SNOW

Magazine for passionate on-piste and off-piste skiers

SNOW is the most widely read ski magazine in the Czech Republic. It offers readers engaging and professional content about ski equipment and techniques, inspiration for ski trips, and a behind-the-scenes look at the ski industry.

The magazine primarily appeals to passionate alpine skiers, freeriders, and ski tourers.

SNOW – schedule 2026/27		on sale
SNOW 164	October	**05. 10. 26**
SNOW 165	November	**02. 11. 26**
SNOW 166	SkiGuide	**16. 11. 26**
SNOW 167	December-January	**07. 12. 26**
SNOW 168	February-March	**18. 01. 27**

Special:

SNOW 166 – SkiGuide

Ski equipment and holiday 2026/27

A practical guide for all recreational skiers – both alpine and cross-country – featuring the latest news on equipment and ski resorts, expert advice, and tips for unforgettable experiences on the snow. Readers will also find ski tests, shopping recommendations, travel ideas, and fashion inspiration.

Content sections include:

- Equipment and fashion for alpine skiing
- Equipment and fashion for crosscountry skiing
- Destinations for ski holidays

On sale 16th November 2026

Audience

33 000 readers / month
219 000 readers / year

source: Media Projekt, I. Q/2026

Target group

Passionate skiers. Most readers belong to the household of the highest income category.

Distribution

Distributed copies per magazine: 5 000 – 7 000 copies / issue
Subscribers and address distribution 50 %, sports shops and events 40 %, news stands 10 %.
E-version for tablets and smartphones.
Exclusive distribution partners: Czech Ski Association, APUL (Association of Professional Ski Teachers).

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