



# SNOWSTASH

The Best Snow Resort  
Research Destination

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[WWW.SNOWSTASH.COM](http://WWW.SNOWSTASH.COM)

**MEDIA  
KIT** 2023



# WHO IS SNOWSTASH?

Hi, Michael here,

SnowStash started life as a passion project during the year of endless COVID-19 lockdowns we all saw across the globe. We found ourselves spending endless hours exploring and researching ski and snow resorts from all over with one consistent problem, there was no central location where one could explore the resorts, see webcams, find lift ticket information, obtain resort stats and see trail maps.

It's evident my problem was a global problem that SnowStash has solved! We have watched this platform grow from humble beginnings to a steady stream of consistent daily and monthly visitors who are viewing webcams, obtaining lift ticket pricing and reading through our daily blog post which focus on the top snow related stories happening across the planet where ever winter is taking place.

**We love snow. We love ski resorts.  
We love great digital experiences.**

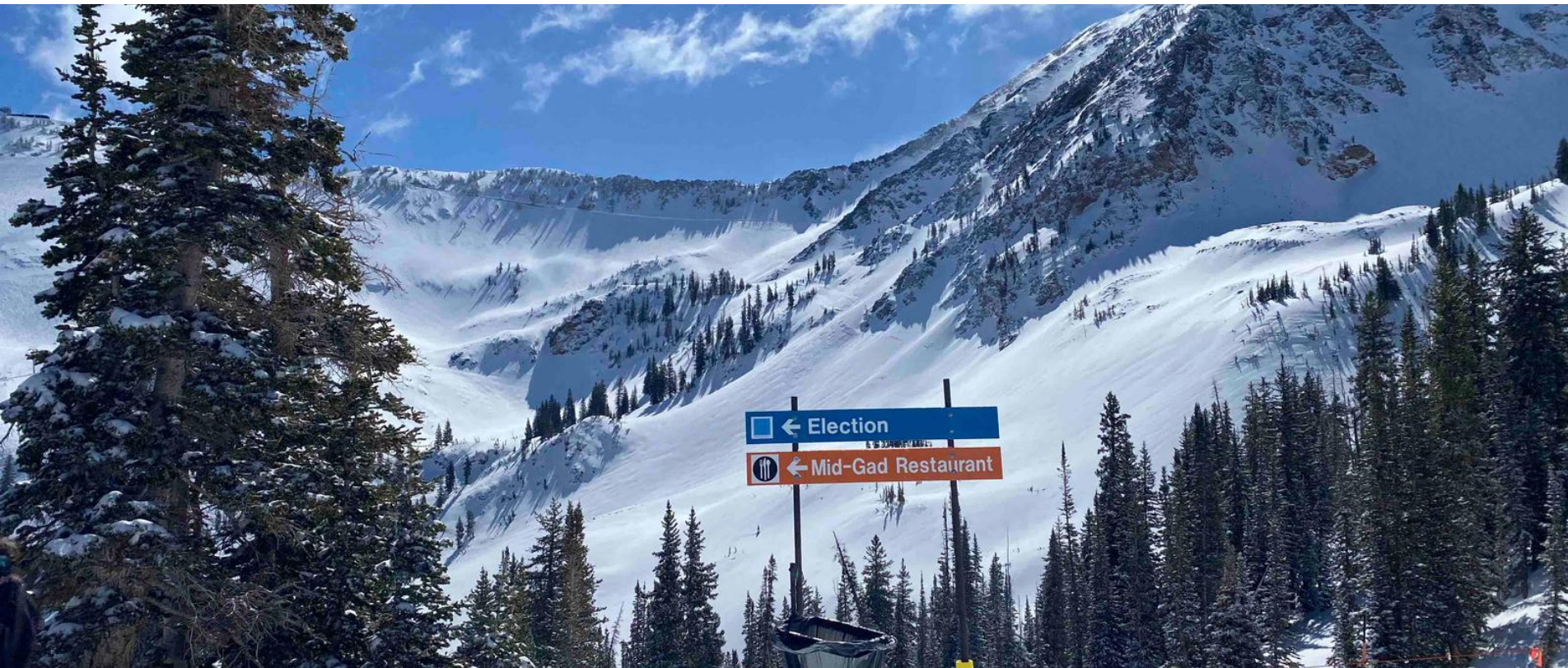
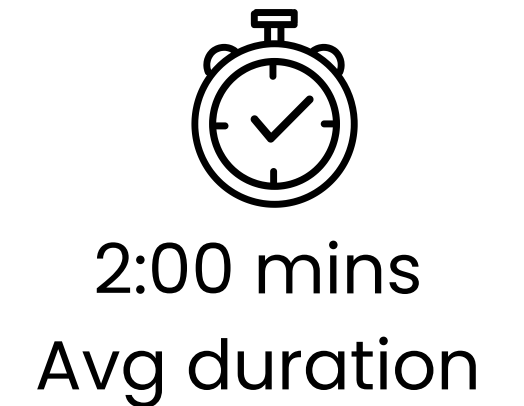


