



WEB PORTAL SKI.RU

**PRESENTATION FOR PARTNERS
SEASON 2018–2019**





SKI.RU FACTS

WE ARE 15 YEARS OLD. We were born in September, 2003. As a matter of fact we are not old ...but just 15 years young ;-)

WE ARE N1 IN RUSSIA. SKI.RU is the most popular internet media among web-sites about alpine skiing and snowboarding. More than half a million people visit us monthly during high season. Our audience is 3 to 4 times wider than the audience of our nearest competitive.

WINTER SPORTS HAVE GREAT POTENTIAL IN RUSSIA. Four millions people skiing or snowboarding in Russia. After the Olympic games in Sochi 2014 we faced with extended growth. Every year this number increases by 15%.

WE ARE POPULAR. 75% of Russian skiers and snowboarders (about 3 000 000 person) read our media.

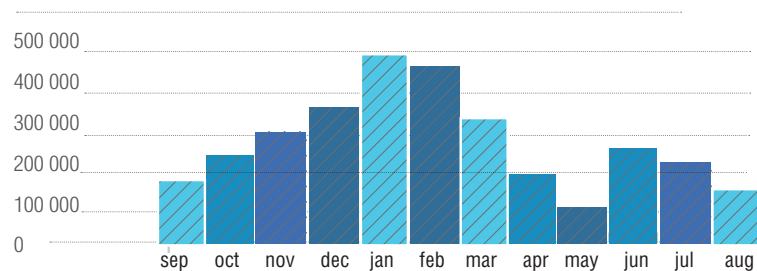
SKI.RU IS A SOCIAL MEDIA. Besides news and articles SKI.RU highly devoted to community communication. About 40% of our users share their information and opinions at SKI.RU pages.

SKI.RU IS A TREND SETTER. We have strong authors, who fill SKI.RU with expert advice and opinions. We always carefully with our reputation and became highly trusted source for skiers and snowboarders.



SEASON 18/19 STATS

VISITORS (GOOGLE ANALYTICS)



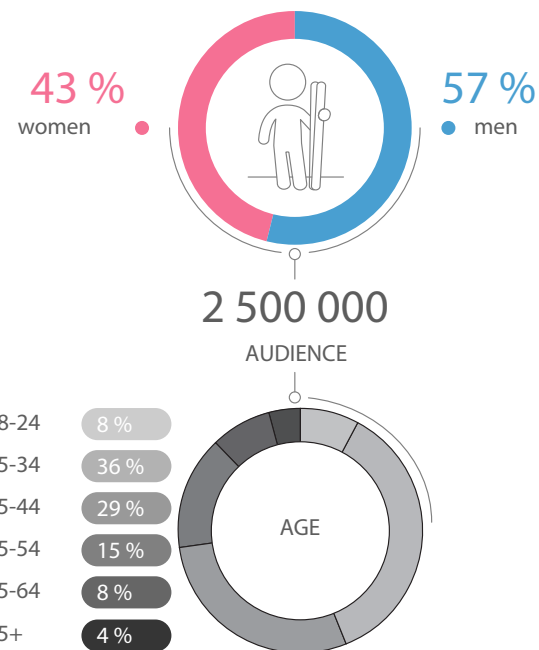
ANNUAL AUDIENCE 2 500 000, winter daily audience 25000 visitors, summer 10000 daily visitors.

Winter time is peak of our popularity. Activity of our visitors is steadily growing from September to the beginning of ski season.

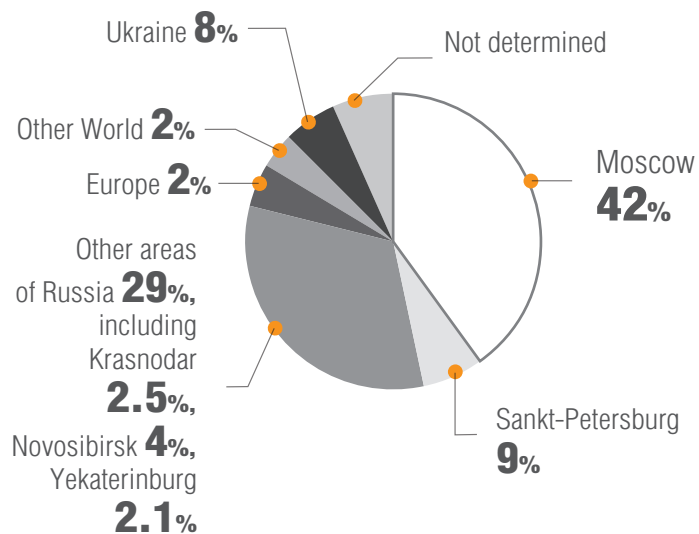
Summer audience is around one hundred and half thousand visitors monthly. We are working on promotion of summer activities to increase our popularity during off-season.

