



MEDIA KIT

blog advertising influencer partnerships

SnowsBest.com

Australia's leading ski and snowboard travel blog

Who is Rachael Oakes-Ash	Page 3
What is SnowsBest	Page 6
Comparing SnowsBest in Industry	Page 9
Demographics	Page 10
Australian ski stats	Page 11
SnowsBest blog views	Page 12
Social media stats	Page 13
Snowsbest video stats	Page 14
Who we work with	Page 15
Ad success case study	Page 16
Partner Opportunities	Page 17 - 25
<i>site takeover</i>	
<i>e-blast</i>	
<i>sponsored posts</i>	
<i>social media posts</i>	
<i>video sponsor</i>	
<i>giveaways</i>	
<i>influencer</i>	
<i>copy writing</i>	
Rates 2016	Page 26
Contact details	Page 27

WHO



#rachaeloakesash

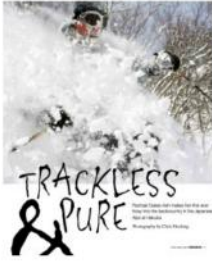
Addicted to the best kind of powder, Rachael Oakes-Ash has published over 2000 articles on skiing and snowboarding with bylines in ESPN Freeskiing, Powderhound, TIME, Action Asia, Inside Sport, AFR, Executive Style, Emirates Open Skies, Qantas inflight, Jetstar, Flight Centre Travel Ideas, Virgin Voyeur, South China Morning Post, Harpers Bazaar, Sun Herald, Sydney Morning Herald and many many more.

For the past decade Rachael has been resident weekly snow columnist for Traveller.com.au from May to September. She was Southern Hemisphere editor for onthesnow.com, series producer for Generation Snow tv series, columnist for Mountainwatch.com, Sochi Winter Olympics reporter for ABC Grandstand and snow reporter for 2GB breakfast.

She's skied with and interviewed some of the biggest names in skiing and snowboarding including Torah Bright, Chris Davenport, Shane McConkey, Mike Douglas, Anna Segal, Russ Henshaw, Wendy Fisher, Byron and Jossi Wells, Janina Kuzma, Jen Hudak and their friends.

Rachael has reported on heli skiing to cat skiing, women's only ski improvement weeks, après ski, altitude spas, restaurants, fashion, gear and gadgets and anything to do with snow, skiing and travel combined.

DestinAsian
FROM ASIA TO THE WORLD



HUFF POST

smh
The Sydney Morning Herald

Jetstar magazine



TIME

The Sydney Morning Herald
Traveller

Wallpaper*

MOUNTAINWATCH.COM



ExecutiveStyle

QANTAS
THE AUSTRALIAN AIRLINE

openskies
HELLO TOMORROW



afr.com

FINANCIAL REVIEW

LUXE
CITY GUIDES

outer edge

South China Morning Post

AUSTRALIA'S SPORTING MAGAZINE
INSIDE SPORT

CATHAY PACIFIC
DISCOVERY

Travel ideas

Fairfax Media

Holidays with kids **Condé Nast Traveler**

Action Asia

chillfactor
AUSTRALIA'S BEST SKI MAGAZINE



asiaSpa

AUSTRALIAN GOURMET TRAVELLER

Harpers BAZAAR

#freelancer

THE BLOG



#snowsbest

Snowsbest.com is Australia's leading ski and snowboard travel blog from the country's #1 snow travel influencer and journalist, **Rachael Oakes-Ash**. The blog was launched in April 2014 and offers daily industry news, product reviews, insider guides and snow travel editorial to readers who ski and snowboard and travel to do so.

The site is supported by a highly engaged social media community of mainstream skiers and snowboarders aged 25 – 44+



athlete interviews



flight reviews



insider guides



car reviews



'in the gondy with'



hotel reviews



health & fitness



opinion



snow news

#whatweblogabout



adventures



restaurant reviews



product reviews

WHEN VAIL RESORTS BOUGHT PERISHER

skiers & boarders got their
news from SnowsBest first

#comparisons

THE FIGURES

SnowsBest was the **first** Australian outlet to publish the news on March 31 that Vail Resorts bought Perisher.

