

AD
S
P
E
C
S



INTHE
SNOW.COM

PRINT

	TOTAL	INCLUDING BLEED	TEXT AREA
DOUBLE PAGE SPREAD	464 (W) X 310 (H)	3mm	8mm
FULL PAGE	232 (W) X 310 (H)	3mm	8mm
JUNIOR FULL PAGE	156 (W) X 310 (H)	3mm	8mm
JUNIOR HALF PAGE VERTICAL	78 (W) X 310 (H)	3mm	8mm
JUNIOR HALF PAGE HORIZONTAL	232 (W) X 104 (H)	3mm	8mm
JUNIOR QUARTER PAGE	78 (W) X 154 (H)	3mm	8mm

ALL MEASUREMENTS ARE IN MM

IN THE SNOW

ALL ARTWORK MUST BE SUPPLIED:

- With 3mm bleed* to all sides
- Keep text at least 10mm away from all edges of the advert
- As a high res PDF - PDF/X-1a:2001 compliant

* **Bleed** is a printing term that refers to printing that goes beyond the edge of the sheet before trimming. In other words, the bleed is the area to be trimmed off. As nearly all InTheSnow ad sizes run to the edge of the page, we require that all artwork supplied have at least 3mm bleed to each side. This area should not contain anything of crucial value, as it will be cut away when the final copies of the magazines are trimmed and finished, but any images or coloured backgrounds running to the very edge of your ads should run into the bleed space.

* Keeping text and vital logos etc 10mm away from the edges ensures there is no accidental cropping during magazine printing



JUNIOR FULL PAGE

A super-sized advert that takes up almost a full page but leaves some margin for editorial and news to lead the reader in.

TOTAL - 200 (W) X 350 (H)
INCL BLEED - 206 (W) X 356 (H)
TEXT AREA - 180 (W) X 330 (H)



WHEN CAN YOUR CHILDREN START SKIING?

We all love skiing, and the excitement of descending a beautiful snow-covered mountain is one that we all love to share with our families. So, when can your children start learning to ski and enjoying the mountains? In general, some of the younger skiers on the slope will be around three to four years old. Most ski schools will begin to accept children into group lessons at three years, and private lessons at two, although this may differ from school to school. However, I have taught a two-year-old who was skiing down the slope on his own, and a four-year-old that could barely stand on their skis after one week. So, after these ages, what are the more important guidelines for when to start your child skiing?

Even for adults, skiing is not easy on the body. While the children have the advantage of more flexible joints, which are far less likely to freeze than those of us unfortunate grown-ups, they also have much less muscle and less ability to get those muscles to do what they want. A key sign of how ready your child is for skiing will be how strong and co-ordinated they are for their age. A bigger three-year-old can get more out of ski school than a smaller four- or five-year-old child.

Do you have older children skiing? This can be a big motivation for a child – seeing their older siblings coming back after ski school excited and happy after a hard day's skiing will push them to want to try it themselves. We see this a lot in the families that use our ski school regularly, where many of the younger siblings grow up to be the stronger skiers.

Other important factors to consider are clothing (would your child be an unhappy skier), weather (is your child used to being well-dressed) and finding a resort with a gentle and safe beginner's slope. Hopefully with these things considered together, your children can start off on a long and happy first run on the mountains, with some great family memories.

For more info on kids' lessons, please contact our resident experts at Altitude Ski School in Vardale.



Isn't it About Time You Upgraded Yours?

Have you improved since you bought your current ski boots?
Are they still comfortable?

Did you know - ski boot plastic shells can now be heat moulded to the unique shape of your feet? This gives you better performance and comfort than your old ski boots ever could - you'll be amazed at the difference!

Recent technology and innovation means ski equipment is better than it's ever been before - isn't it time you upgraded your equipment and made the most of your experience in the mountains?

Before you invest in your next trip, come and visit us today to ensure you have the correct advice from experienced equipment specialists.

Bringing you the UK's largest specialist range of skis & boots and advice and expertise since 1965. We'll always be here to help and advise you on the correct equipment for wherever your passions and dreams take you.

Custom boot fitting specialists
Ski Industries Of Great Britain official ski testers
Winner of the World Snow Awards - Best UK Specialist Retailer

Download your
FREE
Buyers Guides:



<http://bit.ly/ITS-Buyers-Guide>



FREERIDE | FREESTYLE | TOURING | TELEMARK | RACE | RECREATIONAL



Ski Bartlett, Uxbridge Road, Hillingdon, West London, UB10 0NP
T: 020 8848 0040 | E: info@skibartlett.com | www.SkiBartlett.com



JUNIOR HALF PAGE

Can be horizontal or vertical, this advert is always a winner, it's always on the outer margin (if vertical) and leaves lots of editorial on the page.

