



ALPAMAYO

The outdoor media network
TOURISME, SPORTS, & LOISIRS OUTDOOR



THE OUTDOOR MEDIA NETWORK

Since July 2009, the media sales agency, Alpamayo, has developed an outdoor media offer, coherent and relevant, entirely dedicated to outdoor sports and leisure activities.



PRINT



WEB



EVENT



A SINGLE INTERLOCUTOR FOR A COMMUNICATION



SIMPLIFIED

Saving of time, efficiency



OPTIMIZED

**Advice and media schedules
offered**



REWARDED

Multimedia discount :

- 2 mediums 5%
- 3 mediums 10%
- 4 et 5 mediums 15%
- 6 and more 20%

8 REFERENCED PUBLISHERS ARE TRUSTING US

2009

SEDIM

French Ski Instructors Union



2013

UNION SPORT & CYCLE

The 1st professional sports organisation



FFRP

The French Federation of Walking Hikes



MILAN/BAYARD

5th French press and publishing group



8 REFERENCED PUBLISHERS ARE TRUSTING US

2016

2017

2018

2020

FRANCE MONTAGNES

DOMAINES SKIABLES DE
FRANCE

Association gathering the main
actors of the French mountain
tourism

Syndicat National des
Téléphériques de France



GROUPE ATC

ATC is number 2 in the
professional press in France



CAMPTOCAMP

Association for the Mountain
Sports Community



TEST4OUTSIDE

The outdoor test website for Skiing,
Trail Running, Hiking, Triathlon,
Cycling, and more.



15 POWERFUL MEDIAS, SPECIALIZED AND ADAPTED FOR EACH OF YOUR TARGETS



6 press titles for an audience of nearly **80,000 subscriber households**

7 powerful sites with more than **30 million page views.**

2 quality events bringing together professionals from the sector.

15 POWERFUL MEDIAS, SPECIALIZED AND ADAPTED FOR EACH OF YOUR TARGETS

PROFESSIONALS OF SPORT
DISTRIBUTION AND
FABRICATION

Sports shops and retailers,
sports brands and
manufacturers

PROFESSIONALS OF
MOUNTAIN TOURISM

Tourist offices, travel agencies,
travel tours, hotel trade,
transports...

PROFESSIONALS OF SKI
AREAS

DSF members, mayors of
mountain municipalities, ESF
instructors and directors, lifts....

PRATIQUANT OF OUTDOOR
SPORTS

Alpine and cross-country ski,
snowboard, mountain
climbing, hiking, trek...

filièresport
LE MARCHÉ DES ÉQUIPEMENTS DE L'ÉQUIPEMENT DU SPORT

Le Quotidien
du Tourisme



Rando
LE MAGAZINE DE LA RANDONNÉE

Alpes
magazine
LE MAGAZINE DES ALPES

PYRÉNÉES
LE MAGAZINE DES PYRÉNÉES



FRANCE MONTAGNES



PRINT





esf



THE OFFICIAL MAGAZINE OF THE ESF INSTRUCTORS

Professionnal magazine

- Périodicity : 4 times / year
- Edition : 19 500 copies*
- Distribution : 18 000 copies*

The readership

- **17 000** monitors, managers ESF, technical managers
- **1 000** copies destined for :
 - Ski lifts directors (DSF members)
 - Mayors of municipalities of mountain (ANMSM members)
 - Tourists offices directors
- 80 % men
- 20 % women
- 34 years old average
- 250 schools in 26 departments



To download

The média-kit : **ici**



The technical sheet : **ici**

The prices : **ici**

Magazine

- Periodicity : 6 times / years + special issues
- Edition* : 28 358 copies
- Audience* : 345 650 readers
- Distribution* : 13 826 copies dont 7 067 sbscribers (France and foreign)

Editoriale line

A concrete invitation to meet the Alpes :

- Alpine sports & leisure activities (Alpine skiing, ski touring, nordic skiing, snowshoes...)
- Mountain tourism
- Society : people from above, people down below
- Alpine heritage
- Lifestyle in mountain
- Alpine culture

The readership: Sports and passionate readers

- **76%** go to mountains summer and winter
- **89%** practice hiking
- **52%** practice skiing
- **40%** reside in Rhône-Alpes
- **20%** reside in Île de France
- **18%** reside in PACA region

To download



The média-kit : [ici](#)

The technique sheet : [ici](#)

