

IN THE SNOW

BECAUSE LIFE'S BETTER

Reaching
the UK's largest
and most engaged
ski audience.

PRINT



DIGITAL



PODCAST



YOUTUBE



EVENTS



SOCIAL

The UK's only all-platform ski media brand.



PRINT

55,000

Copies per issue. The UK's largest independent ski mag.



ONLINE

168K

Unique visitors per month.
1.M+ unique page views per month.



EMAIL

146K

Active & engaged subscribers.
Cleansed weekly.



SOCIAL

140K+

Followers, 4M+ accounts reached per month.



PODCAST

Top 8%

Of podcasts globally.
5-7k+ downloads per episode.



YOUTUBE

10M+

Total Views. 14K subscribers.
270+ new subs per month.

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- One trusted brand.
 - Six powerful platforms.
 - Endless opportunities to connect with skiers.

03 | THE TEAM BEHIND THE BRAND

The journalists, presenters, athletes and creators who power InTheSnow's print, digital, podcast, social and video output across the winter season.

One trusted brand - twelve voices behind it.



AIMEE FULLER
FITNESS COLUMNIST

Aimee Fuller is a two-time Team GB Winter Olympian and broadcaster, hosting shows for BBC, Red Bull TV, and the Olympic Channel. She also contributes as a columnist and presenter for InTheSnow and The Whiteout Ski Podcast.



ROB STEWART
CO-PRESENTER THE WHITEOUT

Rob runs the specialist PR company Ski Press, is a regular gear tester and product reviewer, and co-presents The Whiteout Ski Podcast.



PATRICK THORNE
CHIEF EDITOR

Patrick is the jewel in the InTheSnow crown, having skied at over 650 resorts worldwide. You could fit on a pinhead what "The Snowhunter" doesn't know about skiing. He has been the Chief Editor for 18 years.



DOM KILLINGER
PUBLISHER | PRESENTER

Dom founded InTheSnow in 2007 and has grown the portfolio into Europe's leading independent publisher of ski and active outdoor travel content across print, online, social media, YouTube, and podcasts. He also co-presents and produces The Whiteout Podcast.



DEBBIE GABRIEL
DIGITAL EDITOR

Debbie was employee number 2 in 2008 and is now Digital Editor and Ops Director. Debbie works directly alongside all our customers to deliver cross-platform campaigns every month of the year.



ED DRAKE
PRESENTER AND RACE PUNDIT

Alpine Olympic skier Ed competed in the 2010 Winter Olympics and switched to ski cross in 2013, becoming British champion. He now presents on Eurosport and hosts The Ski Racing Podcast, a partner podcast of The Whiteout Podcast.



TOM SHOWLER
CREATIVE DESIGNER

Tom has been with InTheSnow since 2007 and is at the forefront of everything print creative. He also runs his own successful creative design agency, Rocketbase.



CARMEN ROBERTS
JOURNALIST / CREATOR

Carmen Roberts is a travel writer and TV presenter with extensive experience filming in over 70 countries. She currently represents InTheSnow on ski and outdoor travel press trips, creating content in both print and video formats.



SAM TEMPLE
EQUIPMENT TESTER

Sam was a British freestyle skier and competed in the 1998 and 2002 Winter Olympics, finishing 29th in Salt Lake City. He now works with InTheSnow testing equipment and producing YouTube destination and equipment content.



TIM CLARK
JOURNALIST / CREATOR

Tim is a freelance journalist and content creator who represents InTheSnow and Love The Mountains on several press trips throughout the year.



WARREN SMITH
TECHNIQUE EDITOR

Warren Smith is a world-renowned ski coach, instructor, and author. He is the founder of the Warren Smith Ski Academy, which is known for its innovative teaching methods and elite performance coaching.



HANNAH WEST
SOCIAL INFLUENCER / CREATOR

Hannah West is a family adventure travel expert and the co-founder of Adventures of the Wests, inspiring families worldwide through skiing, exploration, and outdoor storytelling.

Passionate. Affluent. Always planning their next adventure.

Our audience lives for the mountains. They invest in quality experiences, value expert advice and actively seek brands that share their passion for the outdoors.

They are Affluent and educated adults with a passion for travel, authentic destination experiences, mountain culture and active winter holidays.



