



No skier left behind!

FALL-LINE MEDIA PACK WINTER 2020/2021

Fall-Line
SKIING
The complete skier

CONTACTS

ADVERTISING, COMPETITIONS & PROMOTIONS

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POSTAL ADDRESS

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“There are a few places left in the world where I have not skied but desperately want to. Fall-Line hunts those places out and makes my desire to get out there even stronger. That’s aspirational reading.”

GRAHAM BELL

WHY CHOOSE FALL-LINE?

So, what do we have for the 20/21 season? Everyone could do with some uplift right now, even the most fiercely committed skin-toting tourer. It's been a rubbish second quarter for the entire world, sowing worry and indecision, and making planning all but impossible. But even as I write this, much later than usual in late June, we've heard that the World Champs are confirmed to be taking place on schedule in Cortina, Northern Italy, starting on 7 February 2021. It's a statement of intent, of a keenness to get back to normality. I'm not sure quite how normal next season will be, but much more so than this summer, for sure.

We needed to find out if our readers remain as enthusiastic about getting snow under their skis as soon as the mountains re-open, and the key results from our June survey is that yes, they are. Almost all are planning their three-plus trips per season, and right now they're switching into planning mode. What better than to relive and then dream on about epic destinations, trips of a lifetime and the kit to make it all happen. It's what Fall-Line magazine does better than anyone. It's the place to simultaneously sink into a chair and a powderfield, and open a WhatsApp group with your ski buddies.

What's more, we're committed to doing digital better: by the start of the season we're relaunching the website to get some more of that deep knowledge and sticky content online - so that's longer, more thorough product reviews and our excellent, independent and unique resort info rolled out. Year round resort info is also being built up - we know

our readers love the mountains, have already overcome the hurdle of actually going to them (on multiple occasions) and are ripe for re-visiting at non-snowy times of the year.

It's time to tell them what's on offer!



Dickie Fincher

Fall-Line publisher

WHAT WE DO

- * We are the only **100% actively bought independent ski magazine**, available on the newsstand and by subscription
- * We are the **voice of experience**, with 25 years on the newsstand and key editorial staff based in the Alps, with contacts and story opportunities on their doorstep
- * Our articles are **original, compelling** and often **quirky**, written by industry insiders, pro skiers, mountain guides and trusted regular contributors from the UK, Europe, North America and beyond
- * Our readers engage with Fall-Line Skiing all year round via our **lively digital channels**. We give them their wintersports fix and keep them informed at **fall-line.co.uk**, through our regular **E-newsletter** and via our **social media channels**, 12 months of the year
- * Our bumper **annual Gear Guide** (on sale 22 October 2020) is the ski geek's bible. It features equipment, clothing and accessories hand-picked by our expert team, reviews of the season's best skis and in-depth kit analysis
- * We are the staunchest allies of '**Own your kit. Buy it in the UK**'. We always emphasise the importance of a robust UK industry and we never advocate online discounters



“Fall-Line represents the aspirations of the UK snowsports scene. The inspirational content and immersive imagery ensure it is as relevant today as when the first copy came out more than 25 years ago.”

MARK BRIGHAM, ELLIS BRIGHAM

FALL-LINE SKIING BY NUMBERS



WHO WILL YOU REACH?

- * Fall-Line readers take **three trips each season**, each skiing for 17.5 days on average
- * They **visit UK retailers**
- * They seek out and buy **the latest gear**
- * They're actively **looking for new places** to ski, and they have the money to make it happen
- * They travel to North America, Japan and **alternative destinations** more than average: 25 per cent of our audience invest in long-distance travel compared with 10 per cent of all skiers
- * They **book ski trips for friends and family**, and crucially, they want to inspire others to ski!
- * Half our readers **lead a group of six or more**. They influence gear purchase and trip choice, giving us a wide reach of influence – to, we estimate, at least 60,000 skiers
- * They go to **UK slopes and events**
- * They engage with Fall-Line magazine through autumn, winter and spring – our on-sale dates for 20/21 run **from 24 September to 25 February**



“Created for and by wintersports fanatics, FL is a trusted publication that gives a great overview of all the clothing and equipment available in the UK market. For us it's a great way to reach out to our customer base.”

INGA TAYLOR, AMER

FALL-LINE CLIENTS

We work with most of the big-name brands in the ski industry...





“The most enthusiastic skiers look to Fall-Line for guidance on what to buy, where to go and what's new in the snowsports world. For our clients targeting those types of skiers, Fall-Line has a special voice.”

JAMES GAMBRILL, MD, EXPEDIENT MARKETING/LISTEX

MAGAZINE OPPORTUNITIES

Our pages are filled with...

