

MEDIA KIT



FASTER SKIER



About FasterSkier

For the better part of the last 19 years, FasterSkier has prided itself in being the world's premier source of English-language news and resources related to all things nordic: cross-country skiing, biathlon and nordic combined. We are a web-based publication, bringing both the rigor of a daily newspaper and the passion of a niche magazine to our work.

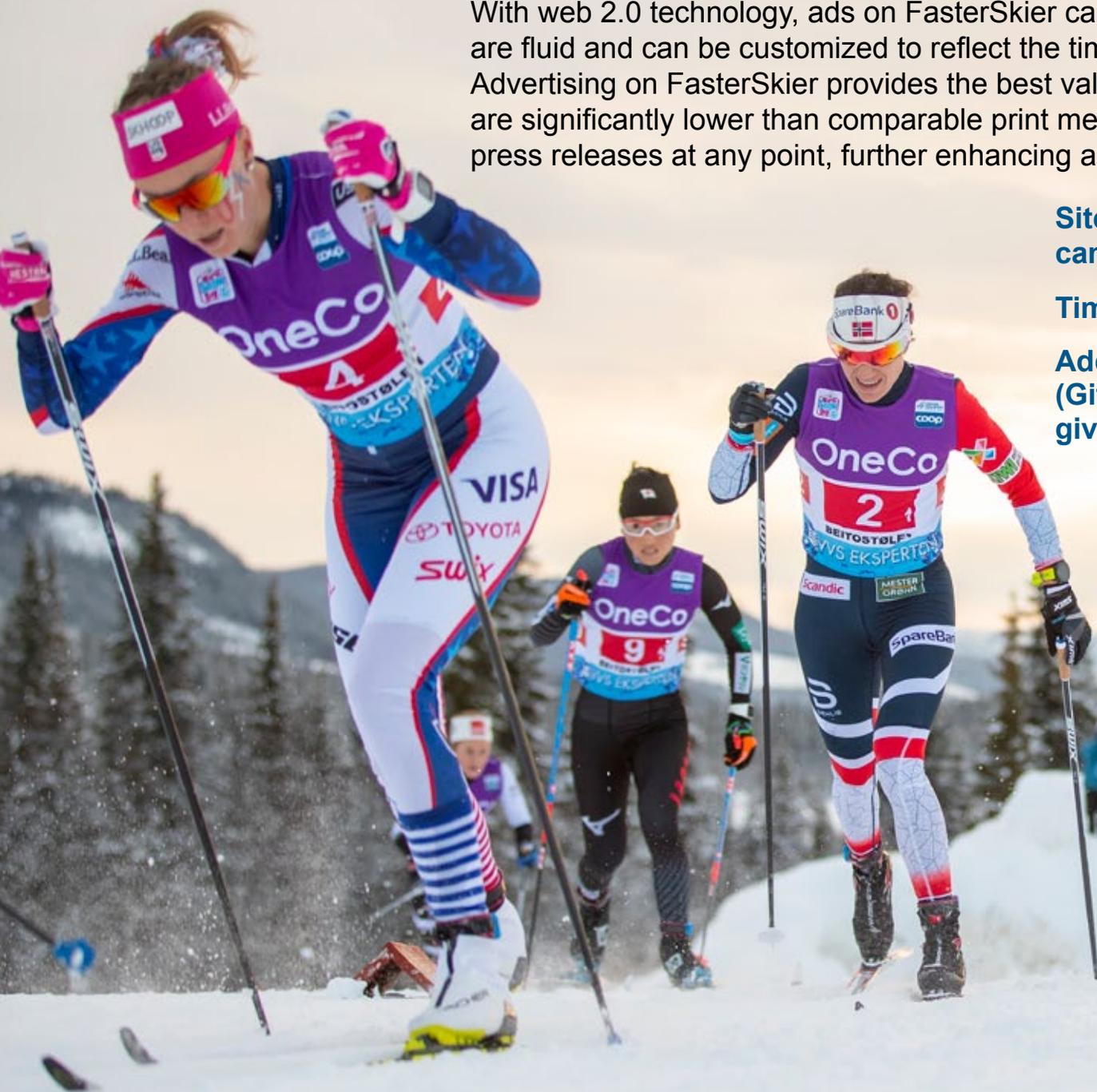
Why FasterSkier

With web 2.0 technology, ads on FasterSkier can be dynamic and interactive. They are fluid and can be customized to reflect the timing of promotions and special events. Advertising on FasterSkier provides the best value for your marketing dollars. Our prices are significantly lower than comparable print media. Additionally, FasterSkier can run press releases at any point, further enhancing a company's ability to reach consumers.

