



SKI REBEL MAGAZINE

Wintersports Rediscovered



2004

Magazine Rate Card



Cost effective VALUE. Unlimited POTENTIAL.



An unmatched opportunity to tell your story to thousands.

SkiRebel magazine is the flagship digital publication of SportsRebel Media Ventures (SMV) International Ltd., filled with the kind of information that can capture an affluent consumer's interest. What began as a small company is quickly becoming one of the most remarkable digital success stories.

From an advertising perspective, SKIRebel Magazine has an incredible market to capture. They are potential consumers, seeking the highest in quality from your organization in the same way they seek it from SMV International. Our readers are online when they capture your information and just a click away from your products. Your advertising campaign will not only reach its targeted markets, but also help you achieve your business goals.

Inspired. Passionate. Bold. SkiRebel Magazine is a dynamic online publication for skiers with an attitude who crave that extra edge. Our editorial team brings this unique vision to the world's fastest snowsport. We'll fill your insatiable appetite for speed, radical adventures, unmapped off-piste trails, or even the pampered luxury of a resort destination. Benefit from comprehensive coverage of the latest industry trends and equipment testing in an easy-to-read and visually captivating format.

What better place to advertise. An invaluable partnership opportunity, SkiRebel Magazine acts as a unique information gateway linking the wintersport industry with the skiing industry. Experientially vibrant, like the sports it promotes, consumers receive a comprehensive package with breathtaking imagery. SkiRebel Magazine can play a vital role providing specialized tools critical to the success of your marketing initiative.

SkiRebel Magazine is dynamic, flexible and instantaneous. With information spanning with a global reach, it educates, informs and inspires skiers everywhere.

Captivating Editorial

SkiRebel Magazine is always current, concise, compelling and informative. It connects readers to an exclusive global ski community. Timely and environmentally friendly, SkiRebel's printer compatible format means you reproduce only the pages you want. Easy "see and click" features guide your access to products and services directly and quickly through the Internet.

Published monthly

SkiRebel Magazine is published monthly and distributed to more than 80,000 qualified skiers



Demographics

Snowsports are among the most stable and those participating have above average incomes.

- The average household income is more than \$75,000 per year.
- Total world ski visits in 2003 were estimated at 330 million skiers
- Leading Markets: France 57.6 million;
Austria 56.0 million;
United States 52.2 million
Japan 52.0 million
Canada: 4 million (estimated)



Cost effective ADVERTISING. Book TODAY.



RATES

In U.S. Currency

Format	1 X	6 X	10 X
Full Page	\$ 650	\$ 585	\$ 500
1/2 Page	\$ 350	\$ 315	\$ 280
1/4 Page	\$ 225	\$ 200	\$ 180
Banner	\$ 135	\$ 125	\$ 110

Sponsorship Box (Front Page)

\$ 400

-

-

Featured Link (Front Page)

\$ 250

-

-

Classified AD* (See details Below)

\$ 99

-

-

Classified Advertising Rates the following:

Accommodation rentals:

- Base Rate: \$ 99 USD six lines for six months
- Additional options: + \$ 5 USD for each additional line
- \$ 10 USD with a frame around advertisement
- \$ 10 USD link to web site
- \$ 10 USD with a bold title or per bolded line
- \$ 20 USD to include logo
- \$ 50 USD to include picture

All other listings:

- Base Rate: \$ 30 USD for six lines per issue
- Additional options: + \$ 2 USD for each additional line
- \$ 10 USD for frame around advertisement
- \$ 10 USD for link to web site
- \$ 50 USD to include picture



Mechanical requirements:

Deadline is the 15th of each month.

Trim Size: 8 1/8 X 10 7/8

Bleed Size: 8 3/8 X 11 1/8
Full Page: 7 X 10

1/2 Page V: 3 3/8 X 10
1/2 Page H: 2 1/8 X 4 7/8

1/4 Page: 3 3/8 X 4 7/8
Banner: 7 X 2

To Reserve Space Contact:

SportsRebel Media Ventures
(SMV) International Ltd.
P.O. Box 365
Station Orleans
Ottawa, Canada
K1C 1S8

sales@skirebel.com

Tel: + 1.613.808.3226

www.skirebel.com



Your STORY. Thousands want to DISCOVER.



Terms and Conditions

Approval - SMV International Ltd. reserves the right to decline or reject any advertising for any reason at any time without liability, even if previously acknowledged or accepted.

Editorial Policy - Editorial is strictly independent from advertising with the exception of advertorial and sponsorship programs; under no circumstances can consideration or commitment for the inclusion of editorial be a part of any sales contract agreement.

Indemnification - The advertiser agrees to indemnify and hold SMV Ltd. from and against any and all losses, liabilities, damages, judgments, or expenses arising out of any and all claims, demands, actions, or suits for infringement of trademark, libel, or defamation, unfair competition, violation of any property right and/or invitation of any person's right to privacy, arising out of or resulting from the promotion of any product.

Contract - If the advertiser should fail to advertise in the number of issues contracted to within the year, they agree to pay the difference between the rate paid per issue and the eligible rate.

Payment - All advertisements (exception of classified advertising) must be accompanied by a 50% deposit with the balance paid in full upon receipt of invoice. Overdue accounts are subject to a late charge of 2% per month (24% per year) and collection fees. Agency fees are calculated in rates. Invoicing is sent once an order has been placed. All rates displayed in U.S. denomination.