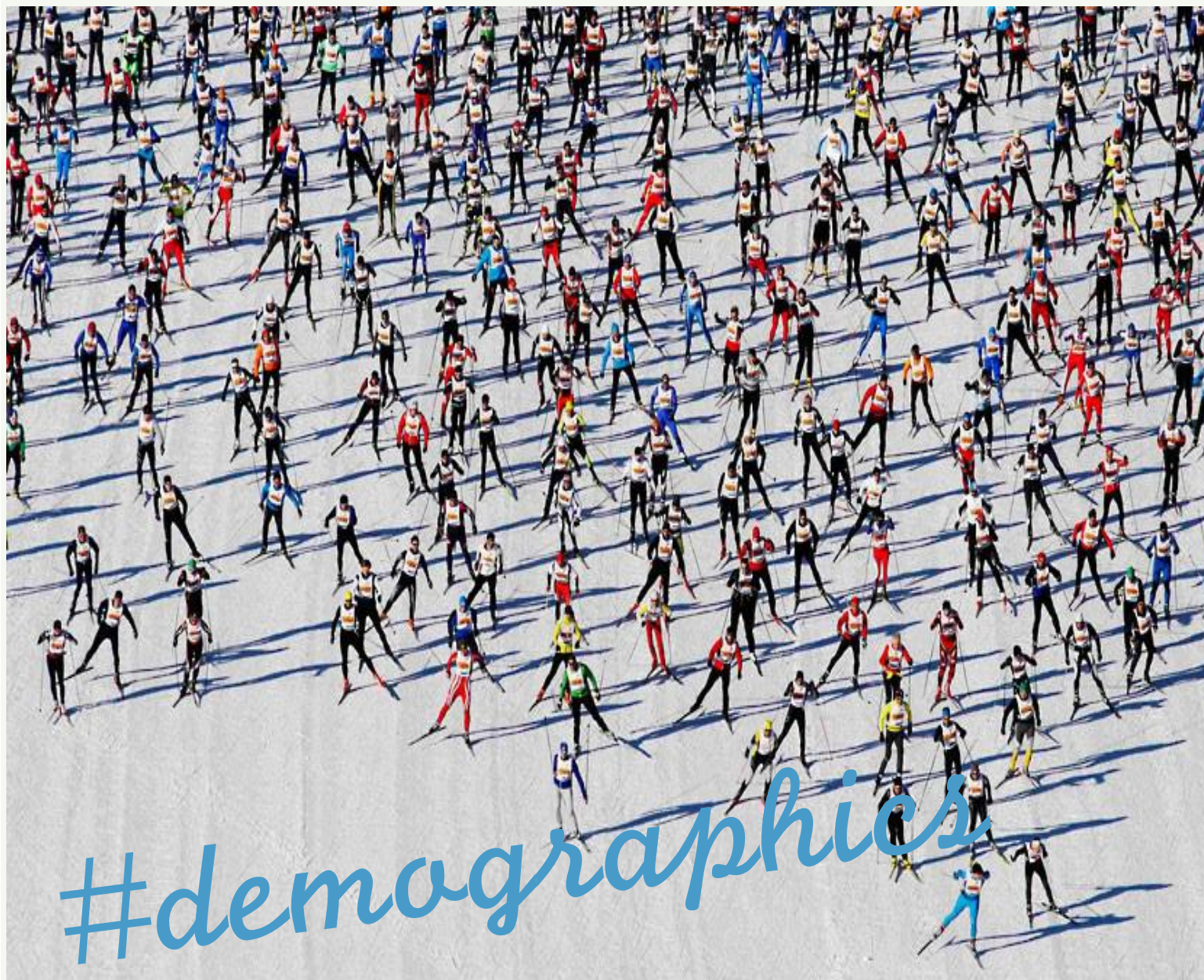
DAILY TELEGRAPH MOUNTAINWATCH

News Corp daily newspaper in Sydney published the news online and their article was shared **518** times on Facebook that week.