The prices : [ici](#)



Magazine

- Periodicity : 6 times/year + special issues
- Edition* : 50 000 copies
- Audience* : 746 000 readers
- Distribution* : 32 000 copies whose subscribers (France and foreign)

La ligne éditoriale

Pyrénées Magazine share common ambitions for its readers :

- Reveal the richness and diversity of natural and cultural heritage, historical and contemporary
- Share knowledge, allowing readers to better understand these territories and their challenges
- To awaken to the respect and the responsibility of each one for a common inheritance where ecosystems are weakened and to invite to a sustainable development guarantee of a more balanced relationship between man and nature

To download



The média-kit : [ici](#)

The technical sheet : [ici](#)

The prices : [ici](#)

Professional magazine

- Periodicity : 2 times/year
- Diffusion : 9 200 paying subscribers
- Readership : The professionals of tourism

Editoriale line

The quodtien of tourism is the reference brand in the professional press for more than 25 years. The magazine is available by subscription in print or in web version. Published since 1990 by the Editions Larivière, the magazine presents strategies and news of the tourism sectors. Its main features are the reliability of its information, the pertinence of its analysis and the quality of its editorial content

The readership

- Travel agents : 7 862 subscribers
- MICE agencies : 127 subscribers
- Tour operators : 345 subscribers
- Transports : 282 abonnés
- Hotel trade : 127 subscribers
- Tourism offices : 249 subscribers
- Works council : 125 subscribers
- Landlords, insurers : 34 subscribers
- Schools, formations : 49 subscribers

To download



The média-kit : [ici](#)

The technical sheet : [ici](#)



Magazine

- Periodicity* : 4 times/year
- Edition* : 62 843 copies
- Diffusion* : 42 513 copies

The first specialized presse medium of "sport-hike-ski" controlled by the OJD (DSH 2018/19)

Editoriale line

Passion Rando is based on the discovery of hiking regions and countries. Informative on equipment and advice, the editorial is rich in hiking and tourism news.

The readership

- **34%** are mens
- **66%** are womens
- **89%** hike all the year
- **78%** on a weekly basis
- **66,5%** of the licence-holders are over 50 years old

To download

The média kit : [ici](#)



The technical sheet : [ici](#)

The prices : [ici](#)

L'ATLAS 2021, THE ECONOMIC REFERENCE IN THE SPORT SECTOR

New in the sports sector, Filièresport will publish in spring 2021 the 1st Economic Reference Atlas of the sport, leisure and cycling sector.

A book of more than 100 pages to be kept in which all the key figures for 2020 will be presented market by market and the prospective challenges.

The Atlas Filièresport, a work that must be owned to anticipate market changes and maintain a competitive advantage.

Summary

- The french economy in 2020
- 2020 Highlights
- The sport market in 2020 : Interview with an expert, figures, report
- The sport economy sector by sector in 2020 :

Figures, interviews, events, reports for each of the commissions: Mountain; Cycle; Fun and sports facilities; Running; Snowshoe sports; Team sports

- Actions of the UNION Sport & Cycle in 2020
- The 2021 Calendar

The key figures

- Diffusion : **2.500 copies*** by subscribers
- Output : **Printemps 2021**
- Readership : Decision makers in the sports economy manufacturers & distributors.

To download



The media kit : [ici](#)



WEB





Website : filièresport.com

- Uniques visitors : 10 855 / month*
- Views : 23 513 / month*

(*Data according to Google analytics in the last quarter 2018)

Newsletter

- Number of subscribers : 9 573*
- Weekly

100% business readership

Specialists in sports manufacturing and distribution

Editoriale line

The first digital offer with 360° information about sport market. Filièresport digital offer includes 4 channels of business news :