VERTICAL

TOTAL - 100 (W) X 350 (H)

INCL BLEED - 100 (W) X 350 (H)

TEXT AREA - 80 (W) X 330 (H)

HORIZONTAL

TOTAL - 300 (W) X 120 (H)

INCL BLEED - 300 (W) X 120 (H)

TEXT AREA - 280 (W) X 100 (H)



RACING FOR THE PEOPLE, NOT THE PRESIDENT

American skier Lindsey Vonn has said that she'll be representing the US people when she races at the 2018 Winter Olympics in South Korea, not US president Donald Trump.

Vonn, the most successful female racer of all time, and twice an Olympic medalist, also told CNN, "I want to represent our country well, and I don't think there are a lot of people in our government that do that." She also said that if invited to the White House after the Olympics she would decline.

Lindsey Vonn has been a strong advocate of women's rights and empowerment and has also spoken up against climate change.

Vonn has won four World Cup overall championships – one of only two female skiers to do so – and was the first-ever American woman to win a gold medal in downhill at a Winter Olympics, in 2010. In 2016, she won her 20th World Cup crystal globe title, an all-time record among both men and women, passing Ingemar Stenmark of Sweden, who won 18 globes from 1976 to 1984.



NO EVENING STAFF FOR NEW GONDOLA

A new gondola lift being built at Tignes in Savoie is due to be completed between the resorts of Val d'Aoste and Courmayeur for winter 2019/20. It will operate in the evenings without staff in its base station, Courmayeur Ski Area, says the lift operator. The new lift, part of a five-lift, €20 million order placed by the resort operator with lift company POMA, is key to a complete overhaul planned at the foot of the slopes at Breinieres and will replace three lifts.

"Thanks to the OVA (Operation Without Attendance) lift, the new gondola lift will run without staff in the bottom station from 5pm to midnight," a statement from Courmayeur Ski Area says.

The other two lifts will be built at Val d'Aoste, Morzine, La Plagne and Saïns-Chavanon ski areas, with construction set to start this autumn and with opening of all planned by December 2018. The lifts will be produced at POMA's new industrial site spanning 70,000m² in Gilly-sur-Saône, where POMA invested €20 million in 2016 to develop and strengthen its industrial facilities.



COPENHAGEN POWER PLANT SKI SLOPE RUNNING LATE BUT GETS A NAME

The new year-round ski centre that looks set to become the next global icon of winter sports and to set an open door to the Danish capital has been given a name, but there's no confirmed opening date for the slopes.

Christened "CopenHill", the year-round artificial-surface ski slopes will descend the outside of an almost complete waste-to-power plant known as Argejer Bakke.

The complex, a huge structure clad in glass and aluminium and visible from many parts of the capital because of its size, will be, the Claus claim, the most efficient waste-burning and energy-generating plant in the world. It will power and heat 150,000 households across Copenhagen.

A hoped-for 2017 opening date appears to have passed, and mid-2018 is now being mooted as a completion and opening date.

When it does open, CopenHill expects to

receive 57,000 visitors in its first year, most eager to see its ski slope on its 16,000m² of sloping roof, as well as the world's tallest artificial climbing wall (expected to be 10m wide by 86m high).

"One of the biggest sports in Denmark is actually skiing, even though it is one of the fattest countries in Europe," architect Jesper Doye Andersen told Quartz. "It was obvious that we needed a ski slope, and that it was possible."



Heavenly Skiing At Down To Earth Prices



High Quality Catered
+ Self Catered
Accommodation

- French and Swiss Alps
- Snow Sure Resorts
- On / Near Piste locations
- No Hidden Extras
- Financially Bonded

0151 625 1921
mountainheaven.co.uk



JUNIOR QUARTER PAGE

FORCEFIELD BODY ARMOUR

EXCITING NEW RANGE FOR THIS SEASON

- Industry leading Isolator protection
- Super low profile (8mm) CE armour
- 3D heat activated, mouldable & flexible
- Repeat Performance Technology (RPT)
- Special technical 4 way base layer fabrics
- Super breathable
- Class leading comfort