- * Inspirational reads on **resorts**, both well-known and offbeat
- * **Outstanding photography:** Fall-Line is famous for it!
- * Objective and wide-ranging tried-and-tested **gear reviews**
- * Big-name **interviews:** recent interviewees include Caroline Gleich, Reine Barkered, Lasse Kjus, Dave Ryding, Angel Collinson, Sam Smoothy and 12-year-old prodigy Kai Jones
- * **Backcountry advice** from British guide Martin Chester
- * **A Family Guide to...** group advice; destinations to dilemmas
- * **Must-read columns** by Graham Bell and Simon Ashton
- * **Insider pieces** such as My Mountain, on a pro's home patch
- * **Classic series** such as WTF?!, Little Hills and One Lift

PAID-FOR EXPOSURE

- * Promote your product to customers via our **competitions and giveaways**, with exposure on the cover giving maximum impact
- * **Page sponsorships** – our editorial team can help shape your choice with imaginative ideas for pages that fit your brand
- * **Advertisers** – our editorial team will help form creative ideas involving athletes, equipment experts and destination insiders

CAMPAIGNS

Want to push different products across winter? We make it easy!

- * **Skis, boots & bindings** – highlight your kit that matches our issue themes, from piste to all-mountain to freeride to touring
- * **Outerwear & accessories** – follow the seasons: push insulating items in the wintry pre-season issues and lighter weight kit as it warms up
- * **Touring kit** – Touring is a FL staple and Martin Chester, our backcountry editor, gives kit tips in every issue. Ask our team where the focus lies each month so you can show readers relevant gear
- * **Trips & travel** – Whatever experience, trip or destination you want to push, we'll have relevant editorial across our issues, from family to freeride to France

COMPETITIONS

- * Got some gear or a trip to give away? We run regular competitions across print and digital. A comp or giveaway gives great exposure, high feelgood factor and a chance to plug a specific item or trip
- * From high-value print competitions to #WinItWednesday-style social media competitions, we have an option to suit all budgets

YOUNG BRANDS

- * We love supporting **new brands**. If you aren't yet a household name but want to shout about your product, FL is the place to do it
- * While you may not be able afford full colour or a lot of space we have **affordable packages** using our newsletter and social media channels ([see p7](#)) to help you get your message out



“Travel is the start, middle and end of a UK skier’s experience. Getting it right is crucial to keeping skiers coming back for more. Inspiration has to be backed by deep knowledge, and we do that well.”

DICKIE, PUBLISHER

TRAVEL INSPIRATION

Fall-Line looks at resorts which are going to give keen skiers great experiences. Our audience are classic ‘early adopters’, and they’re not shy about influencing people! We don’t need to tell you that Brits are second only to Russians when it comes to in-resort spend...

- * **Major resorts:** We don’t just take the easy wins - our writers find fresh ways to enjoy old favourites and our interviews, One Lift series and main features all deliver real inspiration to visit.
- * **Undiscovered destinations:** They’re not really ‘undiscovered’ - they just don’t get enough eyeballs from the UK skiing population. We can do something about that... Our eager audience doesn’t just go exploring; they bring their friends and influence others to visit.
- * **A Family Guide to...** destinations for the best audience of all.
- * **Insider pieces** such as My Mountain, on a pro’s home patch.
- * **Classic series** such as **WTF?!, Little Hills** and **One Lift** are all destination led.

ADVERTORIAL

- * **Our editorial team** can help shape your choice with imaginative ideas for pages that fit your brand.

CAMPAIGNS

Want to push different products across winter? We make it easy!

- * **Countries** – if you’re promoting a country-wide message, we’ve created content specialising in everything from how to get there to collecting resorts as specialist destinations. Our enthusiastic readers are always looking for new places and new reasons to visit old favourites.
- * **Resorts** – you know what we just said above? We can fine tune resorts using our unparalleled contacts and experience to move away from the same old cliches. We bring early adopters with a fresh outlook - waking up the British skiers’ collective consciousness to a interesting destination is key to how we create our editorial.

COMPETITIONS

- * Got a trip to give away? We run regular competitions across print and digital. A comp or giveaway gives great exposure, high feelgood factor and a chance to plug a destination or itinerary. In mag or online #WinItWednesday-style social media competitions, we have an option to suit all budgets.



“Working with Fall-Line over the past few seasons has enabled us to reopen our dialogue with the core skiing community to launch new products successfully.”