Australia's leading snow forecasting site, Mountainwatch published the Vail acquisition of Perisher on their site. Their article was shared **1300** times on Facebook that week.

SNOWSBEST

The SnowsBest article was shared **4578** times on Facebook that week.



AGE

16% 18-24

23% 35-44

15% 45-54

GENDER

57% FEMALE

43% MALE

BLOG READERS

AUS

USA

NZ

CANADA

67%

13%

5%

3%

FACEBOOK

AUS

USA

NZ

CANADA

70%

17%

4%

2%

**WOMEN MAKE 80% OF ALL PURCHASING DECISIONS - WOMEN MAKE 70% OF ALL TRAVEL DECISIONS - WOMEN INFLUENCE 85% OF CAR PURCHASES
SNOWSBEST REACHES MORE WOMEN THAN ANY OTHER SNOW BLOG**



- ❖ Around **900 000** Australians ski and snowboard
- ❖ **779 188** of them ski and snowboard in Australia
- ❖ Snowsports is the **11th most popular** sporting activity in Australia
- ❖ Skiing & snowboarding exceeds cricket, netball, touch footie and **surfing** in popularity in Australia
- ❖ In the 2011/2012 seasons almost half of the Australians who took a ski holiday on their last holiday, chose to take that **holiday overseas**
- ❖ Australia is the **#1 international inbound ski and snowboard winter market** into New Zealand, Canada, Japan, Colorado and Utah
- ❖ Visitor expenditure into the Australian ski resorts is around **AU\$1,561million +**
- ❖ **87%** of Australians intend to ski overseas
- ❖ The average income of Australians that ski and snowboard is **\$98 000**

Statistics from SIA, Snow Travel Expo, Roy Morgan

**AVERAGE
VIEWS
PER MONTH**

in 2015 our
average
monthly
views were
23 000

in 2016 our
average
monthly
views so far
are

68085

#blogviews





@misssnowitall

Our community of 5000+ Instagram followers, 4300 Twitter followers and 15000 Facebook followers is **HIGHLY ENGAGED**

In 2015 @misssnowitall on **Twitter & Facebook** combined experienced

261.2k Interactions

228.2k Unique users

22.6million Potential reach

The average weekly reach on Facebook is **130 000** people

The highest weekly reach on Facebook in 2015 was **1.4million** people

No other snow travel blog or snow editorial website in Australia comes close to these figures despite having more people in their community. The reason? Our social media content is engaging, interactive and always on point.

The SnowsBest Mailchimp newsletter is delivered to over **6000** subscribers weekly

Our average opens for the newsletter during in season months is **34%** almost **double** the industry average

What they said...