Site wraps, banner and mobile ad campaigns to fit any budget

Timely press releases

Additional promotional opportunities (Gift Guide, Gear Reviews, product giveaways, email newsletter and more)



Who reads FasterSkier

FasterSkier has grown to become the most widely read English-language cross-country skiing website in the world.

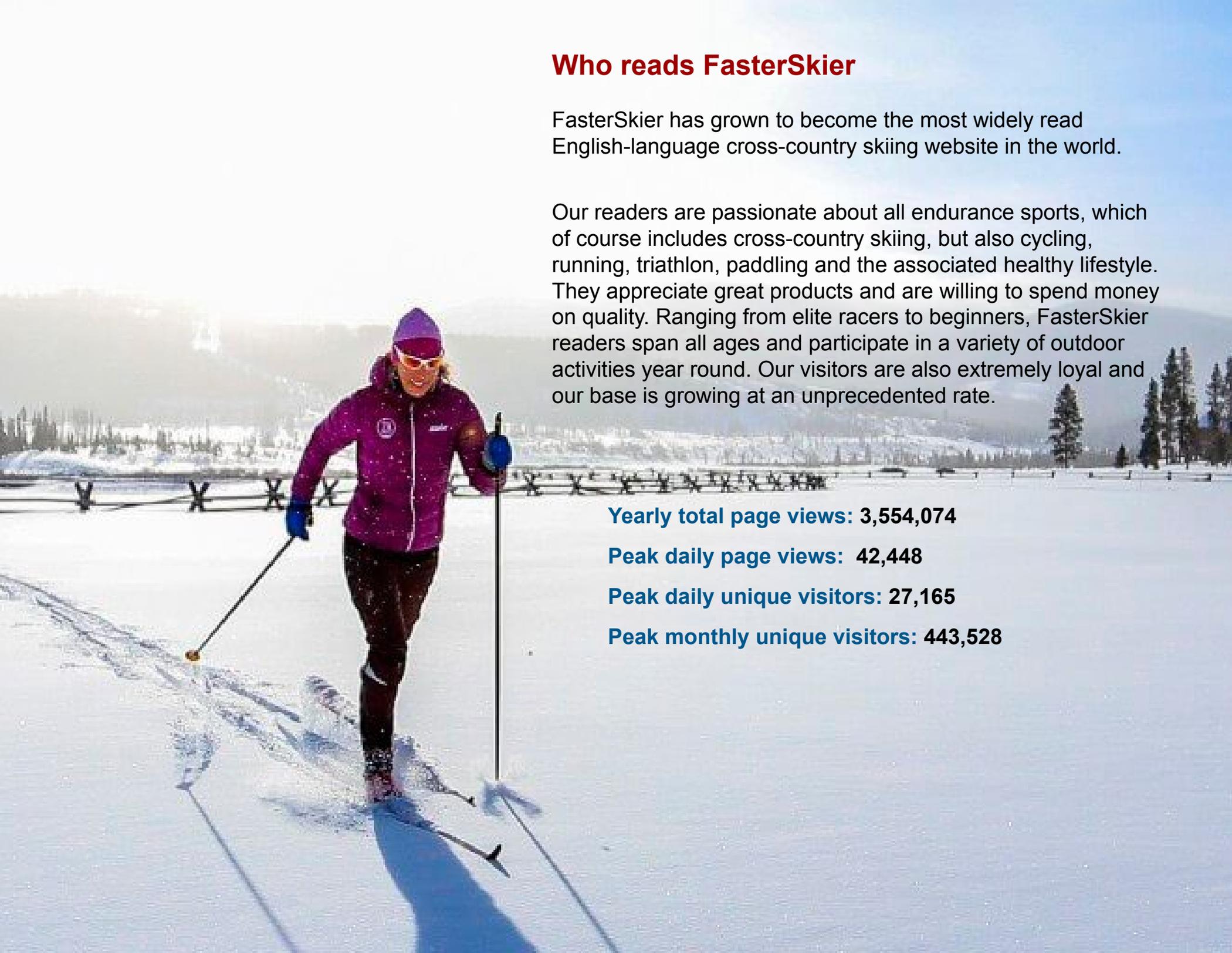
Our readers are passionate about all endurance sports, which of course includes cross-country skiing, but also cycling, running, triathlon, paddling and the associated healthy lifestyle. They appreciate great products and are willing to spend money on quality. Ranging from elite racers to beginners, FasterSkier readers span all ages and participate in a variety of outdoor activities year round. Our visitors are also extremely loyal and our base is growing at an unprecedented rate.

