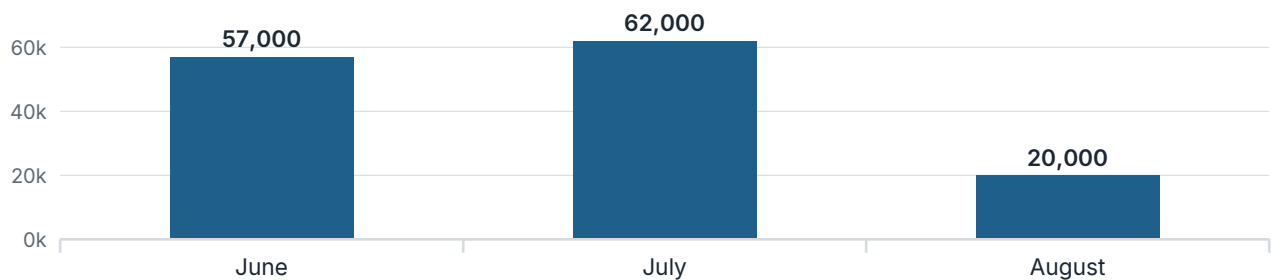


Reach skiers while they are deciding where to go.

Where to Ski is an independent ski resort comparison platform. Skiers use it to compare live snow data, verified lift pass prices and AI-powered recommendations, then pick a resort. For partners, that means reaching people during the few weeks they are actively choosing a destination.

1,237+ resorts covered	44 countries	2× / day snow data refresh	2025 launched
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Monthly visits, last 3 months



What makes the audience valuable

High intent	Visitors come to compare resorts, prices and snow conditions, not to browse. Resort pages, lift pass pages and the Trip Planner are the last step before booking.
International	Coverage spans the Alps, Dolomites, Scandinavia, North America and Japan, and attracts skiers planning trips abroad.
Trusted data	Daily updated snow and price data, with published methodology and data sources. All paid placements are clearly labelled.

Planning calendar

Window	What skiers do	Best placements
Sep – Nov	Research and shortlist destinations; early-booking deals	Guides, Trip Planner
Dec – Feb	Book holiday and ski-week trips; follow snow reports	Resort page, snow report, lift pass pages
Mar – Apr	Spring trips and late-season deals	Snow-sure / spring guides, deals

Placements

Placement	Where it appears	Format
Official Partner module	Resort page plus Snow Report, Best Time to Ski and Lift Pass Prices sub-pages	Logo, headline, 1–2 CTAs (book lodging / buy lift tickets), current offer
Resort header sponsorship	Top of the resort page	Hero image, “Presented by” line, verified-profile badge
Guide / theme sponsorship	e.g. Expert Terrain, Snow-Sure, Resorts near Airports, North America	Featured slot at top of list + “Presented by” label
Trip Planner featured match	Results for matching profiles (e.g. expert + USA)	Labelled “Sponsored” result, max. 1 per result set
Data & content partnership	/reports/ and blog	Co-branded report or guide, promoted on site and social

Editorial principles

Rankings, snow data and prices are never paid for. Sponsored content is always labelled, and the AI Concierge does not recommend resorts based on who pays. This is what keeps visitors trusting the site, and why advertising here works.

Season rates, winter 2026/27

One fixed price per placement for the full season: 1 November 2026 – 30 April 2027. No monthly pricing, no CPM.

Placement	Season price	Notes
Official Partner module (1 resort)	\$1,000	Exclusive per resort, incl. all sub-pages
Resort header sponsorship	\$2,000	Only with the Partner module
Guide / theme sponsorship	\$3,000	Per guide, 1 sponsor per guide
Trip Planner featured match	\$3,500	Per segment, max. 3 sponsors
Data & content partnership	from \$3,500	One-off, incl. promotion

Season packages

Package	Includes	Price
Resort Partner	Partner module + header on the resort page and all sub-pages	\$2,500 list \$3,000
Season Partner	Resort Partner + 1 guide / theme sponsorship + Trip Planner segment	\$8,000 list \$9,500

Early-booking bonus

Bookings confirmed by 15 October 2026 go live in October at no extra cost.

Rates are net of VAT. Invoiced in full before publication. 15% agency commission on request.

HOW IT WORKS

Specs, tracking and booking

Creative specs

Asset	Spec
Logo	SVG preferred, or transparent PNG, minimum 800 px wide, max 300 KB
Desktop hero	JPG/WebP, 2400 × 1000 px, max 500 KB, no text
Mobile hero	JPG/WebP, 1200 × 1500 px, max 400 KB, no text
Headline / body	Max. 60 / 160 characters
CTAs	Max. 2, with UTM-tagged URLs (we can supply them)

Tracking

Campaigns use UTM tags so conversions can be tracked in your own analytics.

Booking process

1	Proposal and booking confirmation
2	Creative delivered 5 business days before start
3	Invoice issued and paid before publication
4	Go-live

Contact

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