

Ad Specs

**WINTER
2023/2024**



**IN THE
SNOW**

PRINT

> Double Page Spread:

440mm (w) x 297mm (h)

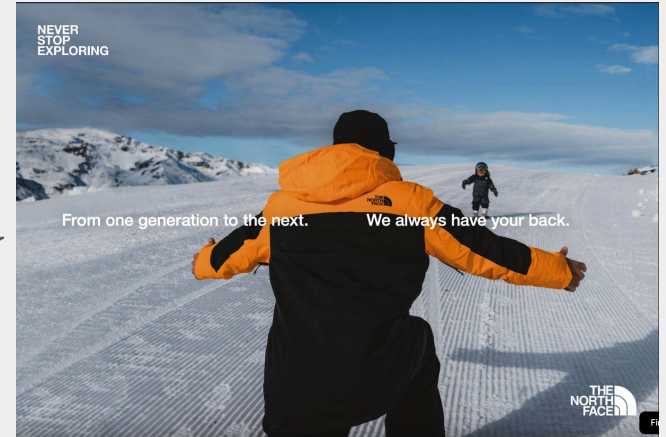
+ 3mm Bleed to all sides (446mm x 303mm)

Allow minimum 12 mm text margin to all sides

Allow central gutter of 20mm

Avoid placing key image elements inside gutter where possible / text under 80pt should be kept of gutter, and ideally any text larger than this size should have characters

placed either side of spinal divide.



PRINT

> Full Page:

220mm (w) x 297mm (h)

+ 3mm Bleed to all sides (226mm x 303mm)

Allow minimum 12 mm text margin to all sides



booking.chamonix.com

For best accommodation & lift pass rates
and a friendly, professional service.



CONTENTS

- 06 EDITOR
- 08 NEWS
- 12 COMPETITION
- 14 FREERIDER
- 16 CLUB MED: TIGRES
- 36 WHERE IS THE SUN?
- 50 APRÈS ESSENTIALS
- 54 WORLD SKI CHAMPS
- 56 BLOW THE BONUS
- 60 BUYING BOOTS
- 66 BUYERS GUIDE
- 70 10 MINUTES




PRINT

> **Half Page (junior) Vertical:**
 74mm (w) x 297mm (h)
 + 3mm Bleed to all sides (80mm x 303mm)
 Allow minimum 12 mm text margin to all sides


> **Half Page (junior) Horizontal:**
 220mm (w) x 102mm (h)
 + 3mm Bleed to all sides (226mm x 108mm)
 Allow minimum 12 mm text margin to all sides

PRINT




4. SKI POLES
SKINOROCKER SKI | \$109.95

For women looking for versatility and progressive performance on the mountain, the SKINOROCKER comes in a backcountry pack. The women's SKI poles feature a bridge between the upper handle blocks and a support for the lower handle block, giving you the best of both worlds. The SKINOROCKER SKI poles feature a 10mm grip and a 10mm handgrip for added support and control. For more information, visit www.skibaker.com.




5. SKI BOOTS
TECHNICA ADVANTAGE CUSHION
WOMEN'S ADVANTAGE CUSHION | \$169.95

The Technica Advantage Cushion women's ski boots are designed to provide you with more and more power and control on the mountain. The Technica Advantage Cushion ski boots feature a 10mm grip and a 10mm handgrip for added support and control. For more information, visit www.skibaker.com.




6. SKI HELMETS
BOUNCE | \$169.95

With Superconductive technology to keep you cool on the slopes, the BOUNCE ski helmet features a 10mm grip and a 10mm handgrip for added support and control. For more information, visit www.skibaker.com.




TECHNICA MACHET SKI BOOTS | \$169.95

With Superconductive technology to keep you cool on the slopes, the Technica Machet ski boots feature a 10mm grip and a 10mm handgrip for added support and control. For more information, visit www.skibaker.com.




PICTURE BACKING CLOTHING
PICTURE BACKING CLOTHING | \$129.95

With Superconductive technology to keep you cool on the slopes, the Picture Backing Clothing ski jacket features a 10mm grip and a 10mm handgrip for added support and control. For more information, visit www.skibaker.com.



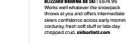
7. SKI POLES
TECHNICA ADVANTAGE CUSHION
WOMEN'S ADVANTAGE CUSHION | \$109.95

For women looking for versatility and progressive performance on the mountain, the Technica Advantage Cushion women's ski poles feature a bridge between the upper handle blocks and a support for the lower handle block, giving you the best of both worlds. The Technica Advantage Cushion ski poles feature a 10mm grip and a 10mm handgrip for added support and control. For more information, visit www.skibaker.com.




8. SKI BOOTS
TECHNICA ADVANTAGE CUSHION
WOMEN'S ADVANTAGE CUSHION | \$169.95

The Technica Advantage Cushion women's ski boots are designed to provide you with more and more power and control on the mountain. The Technica Advantage Cushion ski boots feature a 10mm grip and a 10mm handgrip for added support and control. For more information, visit www.skibaker.com.