- Industry et retail
- Health & wellness
- Territoires
- Marketing

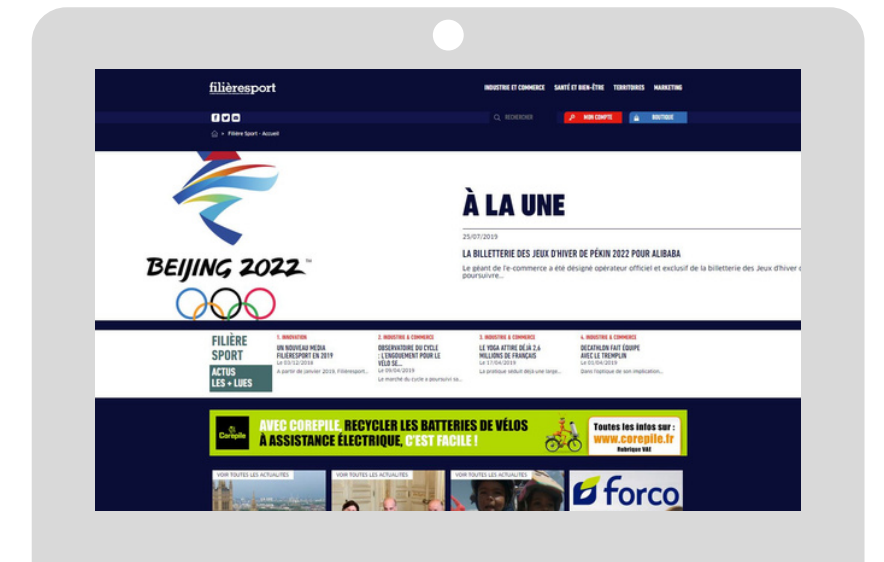
To download



The média-kit : [here](#)

The technical sheet : [here](#)

The Google Analytics : [here](#)



Social networks

4 877 subscribers



Website : ESF.net

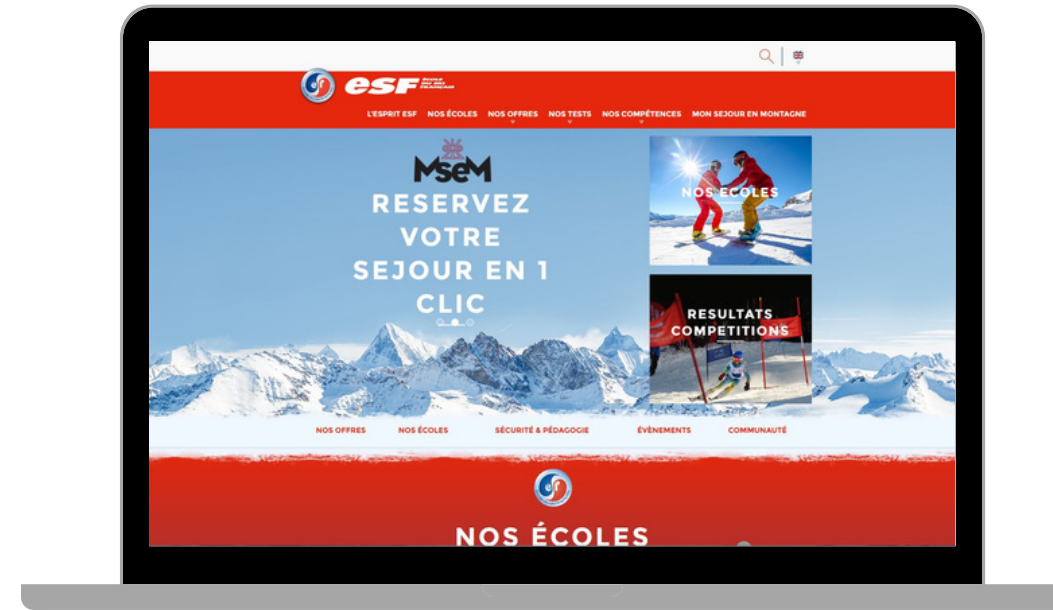
- Periodicity : all year - High season : autumn – winter
- Information website for ski school : history, spirit, schools, lessons, online booking, events...
- Annual visitors : **481 735*** whose **375 917*** uniques visitors
- Views : **1 705 556***

Profile of the internet users

Winter sports holidaymakers and ESF clients, who book their ski lessons in the mountains.

For the past 13 years, online course booking has generated a constantly increasing turnover: €63 million for the 2014/2015 season for an average basket of €275.

230,000 customers book their courses online (2016 season)



To download



The média kit : [here](#)

The technical sheet : [here](#)

The Google Analytics : [here](#)



Website : francemontagnes.com

- Periodicity: all year
- High season : autumn - winter
- The information website of france Montagnes : Information and promotion site of the French mountains, on a national and international scale: activities, events and news, nature and discovery, good tips and advice, recipes and gastronomy, with family, style and design...
- Uniques visitors : **2 562 868***
- Views : **5 935 944***

Profile of Internet users

Winter sports holidaymakers who prepare and book their stays in the mountains.

