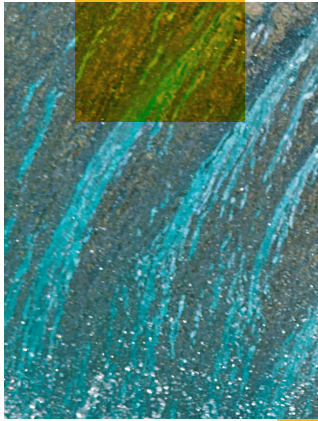


W

MEDIA KIT



2016



WATERSKI

ACTIVE. INNOVATIVE. INFORMATIVE.

WATERSKI is the ultimate resource and unchallenged media brand for water skiers worldwide. Launched in 1978, it continues to deliver informative content in all disciplines of the sport, offer detailed boat and equipment reviews, and help skiers reach their goals on the water with high-level

instruction for beginners and experts alike. *WATERSKI*'s mission to inspire, entertain, inform and motivate skiers is accomplished through the talents of the world's best coaches and industry leaders, and its message is received across multiple media channels for a rich and enlightening experience.



Print

30,000
Circulation

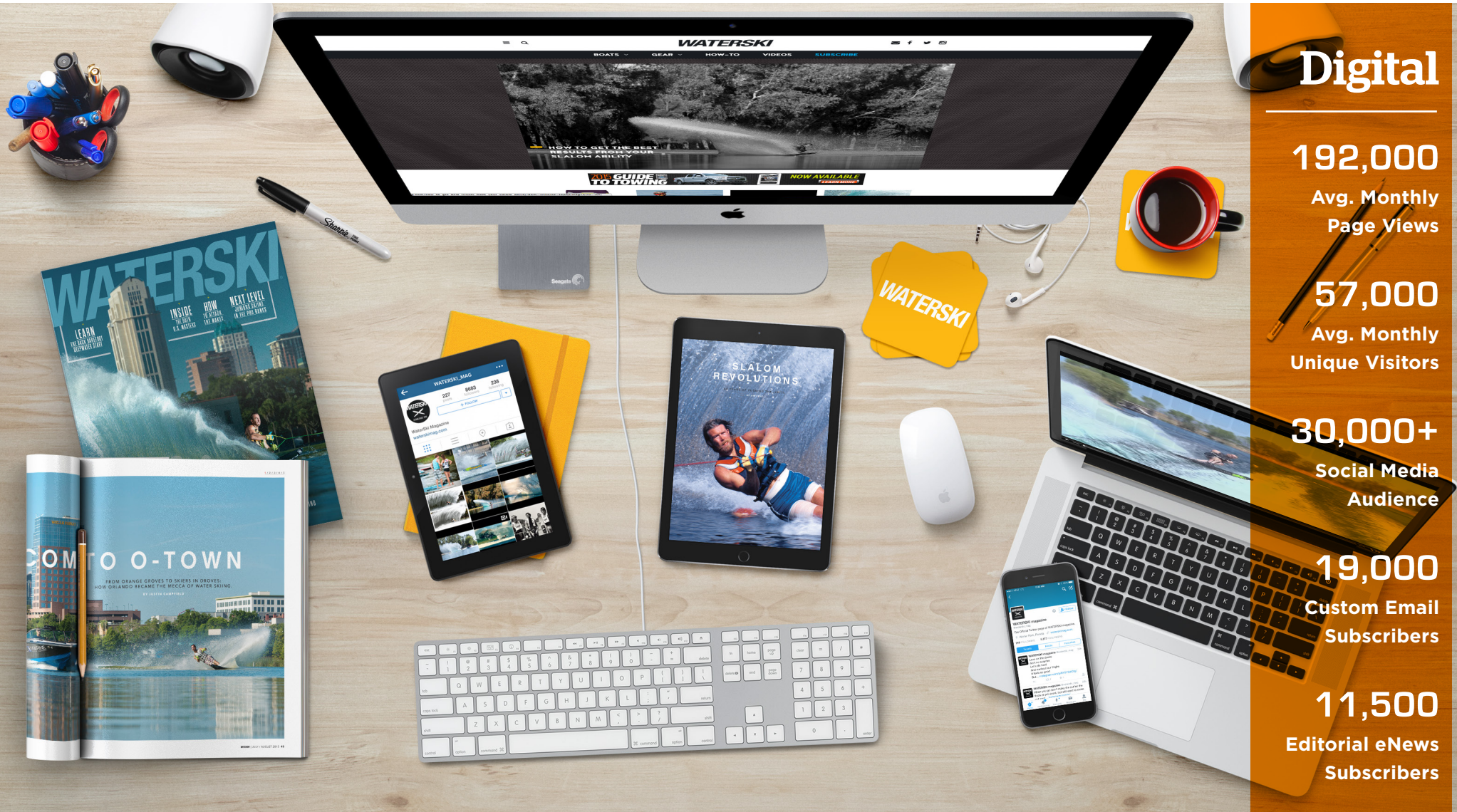
6x
Frequency

1978
Year Established

BRAND OVERVIEW



* ALL ISSUES ARE AVAILABLE ON TABLETS AND EREADERS, INCLUDING THE IPAD, NOOK AND KINDLE.



Digital

192,000

Avg. Monthly
Page Views

57,000

Avg. Monthly
Unique Visitors

30,000+

Social Media
Audience

19,000

Custom Email
Subscribers

11,500

Editorial eNews
Subscribers

@waterski_mag

WaterSki Magazine

waterski_mag

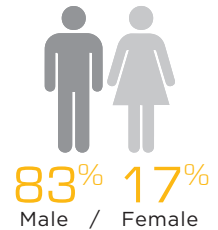
Within *WATERSKI*'s audience are waterski enthusiasts of various skill-levels, brand affinities and purchase intent. Using research and database management, we can identify, surface and activate high-value participants across all of our media channels in order to drive tangible results.

AUDIENCE PROFILE

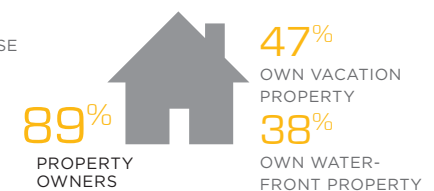
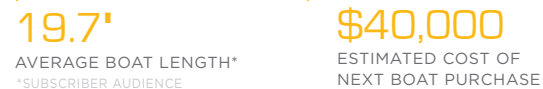
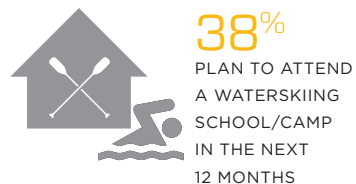
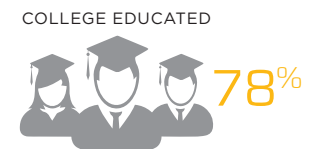


WATERSKI's audiences across all channels (print, web, social & email) are masters of the sport. They represent active, affluent waterski enthusiasts who come to us looking for the latest tips, techniques and information on gear & equipment. They know we deliver the expert information needed to make a purchase to complement their lifestyle.

WATER SPORTS ACTIVITIES:



5.5 Months





FOR MORE INFORMATION CONTACT

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WATERSKI