

MEDIA KIT

2014



KOREA SNOW



Who is Korea Snow?

And how can you leverage it for your business?

Korea Snow is the most comprehensive, integrated and reliable English language website and information source for snow travel and sports in Korea. Founded in 2012, Korea Snow is built on personal experiences and inside local knowledge sourced from our on-ground support team.

Korea Snow is the 'go to' guide for all things snow in Korea.

- ❄️ **We will be providing the latest resort information** – daily weather updates, resort conditions, resort ticket promotions, resort events – sharing as much information with authenticity and credibility
- ❄️ **Accommodation information** – we are establishing an accommodation directory for on and off resort accommodation for all the resort areas
- ❄️ **Where to eat, what to do and what to see** – we are establishing a directory of restaurants and bars; information on what to do and see in and around the resort areas; and information on Korean culture and places of interest

We are taking the mountains to the people!



Who reads Korea Snow?

An engaged English speaking audience from all corners of the globe.

Our readers...

- ✿ Majority are female (54%) aged between 24 -35 (main researchers and decision makers for travel bookings¹).
- ✿ Key audiences located in Hong Kong, Singapore, Australia, Malaysia, India, Korea, Indonesia, Thailand, United States and United Kingdom.

Website

- ✿ Positioned in the top 5 search results for Google, Bing and Yahoo searches that are associated with Korea Snow, Korea Skiing, Korea Ski Guide and Korean Ski resorts.
- ✿ Positioned in the top 3 search results for Google, Bing and Yahoo for individual resort names.
- ✿ During the snow season, the Korea Snow website received 500 unique page visits per day and increasing. We expect these numbers to grow with the expanded website to be launched in November 2014.

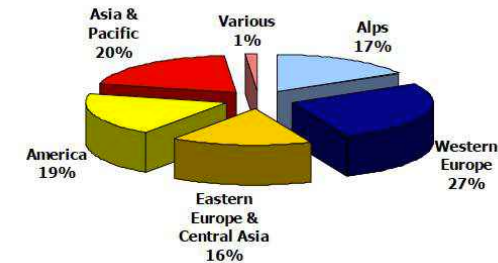
Social Media

- ✿ As at August 2014 our Facebook audience is 90,000 growing at approximately 150 - 300 people per day.
- ✿ Our Twitter and Instagram accounts are also actively engaged and tracking well.

Your potential markets...

¹ Linda L (June 2014) Marketing Travel to Women: She's More Vocal

- ✿ Estimated 115 million snow sports participants worldwide and growing (Vanat, 2014).
- ✿ Snow sports participants by world regions.



Largest group is Asia & Pacific and represent future growth potential (Vanat, 2014).

- ✿ Between December 2013 and March 2014 there were 2.7 million visitors to Korea (KTO, 2014).
- ✿ Record numbers of Australians travelled to Japan in 2013², approximately 60,000 travelling for snow holidays.
- ✿ KTO recently launched *Imagine Your Korea* campaign featuring skiing. KTO aiming for 20 million foreign tourists to Korea by 2020.

² JNTO (January, 2014)

Korea Snow Partnership Opportunities

Korea Snow offers a variety of partnership opportunities for resort operators, accommodation operators and businesses

BUSINESS LISTING	Maximize exposure for your business with a gallery of images, SEO copywriting by a Korea Snow editor, an interactive listing and a direct booking interface for accommodation providers (<i>if you are signed on with Agoda.com/Bookings.com</i>)
DISPLAY ADVERTISING	Tap into our targeted pages for all things snow: Open the show on our Home page; be the on the top of the Ski Resort page; lead the way on the Region page; feature on the specific Resort page
CAMPAIGNS	Elevate your Brand Awareness and increase Social Media activity across Facebook, Twitter, Instagram and Naver with a marketing campaign designed and implemented by Korea Snow – just for you!
PROMOTIONS	Have some special offers, giveaways or events you want to get out there? Contact us, provide the Korea Snow community with an opportunity to get in on the promotion, and we will spread the word – for FREE!
SPONSORSHIP	Secure dedicated social media opportunities and a spot on our calendar editorial for guaranteed coverage and exposure for the 2014 / 2015 season.
PHOTOGRAPHY	Love the look of our site? We can help you with local Korean photographic experts to work their magic for your business.
GRAPHIC DESIGN	Our local Korean designers have flair and talent. They are on hand to provide you with results driven bespoke design work.

