

If your customers ski, you'll find them on J2Ski...

Last winter, we delivered...

14 Million Page Views*
in

6.3 Million Sessions*
to

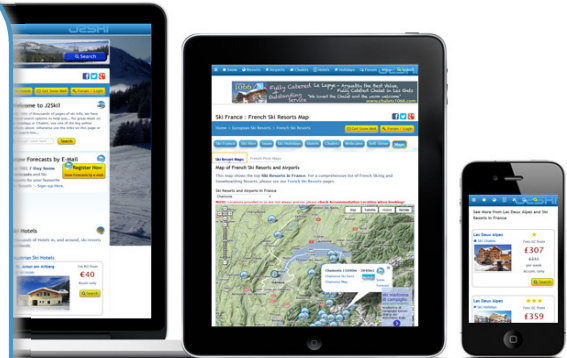
3.6 Million Visitors*

*12 months to March 2016, Google Analytics
and



2.5 Million

Tweet Impressions* *6 months to March 2016



...wherever they are.

100% Organic
We never buy traffic.

About J2Ski

We help *Millions* of UK, European and American visitors to decide where to ski each winter.

We inform and engage them, and we're one of the most popular Ski Sites on the planet.

About "J2Skiers"

With thousands of ski areas detailed, we naturally attract a diverse audience inclusive of all snow sports enthusiast types.

J2Skiers include large numbers of :-

- Independent, high value, enthusiasts.
- Families.
- Group Planners.
- Early (peak week) Bookers.
- Last Minute "Snow Followers".

With a unique blend of informative content and relevant partner offers, we attract the "decision makers" and "budget holders" - big and small.

Want to reach *more* Skiers?

Some numbers from the UK market...

18,000 Monthly Readers of
Ski & Snowboard Magazine in 2014

26,000 visitors, over 4 days to the
London Ski & Snowboard Show 2015

29,000 Members of
Ski Club Great Britain

67,559 Visits in 24 Hours
to **J2Ski.Com** (3rd January 2016)

We look forward to working with you

To reach *Millions* of Skiers :-

partners@j2ski.com

Telephone +44 (0) 1202 802972

**See Over for Early Bird Advertising
Offers - Double Ad Impressions!**

Banner / Display Advertising

Format / Layout Supported - IAB standard MPU

Usually 300x250 pixels but expands responsively* to fill larger space when available.

*J2Ski is responsive, working on any device, and will show MPUs in content or side-bar.

Video / Rich Media Advertising - We can host any popular format of rich media.

Targeting - By Resort / Keyword / Language / Location.



34,000+ Snow Mail / Newsletter Subscribers

Every week of the Ski Season, more than 34,000 "J2Skiers" receive *personalized* Snow Forecasts for Ski Resorts selected by them.

Powder Alarms are sent whenever heavy snow is forecast, and many choose to receive additional daily updates.

In a "snowy" winter week we'll deliver over 100,000 snow mails!

Snow Mail Inserts can be used to promote offers to our readers, and are priced on a per-week basis.

Partnership Options

As well as display advertising, we are delighted to work with quality Snow Sports organizations, in a variety of ways.

Page Sponsorship - ideal for location-specific services and other businesses who need to target particular Countries or Ski Resorts.

Revenue-Share Partnerships - perfect for the in-context promotion of high value / high turnover product such as Chalet Rental or Package Holiday sales.

Please contact us, with any questions or suggestions; we'll work with you to achieve the best results.

Rate Card*

MPU	£25	CPM*
Run of Site		
MPU	£30	CPM*
Targeted by		
Geo/Lang/Keyword		
Snow Mail Insert	£1,000	Peak Week
Priced Per Week		(Xmas & Feb)
(all mails sent in selected week)	£500	Off-peak Week

Early Payment Bonus Impressions!

+100% if booked and paid by 30th June. +

+50% if pre-paid (before campaign start)

+E.g. Pay for 10K impressions, get 20K

*CPM - cost per thousand impressions