

To Reach Women Who Ski, You Need To Go Where They Go:



Like no other medium, TheSkiDiva.com lets you connect with a narrowly-targeted demographic of avid skiers who are intensely interested in women's ski equipment, clothing, and clinics, as well as travel and resorts. It's a great way to reach a segment with tremendous purchasing power—one that conventional ski media overlook. *At TheSkiDiva.com, you'll get the inside track with women skiers, in a setting where your message stands out.*

Some things you should know about our members:

- Almost 70% took between one and six overnight ski trips during the 2009-2010 season.
- 54% don't subscribe to *any* ski magazines.
- Half do not participate in *any* other ski forums.

In other words: If you want to reach this important and influential market, advertising with TheSkiDiva.com is the key.

And we're growing fast!

Launched in September of 2006, TheSkiDiva.com has experienced tremendous and rapid growth. We currently have more than 2,000 registered members and almost 15,000 visitors per month. What's more, our registered members are as active in the forums as they are in skiing and other sports.

Advertising Opportunities

TheSkiDiva.com has grown beyond our forum roots to include a home page and the industry's only Women's Ski Resource Directory. Details are on the next page.

TheSkiDiva.com's home page



TheSkiDiva.com's forum home page



Marketing with TheSkiDiva.com—The Internet Home for Women Skiers — 2010/11 Season

Women's Ski Resources Directory

List your company in these categories:

Gear, Clothing, Clinics, Travel, Retail, Resorts

Pricing for your full-season listing

(September through April):

FREE Basic Listing: Company name in one category. Additional category, \$50.

Bold Link: Company name plus link to website: One category: \$125. Additional categories, \$75.

Link and Logo: Company name, logo, plus link to website: \$175. Additional categories, \$100.

Expanded Link and Logo: Listing, logo, link to your website, PLUS 35 word description: \$250.

Additional categories, \$150.

Stand Out Even More.

Run your ad on our Directory home page, where everyone goes first

Half banner: 234 x 60: \$250/month

Half Skyscraper: 120 X 240: \$250/month

Or target your ad in a specific category:

The screenshot shows the homepage of TheSkiDiva.com's Directory of Women's Ski Resources. The page has a purple header with the site logo and navigation links: HOME, FORUM, BLOG, STORE, RESOURCES. Below the header is a grid of category links: Gear (Skis, Boots, Poles, Goggles, Helmets, Ski & Boot Bags, Waxing & Tuning), Clothing (Outerwear, Base Layers, Gloves & Mittens, Pants, Clinics, Travel, & Retail: Ski Clinics, Travel, Retailers), Resorts (New England: Connecticut, Maine, Massachusetts, New Hampshire, Vermont; Mid-Atlantic: New Jersey, New York, Pennsylvania; West: California, Colorado, Idaho, Montana, New Mexico, Oregon, Utah, Washington, Wyoming, Canada), and West (California, Colorado, Idaho, Montana, New Mexico, Oregon, Utah, Washington, Wyoming, Canada). A large image of a snowy mountain slope is on the left. A smaller version of the directory page is shown in the bottom right corner, featuring a 'Gear: Skis' advertisement for Volkl skis.

Half banner: 234 x 60: \$200/month

Half skyscraper: 120 x 240:
\$200/month

Home Page Ads and Rates

Our homepage features ski news, member photos, and new opportunities for you to connect with the important women's ski market.

Banner and Skyscraper Ads

Full Banner, 468 x 60: \$400/month

Half Banner: 234 x 60: \$200/month

Half Skyscraper: 120 x 240: \$300/month

New for the 2009/2010 Season: Deals for Divas!

Target your special offers or discount codes to our devoted membership in a new forum section called *Deals for Divas*. Rates include posting for one month or until your offer expires, whichever comes first — and include a link to the url of your choice.

One offer: \$100

Three offers in one season: \$85 each

Six offers in one season: \$75 each

In-Forum Ads and Rates

728 X 90 Top of Forum Banner Ads

Located at the top of the forum's front page, and at the top of the main page of each forum.

\$500/month

125 X 125 Square Forum Ads

Appear at the left side of the forum's front page.

\$200/month

468 X 60 Footer Banner Ads

Appear at the bottom of each page.

\$200/month

728 X 90 Thread Topper Banner Ads

Every thread gets its own banner at the top of the page. Your ad will be viewed by anyone who views or participates in forum discussions.

\$500/month

728 X 90 First Post Banner Ads

Appear after the first post in each thread.

\$475/month

Sponsored Forum: Ask The Experts

Our biggest bang for the buck! Available to one advertiser per month, this special section of TheSkiDiva.com's forum is devoted exclusively to your company. Visitors will have the opportunity to post questions or comments directed to your representative, who'll then have the opportunity to respond. You may also post up to two promotional posts per week, of up to 75 words each. (No html, please, though you may post links to your own web site). After a month, this material will be removed from the site and archived, so it would still be available through our search function. Participation is limited to once per company per ski season.

\$1,000

To discuss how TheSkiDiva.com can fit into your marketing program, contact Wendy Clinch at advertising@theskidiva.com.

Rates and data published as of March 15, 2010.