## ABOUT SNOWSTASH

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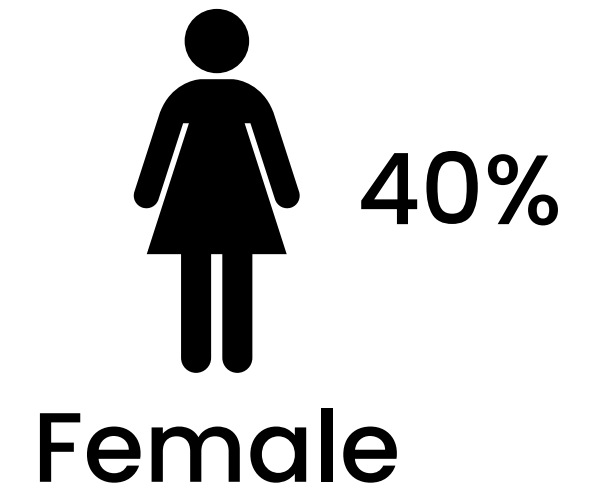
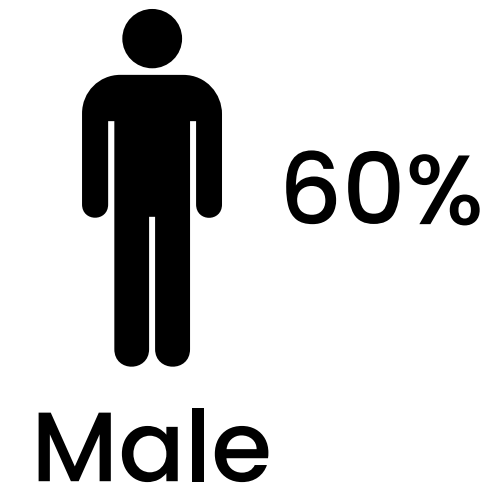
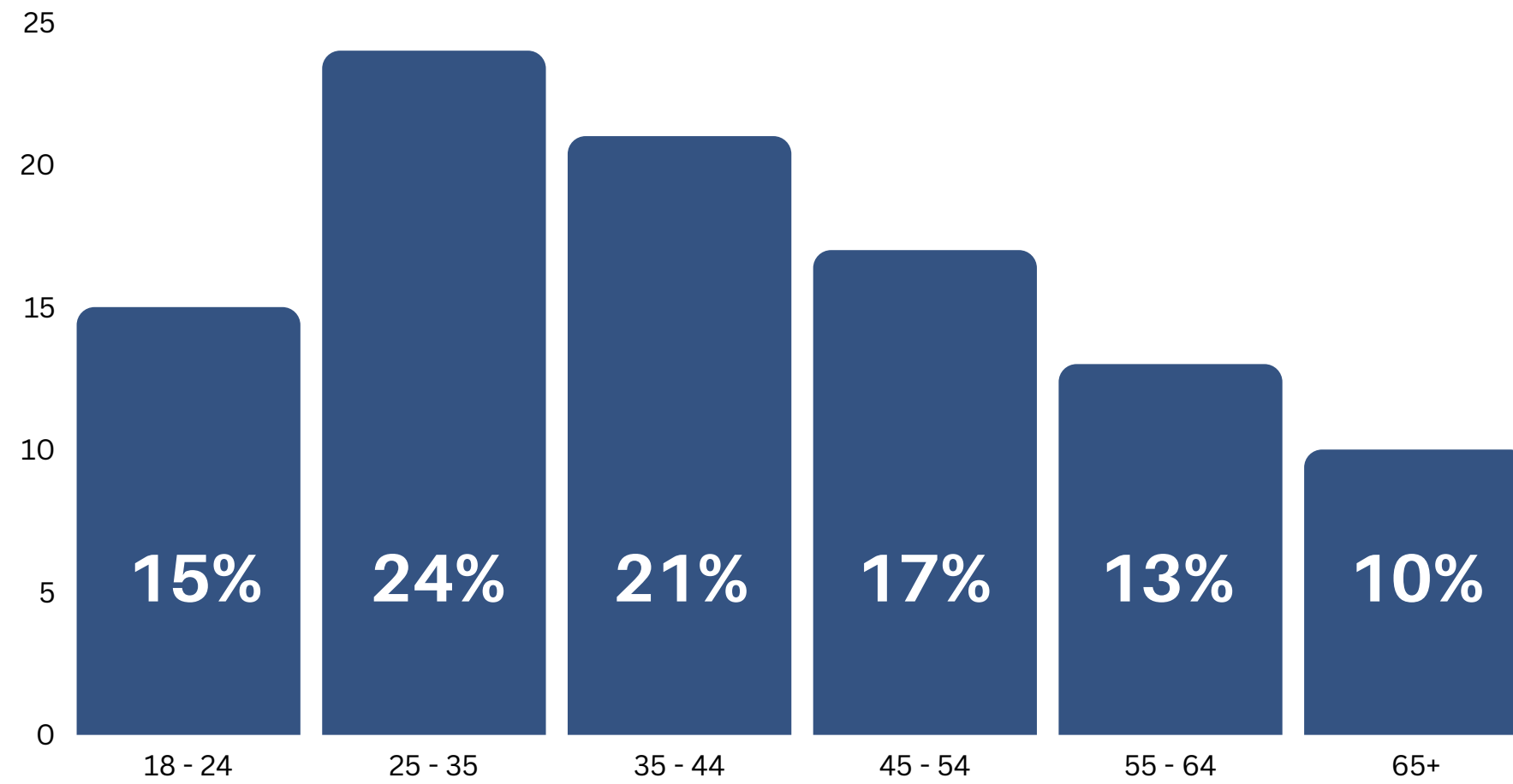
**Snowstash is the authentic information gathering platform that snow enthusiasts trust. We seen astronomical growth in our visitation over the last 12 months, growing from 30,000 annual visitors to 160,000. We are already seeing well over 100,000 monthly visitors in 2023 as our content and community continues to expand.**