Mens Jacket | Limb Tube | Slam Short 1 | Mens Vest

www.forcefieldbodyarmour.com

Chamonix Mont-Blanc valley

*Residence & Spa******
Vallorcine Mont-Blanc

High standard apartments from 1 to 3 bedrooms

INDOOR POOL - ICE RINK - SAUNA - SPA - FITNESS-TEA ROOM

www.chamonix-vacances.com



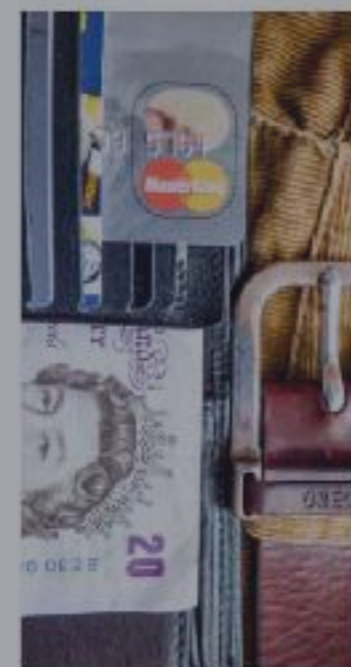
SNOW MACHINES COULD REGROW GLACIERS, SCIENTIST CLAIMS

A scientist has calculated that using machine-made snow on glaciers could help regrow them, if you use enough snowmaking machines (and presumably spending on great energy). Hans Carlens of Utrecht University is set to test his theory this summer on a small glacier at the foot of Dufourspitze, close to St Moritz in southeast Switzerland.

Most glaciers around the world are melting, increasing quickly as a result of climate change and a good number have disappeared altogether.

The glacier Mr Carlens will be coating with snow is shrinking at an average of 30m each year. According to a report in *Nature Scientific* magazine, Mr Carlens' theory is that coating the glacier with just a few centimetres of snow will cause the sunlight to be reflected off it, allowing it to recover. He has calculated that if he had 4,000 snow machines running on the glacier for 20 years, he could regrow the glacier by 800m. However, the pilot project is much smaller than that and has just under a £100,000 (around \$145,000) budget. It is the first in a series of

attempts to save glaciers, which have included covering sections with reflective material, and Whaler Dickcomb in BC Canada has also been experimenting with snowmaking on his glacier. Switzerland had its warmest ever December in 2015 followed by its driest ever December last year, and a study published in the autumn reported that the country had 42 fewer snow days a season compared to the 1990s. So results at both low and high altitudes are snow-averse, on average 12 days later and disappear 22 days earlier in 2016 than in 1990.



POUND UP AGAINST SOME SKI COUNTRY CURRENCIES

The pound will have recovered a lot of its value against most ski currencies this year, according to new rates published by Moni Currency. Since the Brexit vote sent the pound tumbling 10 months ago, 2017 saw some stabilisation in the dollar, but it was also a bit of a rollercoaster year for exchange rates. "On the face of it, 2017 was a rocky year for the pound," said Simon Phillips, Retail Director at Moni Currency. "Up a few dollars and you'll find 2016 three quarters of today's rate, but you can actually get more for your currency than you could a year ago. For those wanting to get away from the pound, it's the relative currency that has dropped by more than 20% against the dollar, it's good news."

For skiers, the pound is doing best against the Turkish Lira, rising 27% compared to a year ago, while, surprisingly perhaps, doing worst against the Polish zloty, dropping 9%. Turkey does have some good ski areas, but it also has Foreign Office travel advice to warn of terrorism. In terms of major ski areas, sterling is up 7% against the US dollar from its historic lows in autumn 2016. This year even \$1,000 exchanged 10 dollars 100 days ago, 500 more than last year. Apart from the Swiss franc and the Norwegian krone, which are up 24% and 18% respectively, skiers will see worse exchange rates in countries closer to home. As well as the Eurozone, Sweden's krona remains up 10% this year.

Great value for money, we don't stack lot of these on a page, so always a maximum of one other on the same page as you.

TOTAL - 100 (W) X 175 (H)
INCL BLEED - 100 (W) X 175 (H)
TEXT AREA - 80 (W) X 155 (H)

W Z L N O

MEASUREMENTS IN PIXELS

HERO BANNER	1420 (W) X 250 (H)
LARGE LEADERBOARD	970 (W) X 90 (H)
LEADERBOARD	728 (W) X 90 (H)
MPU	300 (W) X 250 (H)
MOBILE LEADERBOARD	320 (W) X 50 (H)



EMAIL

SOLUS

Should be supplied as ready made html file 5 working days before send

FEATURE ON WEEKLY DIGITAL SUPPLEMENT

A selection of images and text sent 10 working days before send
Some guidance on styling and layout

**CONTACT
NOW**

DOM@INTHESNOW.COM

+44 (0)1494 862 423

Independently Voted #1 UK Ski Blog

FULL MEDIA PACK - MEDIA.INTHESNOW.COM // WWW.INTHESNOW.COM

FB.COM/INTHESNOW // @INTHESNOWMAG

**THE BIGGEST AND THE BEST
WHICHEVER WAY YOU MEASURE US**