

esf

ENGLISH MEDIA KIT
2023

| 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](#)

traces

| THE MAGAZINE |

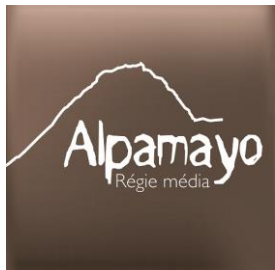
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1/6 Page	FU 87Lx74H mm	850 €

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(Certificate of mandate to be supplied)	5 inserts : 40%
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Planning	Release date	Technical closure	Last booking
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TRACES #138	05/07/2023	05/06/2023	05/05/2023
TRACES #139	15/10/2023	15/09/2023	05/08/2023
TRACES #140	15/12/2023	15/11/2023	05/10/2023

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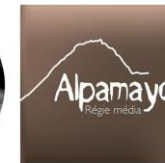
47, rue Thiers
38 000 Grenoble – France

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



Céline Guglielminetti – *Sales administration*
+33 458 00 30 73 - celine@alpamayo.biz



Claire-Charlotte Barnique – *Advertising Assistant*
+33 458 00 33 90 – commercial@alpamayo.biz