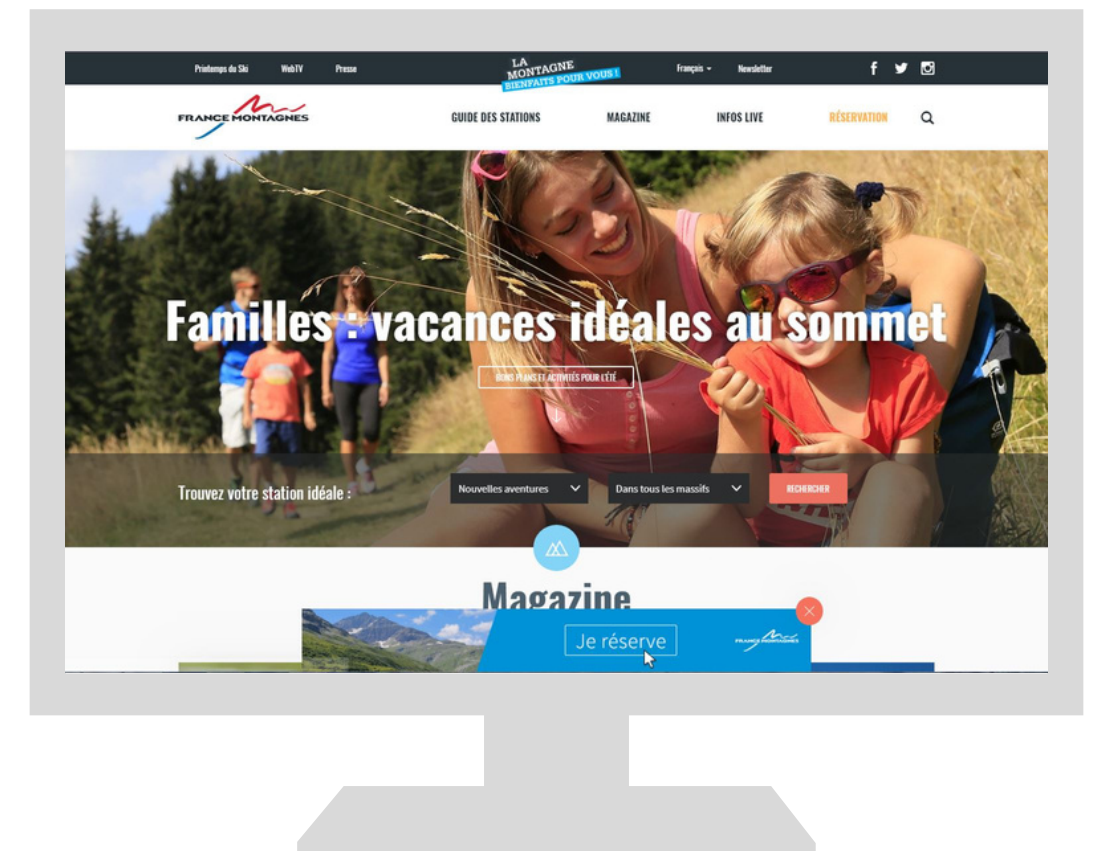
To download

The média kit : [here](#)



The technical sheet : [here](#)

The Google Analytics : [here](#)



Website : camptocamp.org

- Interactive site for mountain sports enthusiasts: album, forums, articles, community, interactive Topo-Guide for multi-activity races worldwide...
- Periodicity : all year
- Annual visitors : **6 285 032***
- Views : **23 117 274***

Profile of Internet users

A targeted audience of mountain sports enthusiasts, in particular climbing, mountaineering, ski, snowshoeing or walking...

