

EDGE

Alpine Ski | Freeski | Freestyle | Ski Touring | Urban | Park | Outdoor | DH

Mediakit
Season 2024-2025



Ski Sport Finland
Official magazine of Ski Sport Finland

EDGE is the official magazine of Ski Sport Finland and The Finnish Ski Area Association (SHKY). It is a high-quality publication that concentrates on alpine skiing, freestyle skiing as well as other types of skiing and outdoor life. EDGE is published four times a year.

Being the magazine for the members of the association, EDGE offers its readers a unique vantage point into the alpine skiing scene. Readers get to see the life and events of the contest skiers during the season as well as read about topical skiing news on both amateur and professional levels. EDGE always has its finger on the pulse of alpine and freestyle skiing events.

EDGE is also a magazine for those who enjoy active outdoor life and skiing on their free time. Reviews and news on skiing locations and gear as well as features on outdoor life are an important part of the rich content of the magazine, promoting good vibes.

The current circulation is 15,000. EDGE is sent to all members of the skiing association, partners of Ski Sport Finland and SHKY, all ski resorts, and all skiers with a license.

During the season, EDGE will be participating in relevant ski events such as Ski Expo, Levi World Cup, Haglöfs Suomi Slalom as well as smaller free skiing events. This is how we receive valuable feedback from our readers and contribute on our part to making successful events happen.

EDGE is sold at all newsstands across the country. A digital version is also always available through www.edgeski.fi a few weeks after the print version.

EDGE reaches all active trailblazers aged 25–55 who are willing to spend time and money on their lifestyle, promoting a positive attitude around them.



WE GET EXCITED ABOUT THE STORIES FROM OUR BRANDS

Famous brands are not famous by accident – they always have some strong story or ideology behind them. We help brands to create new stories through new channels.

SKIING IN FINLAND

According to a ski resort survey (conducted by Ski Sport Finland) there are over 900 000 skiers in Finland. Roughly over 50 % of them are active.

During previous season, approximately 410 million EUR was spent on skiing and related travels and 200 million EUR on relevant gear and clothing. The approximate accrual for Finnish skiing is 610 million EUR. Approximately 30% of skiers earn over 85.000€ per year.



THE RIGHT MESSAGE TO THE RIGHT TARGET GROUP

In the center of our co-operation is target-group-related communication. Our core target group are the active Finnish skiers and their families.

ADVERTISING SALES

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SCHEDULE

Winter 25/26	Pub. week	Deadline
4 (2025)	45	17.10.
1 (2026)	51	5.12.
2 (2026)	7	30.1.
3 (2026)	12	27.2.



For the love for the sport

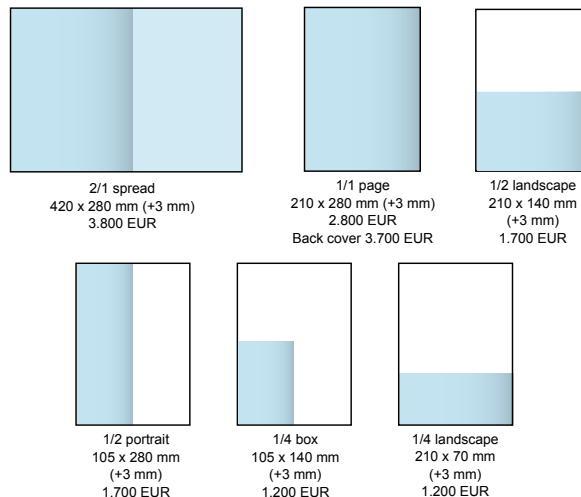
Our biggest passion? Skiing on contest slopes as well as untouched virgin fields of powder. We know what goes on in the minds of skiers and what they value.



Edge is more than just skiing

Our readers are often into golf, fishing, boating, snowboarding – even triathlon. That is why part of our content is about things other than skiing, for activities that take a lot of passion support each other.

TECHNICAL INFORMATION



DISCOUNTS

- 2 repeats - 8 %
- 3 repeats - 10 %
- 4 repeats - 15 %
- 5 repeats - 18 %

REACH OUT TO UP TO 100,000 HARDCORE SKIERS

Reserving ad space and when reservations are binding

Cancellations must be made two weeks before the publication. If the cancellation is made after the due date, 50% of the price of the ad will be charged for damages. If no material is delivered and no cancellation is made, 80% of the price of the ad will be charged.

Technical information and sending the material

PAPER: Inside 80g Luminova, covers 170g Galerie Art

PAGE SIZE: 210 × 280 mm (+3mm bleed)

BLEED: +3mm

BINDING: Perfect binding

COLORS: 4/4 Cmyk

RESOLUTION: 300 dpi

CIRCULATION: 15.000.

LANGUAGE: Finnish

FILE FORMATS: .PDF, .JPG, .TIFF (Include +3mm bleed)

SENDING THE MATERIAL: E-mail: ilmoitukset@krookmedia.fi

Add contact information to your e-mail / mail

A channel for all skiers

As a combination of magazine and website, we provide a service where the best features of traditional printed journalism and contemporary digital communication are molded together into a modern whole.

- Quick news updates and shared content
- Ideal platform for sharing videos
- Versatile group of writers and blog-like output
- Standard banner spots and branded content
- Digital EDGE mag is published on the site approx. three weeks after the printed version
- Facebook, Instagram

BANNERS

Big leaderboard 200€/week

Size 1110 x 168 px

Leaderboard 100€/week

Size 728 x 90 px

Basic banner 100€/week

Size 300 x 200 px

REACH OUT TO UP TO 100,000 HARDCORE SKIERS

EDGE and the media it provides covers the printed magazine, ski events and it's own website. By combining all those, up to 100,000 active skiers are reached.

Skiing in Finland

Over 900 000 skiers in Finland

30% get over 85.000€ per year

50% of them have at least 1 child

45% of them are women



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