Yearly total page views: 3,554,074

Peak daily page views: 42,448

Peak daily unique visitors: 27,165

Peak monthly unique visitors: 443,528



Our readers are outdoor-oriented people who enjoy a healthy, active lifestyle. In addition to cross-country skiing, nearly all of them participate in numerous outdoor activities, such as cycling, running, hiking, kayaking, mountain biking, rock climbing, downhill skiing and much more. They strive for the best equipment to help them make the most of their endeavors. Our readers span all age groups, with the vast majority of them being in the 18-49 age group. Our typical reader is part of an upper-middle class household of 4-5 people, all of whom participate in multiple outdoor activities on a weekly basis.

Top markets include Anchorage and Fairbanks, Alaska, Minneapolis/St. Paul, Minn., Denver/Boulder, Colo., Salt Lake City, Utah, Marquette, Mich., Burlington, Vt., Bend, Ore., Bozeman, Mont., and Calgary, Alberta.

Our readers make a very attractive target audience for many types of products and services. Due to FasterSkier's outstanding track record, our readers know that our advertisers offer the best products available.



Ski Boots on the Ground

The best journalism requires seeing the action in person and having personal access and relationships with the athletes as they chase their dreams. From the World Cup to the Olympics, US Championships to Junior National Championship, opening Super Tour races to the American Birkebeiner, training camps to NCAA Championships FasterSkier is dedicated to having our team of expert reporters at as many events as possible so our loyal readers can experience the in-depth coverage they've grown to expect and deserve.