9. SKI HELMETS
BOUNCE | \$169.95

With Superconductive technology to keep you cool on the slopes, the BOUNCE ski helmet features a 10mm grip and a 10mm handgrip for added support and control. For more information, visit www.skibaker.com.




TECHNICA MACHET SKI BOOTS | \$169.95

With Superconductive technology to keep you cool on the slopes, the Technica Machet ski boots feature a 10mm grip and a 10mm handgrip for added support and control. For more information, visit www.skibaker.com.




PICTURE BACKING CLOTHING
PICTURE BACKING CLOTHING | \$129.95

With Superconductive technology to keep you cool on the slopes, the Picture Backing Clothing ski jacket features a 10mm grip and a 10mm handgrip for added support and control. For more information, visit www.skibaker.com.




10. SKI POLES
TECHNICA ADVANTAGE CUSHION
WOMEN'S ADVANTAGE CUSHION | \$109.95

For women looking for versatility and progressive performance on the mountain, the Technica Advantage Cushion women's ski poles feature a bridge between the upper handle blocks and a support for the lower handle block, giving you the best of both worlds. The Technica Advantage Cushion ski poles feature a 10mm grip and a 10mm handgrip for added support and control. For more information, visit www.skibaker.com.




11. SKI BOOTS
TECHNICA ADVANTAGE CUSHION
WOMEN'S ADVANTAGE CUSHION | \$169.95

The Technica Advantage Cushion women's ski boots are designed to provide you with more and more power and control on the mountain. The Technica Advantage Cushion ski boots feature a 10mm grip and a 10mm handgrip for added support and control. For more information, visit www.skibaker.com.




12. SKI HELMETS
BOUNCE | \$169.95

With Superconductive technology to keep you cool on the slopes, the BOUNCE ski helmet features a 10mm grip and a 10mm handgrip for added support and control. For more information, visit www.skibaker.com.



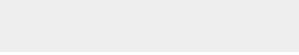
TECHNICA MACHET SKI BOOTS | \$169.95

With Superconductive technology to keep you cool on the slopes, the Technica Machet ski boots feature a 10mm grip and a 10mm handgrip for added support and control. For more information, visit www.skibaker.com.




PICTURE BACKING CLOTHING
PICTURE BACKING CLOTHING | \$129.95

With Superconductive technology to keep you cool on the slopes, the Picture Backing Clothing ski jacket features a 10mm grip and a 10mm handgrip for added support and control. For more information, visit www.skibaker.com.




13. SKI POLES
TECHNICA ADVANTAGE CUSHION
WOMEN'S ADVANTAGE CUSHION | \$109.95

For women looking for versatility and progressive performance on the mountain, the Technica Advantage Cushion women's ski poles feature a bridge between the upper handle blocks and a support for the lower handle block, giving you the best of both worlds. The Technica Advantage Cushion ski poles feature a 10mm grip and a 10mm handgrip for added support and control. For more information, visit www.skibaker.com.




14. SKI BOOTS
TECHNICA ADVANTAGE CUSHION
WOMEN'S ADVANTAGE CUSHION | \$169.95

The Technica Advantage Cushion women's ski boots are designed to provide you with more and more power and control on the mountain. The Technica Advantage Cushion ski boots feature a 10mm grip and a 10mm handgrip for added support and control. For more information, visit www.skibaker.com.




15. SKI HELMETS
BOUNCE | \$169.95

With Superconductive technology to keep you cool on the slopes, the BOUNCE ski helmet features a 10mm grip and a 10mm handgrip for added support and control. For more information, visit www.skibaker.com.



TECHNICA MACHET SKI BOOTS | \$169.95

With Superconductive technology to keep you cool on the slopes, the Technica Machet ski boots feature a 10mm grip and a 10mm handgrip for added support and control. For more information, visit www.skibaker.com.



PICTURE BACKING CLOTHING
PICTURE BACKING CLOTHING | \$129.95

With Superconductive technology to keep you cool on the slopes, the Picture Backing Clothing ski jacket features a 10mm grip and a 10mm handgrip for added support and control. For more information, visit www.skibaker.com.

> Gear Guide:
Product Image
RRP
50/60 words
Where to Buy URL

DIGITAL

> **Online Hero Banner**

1420 x 250

> **eNewsletter**

1320 x 880 image

URL

Headline approx 4-6 words

Body text approx 25 words

> **Social Posts**

Gallery of images / video

Ideal format 1080x1320 or 1080x1920

URL

Headline approx 4-6 words

Body text approx 35 words

> **Solus email**

Please complete [template](#)

> **Gear Guide**

Gallery of images

Video

Unlimited text

Tech Spec

Retailer links

> **News**

Gallery of images / video

Linking URL

Headline approx 6-8 words

Body text unlimited



THANK YOU

**WINTER
2023/2024**

Dom Killinger
PUBLISHER
dom@inthesnow.com

[youtube.com/inthesnowmag](https://www.youtube.com/inthesnowmag)
[instagram.com/inthesnow_magazine/](https://www.instagram.com/inthesnow_magazine/)
[facebook.com/inthesnow](https://www.facebook.com/inthesnow)
twitter.com/inthesnowmag
[InTheSnow.com](https://www.InTheSnow.com)

