

DSV aktiv Ski & Sportmagazin



DSV aktiv – The all-year-round magazine for the active skier!



DSV aktiv is the magazine of the German Ski Association (Deutscher Ski-Verband) and the *Friends of Skiing* (Freunde des Skisports). Throughout the year it inspires active winter-sports fans with hot-off-the-press news, well-researched tests, a wealth of service and thrilling travel articles – and not only during the winter. For **DSV aktiv** readers are also extremely active outside the snowy season. Every reader practises on average over five different sports: skiing, snowboarding, cycling, mountain-biking, hiking, Nordic walking, inline skating, tennis and golf, to name but a few.

Whatever their sport or leisure sector, **DSV aktiv** keeps both beginners and pros expertly informed about new trends and developments.

DSV aktiv keeps its finger on the pulse of the year-round recreational interests of the active winter sports enthusiast. Informative, dependable tests of sports equipment and accessories, such as the only DIN-certified ski test, plus a diverse range of articles, provide abundant service and orientation for the reader. In addition, experts supply sound fitness and nutrition tips and present the right accessories in summer too – from mountain bikes to pulse monitors to sportswear. Another dimension to the coverage is provided by the fascinating **DSV aktiv** travel reports which explore the holiday regions of the world – summer and winter. Individualists and families alike get their money's worth.

In a nutshell: **DSV aktiv** is an opinion-shaping buyers' guide and has earned a broad acceptance through its high level of expertise.

DSV aktiv reaches a very sports-keen, enterprising target group with money to spend. Sports activities and the enjoyment of nature in winter as well as summer make up the greater part of their leisure time.

DSV aktiv – the concept



The all-year-round magazine for active skiers

USP

“Why us?”

DSV aktiv tests the new season’s most important models on behalf of its 262,000 readers, using the only DIN-certified test in the skiing industry, and delivers the unique know-how of the DSV in all things related to the snow!

Identity

“Who are we?”

DSV aktiv is the member magazine of the German Ski Association (Deutscher Ski-Verband) and of the DSV aktiv club, the Friends of Skiing (FdS). DSV aktiv is the biggest and most important winter sports magazine in Germany.

Benefit

“To whom do we offer what?”

Whether testing, service, coverage or travel – DSV aktiv is the sports magazine for skiers who are active throughout the year.


Image

“How are we perceived?”

DSV aktiv presents the winter sports expertise of the German Ski Association in an attractive, service-oriented and modern form.

DSV aktiv readers in profile (1)



	Total population (64.88 mill.)	 (0.2 mill.)	Index 100 = Total population
Sex			
Men	48%	64%	132
Women	52%	36%	70
Age			
Average age	47,9 y.	48,2 y.	
Education			
A-Level or equivalent without university degree	11%	16%	147
A-Level or equivalent with university degree	12%	24%	193
Net household income			
€3,500 Euro or more	20%	39%	194
Freely disposable income			
500 Euro or more	22%	38%	173

All statements/
 characteristics with
 index values to the right
 of the axis are present
 to a greater degree
 among the readership
 of *DSV aktiv* than on
 average in the general
 population.
 All bars to the left
 represent a below-
 average incidence.

Basis: Readers of *DSV aktiv*
 = 270,000 readers

Source: AWA 2009


DSV aktiv readers in profile (2)



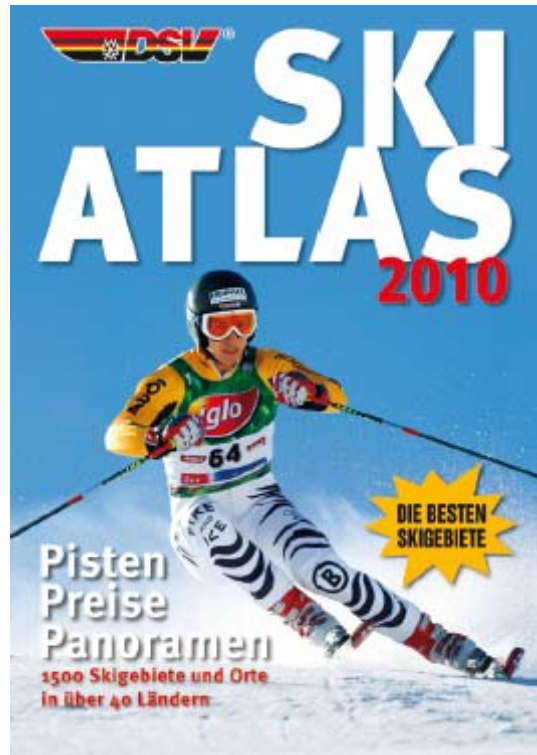
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Consumer behaviour/attitudes			
Very active	30%	67%	224
Innovators/trendsetters	15%	37%	257
Very broad spectrum of interests	14%	23%	172
All-round sportsman/woman	21%	63%	303
Strong interested in...			
Sports	30%	65%	214
Holiday and travel	38%	61%	164
Cycling, cycle tours	8%	15%	186
Money and capital investment	19%	38%	197
Cars, car tests	17%	32%	194
Business topics, economic issues	14%	28%	202
Motorcycles	7%	15%	230
Digital TV, new TV technologies, pay-TV	12%	17%	143
Modern design	8%	17%	203
Modern architecture	5%	9%	186
Shares, investment funds	6%	15%	245
I do often / now and then			
Racing cycling	9%	25%	270
Mountainbiking	20%	56%	285

Special publications



DSV SKI-ATLAS

The DSV SKI ATLAS presents the most beautiful 550 ski regions of the world. From the Alps, the German Mittelgebirge mountains, Eastern Europe and Scandinavia via the USA and Canada to the rest of the world: the standard reference work of the German Ski Association provides every winter-sports enthusiast with over 900 pages of condensed winter sport enjoyment. Also snowboarders, Nordic walkers, families and fans of unusual kinds of winter sports can depend on the wealth of soundly researched, expert information it contains.

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