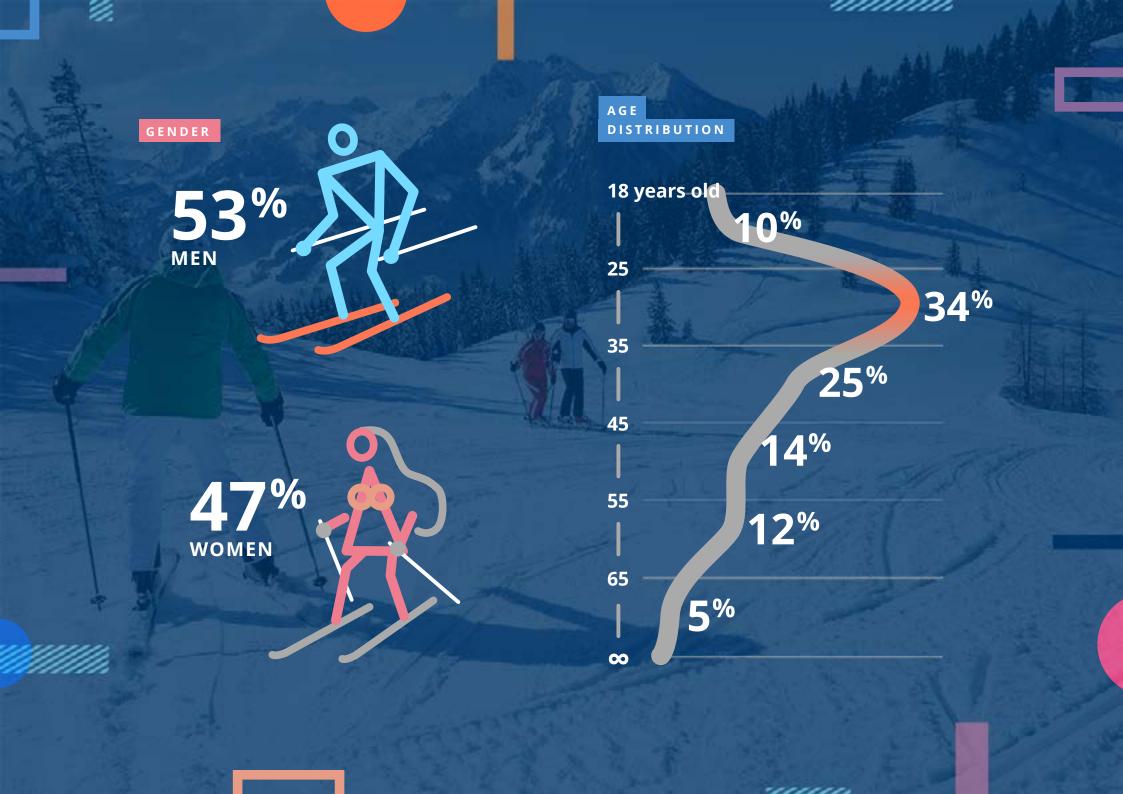


Presentation for partners

2021 - 2022







AUDIENCE INCOME LEVEL



3,4% are fully provided



46,6%
Buy luxury goods



40% enough for purchases



10% hard to say



TRAFFIC

6 % Of the second of the secon

9 500 000 pages viewed

33% desktops

11 000 000 pages viewed



50% Visits the forum 10 000 000 pages viewed

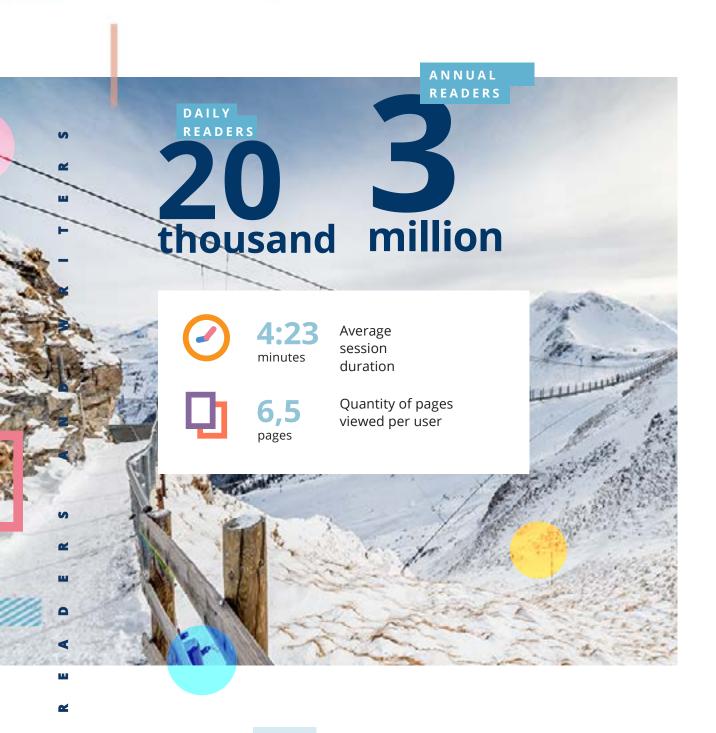






20%
Visits Resorts Directory

3 000 000 pages viewed



WRITERS

10 - 30 thousand posts

messages\posts per month are created by writers



15 - 20

Full-text blog articles (longreads) per month created by activists



110 000

Registered users in Forum





OUR CAPABILITIES

//////////



BANNER ADVERTISING

All portal from 3€*

to

12€*

PR PACKAGES - INTEGRATED PROMOTION DESKTOP + MOBILE + SOCIAL NETWORKS

6 months

PACKAGE

Banner Ads

1,8

Publications

monthly, max. 24

Articles/press-releases/news Position for 2 days at the main page. Announcement at social networks. Promotion by internal banners.