OUR AUDIENCE

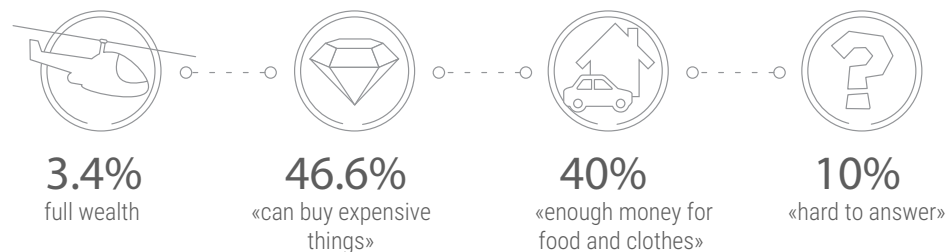
__ GENDER&AGE



THE GEOGRAPHY OF SKI.RU AUDIENCE



WEALTH *by TNS Russa



We are well known at Russia and nearby countries. We are planning to diversify our presence in Russian countryside and abroad.

Our audience is a mix of diverse people united by one common passion: love for mountain scenery, alpine skiing and snowboarding.

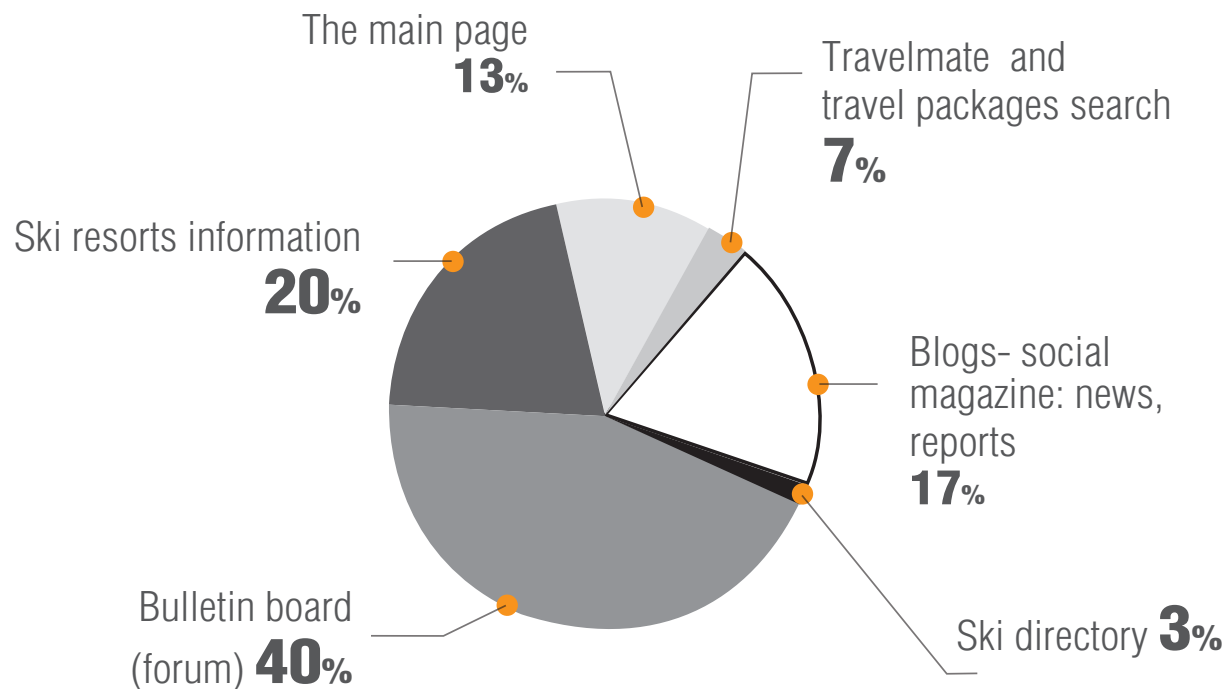
OUR AUDIENCE

INTERESTS

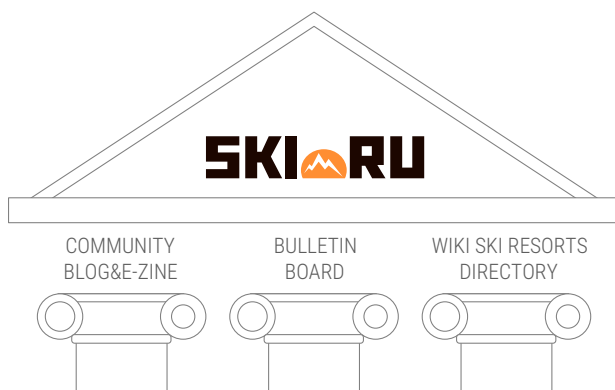


OUR AUDIENCE

— SKI.RU TRAFFIC MAP



THE SITE CONTENT STRUCTURE



SKI.RU COMMUNITY AND PUBLICATIONS

@ OUR SOCIAL MAGAZINE AND BLOGS

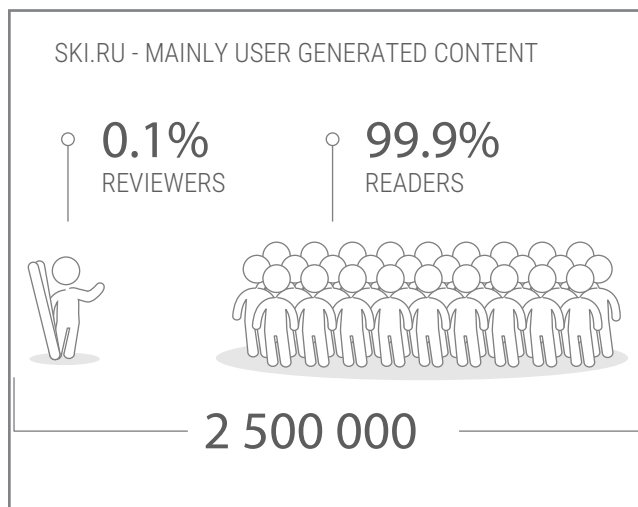
- The main content of our portal
- Includes reports, travel reviews, expert opinions and publications of ski.ru journalists
- Updated daily. About 2500 contributors from our core and most active audience.

@ NEWS

- News from ski resorts, sport news, press-releases

@ OUR FORUM (BULLETIN BOARD)

- Discussion of topics relating to alpine skiing and snowboarding, snow resorts, equipment and etc.
- Up to 400 visitors simultaneously.
- 65 000 people are registered



SERVICES

@ SKI RESORTS DIRECTORY

- The most popular service.
- The biggest ski resort base in Russian 500 ski resorts
- Continuously updated

@ SKI RESORTS REVIEWS AND RATINGS

- Ratings are based on seven characteristics.
- More then 5000 opinions since 2004

@ SKIS AND SNOWBOARDS. REVIEWS.

- Our database of equipment composed by riders and tourists
- 3000 reviews since 2005

@ SEARCH FOR A FELLOW TRAVELER

- Helps to find a new friend or company to ski together

@ OFFERS FROM TRAVEL COMPANIES

- Tours offers from our partners and travel agencies
- Contextual advertising of tours



ADVERTISING OPPORTUNITIES

AD FORMATS

	CPM (EURO)
Leaderboard (920X100)	10 €
Medium Rectangle (240X400) (right column, without home page)	7
Medium Rectangle (640X100) (the middle of the screen, without home page)	7
Medium Rectangle (240X400) (right column, home page)	700/per week
Medium Rectangle (640X50) (the middle of the screen, home page)	700/per week
MOBILE. 100%X360 (second screen)	7
MOBILE. 100%X80 Sticky Line	9

