



Reaching the parts other Snowsports magazines don't.

the *piste*

Snowsport England - An Introduction

Snowsport England is the Governing body for Skiing and Snowboarding in England with 70 member clubs and around 19,000 members, there are also a further 1800 registered performers, and 1700 registered coaches.

Snowsport England champions all snowsports disciplines including Alpine Skiing, Snowboarding, Cross Country Skiing, Freestyle, Ski Jumping, and enhances the sport through organising events, competitions, training coaches and developing the next generation of British Ski and Snowboard champions. **Snowsport England** represents the full spectrum of Snowsports participants encouraging a thriving recreational community alongside those aiming for performance at the very highest level.

There is a small team of professional staff who co-ordinate the activities of all the members, the various disciplines, the regional associations and the different clubs, as well as handling all the central administration. **Snowsport England's** activities are organised by a trained team of highly motivated and dedicated volunteers, who are exceptionally professional.

The events teams of **Snowsport England**, our regional associations, and the clubs, work with the local and national media. They are also experienced at working with web providers, and promotional mediums to advertise the Governing Body's activities, maintaining current membership and increasing those participating in snowsports.

MAGAZINE and WEBSITE

Snowsport England distributes a highly successful quarterly magazine the '**Piste**'. With a **primary readership** of around **12,000**, and a **secondary readership** of over **19,000** the magazine and the website are our strongest and most effective methods of communication.

The **website** attracts some **50,000 unique hits** a year, redesigned in 2006, the Website has raised the standard of communication throughout the wider membership and the Snowsports industry.

Snowsport England works in partnership with the other Home Nations Governing bodies, in developing high quality athlete programmes to produce athletes for the British team, organised by Snowsport GB. Part of this programmed development is to provide a high quality of competition in the UK, and abroad.



Chemmy Alcott
England and
Britain's most
successful World
Cup and Olympic
female skier



the **piste**

The magazine of **Snowsport England**



Published
Readership

Publishing Data

4 times per year
12,000 plus 18,000 secondary readers - members, coaches, instructors, ski clubs, Snow & Dry ski slopes and schools.

Format
Pagination
Printed on
Colours

A4
20/24pp
100g Gloss art
4 Colour process on front and back and centre spread, remainder mono only

Advertisement Rates

Display advertising 2007/8

Full Page Mono **£475**
Half page Mono **£250**
Quarter page Mono **£135**
Eighth page Mono **£75**
All prices exclude VAT

4 Colour **£550**
4 Colour **£295**

Sixteenth Page Mono **£40**

Copy Deadlines

Issues

July 2007 Electronic PDF
Oct/Nov
Dec/Jan
Feb/March 2008

Editorial

Website version only
12 September 2007
14 November 2007
11 January 2008

Advertisements

22 June 2007
17 September 2007
16 November 2007
14 January 2008

Inserts, by arrangement, subject to size and weight, from £20.00 per 1000

Published by

Countrywide Publications

27 Norwich Road Halesworth Suffolk IP19 8BX
Telephone: 01986 834216 Fax: 01986 834270
Email: barry.spouge@snowsportengland.org.uk
Mobile: 07802 824120