HIGH VALUE

Skiers spend more on holidays, gear and experiences than the average UK consumer.



PLANNERS

They plan ahead, research thoroughly and book with confidence.



LOYAL & ENGAGED

Our audience is deeply engaged with our platforms, all year round.

DEMOGRAPHICS



34% F/M split
31% - 25-34
29% - 35-44
26% - 45-54



41% F/M split
39% - 25-34
33% - 35-44
22% - 45-54



29% F/M split
32% 25-34
34% 35-44
25% 55-64



42% F/M split
56% - 25-34
36% - 35-44
18% - 45-54



48% F/M split
31% - 25-34
38% - 35-44
31% - 45-54



51% F/M split
23% 25-34
20% 35-44
57% 55-64

Award Finalist, Premium Print

**National reach.
Long shelf life.
Coffee table quality.**



The UK's only free monthly ski magazine.

Produced to a premium coffee-table standard and distributed through carefully selected ski, outdoor, travel and lifestyle environments. InTheSnow gives advertisers a trusted physical presence throughout the winter season.



55,000

COPIES PER ISSUE



180K

MONTHLY READERS



3

ISSUES PER SEASON

TARGETED DISTRIBUTION



400 + LOCATIONS



12K POSTAL SUBSCRIBERS

THE OFFICIAL SHOW GUIDE OF SNOW SHOW LONDON

The official media partner and show magazine of Snow Show London - the UK's only ski consumer event.

AWARD FINALIST - BEST CONSUMER PRINT MAGAZINE

Travel Media Awards 2024.

Finalist Audio Broadcast Program of the Year

Committed listeners.

The UK's most listened to ski podcast, The Whiteout, gives brands a trusted long-form environment with a committed audience of skiers, travellers and mountain enthusiasts who actively choose to listen.

8%

GLOBALLY

Top 8% of podcasts worldwide. The UK's most listened to ski podcast.

76%

ACT ON ADS

Super listeners research confirms strong advertiser response due to high trust levels.

5-7K

WEEKLY DOWNLOADS

Regular committed audience of listeners.

33%

RARELY SKIP

A low skip rate distinct from fast-moving social feeds.



THE UK's MOST LISTENED TO SKI PODCAST



TRUSTED LONG-FORM ATTENTION

Listeners spend more time with the host, the story and the brand message.

COMMITTED SKI AUDIENCE

Audio reaches skiers and active travellers during travel planning, commuting and downtime.

AWARD-NOMINATED CONTENT

Finalist - Travel Media Awards 2025 - Audio Broadcast Programme of the Year.

Trusted Online with AEO and SEO in mind

Where skiers research, plan and book.

InTheSnow reaches skiers at the point of active research; comparing resorts, planning holidays, reading snow reports and looking for trusted information and recommendations.

168K

UNIQUE VISITORS PER MONTH

High-intent winter travel audience.

25K

PEAK-SEASON DAILY USERS

Daily reach rises sharply in winter months.

1M+

MONTHLY PAGE VIEWS

Across destinations, news, gear and inspirational content.

5.11 Min

DWELL TIME

Readers spend meaningful time researching destinations, gear and advice.



DIGITAL CONTENT

SEARCH & PLANNING

Destination guides, resort news and practical travel content for active planners, alongside gear-buying guides and reviews for active purchasers.

EDITORIAL TRUST WITH AEO AND SEO IN MIND

Commercial messages sit alongside credible, authoritative content that readers return to throughout the season. Our editorial strategy places SEO and AEO (Answer Engine Optimisation) at the heart of everything we publish, ensuring content is not only discovered organically through traditional search but is also surfaced and referenced by AI-powered search and answer platforms. Our evergreen content continues to deliver value for years after publication, generating sustained visibility, referral traffic and engagement. Combined with the strongest Domain Authority in the ski publishing industry, this provides powerful long-term SEO benefits, high-quality backlinks and valuable link equity.

Inbox Access

Direct to skiers who want to hear from us.

InTheSnow's email audience is made up of active ski and outdoor travel enthusiasts who have chosen to receive regular content, offers, inspiration and competitions.

146K

ACTIVE SUBSCRIBERS

A huge opt-in database of ski and outdoor travel enthusiasts.

