



**chillfactor** MEDIA KIT



ALL ABOUT

# Chillfactor

Chillfactor has celebrated and supported Australian ski culture for over 22 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 22 years!**

Chillfactor exists to create, perpetuate, share and catalyse Australian/New Zealand and UK and Ireland's 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.



IMAGE BY: ROB KINGWILL, PHIL TAISEY

CHECK OUT OUR

# Essential Statistics

**30,000+**  
CORE READERSHIP

**705k**  
UNIQUE VISITS

**70K+**  
DIRECT EMAIL



**5.6M**  
PAGE VIEWS

**10,000+**  
PRINTED MAGAZINES  
DISTRIBUTED AT THE  
SNOW SHOW



# ADVERTISING RATES

# chillfactor

PRINT	PRICE
Inside Front Cover DPS	£2,750
Outside Back Cover	£2,750
Double Pages Spread (DPS)	£2250
Single Full Page (FP)	£1,750
Half Page	£1,250
Quarter Page	£900
1/6 Page Classified	£500

DIGITAL - Presence on ChillFactor UK site launching September 2022	PRICE
Solus eDM to Snow Email List	£1,500
eDM banner inclusion	£1,000
Website Advertisement placement	£750
Advertorial content collaboration including banner	£1,000

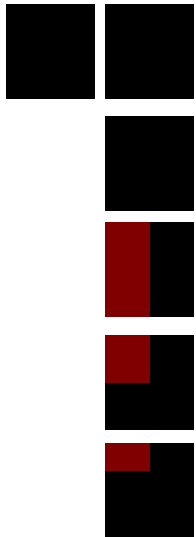
PODCAST	PRICE
Presenting partner incl. Opening and closing audio mentions with mid - presentation advertorial live read plus presenting partner placement in online copy and link:	£1,000
Supporting partner - opening and closing audio mention in podcast and 'supported by' in online copy:	£500





FOLLOW THESE

# PRINT SPECS



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

**Single Page (wxh)**  
230mm w x 297mm h  
5mm bleed

**Half Page (wxh)**  
115mm w x 297mm h  
5mm bleed

**Quarter Page (wxh)**  
115mm w x 145mm h  
5mm bleed

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

## DATES

- Advertising material deadline 25 April 2022
- On sale mid-to-late May 2022



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 freeskier has no discipline. The freeskier skies everything, everywhere. The freeskier’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

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