“You create great, relevant content” Simon Dakin subscriber

“I love reading your posts on your Facebook page” Craig Bartle subscriber

“Keep doing what you’re doing” Tom Cockburn subscriber

VIDEO VIEWS

SnowsBest
regularly posts
original videos
on social media

#videos

**Thredbo 60
seconds of snow
8734**

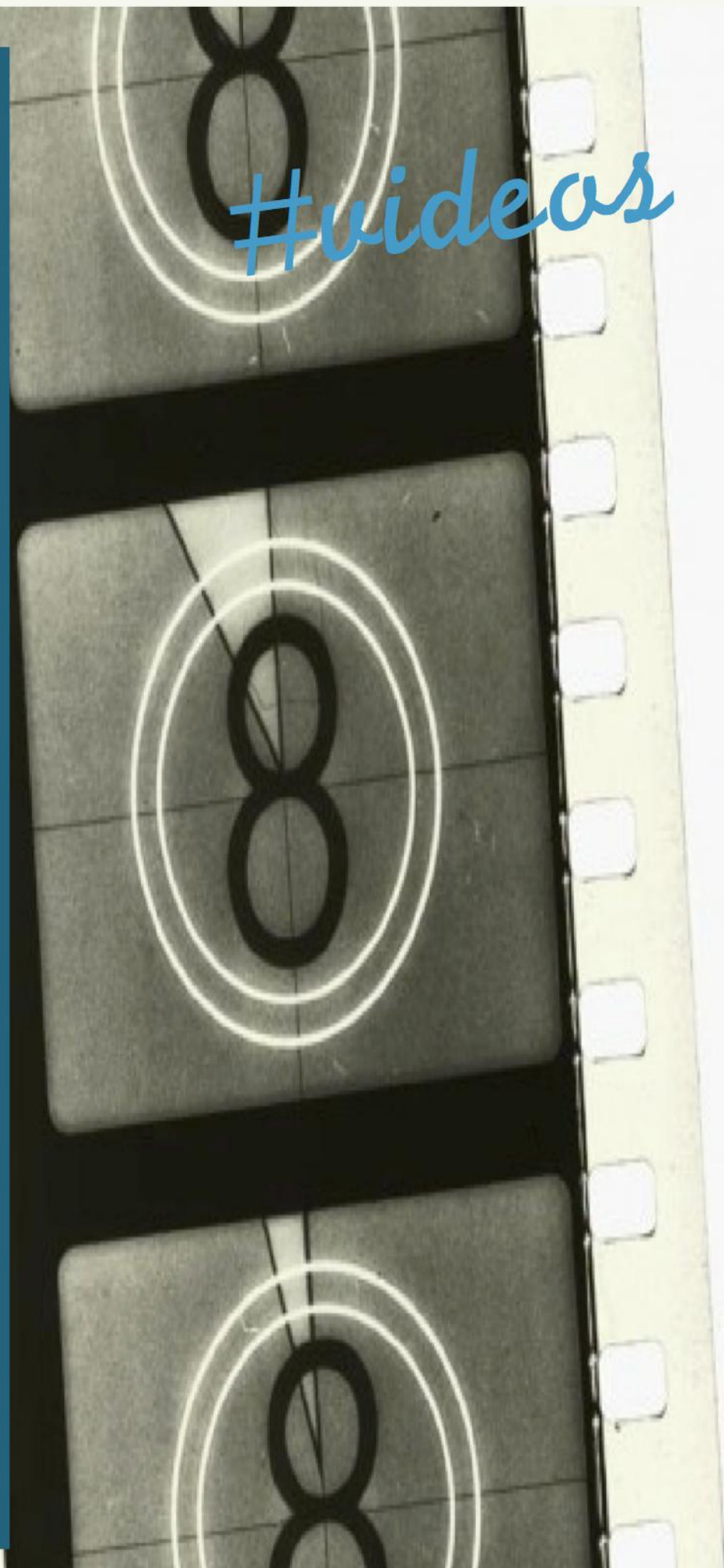
**When she skis
better than you do
7543**

**60 second powder
day
21598**

**In the gondola with
Jen Hudak
22584**

**Telluride food carts
12063**

**60 second ski hack
13158**





#clients

Snowsbest.com works with some of the best names in the ski and snowboard business from international ski resorts to those closer to home.

Our advertisers include travel agents and wholesalers, ski and snowboard brands, outerwear, airlines and hotels.

They choose SnowsBest because as our name suggests we work with premium brands and connect them with our loyal audience of dedicated travellers who ski and snowboard.



#adsuccess

The Sochi Olympics was held during the Australian summer of 2014. SnowsBest.com ran a test month of daily blog posts on the former miss-snowitall.com web page (now snowsbest.com). We covered the Olympics from January 22 to February 23. During that time we experienced 145 000 views with an average of 5000 per day.

The sole advertiser on the site for this period was Ski Tourism Network of New Zealand. They took over the site with background arches on all pages and posts and MRECS on all posts.