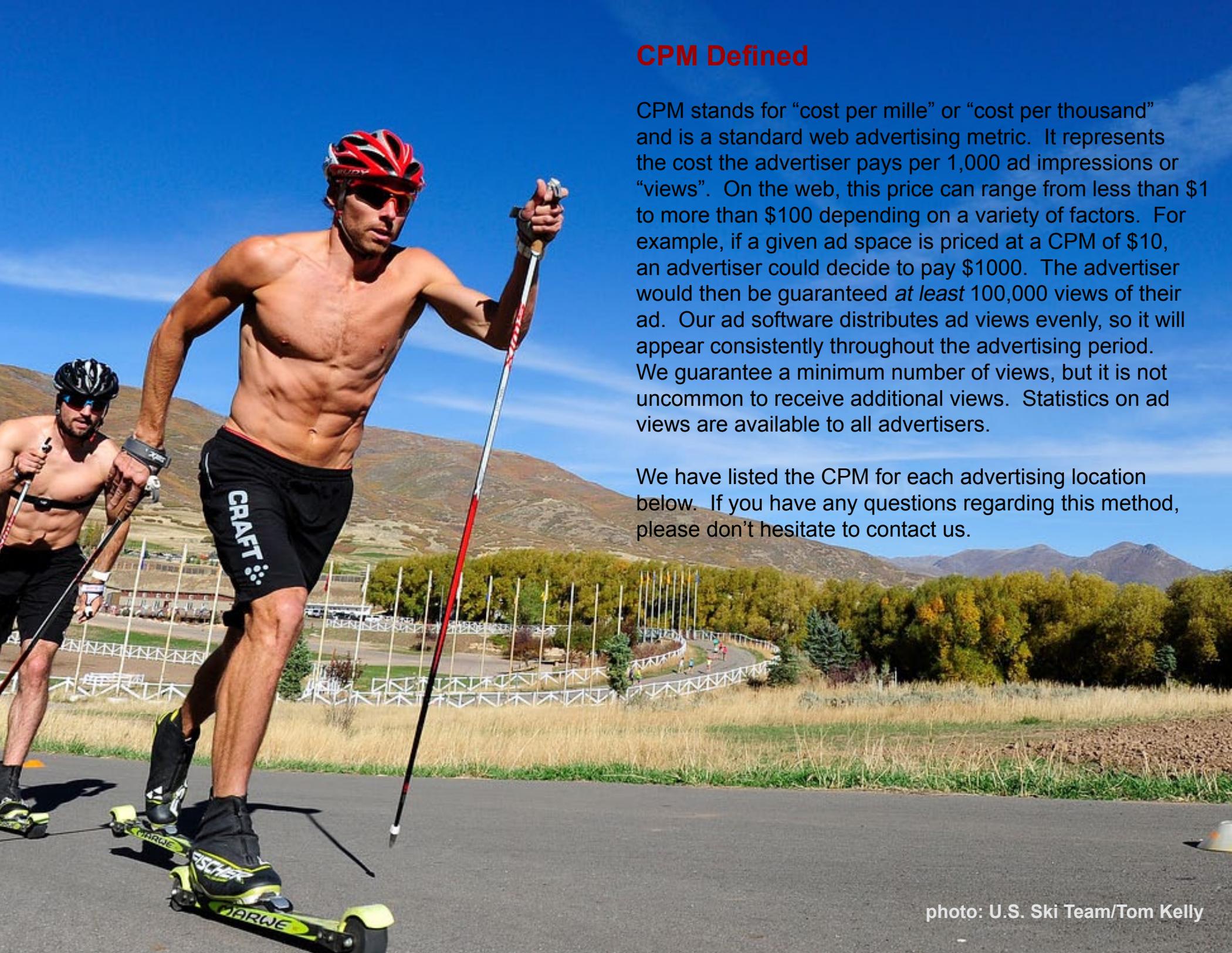


Advertising

Our goal is to provide our advertisers the highest possible value and collaborative process to create an advertising package that fits your needs.

FasterSkier uses the standard web advertising metric of “Cost per Thousand” or “CPM” (defined below). Instead of a flat fee, advertisers will define their own advertising budget. If you pay X amount of dollars you will be guaranteed a minimum number of Y ad views.





CPM Defined

CPM stands for “cost per mille” or “cost per thousand” and is a standard web advertising metric. It represents the cost the advertiser pays per 1,000 ad impressions or “views”. On the web, this price can range from less than \$1 to more than \$100 depending on a variety of factors. For example, if a given ad space is priced at a CPM of \$10, an advertiser could decide to pay \$1000. The advertiser would then be guaranteed *at least* 100,000 views of their ad. Our ad software distributes ad views evenly, so it will appear consistently throughout the advertising period. We guarantee a minimum number of views, but it is not uncommon to receive additional views. Statistics on ad views are available to all advertisers.

We have listed the CPM for each advertising location below. If you have any questions regarding this method, please don't hesitate to contact us.

Advertising Options

Leaderboard 728x90:

The 728x90 is the prime spot on all desktop and tablet screens. Your ad will be the featured ad of the page, providing maximum visibility.

Devices: Desktops and tablets

Location: Header on all pages, inline on home and article pages.

Size: 728x90

Base CPM: \$15

Medium Rectangle 300x250:

The 300x250 provides a large area conducive to high-res photos and robust product images.

Devices: All

Location: Within homepage blocks and inline on article pages on mobile phones.

Size: 300x250 pixels

Base CPM: \$15

Rectangle 300x100:

The 300x100 ad is our most popular spot - offering the best value on the site.

Devices: All

Location: Within homepage blocks and inline on article pages on mobile phones.