NEWSLETTERS

30000 recipients, ad (640X150)	200 euro per unit
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HOME PAGE AND BRANDING

Home page branding	1400 euro per week
Resorts directory main page/resort page customization * not includes customization expences	500 euro per week/ 100 euro per week*

NATIVE ADVERTISING

PR - support (news, ed.articles, internal ads, special features at resort directory and blogs, social sharing)	1000/3000 euro per month
Motivational content creating and distribution (post at SKI.RU and sharing)	200/400 euro per unit
Special projects (Quest, Quizz, etc)	5-10 euro per one participant

SPECIAL PROJECTS

Quizzes, quests and intellectual competitions

Dolomites SuperSki (2008)

Sponsors: Ministry of Tourism of Italy, the Tourist Office of the combined region Dolomite SuperSki (Italy)

Benevento, Piedmont ! (2009)

Sponsors : AscentTravel, the Ministry of Tourism in Italy , a tourist office in the region Piemonte (Italy)

Meet Norway (2009)

Sponsor of the contest: the Royal Norwegian Embassy, the resort Trysil (Norway)

Valley Tales - Valled'Aosta (2010)

Contest Sponsor: AscentTravel, Ministry of Tourism Valle d'Aosta (Italy)

Skier starts in Finland (2010)

Sponsor of the contest: the resort of Levi (Finland)

The Sun of Crans-Montana (2011)

Sponsor of the contest: Switzerland Tourism in Moscow, resort of Crans -Montana (Switzerland)

Carinthia - sunny edge of the Austrian Alps (2012)

Contest Sponsors: AscentTravel, resort Carinthia (Austria)

Let's win WinterX-Games (2012)

Sponsor of the contest: International tour operator PACGroup, resort Tignes (France).

Try to guess what are these mountains? (2013/2014)

Longtime quiz. Sponsors Tour Operator Erzog, online ticket agency Biletix, AirBerlin.

KITZBUHEL QUEST (2015/16 2016/17)

Total reach 600000, participants 1500. Online quest based on resort historical and cultural facts.

SPECIAL PROJECTS

Content contests (articles and photos)

Summer Recipes (2009)

Collective sponsorship (Tour Operators)

Annual Content Prize SKI.RU (2009, 2010 , 2011, 2012, 2013, 2014, 2015)

Collective sponsorship (Tour Operators and Sports Brands)

Retail Chain SPORTMASTER PR 2014/15 «Be like pro»

Special campaign for promotion high level skiing and snowboarding equipment.

Outdoor and Offline Events

Thematic area «Grani Freeride « (2011, 2012, 2013)

Exposure to International Ski Salon (Moscow) dedicated to the legendary events, people and artifacts of the ski world .

Installations, seminars , presentations, meetings with professionals in nonstop format makes Grani Freeride significant event at ski world.

Festival of outdoor activities «Liquid Snow»

Club event- introduce all the guests of the festival in interesting and exciting kinds of summer leisure - from windsurfing, kiteboarding, wakeboarding and diving to yoga. The festival has become an important event in the life of our audience, just two years Liquid Snow audience grew from 200 to 2,000 people.

Alpine Village ski.ru (2013/14, 2014/15)

Ski and Travel festival. Unprecedented number of participants - over 500 duration - 3 weeks. Venue - Le2Alpes at 13/14, Canazei at 14/15.

Distributed Ski Tests (2013/14, 2014/15, 16/17, 17/18)

Client – trade mark HEAD. Holiday campaign, which resulted in several dozen free skitests events at several major ski complexes throughout Russia.

SNOWPASTA and other ski festivals at Europe. ROSAFEST at Russia 2017.

Ski and snowboard events with wide number activities.

ZALZBURGER LAND SKI TAG 2016/17

Ski and snowboard festival with number of b2b and b2c activities. Participants 1500.

Other Events

There are number of our activities every season «The opener» - the opening of the ski season ; « Ski Carnival» - costume show skiing and snowboarding ; « Puddle skier» - closing the ski season ; « Sandskiing Slalom» - summer holiday with skiing and snowboarding on the sand.

OUR CLIENTS