From

9335 euro

3 month

PACKAGE

Banner Ads

Publications

mln. views

monthly, max. 9

Articles/press-releases/news Position for 2 days at the main page. Announcement at social networks. Promotion by internal banners.

From

4000 euro

1 month

PACKAGE

Banner Ads

0.3

mln. views

Publications

2

monthly

Articles/press-releases/news Position for 2 days at the main page. Announcement at social networks. Promotion by internal banners.

From

690 euro



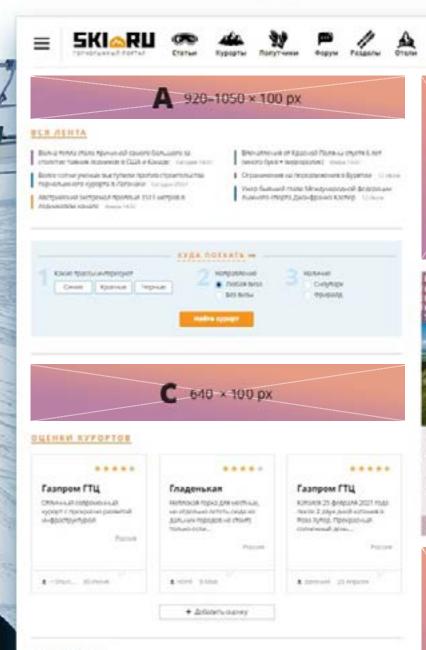


Σ

0

Σ

BANNER



РЕКОМЕНДУЕМ







240 × 400 px

Formats		Type of placement	Site Section	Unit	from april to august 2021	from september to march 2022			
DESKTOP BANNERS €									
			Main page	month	520	1035			
			News, blogs	month	690	1380			
	920 × 100 px just under SKI logo	fixed place	Resorts, Slopes	month	460	920			
			Forum	month	290	575			
			Classifieds board	month	60	115			
В	240 × 400 px	dynamics	All Site	СРМ	5	9			
			Main page	month	403	805			
C	640 × 100 px	fixed place	News, blogs	month	575	1150			
			Resorts, Slopes	month	345	690			
D	240 × 400 px	dynamics	All Site	СРМ	3	6			
_			Main page	month	138	288			
E	640 × 100 px	fixed place	News, blogs	month	175	345			
			Resorts, Slopes	month	87	175			
F	240 × 100 px	fixed place	Classifieds board	month	30	60			
G	Branding	fixed place	Main page	month	1035	1380			

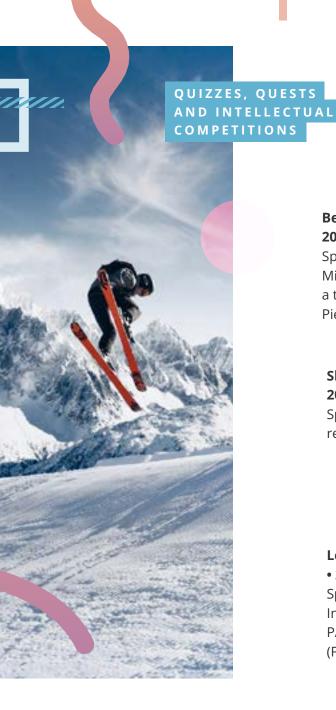
^{* —} as of 01.06.2021

Formats	Type of placement	Site Section	Unit	from april to august 2021	from september to march 2022				
M O B I L E A D S				€					
Qwatro 100% × 360 px	dynamics	All site	СРМ	3	6				
Stick Line 100% × 80 px	dynamics	All site	СРМ	6	12				
DESKTOP+MOBILE									
B+D+Qwatro +Stick	dinamics	All site	СРМ	5	9				
S O C I A L N E T W O R K S									
Facebook	Ski and snowboard. Mountains and trips. www.facebook.com/gro			12	14				
Vkontakte	Winter recreation club https://vk.com/club21		57 126 subscibers	12	14				
	SKI.RU: Ski and snowboard. https://vk.com/ski_tochka_ru		14 085 subscibers	6	9				



Special projects





Dolomites SuperSki • 2008

Sponsors: Ministry of Tourism of Italy, the tourist office of the combined region Dolomite SuperSki (Italy)

Benvenuto, Piemonte! • 2009

Sponsors: Ascent Travel, 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 – Valle d'Aosta • 2010

Contest Sponsor: Ascent Travel, 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: Ascent Travel, resort Carinthia (Austria)

Let's win Winter X-Games • 2012

Sponsor of the contest: International tour operator PAC Group, resort Tignes (France)

Try to guess what are these mountains? • 2013/2014

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

KITZBUHEL QUEST • 2015/16 2016/17

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



Summer Recipes • 2009Collective sponsorship (Tour Operators)

Annual Content Prize SKI.RU • 2009, 2010, 2011, 2012, 2013, 2014, 2015
Collective sponsorship (Tour Operators and Sports Brands)

2014/15 «Be like pro»
Special campaign for promotion of high level skiing and snowboarding equipment.

Retail Chain SPORTMASTER PR •





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-involving 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 for 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 – HEAD brand. Holiday campaign, which resulted in several dozen free ski tests 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

SALZBURGER 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; « Sand-skiing Slalom» - summer holiday with skiing and snowboarding on the sand.































