Size: 300x100 pixels

Base CPM: \$5

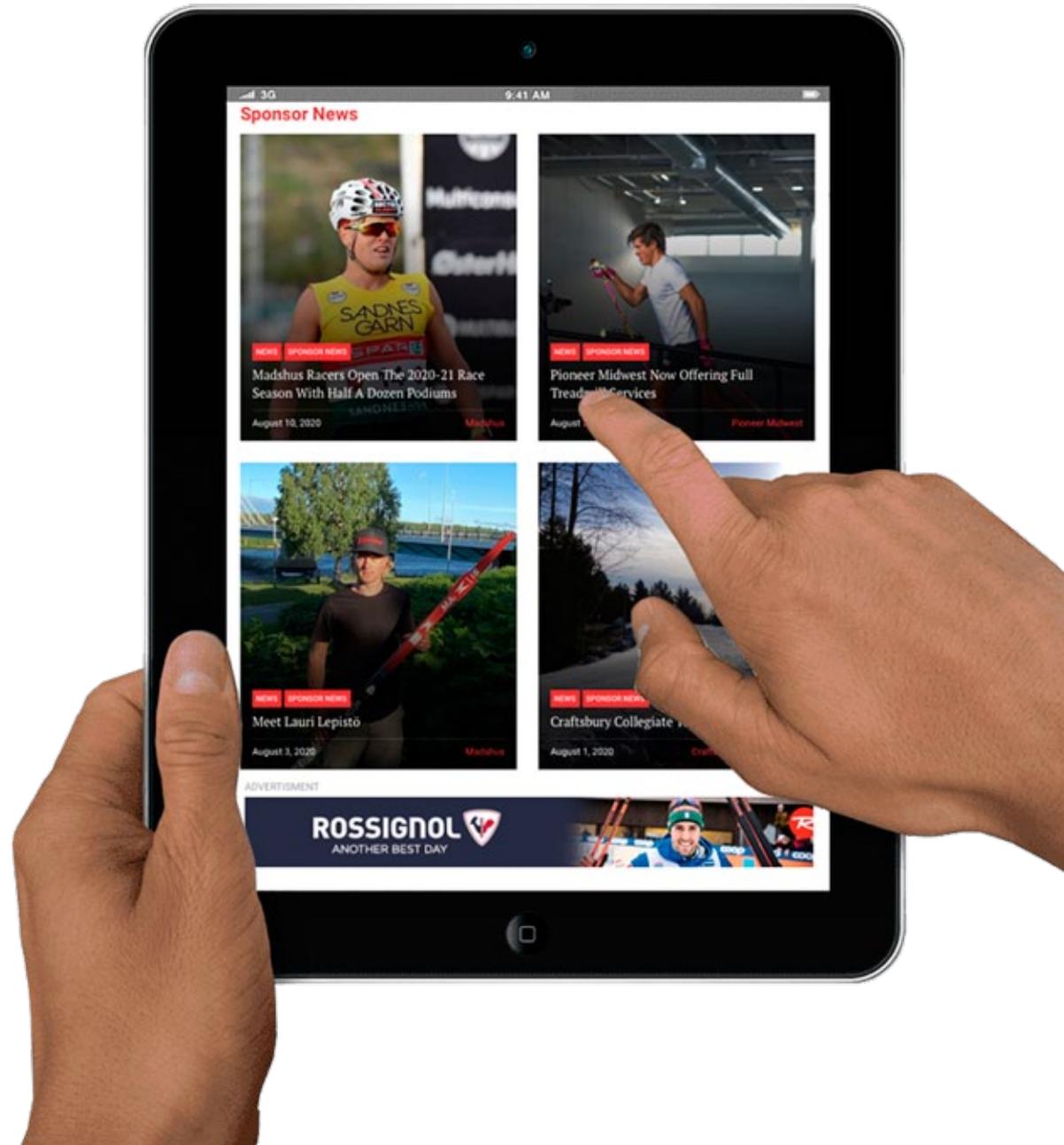
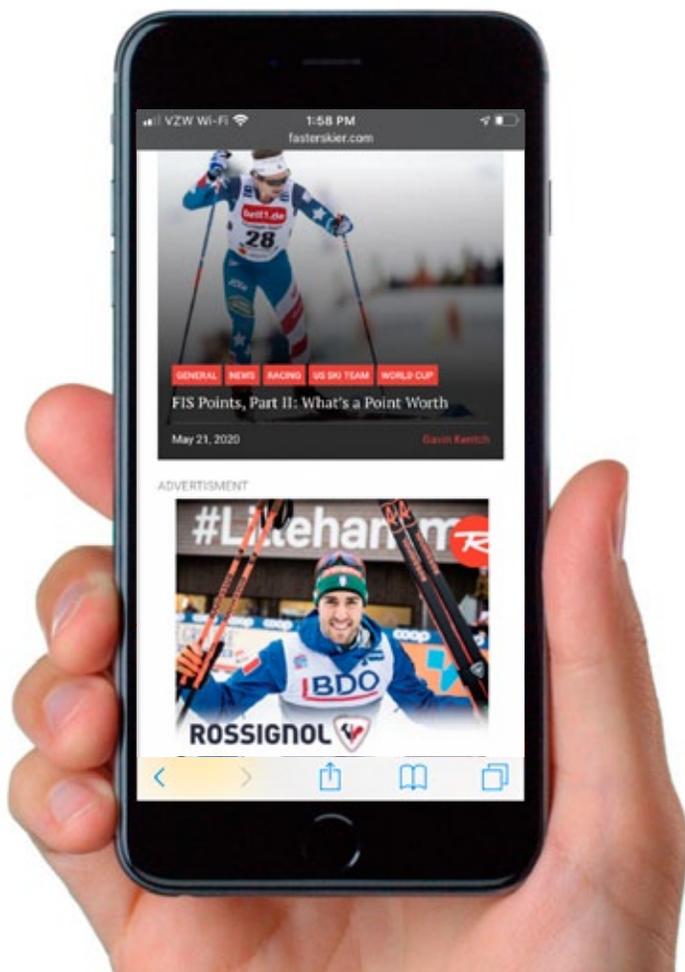
The screenshot shows the BNS Boulder Nordicsport website with several advertising spots highlighted by red arrows:

