



ENGLISH MEDIA KIT
2024

| SINCE 1945 |

78 years after its creation in 1945, the **National Federation of the French Ski Teachers** (SNMSF) represents more than **17,000 instructors** as members. Professionals and independents, they are working in **220 ESF schools** in the mountains area.

The French Ski School is today **the biggest ski school of the world**, and realizes more than 800,000 annual tests for more than 2,2 millions of students.

During seventy eight years, the profession structured and developed itself at the pace of the winter sports and their evolution. Alpin, nordic, snowboard, freestyle... the instructors are teaching all the different board sports and all sporting disciplines.

No matter the level or the sport (hobby, snowpark competition, off-trail), security and safety are at the heart of the teaching. 70 % of the students are at least 14 years old and it's important to raise awareness among them about it, so that acquire a wise attitude and good reactions. The french ski instructors training is dispensed to the ENSA (National School of Ski and Mountaineering), is internationally wellknown.

| NEW TRENDS, NEW PUBLIC, NEW PRODUCTS |

Recognized for its expertise in the teaching of ski disciplines to the children and students. The ESF is less wellknown for its skills to teach adults. From this winter, the ESF is launching special adults products, clearly segmented to permit a large choice, for all kind of wishes.

| 300 ... |

300, it is an average number of the new instructors graduated every year, at the end of their studies of Alpin ski instructors.

Each recipient is receiving his ski instructor medal, numbered, which he will conserve all his life .

The instructors are :

- Consumers with a high **purchasing power**
- **Advisers** for their clientele
- **Opinion leaders** in their ski resorts
- **Multi-professionals with qualifications** : B.E.E.S. cycle, paragliding, golf, sailing, mountain guides ...



traces

| THE MAGAZINE |

- Periodicity : **4 issues** / year (October, December, February, June)
- Edition : **18 500 copies**
- Distribution : **18 000 subscribers** *

17 000 instructors, ESF directors, technical directors

80 % are men

34 years in average

220 schools

+ 1 000 copies to :

- Directors of aerial lift
- Mayors of mountain town
- Tourist Office directors



| WEB MAGAZINE |

A part of our professional magazine TRACES is online.

Portrait of instructors, interviews, tournaments, news... to read on traces.esf.net !



Consult the magazine [ici](https://traces.esf.net)

traces

| THE MAGAZINE |

Space	Formats mm	Off tax prices
2ème CV	PP 210x270 mm (+ 5 mm)	6 130 €
3ème CV	PP 210x270 mm (+ 5 mm)	5 670 €
4ème CV	PP 210x270 mm (+ 5 mm)	6 350 €
Face édit	PP 210x270 mm (+ 5 mm)	5 670 €
Double page	PP 420x270 mm (+ 5 mm)	9 080 €
Page	PP 210x270 mm (+ 5 mm)	4 540 €
1/2 Page	FU 180Lx115H mm	2 450 €
1/4 Page	FU 87Lx115H mm	1 360 €
1/6 Page	FU 87Lx74H mm	850 €

General terms of sale – Gross rates on 01/01/2023

New customer discount : 3%	2 inserts : 10%
Loyalty discount : 7%	3 inserts : 20%
Professional discount* : 15%	4 inserts : 30%
(Certificate of mandate to be supplied)	5 inserts : 40%
	6 inserts or more : 50%

Planning	Release date	Technical closure	Last booking
TRACES #139	15/10/2023	15/09/2023	15/08/2023
TRACES #140	15/12/2023	18/11/2023	10/11/2023
TRACES #141	11/03/2024	19/02/2024	09/02/2024
TRACES #142	27/06/2024	15/05/2024	06/05/2024

**Non contractuel, sous réserve de modification de l'éditeur*



47, rue Thiers
38 000 Grenoble – France

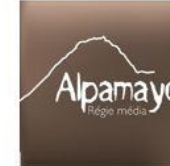
Tel : +33 4 58 00 16 98
contact@alpamayo.biz
www.alpamayo.biz

..... **CONTACT US**

Advertising & Partnerships



Alban Guglielminetti – *Media Director*
+33 458 00 30 75 - alban@alpamayo.biz



Benjamin Lakhera – *Conseiller média*
+33 458 00 30 64 – benjamin.lakhera@alpamayo.biz



Adèle Geiben – *Advertising Assistant*
+33 458 00 33 90 – commercial@alpamayo.biz



Caroline Déguillaume – *Conseillère media*
+33 458 00 30 72 – caroline.deguillaume@alpamayo.biz