# OUR WEBSITE VISITORS



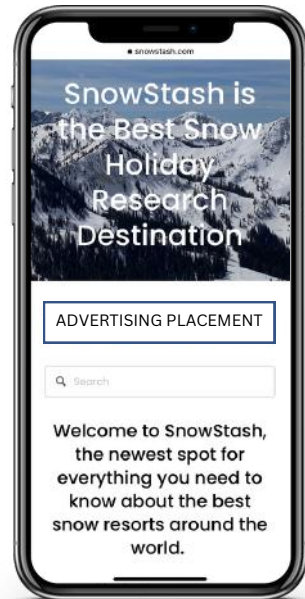
# USER DEMOGRAPHICS



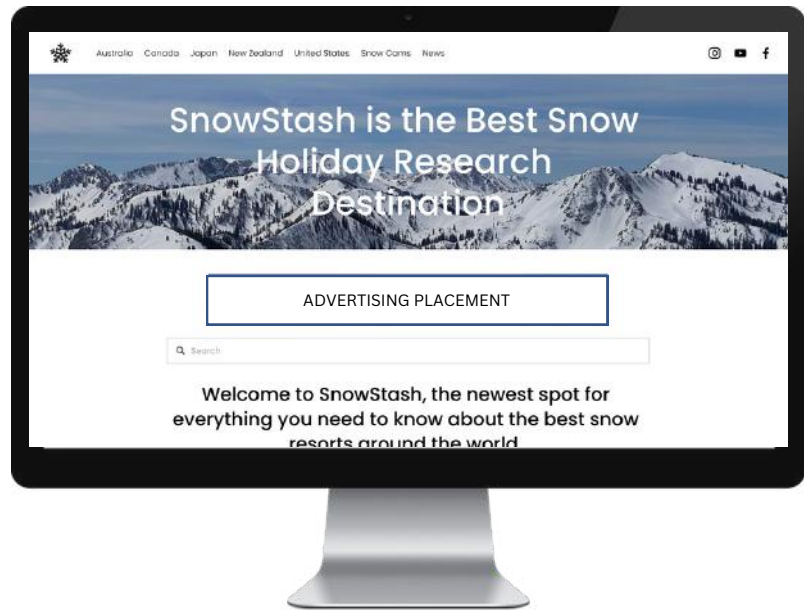
## OUR WEBSITE VISITORS



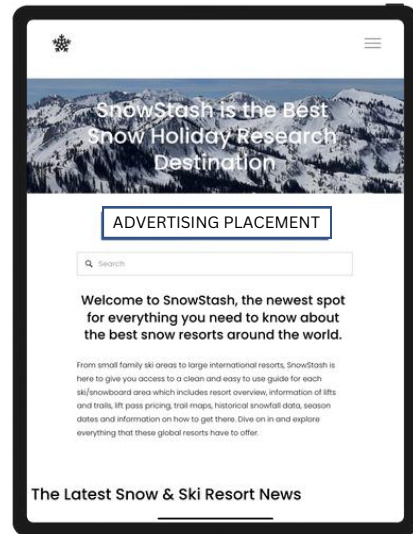
# DEVICE & COUNTRY



60%




37%



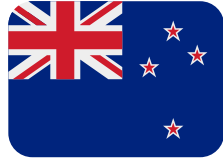
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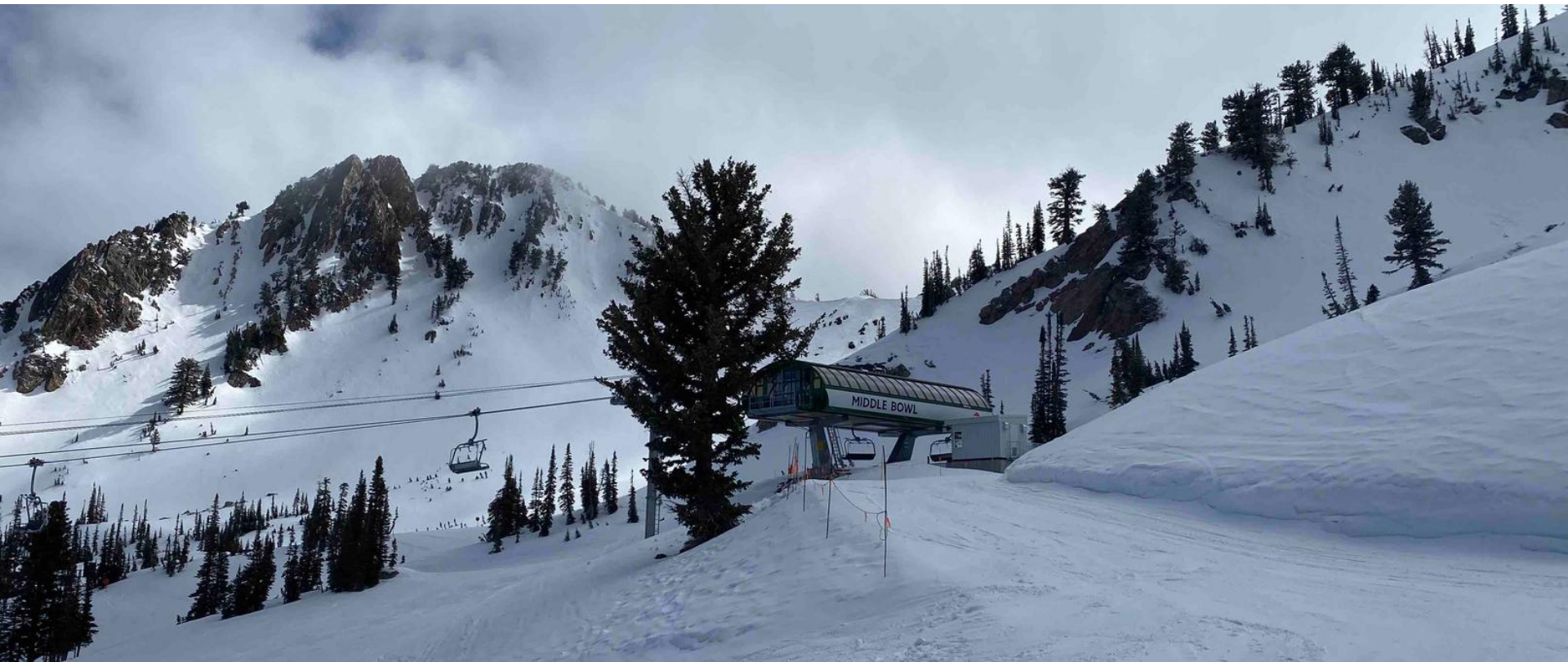
40%  
  
United States

40%  
  
Australia

13%  
  
Canada

3%  
  
New Zealand

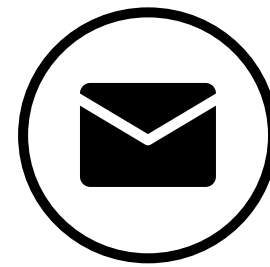
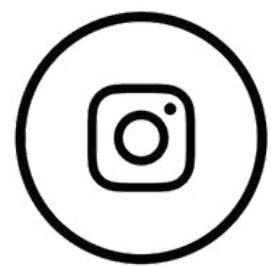
4%  
  
Europe



# OUR WEBSITE VISITORS



SnowStash is present on a number of social media channels. Our largest reach and engagement is through Instagram and Facebook. Email subscriber base is growing as we continue to produce quality content across all social channels, including YouTube, focused on ski and snow resorts.