- Leaderboard 728x90:** A large banner at the top of the page with the text "U.S. Ski & Snowboard Announces Restructuring of National-Level Competitions for 2020-2021 (Includes Interview with Chris Grover)".
- Medium Rectangle 300x250:** A large advertisement for "ROSSIGNOL" with the tagline "ANOTHER BEST DAY" and a photo of a skier.
- Rectangle 300x100:** Multiple smaller advertisements throughout the page, including "APP Gap 2020 Recap", "Covid-19 Trends and Early Season World Cups: An Update", "RACE FACE", "Pioneer Midwest - Fall Sale", "ULTRATUNE", "SPEEDMAX 3D THE NEW FAST", "ADD MORE POWER TO YOUR POLING", "flurine concentration", and "The Crosscut Mountain Sports Center: Seeks an Assistant Coach".

FasterSkier on the Go

As Bob Dylan sang, “The times they are a changin’” and FasterSkier is committed to staying up to date with the latest technology. With more than 40% of our site traffic coming from skiers on mobile devices (we expect that to climb as high as 70% over the next two years), we want to ensure our advertisers are seeing the highest possible value.

With that in mind, this summer we created a more mobile-friendly site, which literally places your ads directly in the hands of your terabit audience. FasterSkier can help deliver your ads gain traction as they are directly delivered to a core ski community.



Be seen and BE HEARD!

FasterSkier Podcasts

The best marketers are thinking about how they can reach their customers on all the various medias available. FasterSkier's podcasts have grown quickly and we want to help you get your message out to our audience while we have their ear.

Promotional Read: Two 15 second ad reads in the middle of the podcast.
Price: \$500 per episode.

Presenting Sponsor: Get your logo on the shows logo as well as a 30 second ad read on every show.

Price: \$10,000 for all FasterSkier's podcasts for one year.



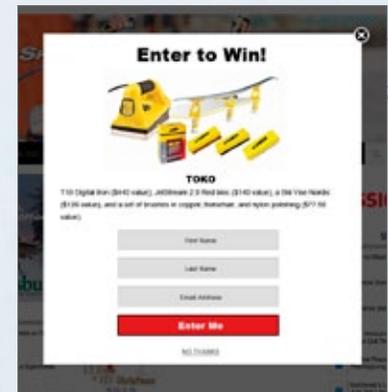


Make the Biggest Splash

Inbound Popup Raffle:

Want to make the biggest possible impact on the nordic ski community? Well now with our new inbound pop-up product giveaway you now can do just that. Not only will a collection of your brand's products be featured right in front of all FasterSkier's visitors as they load the site, but you will get to find out exactly who those individual visitors are so you can target them too. Just provide the winner with an exciting prize and FasterSkier will help you add thousands of raffle participants to your email newsletter.

Location: Popup window on site load **Price:** \$1,000 / week off-peak, \$2,000 / week peak season



Maximize Your Exposure

Quick-Look Gear Reviews:

Quick-Look Gear Reviews are an ideal way for both manufacturers and retailers to spread the word on new products.

FasterSkier staff will test new products, and publish a quick “first look”, highlighting the strengths and general appeal of the item.

The goal is to provide much-needed (and desired) information on cool new products, and to build buzz about XC gear in general. This format is frequently seen in other sports and industries, and is highly effective.

Gift Guide:

The FasterSkier annual Holiday Gift Guide has become a prime source of sales and exposure for our advertisers. Each December we publish recommendations for holiday gifts at a variety of price levels. All FasterSkier advertisers are encouraged to submit products for the Gift Guide.

We have had excellent feedback from retailers and manufacturers, and it is evident that inclusion in the Gift Guide has a direct impact on sales.





photo: Fischer/Nordic Focus



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