

SKIMAGAZIN 2026

Target group: winter sportsmen



FACTS

- 75.000 copies
- 180.000 readers
- Distribution: German speaking countries
- 5x per year



GOOD REASONS

- largest German-speaking ski magazine in the kiosk
- Ambitious skiers, opinion leaders and readers who have a high disposable income

SKIMAGAZIN is a must-read for ambitious skiers and the largest German-speaking ski magazine available at the newsagents (kiosk). The editorial concept includes extensive product presentations, ski resort checks as well as exciting travel stories, background reports and a lot of useful tips about skiing.

Format	€ -rate 4c	B	H
1/1 page*	12.100,-	210 mm	285 mm
1/2 page*	6.800,-	210 mm	140 mm
1/3 page*	4.100,-	210 mm	94 mm
1/4 page	3.200,-	87 mm	122 mm

* +3mm bleed all around

Edition	Date of publication	Order deadline
01/2026	14.10.2025	08.09.2025
02/2026	18.11.2025	13.11.2025
03/2026	09.12.2025	05.11.2025
04/2026	03.02.2026	02.01.2026
05/2026	03.03.2026	27.01.2026

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IGL-Werbefirma Ges.m.b.H., 5021 Salzburg, Österreich, Nußdorferstraße 5a - Telefon +43/662 45 36 15-0, Fax +43/662 45 20 38, office@igl.at

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