

Fact Sheet planetSNOW

SKI & WINTERSPORTS
planetSNOW



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Ski & Wintersports. planetSNOW

With its finger firmly on the pulse of the scene, *planetSNOW* offers all active skiing and winter sports enthusiasts the latest trends, buyer guidance, service, travel tips, all infused with a huge dose of fascination. Anyone who wants to be active in the winter can learn everything he needs to know to have fun in the snow.

planetSNOW is firmly committed to the interests of active winter sports fans and serves as a buyer's guide as well as shaping opinions. *planetSNOW* creates a platform for the latest developments, which makes it ideally suited for the purpose of effectively communicating skiing and winter sports brands.

planetSNOW reaches a trend-oriented target group with money to spend, who are excited about active ski and winter sports. *planetSNOW* appeals to all winter sports enthusiasts, skiers, freeriders and tour fans. In-depth background information and the strong visual presentation make for outstanding acceptance in the target group.

ADVERTISING RATES 2011

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