CONTACT US

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Rates (all quoted in USD)

There's something for everyone

BUSINESS LISTING

Basic – \$120.00

- * Brief description
- * 1 photo (600 x 400)

Bronze – \$150.00

- * Brief description
- * 3 photos (600 x 400)

Silver – \$250.00

- * Medium description
- * 1 large photo (900 x 600) and 3 smaller photos (600 x 400)
- * One advertorial on website and social media

Gold – \$500.00

- * Priority listing
- * Detailed description
- * 3 large photos (900 x 600) and 6 smaller photos (600 x 400)
- * One blog advertorial on website and social media
- * Site visit, review and live social media post
- * Only 4 per resort area

Platinum – Priced

- * Package designed for maximum exposure

DISPLAY ADVERTISING³

5 to choose from: **Leaderboard, Medium (or Half Medium), Wide Skyscraper, Link & Logo** and **Site Takeover**.

Leaderboard – 728 x 90

- * Home Page: \$2,000.00 per mth
- * Region Page: \$1,000.00 per mth
- * Resort Page: \$ 600.00 per mth

Medium Rectangle – 300 x 250 (Half rate for Half Medium)

- * Home Page: \$ 600.00 per mth
- * Region Page: \$ 300.00 per mth
- * Resort Page: \$165.00 per mth

Wide Skyscraper – 160 x 600

- * Home Page: \$1,500.00 per mth
- * Region Page: \$ 750.00 per mth
- * Resort Page: \$415.00 per mth

Link & Logo

- * Home Page: \$500.00 per mth
- * Region Page: \$ 250.00 per mth

- * Resort Page: \$ 140.00 per mth

Site Takeover

- * Home Page: \$1,500.00 per day
- * Region Page: \$ 750.00 per day
- * Resort Page: \$ 415.00 per day

CAMPAIGNS, SPONSORSHIP, PHOTOGRAPHY & DESIGN

- * Let's talk so we can learn about your business

- * We'll compile a list of marketing solutions to meet your objectives within your budget

- * Or we'll come up with some creative to suit your business

- * Or we'll make a time to arrange a photographic shoot

PROMOTIONS

Send us whatever you want promoted and we will do it for FREE!

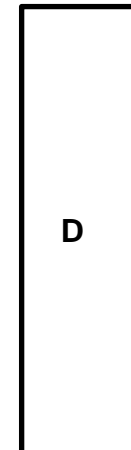
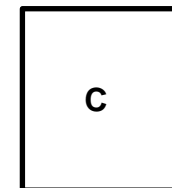
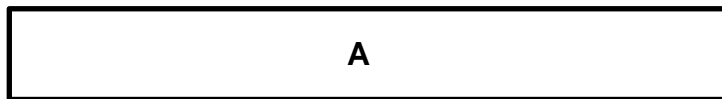
In return we ask for giveaways for the Korea Snow community associated with your promotion!

³ Minimum 3 month campaign. Technical specifications attached

Display Advertising Technical Specifications

	Dimensions (px)	Format	Animation	Maximum
LEADERBOARD (A)	728 X 90	JPG, GIF, SWF, HTML	Yes (15 sec)	39kb
MEDIUM RECTANGLE (C)	300 X 250	JPG, GIF, SWF, HTML	Yes (15 sec)	39kb
WIDE SKYSCRAPER (D)	160 X 600	JPG, GIF, SWF, HTML	Yes (15 sec)	39kb
LINK & LOGO	All you need is to provide is your logo and 3 lines of text about your product			39kb
SITE TAKEOVER	>1000 x variable	JPG, GIF	No (static only)	8kb

[AD DIMENSIONS SHOWN ARE RIGHT PROPORTIONS BUT NOT TO SCALE]



Delivery

Creative should be provided for testing at least 5 days prior to campaign commencement. If you are using a third party dynamic solution then 7 – 10 days is required for testing. An accompanying static GIF file also needs to be supplied for back up on all rich media advertisements

Important Notes for Flash Creative

Clicktags: All creative provided in flash is required to have a clicktag. Please supply your target URL separately in an email or text attachment, not in the flash. We will provide all requirements for clicktags upon confirmation of advertising campaign.

Video / Audio

Advertisements containing video and audio must be muted with stop and play controls. All actions must be useractivated. Maximum animation time is 15 seconds.

Advertising Rates

Minimum booking is three consecutive months.

Want to become a Korea Snow Partner?

These are the next steps...

1. **Book**

Complete the Korea Snow Order Form to confirm your spot with Korea Snow

2. **Invoice**

We will issue you an invoice confirming your partnership commitment

3. **We'll contact you**

To discuss your campaign, display advertising, creative or other partnership opportunity within 3 business days of payment being received

4. **We'll get working**

On your campaign or creative and send through a proof (where relevant) for your to review

5. **Review**

You review the campaign or creative, sign off the proof or send through any edits required

6. **Finished**

Your business will be showcased on Korea Snow! We'll spread the word using our marketing tools and send you some ideas as to how you can do the same!