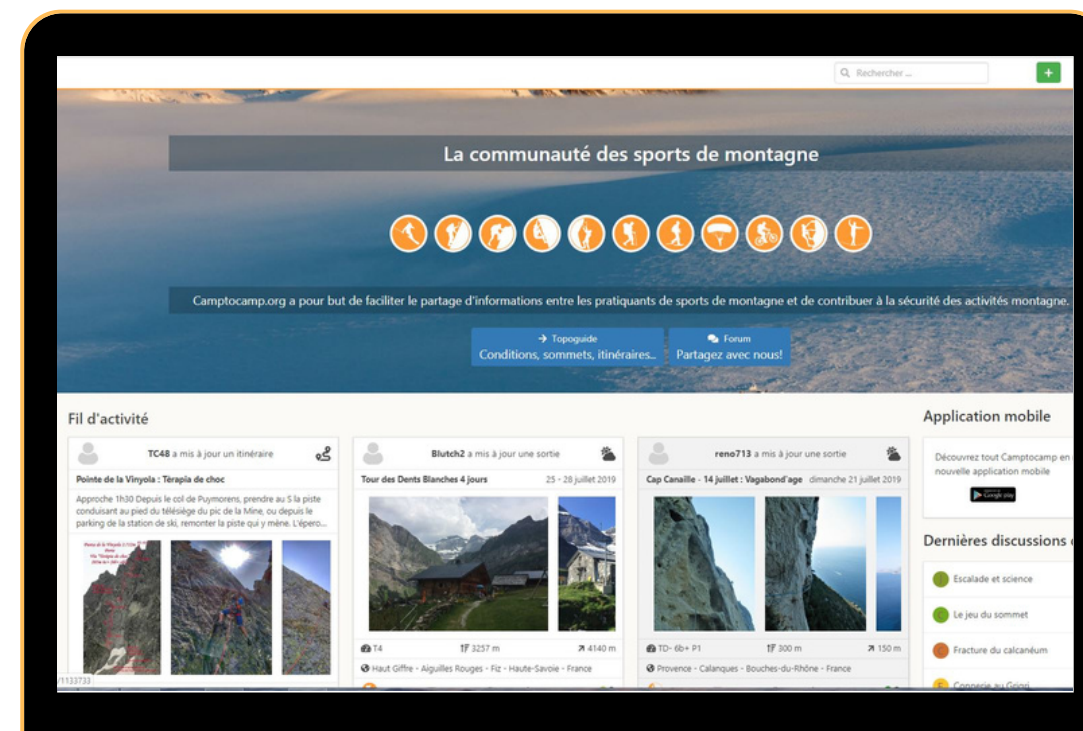
To download



The média kit : [here](#)

The technical sheet : [here](#)

The Google Analytics : [here](#)





ffrandonnée.fr

- Sessions annuelles : **986 950***
- Utilisateurs uniques : **631 454***
- Pages vues annuellement : **2,4 millions***
- Durée moyenne de visite : **2 minutes***



To download



The média kit : [here](#)

The technical sheet : [here](#)

The Google Analytics : [here](#)

monGR.fr

- Sessions annuelles : **936 000****
- Utilisateurs uniques : **664 000****
- Pages vue annuellement : **1,9 millions****
- Durée moyenne de visite : **2 minutes****



*Source : google analytics

**Source : FFRP

Site internet : test4outside.com

- The outdoor test website for Skiing, Trail Running, Hiking, Triathlon, Cycling, and more. Sharp but accessible content so you don't make equipment purchasing errors. Editorial professional teams in benchmark testing. A captivated audience with strong purchasing power, alert to the latest equipment.
- Périodicité : all year
- Unique visitors : **207 251***
- Views : **551 042***
- Subscribers to the newsletter : **53 000***