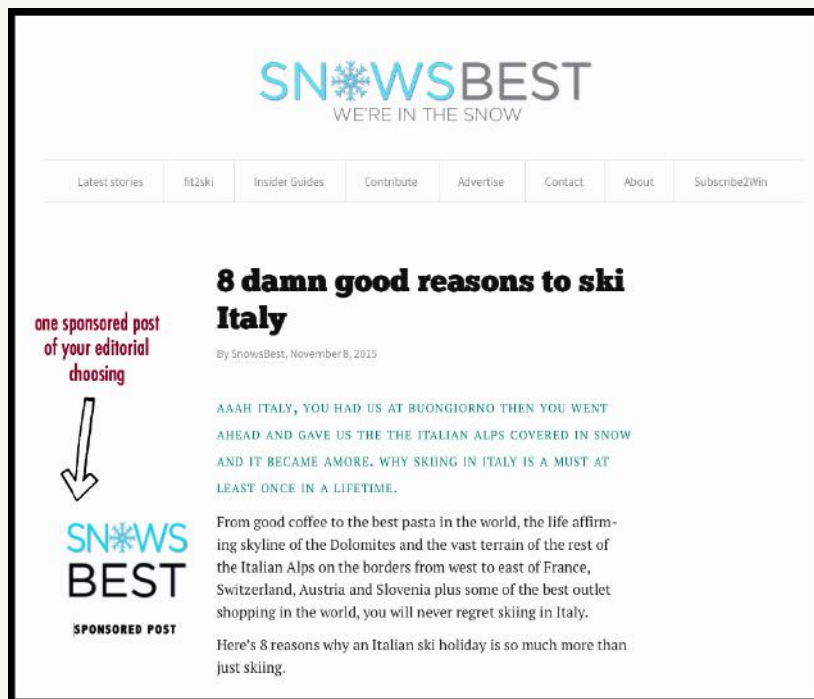
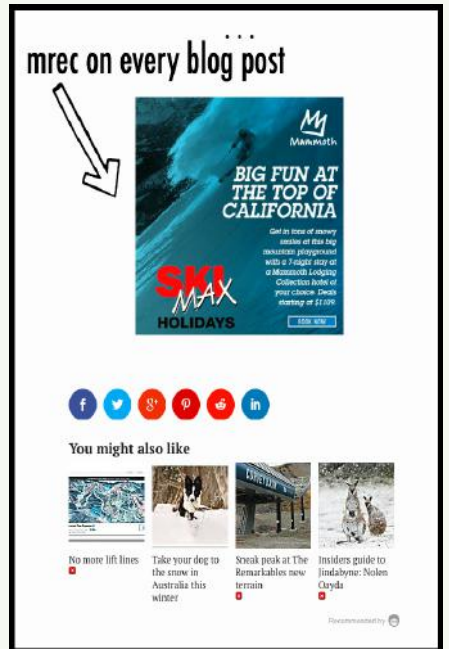
They experienced a **307% increase on page views** during this time in 2014 compared to the same time period in 2013. They also reported a **300% increase on unique visitors**.

PARTNERSHIP OPPORTUNITIES

#sitetakeover
#eblasts
#sponsoredposts
#socialmedia
#videos
#curatedcontent
#giveaways



background skin/arches
on every post and page



#sitetakeover

PREMIUM ADVERTISERS TAKE OVER THE SITE FOR ONE MONTH AT A TIME

SITE SKIN

+

EVERY POST

+

SPONSORED POST

The site background is hyperlinked to your site on every post & page

Hyperlinked MREC on every blog post published that month

One editorial post dedicated to your messages & written by us & posted on our social channels

one newsletter dedicated to your business & sent to our subscribers



WE'RE IN THE SNOW

Your business offering to our readers

- Do you have a special deal on offer?
- Maybe you have a new product launching in the Australian market for the first time?
- You've just received over a metre of snow and you want SnowsBest subscribers to know it?
- This is a newsletter dedicated to your business, written by us and sent to our readers.
- We do this once a month



#eblast

E BLAST

We send one sponsored e-blast per month out to our database with special offers just for our community. We'll work with you to create an authentic value ad to promote your brand.

EARLYBIRD

Maybe you'd like to offer SnowsBest subscribers an earlybird discount on booking a snow holiday?

