



chillfactor MEDIA KIT

ALL ABOUT

Chillfactor

Chillfactor has celebrated and supported Australian ski culture for over 23 years. We stand with skiers and our industry to play our part in the recovery of our community and to bring skiers back to the mountains.

For over 23 years!

Chillfactor exists to create, perpetuate, share and catalyse Australian and New Zealand freeskiing culture. As freeskiers we celebrate all skiing done with love, passion and flare. We believe this type of skiing needs a local voice. We speak with honesty, curiosity and fearlessness.



CHECK OUT OUR

Essential Statistics

15,000+
CORE READERSHIP

705k
UNIQUE VISITS

70K+
DIRECT EMAIL



5.6M
PAGE VIEWS

5 000+
PRINTED MAGAZINES
ANZ NEWSSTAND
DISTRIBUTION

ADVERTISING RATES

chillfactor

PRINT	PRICE
Inside Front Cover DPS	\$4000
Outside Back Cover	\$5000
Double Pages Spread (DPS)	\$3500
Single Full Page (FP)	\$2750
Half Page	\$1350
Quarter Page	\$750
1/6 Page Classifieds	\$400

DIGITAL	PRICE
Solus eDM to Snow Email List	\$2000
eDM banner inclusion	\$500
Website Advertisement placement	\$500
Advertorial content collaboration including banner	\$450

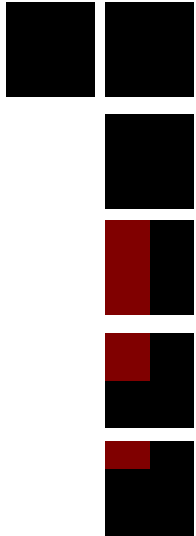
PODCAST	PRICE
Presenting partner incl. Opening and closing audio mentions with mid-presentation advertorial live read plus presenting partner placement in online copy and link	\$950
Supporting partner - opening and closing audio mention in podcast and supported by' in online copy	\$650

* All prices plus GST.



FOLLOW THESE

PRINT SPECS



Double Page (wxh)
460mm x 297mm
5mm bleed

Single Page (wxh)
230mm x 297mm
5mm bleed

Half Page (wxh)
115mm x 297mm
5mm bleed

Quarter Page (wxh)
115mm x 145mm
5mm bleed

1/6 Page (wxh)
115mm x 99mm
no bleed

DATES

- Advertising material deadline **27 February 2023**
- On sale date **15 May 2023**



Why print magazine ads work

PAPER-BASED READING



MORE FOCUSED ATTENTION, LESS DISTRACTION



HIGHER COMPREHENSION AND RECALL



STIMULATES EMOTIONS & DESIRES



DRIVES SENSORY INVOLVEMENT WHICH CREATES READER IMPACT



SPECIFICATIONS

- High-Resolution Acrobat PDF file supplied via email or file transfer platform
- Ensure trim size is correct
- If the ad is full bleed please supply artwork with 5mm bleed
- All important ad content (live type) should be at least 5mm inside trim

OUR CHILLFACTOR TEAM



Toby Ryston-Pratt
Founder & CEO
Adventure Entertainment

Toby founded Adventure Entertainment in 2016 with the mission to inspire more people to get out and adventure, with the ultimate aim to encourage people to care for our environment. Adventure Entertainment is a digital media company specialising in adventure.

Toby partnered with the Chillfactor team in 2021 as part of the Warren Miller Film Tour and is pleased to welcome the magazine into the Adventure Entertainment business this year.



Reggae Elliss
Managing Editor
Chillfactor

In 1999, Reggae Elliss, launched Chillfactor. From inception the concept was simple – tell high level, high quality stories about Australian freeskiing. Reggae says of this time, “Magazines didn’t talk about skiing. They didn’t tell the stories of skiing. I was living in Thredbo. I was living skiing. Chillfactor was the way to share what I lived.” Reggae lived Freeskiing back then and still does today.

For him and all of us at Chillfactor, Freeskiing is the culture and life of the skier. The freeskiier has no discipline. The freeskiier skies everything, everywhere. The freeskiier’s only rules are dictated by the mountain.

These words explain why over the years the content we have and continue to produce is so diverse. We have featured interviews with the world’s best skiers like Tanner Hall and legendary skiing icon, Tommy Tomasi. We have shed light on the Australian freeski scene from Andrea Binning to the Segal sisters but also made fun of that scene with Nanda’s List. We have printed luscious imagery of the world’s best ski destinations like Alaska and Antarctica but also published images of some of the world’s most unlikely ski destinations like Tasmania. One thing unites all of these stories – they celebrate skiing done with love, passion and flare.



Tony Harrington
Senior Photographer
Chillfactor

THANK YOU FOR YOUR CONSIDERATION

WORK WITH US

Toby Ryston-Pratt

Founder & CEO

+61 413 183 804 | toby@adventureentertainment.com

Charles Werb

Global Head of Partnerships and Sales

0418 984 019 | charles@adventureentertainment.com

Paul Robinson

ANZ Sales Director

+61 408 162 246 | paul@adventureentertainment.com

Reggae Ellis

Magazine Editor

+61 418 984 019 | reggae@chillfactor.com

Tony Harrington

Senior Photographer and Designer

+61 406 40427427761 | harro@chillfactor.com

Gwen Bermejo

Account Manager

+61 284 180 800 | gwen@adventureentertainment.com