Profil des internautes

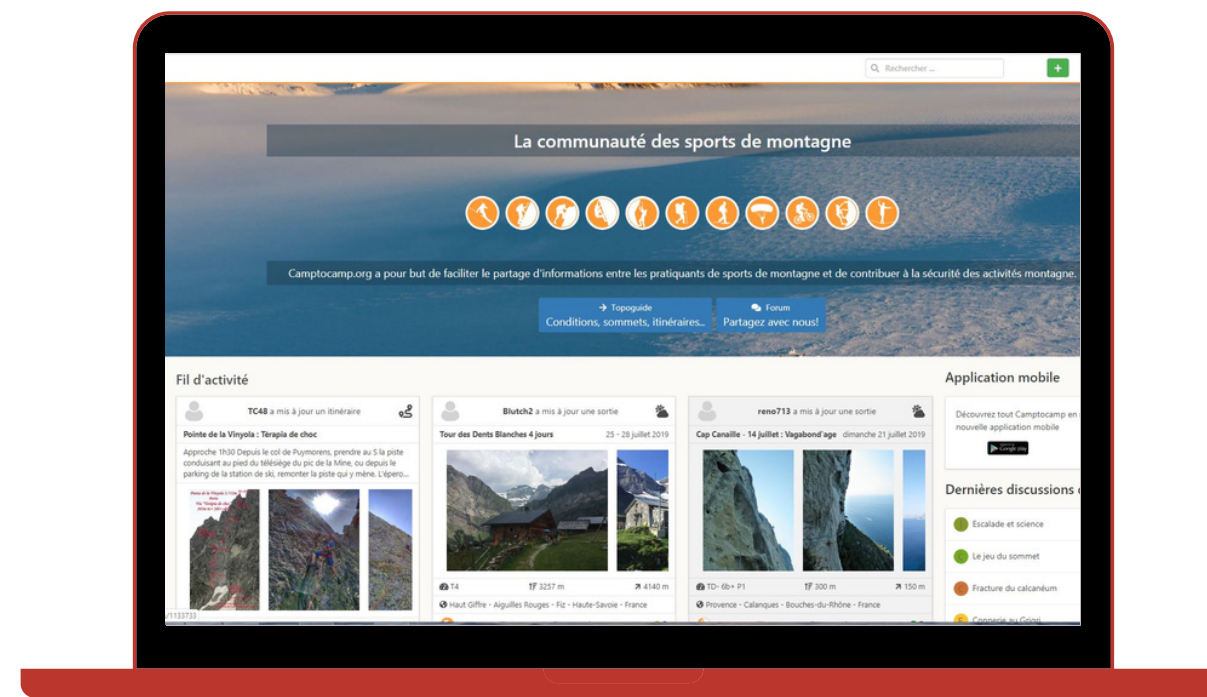
Outdoor sports enthusiasts looking for outdoor products for their sports practices. They have strong purchasing power and want the best equipment. Test4outside.com gives them complete testing.

To download

The média kit : [here](#)

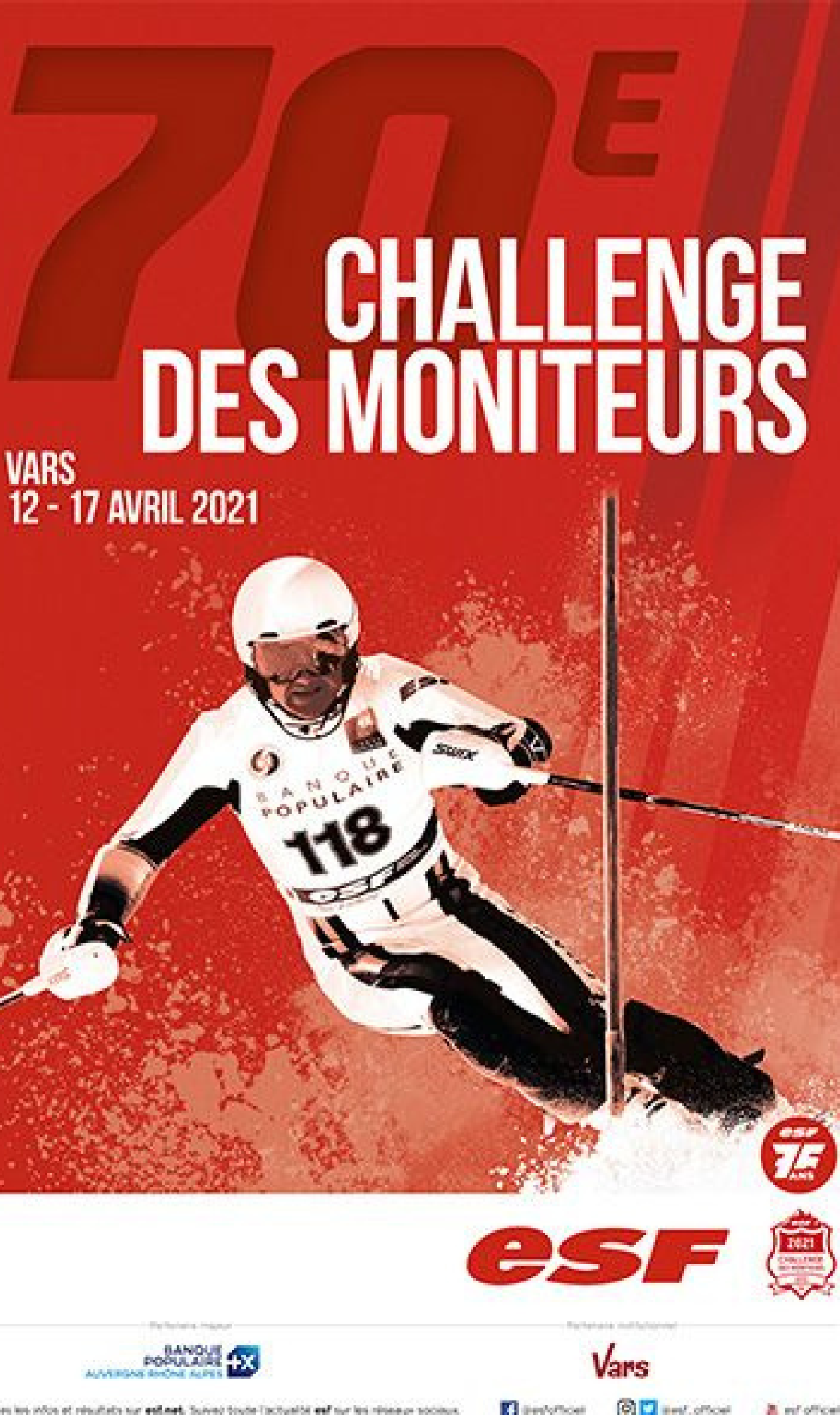
The technical sheet : [here](#)