DISCOUNT CODES

Perhaps you'd like to offer SnowsBest subscribers a discount code to purchase at your e-commerce store?

PRODUCT LAUNCH

About to launch a new product and want to give SnowsBest community first dibs?

... you need a private mountain guide in New Zealand

By SnowsBest, June 24, 2014

TAKE THE GUESS WORK OUT OF WHERE TO HIKI EACH DAY IN NZ WITH A PRIVATE GUIDE WHO WORKS IT ALL OUT FOR YOU.

You've woken up in Queenstown, the snow has fallen overnight and you wonder where should I ski? Will Cardrona have got the best of the storm, will Treble Cone have powder stashes, is Coronet Peak the better option or the Remarkables or maybe the backcountry is where you'll find the goods.

Trouble is you're a bit dusty from the night before and can't read a barometer from a pressure system, you clearly need some help.

Which is where a private guide comes in. He's probably already brewed the coffee and juiced some oranges for you, he may even have waxed your skis and set up your kit ready for when you haul your sorry butt out of bed.

If he knows his stuff then he will have chosen which ski run you'll be skiing to make the most of the conditions on offer that day and he'll drive you there, carry your skis and practically take your turns for you.

Mark Devobery is that man. He's been a mountain guide for eleven years, founded the legendary Heli Park in Canterbury where he guided for nine years and has spent more recent years guiding for Southern Alps Heli Ski before founding Alpine Adventures.

SNOWS BEST

RED POST

...ocking winter adventures in Jasper, Canada

By SnowsBest, December 7, 2015

...so much more than just skiing in The Canad...ckies largest national park, home to the...e fields in the world accessible by...here's 8 winter activities that will get your...eating and your soul soaring on and off the...in Jasper National Park and surrounds.

SNOWS BEST

SPONSORED POST

...gne Canyon Ice Walk

...iligne River Canyon walk is a summer must as guests trek the c...d peer down to the river below. Come winter the river and wate...over and you can then hike through the canyon on the ice and...r world with 30 metre plus frozen waterfalls, ice caves, fossils!



Skiers vs snowboarders in the most epic snowball fight

By SnowsBest, July 1, 2015

AIR NEW ZEALAND PITCHED SKIERS AGAINST SNOWBOARDERS IN THEIR LATEST MEANWHILE IN NEW ZEALAND CAMPAIGN STARRING JOSSIE WELLS.

Air New Zealand has released the most recent instalment of its successful Meanwhile in... New Zealand campaign - celebrating daily services to the New Zealand ski fields with an epic snow fight between the age old on mountain ritrals.

Skiers versus snowboarders battle it out in old fashioned style with catapults (trebuchets) and huge snowballs at Snow Farm on the eastern side of the Cardrona Valley, near Wanaka.



When the snow world comes to Australia

By SnowsBest, May 6, 2014

THE WORLD'S BEST SKI RESORTS VISIT US THIS MONTH AND YOU CAN MEET... inspire images of deep powder, blue skies and good times... e Whistler, Val, Aspen, Thredbo and Cardrona... recognised... the faces of the world's one... other, just let them... contribution

Win Zeal goggles thanks to Snowscene

By SnowsBest, January 12, 2015

...w Zealand freestyle skier and Ol...y also recognise the captain of... now Wanaka local and snow...e in Air New Zealand's rec

\$300 off flights from Australia to Canada

By SnowsBest, November 28, 2014

AIR NEW ZEALAND ARE OFFERING \$300 OFF ECONOMY CLASS AND \$600 OFF BUSINESS CLASS ON FLIGHTS FROM AUSTRALIA TO CANADA DURING THE SKI SEASON.

With \$300 in your back pocket you could afford to shout the bar Bloody Caesars, inhale your body weight in poutine or simply ski longer.



Classic Canadian Poutine



A bloody Caesar with crab legs



Skiing in Canada

Those crayzee Kivis at Air New Zealand have hooked up with the cray cray Canucks to give Australian skiers and boarders more money for more fun when they hit the ski slopes of Canada. Fly direct to Vancouver via Auckland on Air New Zealand and you could be riding Whistler's mammoth slopes for \$300 or \$600 less.