**OUR SOCIAL  
COMMUNITY**

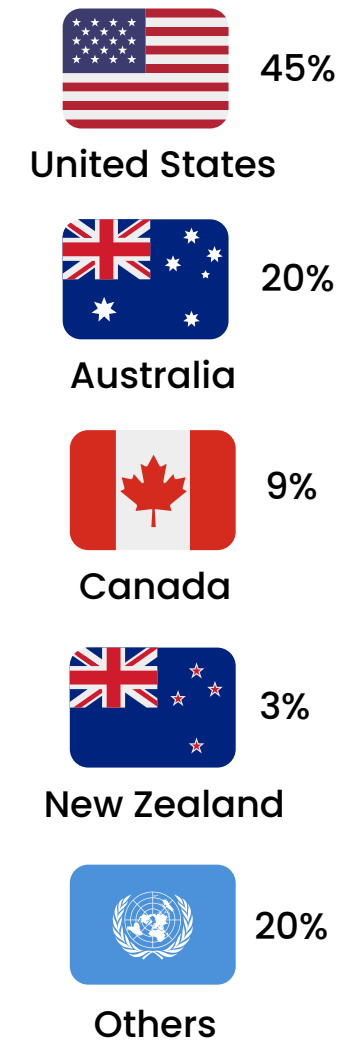
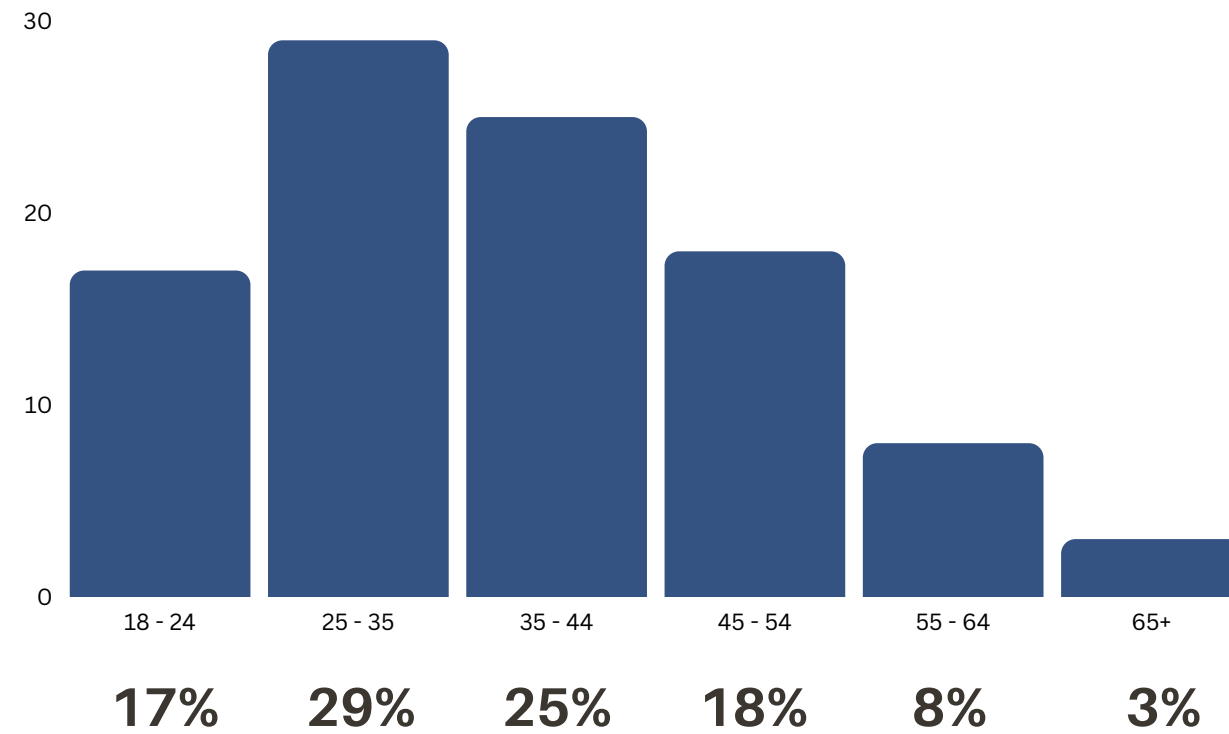
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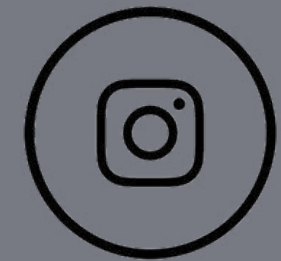
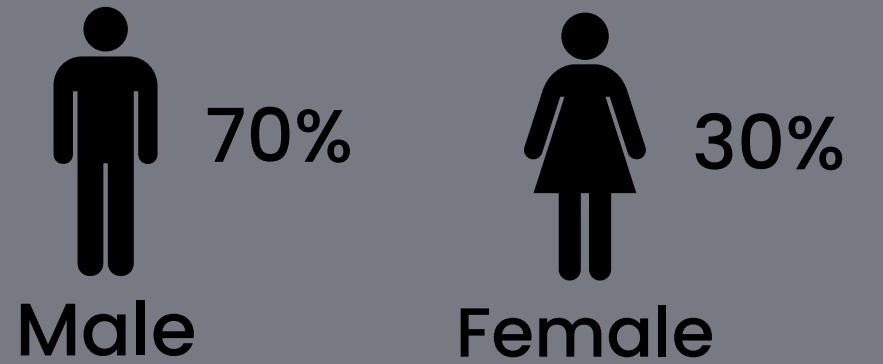
We launched our Instagram in late 2020 and have worked hard to grow organically to over 7,000 followers.