3.3K

AVG COMPETITION ENTRIES

A response-led channel for lead generation and engagement.

270

NEW SUBSCRIBERS PER WEEK

Consistent audience growth throughout the winter season.

3.9K

AVG SURVEY RESPONSES

Direct audience insights from skiers willing to share their intentions and preferences.



EMAIL CAMPAIGNS

● TRUSTED WEEKLY CONTENT

Readers expect useful ski content and brand recommendations from us. Our open and response rate continues to improve.

● HIGH RESPONSE ENVIRONMENT

Competitions and surveys show an audience willing to interact.

● DIRECT CAMPAIGN DELIVERY

Supports awareness, traffic, leads, launches and winter offers.

Influence and Educate

High-reach storytelling built for attention.

InTheSnow's social and video channels bring ski culture to life through high-impact visual storytelling, resort inspiration, gear guides and reviews, snow conditions, competitions and short-form video built for discovery.

140K

ACTIVE FOLLOWERS

Across Instagram, Facebook, YouTube & TikTok.

4M+

REACH PER MONTH

High-performing content reaches more than 4M accounts per month.

2.8M

TOP REEL VIEWS

Best performing reel with 157K likes and 7.9k shares.

10M+

TOTAL VIDEO VIEWS

Min 175 new videos per season, destination guides, gear reviews and how-to content with more than 10 million views to date, including a top-performing video with 415k views.



SOCIAL & VIDEO

● SHORT-FORM INFLUENCE

Reels and TikToks content deliver reach, engagement and shareability.

● VISUAL BRAND STORYTELLING

Strong imagery helps partners stand out in fast-moving feeds.

● VIDEO AUTHORITY

YouTube supports destination, gear and how-to evergreen campaigns.

Networking | Party

Agents, Tour Operators and Media.

InTheSnow brings brands and destinations closer together at the UK's largest networking party, connecting over 180 industry leaders in a Central London venue at the start of every winter.

MEDIA

80 hand-picked members of the UK media from national newspapers, vloggers, influencers, and specialist press.

BRANDS

A select number of brands extend their print, digital, email, social, podcast and video reach into real-world engagement with media and trade.

TRADE

Agents, tour operators, destinations, retailers and brands come together to network at the first event of the season.

DESTINATIONS

Destinations can network and mingle with media and trade in a relaxed environment designed to connect media, trade, brands and destinations.



OTHER EVENTS

● LONDON SKI SHOW ACTIVATIONS

High visibility with skiers already in discovery mode.

● READER EXPERIENCES

Competitions, showcases, screenings and curated audience events as well as member ski days.

● RESORT PARTNERSHIPS

Content-led experiences built around destinations, travel and mountain culture.

Trusted by leading ski, travel and outdoor brands.

A small selection of destinations, tour operators and specialist brands that have worked with InTheSnow over the years, to reach our huge, targeted ski and active travel audience.



DESTINATION PARTNERS



TOUR OPERATOR PARTNERS



BRAND PARTNERS



Plan campaigns around the ski season.

Bringing brands closer to ski and active travel consumers by aligning messaging with key planning, booking and travel moments. We help partners reach highly engaged audiences across our print, digital, email and social platforms throughout the customer journey.

PRE-SEASON

Planning, kit launches, resort inspiration, gear reviews and early booking campaigns.

ISSUE 1 - OCT - SKI SHOW

Winter launch issue, Snow Show London Official media partner and The Official Show Guide - destinations, gear, travel advice and season previews.

ISSUE 2 - DEC

Core-season magazine - family ski holidays, product features, destination inspiration and experiences.

PEAK WINTER

Snow reports, resort updates, social and influencing videos, competitions and tactical offers.

ISSUE 3 - LATE JAN

Peak season, 2nd trip planning, mid season gear buyers guide.

LATE SEASON

Spring skiing, short breaks, mountain lifestyle, festivals, end-of-season sales and gear campaigns, next-season planning and inspiration.



IN THE SNOW

BECAUSE LIFE'S BETTER

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OWNER | PUBLISHER | PODCAST PRESENTER

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***We guarantee the biggest, most targeted coverage for your spend
and the quickest, most pain-free implementation of your plan.***