Here's the deal. The sale ends on December 5 so you have to book before then. You have to fly outbound between November 25 to December 16 or between December 25 to December 31 (did someone say white Christmas?) or between January 1 to January 19 (that's school holidays and spring skiing time).

Half price skiing at Thredbo

By SnowsBest, May 28, 2015

THREDBO'S PARTNERSHIP WITH THE MOUNTAIN COLLECTIVE NORTH AMERICAN PASS MEANS YOU MAY BE ELIGIBLE TO SKI AND SNOWBOARD FOR HALF PRICE ALL NEXT SEASON.

Thredbo joined the big guns of skiing and snowboarding earlier this month as the first international partner resort for The Mountain Collective alongside Whistler Backcomb, Aspen Snowmass, Jackson Hole, Mammoth Mountain, Alta Snowbird, Banff Lake Louise Sunshine Village, Sun Valley and Squaw and Alpine Meadows and now Hakuba in Japan and Valle Nevada in Chile.

Pass holders get 22 days of skiing across these resorts with two days at each and a bonus third day at one resort of your choice.

But that's not the best news of all for Australian skiers and snowboarders. The best news is that the Mountain Collective pass costs only US\$579 (\$399 for kid holders of the 2015/2016 Mountain Collective Thredbo in the 2015 season receive up to three free and then 50% off every ski day after that.

SNOWS BEST

SPONSORED POST

Aspen locals reveal their secret stash

By SnowsBest, September 29, 2015

If you want to know where all the fun is on a mountain then make friends with a local. Aspen locals reveal their favourite ski runs and why.

Frank Shine, @blizzimages Blizzard skis ambassador

I've been in Aspen since 1996 and my favourite run is G3 in Highlands Bowl. Why? Because it's mine, all mine!

Kelly Hayes, national football spotter, Aspen media guide

I love Camp Ground in Snowmass for the double fall line and the length and it passes some of Aspen's most beautiful homes. It's my church, the far western run snakes down the side and you're on your own with very few people.

Lea Tucker, Aspen Skiing Company International Public Relations

When the gates are lifted - head to T4 Trainor's Ridge in Aspen. You will find the steepest of the steeps and powder lines all to yourself, as well as a picturesque view of the town of Aspen from an angle you've never seen before.

Aspen Centre for Environmental Studies

SNOWSBEST WE'RE IN THE SNOW

The Rees Hotel Queenstown's deal for SnowsBest readers

By SnowsBest, April 2016

THE LUXURY REES HOTEL QUEENSTOWN ON THE SHORES OF LAKE WAKATIPU IS GRATEFUL TO YOU FOR READING SNOWSBEST.

I love a luxury hotel at the end of a long ski day - open fires, all talents to take your gear, bar open to deliver and wine, deep hot tubs to soak in, the list goes on.

If you like to ski or snowboard and you love the finer things in life then The Rees Hotel Queenstown has your name on it. If I haven't booked in first.

The Rees Hotel Queenstown has a coveted alpine location with views of the dramatic vistas of Dark Lake, Wakatipu and the mountain amphitheatre that surrounds the lake shores.

Sixty spacious hotel rooms and thirty apartments (one to three bedrooms) about five to 15, great dining options, under floor hot-water heating and large kitchens and laundry facilities.

Transport for those who...

SNOWS BEST

SPONSORED POST

8 reasons to take the family to Silver Star, Canada

By SnowsBest, December 9, 2015

A COLOURFUL MINING TOWN THEME WITH SKI IN SKI OUT ACCESS TO 3282 ACRES OF SKIABLE TERRAIN AND THAT'S JUST BEGINNING. SILVER STAR BRINGS IT FOR ALL THE FAMILY.