The Google Analytics : [here](#)



EVENT





THE CHALLENGE OF THE INSTRUCTORS, THE FRENCH CHAMPIONSHIP OF ESF INSTRUCTORS

A national event that ends the ski season with competitions in all disciplines (alpine skiing, cross-country skiing, telemark, skicross, snowboarding and freestyle), whatever the age category, in a festive atmosphere.

It brings together the entire ski and mountain world: the famous "Red Sweaters" but also the champions who are members of the French teams, personalities and equipment manufacturers...

The 5 good reasons to be a partner of the challenge

- **A well-informed target** : the 17,000 ESF instructors are above all passionate about mountain sports and are real ambassadors for their clients.
- The **presence of decision-makers** from tourist structures, members of French ski teams and personalities
- A **national event widely covered** by the media (sending regular press releases, TV reports, etc.)
- A **trade fair** specialising in outdoor mountain sports in the centre of the organising station.
- **6 days of non-stop visibility**

A look back at the previous edition in pictures: the Val Cenis 2019 edition





THE CONGRESS OF SKI RESORTS IN FRANCE

Le syndicat - Domaines Skiables de France

Today the union has 412 members and about 175 corresponding members.

Ski resorts are the main source of attractiveness of mountain resorts. They are key players in the dynamics of the resorts, they determine economic activity (traders, accommodation, jobs...).

More about : [**Here**](#)

The congress

This important annual event brings together more than 800 professionals from the ski resorts every year: ski lift operators, manufacturers, suppliers, piste services, elected officials from mountain regions, departments and municipalities (ANMSM, ANEM), federations and professional associations (ADSP, USC).

To be reviewed: Paris 2018 edition for the 80th anniversary of the union





BASIC CAMP

47, rue Thiers
38 000 Grenoble – France
Tel : +33 (0)4 58 00 16 98
contact@alpamayo.biz
www.alpamayo.biz

THE TEAM

Alban Guglielminetti – Director

Céline Garrido – Customer relationship Manager

Ange-Line Goncalves – Assistant Advertising Manager

Céline Guglielminetti – Sales administration



GENERAL TERMS AND CONDITIONS OF SALE AT 01/01/2021

Any subscription to an order of advertising for the announcer and his representative, implies the acceptance of general terms of sale below. The orders of advertising are executed in the conditions of the present price list.

RESERVES

The advertising appears under the responsibility of the announcer who, in particular, obliges himself to respect the rules released by the uses and the law regarding advertising. It guarantees the publisher against the legal proceedings that the latter could incur because of the advertisements that he published on order, and he will indemnify him for all the damages that he will undergo and will guarantee him against any action of third parties because of these insertions.

The publisher reserves the right to refuse, at any time, an insertion which appears to be against the legislation in force, or which, by its nature, its text or its presentation, would appear against the spirit or the presentation of the publication, or which may cause protests of its readers or third parties. Regarding the editorial advertising, not to create confusion in the reader's mind, any advertising presented under editorial shape will have to carry, in a very visible way, the mention that clarifies its nature.