**Instagram Reach:  
40K Monthly**

**Instagram Impressions:  
100K Monthly**



Followers: 7,000



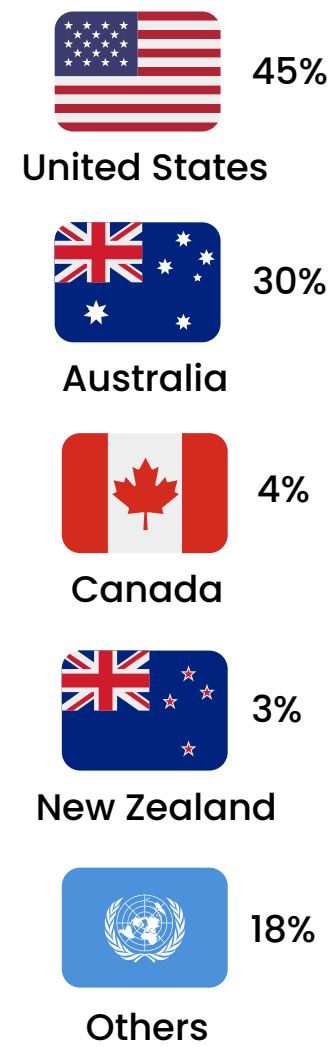
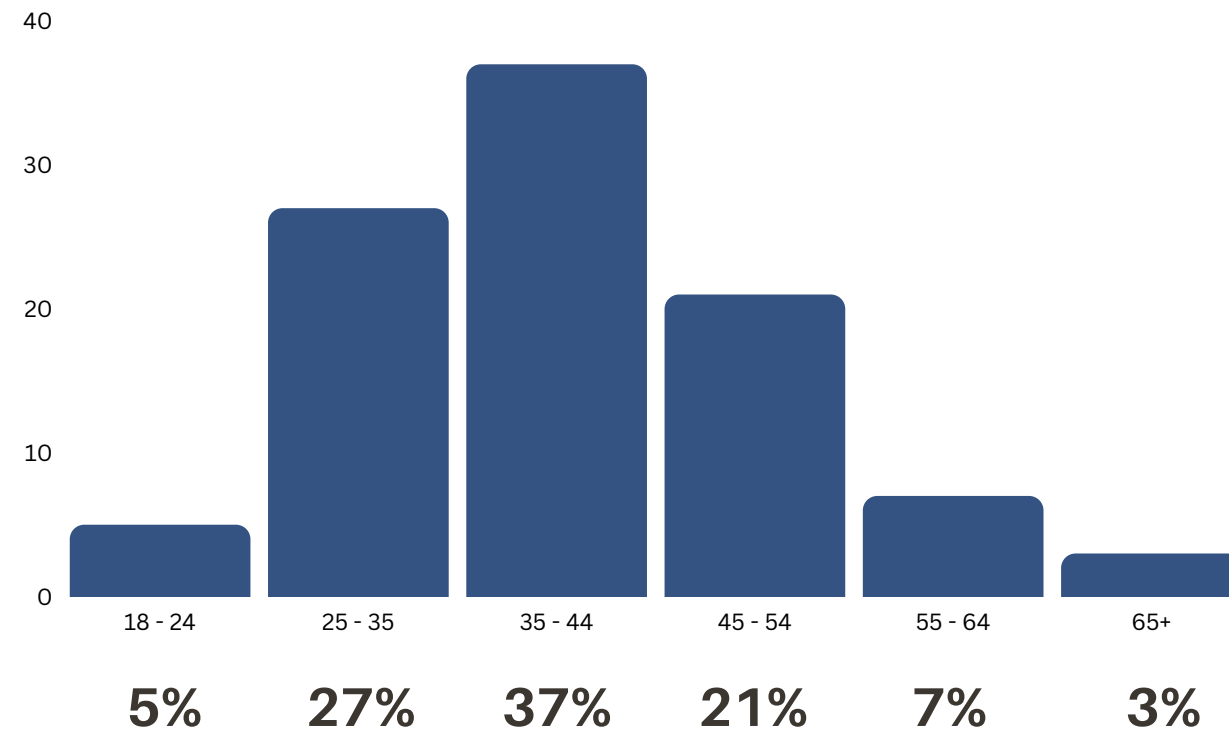
# OUR INSTAGRAM

[WWW.SNOWSTASH.COM](http://WWW.SNOWSTASH.COM)

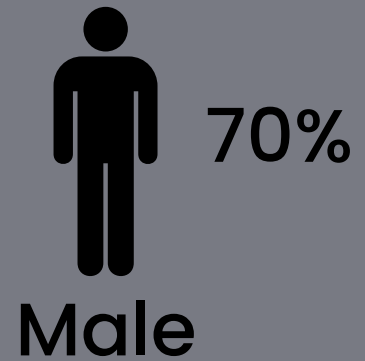


Facebook continues to grow and through our data we understand the Facebook community is a more mature audience with access to a large disposable income.

**Facebook Reach:  
6.2K monthly**



Followers: 1,400



**OUR  
FACEBOOK**

[WWW.SNOWSTASH.COM](http://WWW.SNOWSTASH.COM)





## Digital Advertising

Get your brand or business directly in front of our website visitors with our digital advertising placements.

Be featured in the Header, Sidebar and inline article ad placements on all our content pages & blog post across our site.