PAUL GRIFFITHS, BRAND MANAGER, ARC'TERYX

EDITIONS & DEADLINES 20/21

ISSUE 175, OCTOBER 2020

SUSTAINABILITY and SEASON PLANNER – Developed from our brilliantly-received Eco Issue last year • Skis of the Year 20/21

On sale 24 Sept Artwork by 3 Sept

ISSUE 176, NOVEMBER 2020

GEAR GUIDE • Our bumper annual ski geek's bible

On sale 22 Oct Artwork by 1 Oct

ISSUE 177, DECEMBER 2020

POWDER SPECIAL • All things freeride, plus essential safety advice

On sale 19 Nov Artwork by 29 Oct

ISSUE 178, JANUARY 2021

BACKCOUNTRY ISSUE • The growth area in skiing and equipment

On sale 17 Dec Artwork by 26 Nov

ISSUE 179, FEBRUARY 2021

RESORT SPECIAL • Piste and family trips covered in Fall-Line stylee

PLUS piste and all-mountain skis, boots and clobber

On sale 28 Jan Artwork by 7 Jan

ISSUE 180, MARCH/APRIL 2021

SPRING SPECIAL • Spring in the mountains, earlybird plans for next season PLUS 21/22 kit

On sale 25 Feb Artwork by 4 Feb

Please ask our friendly editorial team for more specifics if required. Contact details on page 9.

2020/21 PRINT ADVERTISING RATES

SIZE OF ADVERT	RATE
Full colour page	£1,300
Double-page spread	£2,200
Half page	£700
Quarter page	£400
Eighth page	£250
Outside back cover	£3,000
Inside front DPS	£3,000
Inside back cover	£2,000
Sponsorship/advertorials	£poa
Inserts	£poa

AD SPACE SPECIFICATIONS

DPS Please supply as two single pages

SINGLE

Trim 210(w) x 297(h)mm Bleed 216(w) x 303(h)mm

HORIZONTAL HALF

Trim 210(w) x 143(h)mm Bleed 216(w) x 149(h)mm

VERTICAL HALF

Trim 100(w) x 297(h)mm Bleed 106(w) x 303(h)mm

QUARTER

93(w) x 133(h)mm

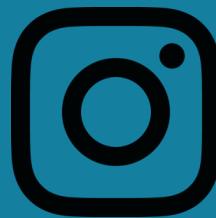
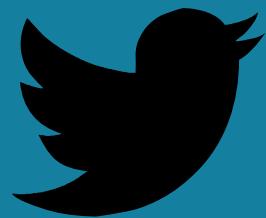
EIGHTH

93(w) x 64(h)mm

We will tailor a package to deliver your campaign. Series discounts available!

NB: All rates subject to VAT;
agency commission @ 10%





“Salomon invests in vertical media to efficiently target our communication. Fall-Line has such cool & high quality content, readers revisit issues as they plan their next adventure in the snow.”

NEVILLE TAM, SALOMON COUNTRY MARKETING MANAGER

DIGITAL OPPORTUNITIES

CUSTOMISED MEDIA PACKAGES

Use our lively website, E-newsletter and social channels to mix and match – we'll create a package to suit your budget and aims.

Packages can include... page sponsorships, run of site banners, E-newsletter stories or branded ads, social media campaigns and sharing, videos, star athlete updates, competitions, giveaways and promos. And more!



We promote our advertisers to our audience via our **website**, **E-newsletter** and **social media** channels, liking and sharing where relevant. Our digital audience is focussed and engaged

FALL-LINE.CO.UK

- * Up to **20,000** sessions a day in peak periods
- * Contains everything from **destinations** and **gear reviews** to **interviews** and the latest **ski movie trailers**
- * **Advertising options** include featured articles, MPUs, page/section sponsorships and magazine-style flick-through stories

BY E-NEWSLETTER

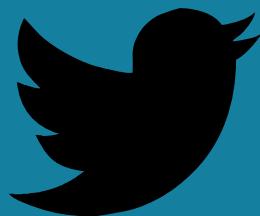
- * E-newsletters to **30,000 opted-in subscribers**
- * Fortnightly frequency, plus extras in season as needed
- * **Competitions, stories and product stories** can be featured in E-newsletters
- * Also available: **Solus E-newsletter** (branded as Fall-Line) dedicated to you and your brand

VIA SOCIAL MEDIA

- * Our **24,000** social media followers are highly engaged
- * They share, like, and comment frequently – drastically increasing post reach
- * Our record video post stands at organic (non-boosted) **1.2 million reach and 465K views**

DEEP ENGAGEMENT

- * Our web audience loves disappearing into the world of skiing
- * We deliver **long-form stories** as well as **quick snippets**, because we know that specialist media browsers want to soak up knowledge
- * They will read several connected stories, and our **average time online** for a non-bouncing viewer is **more than 20min**
- * Our **How To series** is super-popular



DIGITAL RATES & PACKAGES 20/21

SAMPLE PACKAGES

Choose a package or ask for more information and we can tailor something that suits you.