The publisher reserves the right to modify his tariff conditions, even for the current orders, with an advance notice of three months. Without observation of the announcer by registered letter with recorded delivery within an extension of 15 days, the publisher will consider it as an agreement from him. No location can be guaranteed without payment of the corresponding increases

DEFINITIONS

Announcer : All the companies of the same group that buy some advertising space through a unique entity that insures the media functions, Are considered as one and same announcer or group of announcers. Are considered as companies of the same group of announcers, all the companies which social capital is held at more than 50% by the same natural and legal entity. The justification must be communicated to the publisher by LRAR, the group conditions being applicable only upon receipt of documentary evidences.

Proxy : Every professional intermediary insuring a complete service, in particular the reservation of space, purchase order, management and control of the invoicing, which intervenes for the account and in the name of one or several announcers, to buy some advertising space in one or several medias during the concerned period, by virtue of a written contract by mandate. A certificate of mandate must be produced for the publisher. In case of modification or termination of mandate in the course of the year, the announcer will inform immediately the publisher about it by LRAR, being specified that this modification or this termination will be validly opposable to the publisher as from the date of reception of the said letter.

COMPLAINTS / CANCELLATIONS

Any complaint must, at the risk of forfeiture, be made in writing in the month following the publication. Any request of cancellation or adjournment of an order of advertising must be sent to the publisher in writing, before the date of commercial finishing, planned by the technical calendar, that is 4 weeks before publication. In the extension of 1 month to 15 days before the date of commercial finishing, any cancellation of preferential location will be the object of a revocation of an amount equal to 20 % of the net price of the cancelled orders. Below 15 days, 50 % of the amount of the initial order will be owed. Any request of cancellation that will not be made in writing or for the indicated deadline will not be taken into account.

These cancellations will not have to question the formulation of the contract having allowed to benefit from the decreasing, in particular the landing of discounts. Otherwise, an invoice of reminder of the decreasing will be made. The responsibility of the publisher could not be committed if, for reasons independent of his will, contractually likened to a case of absolute necessity such as defined by the Civil code, he was in the impossibility to print, to publish or to spread all or part of one or several numbers of the publication or one or several announcements of advertising. Assets relating to a sale on a given calendar year must be demanded before the end of the first quarter of the following calendar year.

INVOICING

The announcer is responsible in every case for the payment of the order of advertising, on the conditions defined on the latter. To accept the orders of a representative, the publisher has to be in possession of a certificate of contract linking the announcer and the representative, which will be considered indefinite until the interruption by the announcer.

TERMS OF PAYMENT

For the new customers, the payment is made in delivery of the orders. In other cases, on the condition of presenting guarantees of payment which will have to receive the prior agreement of the publisher, the payment can be made within 30 days end of month according to the date of invoicing. If the payment is made by accepted and domiciled draft, this one will necessarily have to have returned within 8 days after receipt of the invoice. In case of delay in payment, the publisher reserves the right to suspend the execution of the orders, to decide to come back to a cash settlement, and will charge late charges calculated at the rate of 1,5 % a month.

SPECIAL CONDITIONS

In certain cases of promotion, offers of seasonality or finishing can be proposed by the support. These possible promotions come in substitution of the other discounts, except the professional discount. The professional discount of 15 % is calculated on the net after discounts and decreasing. Any possible and exceptional payment in the form of advertising exchange in return of goods, of spaces or of services will be the object of a written contract which will plan the terms of payment. These investments should not get in the way of the calculation base of tapering rates or decreasing by grouping of purchase.

TECHNICALS ELEMENTS

Printing materials must have reached the advertising department 3 weeks before the printing date. They have to contain the information necessary for a good reproduction. The printing documents, except express request of the announcer, are not kept by the newspaper. The publisher is not liable for any reproduction of colour announcements delivered without a generated test according to the supplied document of printing, or if the elements of printing reach him after the deadline.

Any announcement modified or realized by the publisher is subject to the expedition of a copy to press, as long as the deadlines allow it. Any copy to press not sent back within 48 hours implies the agreement of the announcer and takes away the responsibility of the editor.

As soon as the date of reception of an announcement to be modified or realized by the publisher does not allow any more, in consideration of the date of finishing, the expedition of a copy to press, the publisher is also relieved of any responsibility. In any case and whatever the document's origin, the responsibility of the publisher is limited to the reintegration of the order in the following publication. The technical expenses of realization of an announcement can only be determined based on documents provided. They are in every case chargeable to the announcer. In case of dispute, only the Commercial court of Grenoble is competent, even in case of appeal in guarantee or plurality of defendants.