**\$1,500 for one month**

**\$750 for two weeks**



# WORK WITH SNOWSTASH



# Digital Advertising

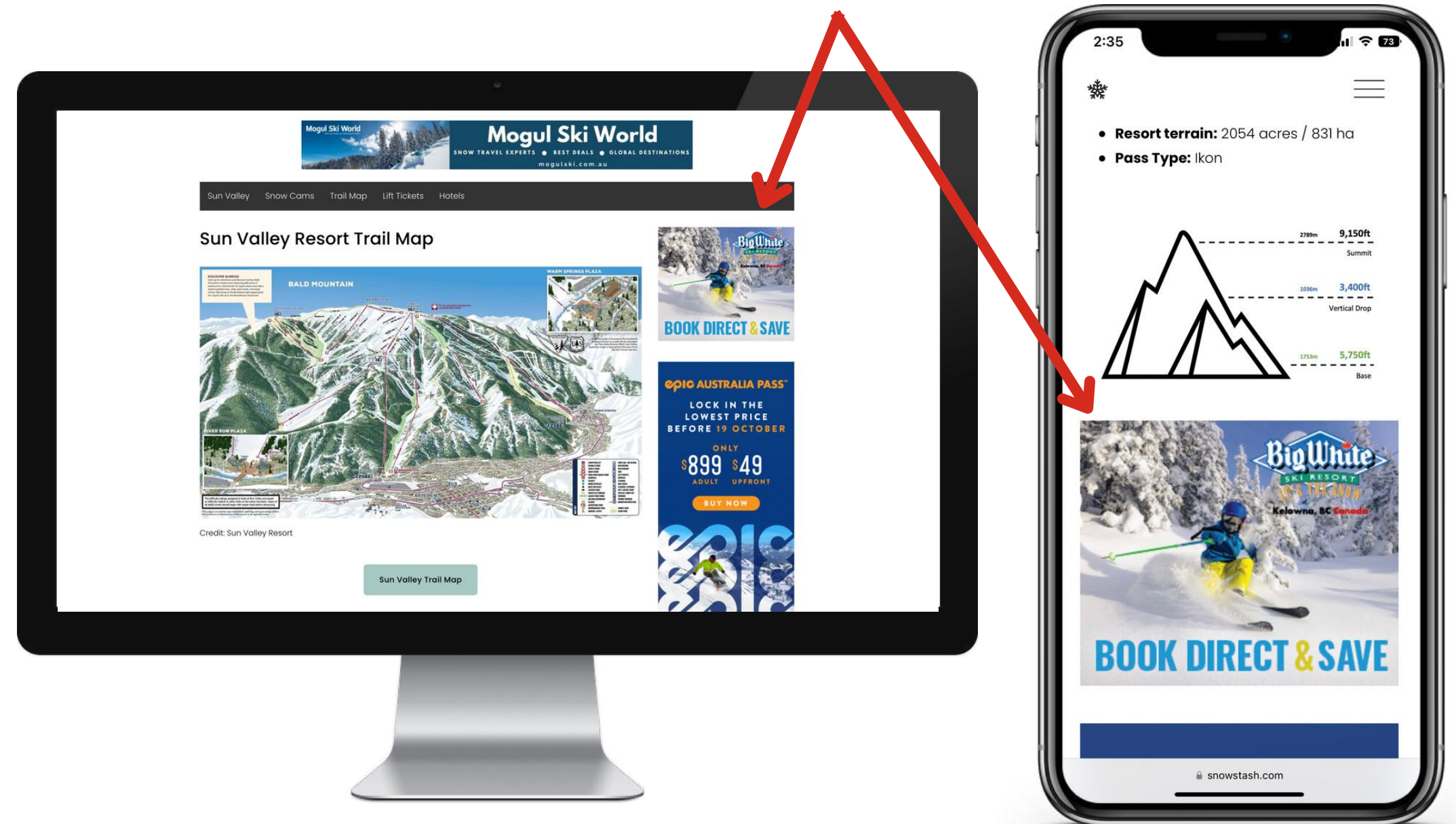
## Monthly Sidebar

Our sidebar MREC appears at the top of our sidebar on every content page & blog post across our site.

Our MREC also appears directly under our page content on mobile devices.

**\$250 for one month**

## Ad Placements Options



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[SnowStash Privacy Policy](#)



