANDED E-BLASTS

Option 1 – Simple (SAM-designed):
Send up to 3 images (.JPG or .PNG), headline, body copy with links, and call-to-action button copy/link.
Option 2 – HTML (Supplier-designed):
Submit HTML source code sized 640 px wide x up to 1600 px tall.

All Sponsored Emails are placed within a SAM template that includes:

- Header with "Sponsored Content," the SAM logo, and navigation to SAM products.
- Footer with SAM's business information and a sponsored content disclaimer.

Social Media

Platforms:
Posts will appear on Facebook, Instagram, LinkedIn, Threads, and X, unless otherwise directed.
Assets:

- Images: 1–5 (.JPG or .PNG), 2700 px tall x 2160 px wide, with photo credits as needed.
- Video: .MP4 files for upload.
- Media can also be pulled from provided links.

Tagging:

- Provide all relevant account handles and hashtags by platform for proper tagging.
- Business Instagram accounts will receive an invitation to collaborate.

Copy:

- Include post copy with your message and link.
- Limit to 280 characters for X (Twitter).
- Write in third person (avoid "we" or "our"), as posts are published from SAM's accounts.

Website

Sizing is width by height in pixels. Send landing page links with artwork.

STANDARD BANNERS

Placement	Width	Height
Billboard	970 px	250 px
Leaderboard	728 px	90 px
Vertical	300 px	600 px
Rectangle	300 px	250 px

NEW: FULL-WIDTH VIDEO & PARALLAX

Available for select web placements. Supply a video file or high-resolution image, plus a headline, and button copy.

Accepted File Types

- .JPG, .PNG, .GIF, and .MP4

SUPPLIER GUIDE LISTING & HEADLINE NEWS SPOTLIGHT

Fifty-word description, high-resolution image, company logo, and landing page URL.

PodSAM

SAM will record your sponsor message for inclusion in PodSAM. Please provide:

- Script: Approximately 65–75 words for a 30-second message or 130–150 words for a 60-second message, based on your booked placement.
- Call to action: Include your preferred website or next step in the script.
- Pronunciation notes: Provide guidance for company names, product names or technical terms as needed.
- Show notes link: Supply the destination URL, including any tracking parameters.

SAM will review the script and provide the recorded message for approval before publication.

Policies & Contact Information

Advertising Policies

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.
- Digital packages are to be utilized within 12 months of booking if paid in full. Placements will not be carried over into the following year if unused.
- Finance charges on any unpaid balance over 30 days is 1.5% per month and 18% APR.
- Payment terms are Net 30. Payments made by ACH or check and received within 30 days of the invoice date are eligible for a 3% discount. Credit card payments are subject to a 2% surcharge.

AGENCY COMMISSION

- Agency commission: 15% of gross billing allowed for recognized advertising agencies if 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, classifieds advertising or web sponsorships.

SPONSORED CONTENT DISCLAIMER

All paid promotional content is clearly identified as advertising, sponsored content, or a paid partnership, depending on the platform. Submissions are subject to editorial review and may be edited for clarity, accuracy, or to meet *SAM's* brand standards. Select products will include a disclaimer noting that the information is provided for general purposes only and that Beardsley Publishing Corp. assumes no responsibility for actions taken based on the communication.

CLASSIFIEDS DISCLAIMER

SAM Classifieds connects buyers and sellers of used ski area equipment and does not inspect, certify, or guarantee listings. Buyers and sellers assume all responsibility. SAM disclaims all liability. Read the full disclaimer at saminfo.com/classifieds.

Get in Touch with *SAM*



SHARON WALSH
Advertising Director
sharon@saminfo.com



KAROLYN TOWLE
Marketing Director
karolyn@saminfo.com



JORDYN OSSANNA
Marketing Manager
jordyn@saminfo.com

FOLLOW OUR CHANNELS

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Audio: Listen to PodSAM.

Facebook: SAM Magazine (Ski Area Management)
LinkedIn: Ski Area Management (SAM) Magazine

Instagram: @sammagazine
X: @saminfo