GREEN – £500

- * Emerging Brands profile in newsletter, shout-out on socials, review on website.

BLUE – FROM £1,000

- * High-impact run of site display (ie ads on all pages across the site), E-newsletter sponsorship and ads, reader giveaway and promos. Across all channels.

RED – FROM £4,000

- * High-impact display media, targeted category media (backcountry, family, powder, eco etc), E-newsletter sponsorship and ads, reader giveaway and promos, sponsored content series (eg Freeride Corner – all FWT news, best videos, star athlete updates, best crashes...)

- * Fall-Line Live – 10-20min live feed: answer questions, review of products, brand interviews.

BLACK (FROM £10,000)

- * As above with the ability to bolt on a custom package outlined below.

CUSTOM PACKAGES

Sponsor a section such as...

- * The British Beat - all things UK snowsport-related from conditions to athletes to new products
- * Emerging Brands section
- * The Weekly High-Mountain Conditions Report
- * Fast and Light – Martin Chester's Backcountry Video How-Tos

These multi-series packages can be video and/or content and will feature on our site like micro sites.

“Working with Fall-Line over the last few years has allowed us to target and reach the most active audience in the UK snowsports scene. They cater to our every need and are always on hand to help! ”

IAIN COX, ROSSIGNOL

Reach your customers via a print-and-digital package or a digital-only campaign.

2020/21 DIGITAL ADVERTISING RATES

TYPE OF ADVERT	RATE
E-newsletter story/advertisement	£400
Solus E-newsletter	£1,200
Website story	From £180
MPU website advertising	£poa
Run of site package	£500 per month
Section/page sponsorships	£poa

AD SPECIFICATIONS

WEBSITE BANNER

250(h) x 300(w) pixels

NEWSLETTER

Please supply your logo, two images and approx 200 words.

DEADLINES

We need digital artwork and copy at least seven days before going live.



TELEPHONE +44 (0)1733 293250

POSTAL ADDRESS

Fall-Line Media Ltd, PO Box 7888
Kettering NN16 6QY

WEBSITE fall-line.co.uk

YOUR KEY CONTACTS ON THE FALL-LINE TEAM

EDITORIAL TEAM



NICOLA ISEARD, CO-EDITOR
nicola@fall-line.co.uk

Nicola first took to the snow aged four. An all-in-one from C&A and lessons from her (also novice) parents set her on a path that would dominate her life, seeing her race as a teenager, teach in Switzerland, ski in destinations from Russia to Revelstoke and ultimately move to the Portes du Soleil, where she lives with her ski-mad husband and their sons. As well as editing Fall-Line Nicola writes for publications including *The Guardian* and *Wired* magazine. Unofficial motto: "The steeper, the better".



SOPHIE NICHOLSON, GEAR AND ONLINE EDITOR
sophie@fall-line.co.uk

Sophie's earliest ski memories involve being blown back up a Scottish hill aged four. Having subsequently been introduced to ski touring by her mountain-mad father, she has skied and lived all over the globe, including eight years in the Alps, and carved out a career in storytelling first as a sports television producer and latterly as an outdoor writer and gear editor. Now based near Inverness, she enjoys earning her turns and escaping to the Alps/North America/Arctic when conditions are lean in the homeland.

COMMERCIAL TEAM



RICH EVANS, SALES MANAGER
sales@fall-line.co.uk

Rich's parents met in Austria in 1966 and he made his own first turns on a family trip to Wangs, a tiny Swiss resort which even FL hasn't yet visited. The bug firmly caught on those family trips, Rich has spent seasons between 'real jobs' working as a ski instructor, chalet host and ski host. He now lives in Sussex and plans as much skiing as he can. Rich loves a road trip and really, really wants to ski in Japan. Mainly because powder days are his favourites – whether under blue skies or in a blizzard!



DICKIE FINCHER, PUBLISHER
richard@fall-line.co.uk

After leaving the Navy, Dickie found himself in the Middle East studying Arabic before he naturally progressed to testing motorbikes and editing the UK's biggest bike magazine. He invested in Fall-Line in the 2000s and since then has been on 17 ski tests, written at least 2000 ski reviews, made skis and skied across sand, grass, water and even snow. As owner and publisher he signs the cheques that send others to the places he wants to go. He's married with three daughters.



TAMSIN ROBINSON, OFFICE MANAGER
tamsin@fall-line.co.uk

Tamsin started on the slopes "as soon as she was old enough to look after her own gloves". As a teenager she endured the Dendix on the dry-slope race circuit and then fell into instructing as a way to ski for free as a student. Marrying a non-skier meant life didn't go to plan but now with two ski-mad sons the husband has fallen into line. Tamsin describes herself as "past her prime" but still finds she has an occasional need for speed (when her knees allow it).