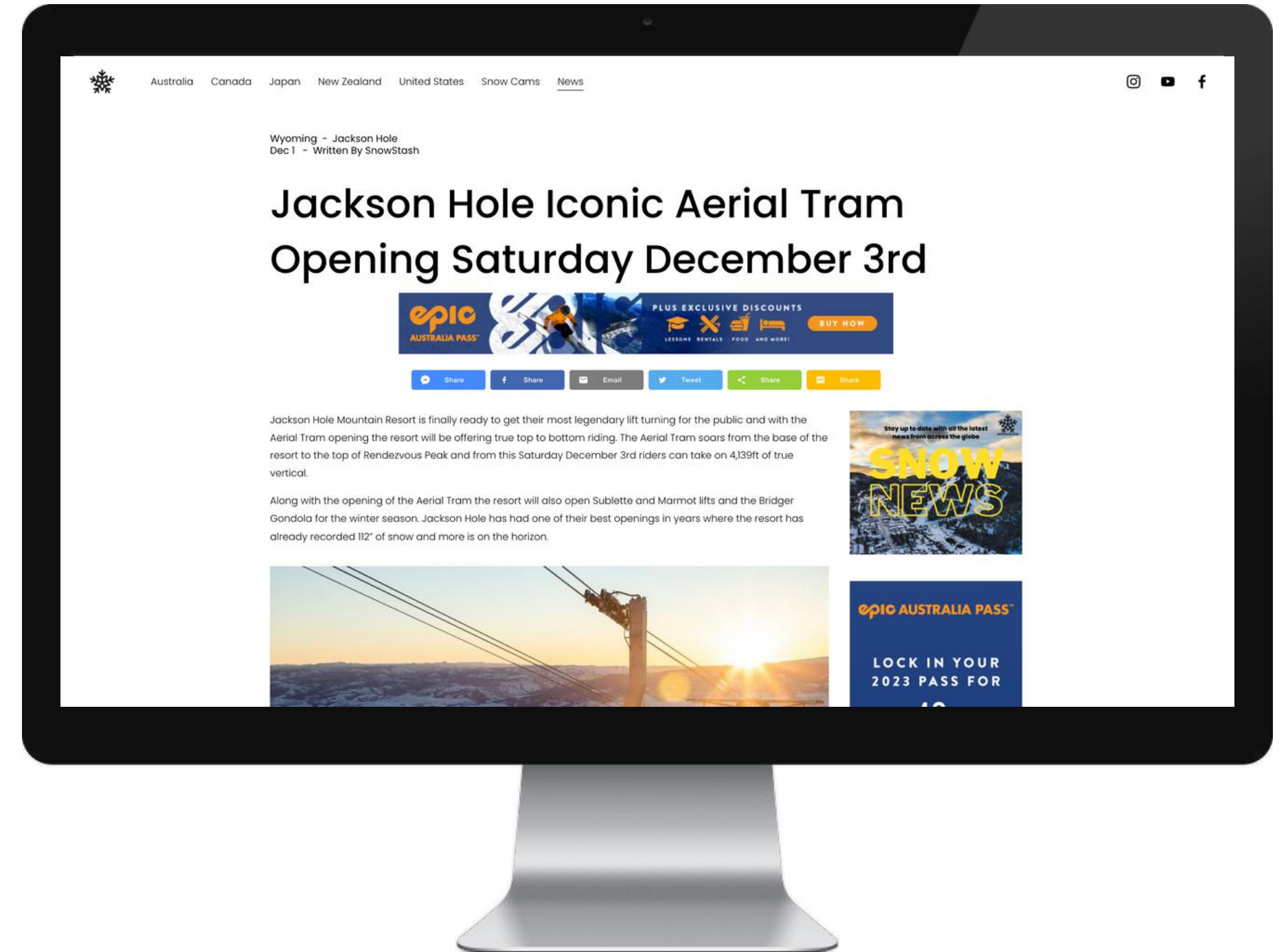
# Digital Advertising

FREE Value Adds with your Digital Advertising Package

- 1 custom blog on snowstash.com to increase awareness and inclusive of one backlink to drive SEO
- 1 top spot in weekly email to our subscribers
- 1 organic Facebook Post to +1K followers
- 1 organic Instagram Post to +7K followers
- 1 organic story across Instagram + Facebook

## Press Release

If you have a press release which is relevant to the ski resort / snow industry, send it through to us and we will publish it for free + push out via our social media channels.



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# Ad unit file type

- **Static Image:** JPG, PNG
- **Animated Graphic:** GIF
- **File Size:** 50kb – 70kb per unit

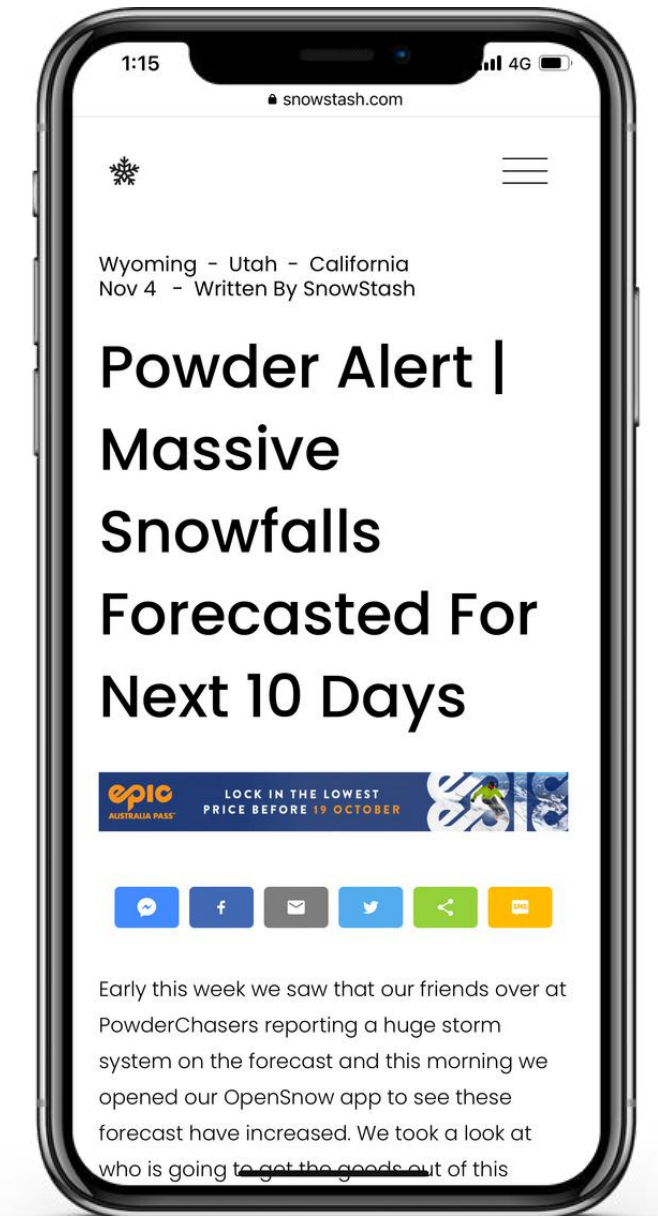
# Ad unit sizing

**Header:** 728 x 189

**In article / Mid page:** 728 x 90

**Sidebar:** 300 x 600

**MREC sidebar:** 300 x 250



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# Why work with SnowStash?

Our visitors rely on SnowStash as the authentic brand that they can trust to deliver everything they need to know about ski resorts in one place, all year round. We don't compromise on a user-first digital experience and work with digital advertisers to ensure highly contextual exposure that is brand safe and presented to a very engaged and growing audience.

**We are not a corporation, we are a small business.**

We aim to work with small businesses such as industry brands, smaller ski resorts, independent accommodation providers or any business that helps keep this incredible industry moving forward.

**Let us help you grow your business with our audience.**



[hello@snowstash.com](mailto:hello@snowstash.com)

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