#sponsoredposts

They look like editorial, read like editorial & are promoted like editorial. Rachael Oakes-Ash will craft a blog post to reflect your brand's messages & keep our readers engaged. It is then published and promoted on our social media channels and in our weekly newsletter.

Think 'family resort' and many think small, groomed, intermediate hill.

...Aspen Valley in interior British Co-



#socialmediaposts

Let us do the social media work for you. Our community of snow lovers is loyal and engaged, they love to share the snow love and as a result our weekly reach is very impressive. We regularly reach six figures each week and on a really really really good week we'll reach seven figures.

We do one partnered FB post and one partnered Instagram post a week. That post could be you and your product. We work together to make that post entertaining and informative with an opportunity to add value to the readers snow life and let them do the talking for you.



#videospansar

YOUR LOGO, OUR VIDEO

SnowsBest posts original videos to social media with great results from action cam style footage of snow conditions to hyperlapse road trips, interviews with ski industry greats in the gondola and interviews with Olympic athletes on the slopes to sixty second hacks on how to carry your skis without looking like a gummy.

If you want in on the video fun then you could have your logo on the footage. Ask us how.



Reporter #

#giveaways

PROMOTIONS

We've given away heli ski trips, holidays in Aspen, holidays in Jackson Hole, Rossignol Skis & Boards, Le Bent baselayers, goggles, season passes, helmets and more.

SUBSCRIBERS

We offer all subscribers old and new a subscriber prize each month. You get the database of new subscribers from that month. The competition is promoted on every blog post published during that month with appropriate links.

FACEBOOK

We offer Facebook competitions to our Facebook community and promote your brand at the same time. These focus on growing your community alongside ours.

INSTAGRAM

We run competitions based on hashtags and keep it simple to keep our community engaged and sharing yours and our love.



#influencer

CURATED CONTENT FOR YOUR SNOW BRAND FROM A LEADING VOICE

Skiers and snowboarders who travel and buy buy buy listen to SnowsBest. As a snow influencer, Rachael Oakes-Ash has the power to draw her community's eyes to your brand with curated content on your site and hers. We don't work with just anyone, we choose our partners so that our influence remains authentic and true to the SnowsBest blog and @misssnowitall social media brands. If you feel the same then let's work together.



COPYWRITING

#copywriting

PRESS RELEASES, WEB COPY, BROCHURES, NEWSLETTERS, SOCIAL MEDIA

SnowsBest blogger, Rachael Oakes-Ash offers a white label copywriting service for ski and snowboard, travel and hospitality industries. She'll write the copy in half the time because writing is her life. Your name, her words.

Rachael has written for national tourism boards, international ski resorts, award winning hotels, global public relations firms, ski brands and more. Your brand is safe in her words.

2016/2017 Rates

in Australian dollars

Site takeover

Arches on all pages and posts with hyperlink + MREC with hyperlink on every post published during that month + One sponsored post during the month

September, October SOLD

November, December - \$5000 + gst per month

January, February April, May - \$5000 + gst per month

Sponsored blog posts

*Sponsored Post editorial is written by Rachael Oakes-Ash with hyperlinks to client web page.
The Sponsored post is promoted on SnowsBest social media channels and weekly newsletter.*

\$750 + gst per post

E-blast

Dedicated EDM to SnowsBest subscriber database

\$750 + gst per blast

Social media posts

Facebook post \$750 + gst

Video sponsor

Your logo/website on every video

\$500 + gst per video

\$5000 for all videos over a year (minimum of 12)

Subscriber giveaways

You provide the prize, we do the promotion, you receive the subscriber list of sign ups during that month

Facebook – \$1500 + gst

Prize promoted on Facebook and competition run through Facebook

Snowsbest.com website - \$1500 + gst

Prize promoted on every blog post during the month including a website pop up and some social media posts

Facebook & Snowsbest - \$2000 + gst (one prize, two avenues)

Copywriting

White label commercial copywriting is charged at AU\$ 1.50 per word up to 2000 words.

Over 2000 words is a negotiated project fee.

Press release writing is \$500 per release.

Press release writing and distribution is \$750 per release.

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