

# esf

ENGLISH MEDIA KIT  
2020-2021



| SINCE 1945 |

**73 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 **250 ESF schools** in the French massifs.

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 millions of students.

During seventy three 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 ...





## | 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

250 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](http://traces.esf.net) !



Consult the magazine [ici](#)

| WWW.ESF.NET |

The information website of the ESF : history, spirit, schools, lessons, online booking, activities, tests, events, security and instructions....

This website permit to book the ski lessons in all the different esf schools and add up for than **1 million of visits this year**, for **393 463 users**

- Periodicity : all year
- High season : autumn – winter

- Annual visitors : 627 699
- Unique visitors : 473 952
- Seen pages : 2 095 618

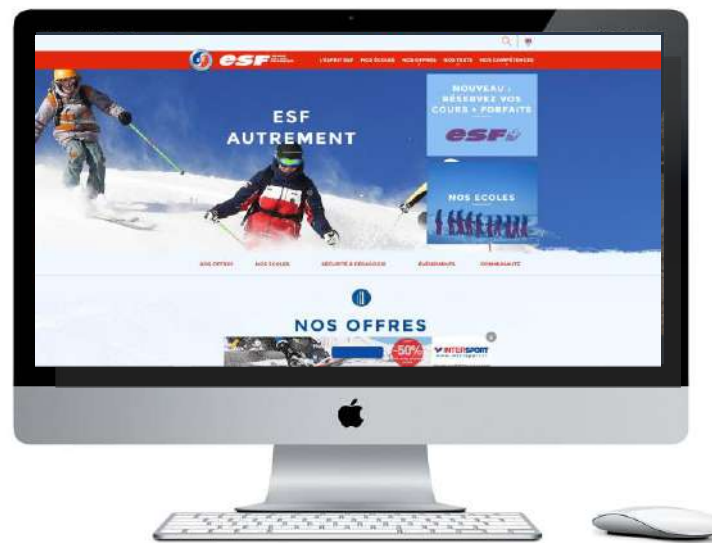
| USERS PROFIL |

The vacationers of winter sports and clients of the ESF, who are planning and booking their vacation to the mountain.

Since 13 years, the online booking is generating a turnover increasing constantly : **63 M€** for the season 2014/2015 (+12% compared to the previous winter), for an average basket of **275 €**

**230 000 clients** are booking their ski lessons online (season 2016)

In peak period **3 500** booking are noted every day !



[Consult web site here](#) [ici](#)

| THE MAGAZINE |

Space	Formats mm	Off tax prices
2 <sup>nd</sup> cover page	210x270 mm	5 670 €
3 <sup>rd</sup> cover page	210x270 mm	5 250 €
Back cover	210x270 mm	5 880 €
Face édito	210x270 mm	5 250 €
Double page	210x270 mm	8 400 €
Full page	210x270 mm	4 200 €
1/2 Page	190Lx122H mm	2 270 €
1/4 Page *	92Lx122H mm	1 260 €
1/6 Page *	92Lx79H mm	780 €

*\* formats reserved for the page « stages/formation »*

| THE WEBSITE |

Displays	Price HT	Degressive volume	Net price HT
100 000	1 800 €		1 800 €
200 000	3 600 €	- 5%	3 420 €
300 000	5 400 €	- 10%	4 860 €
400 000	7 200 €	- 15%	6 120 €

**General terms of sale – Gross rates on 01/01/2020**

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



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