

MEDIA KIT

Winter 2013/14

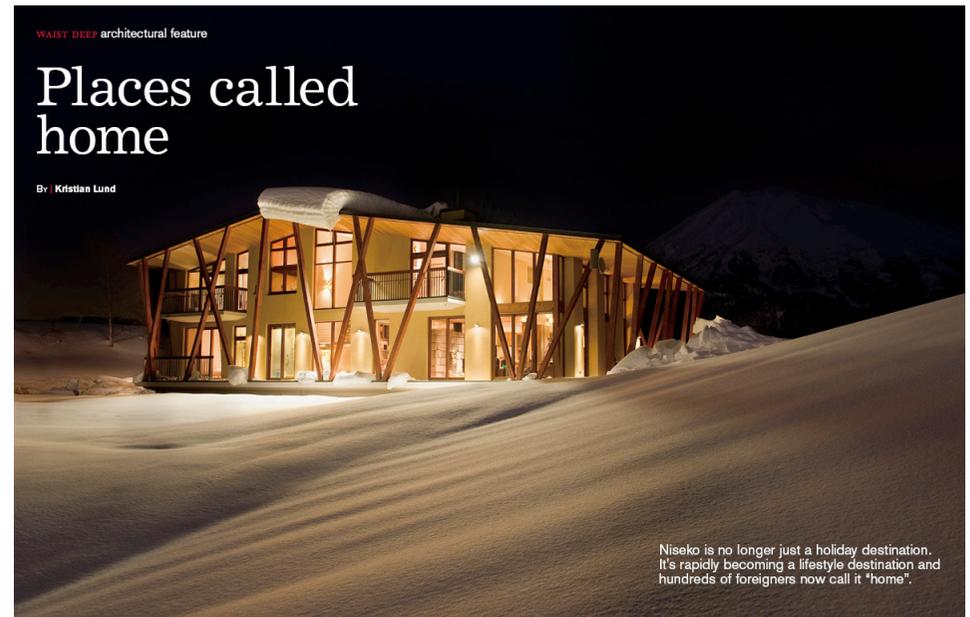


THE NISEKO POWDER LIFESTYLE



Waking up in a warm, luxury apartment.
Huge powder flakes falling silently outside.
Shovelling light, dry snow off the steps.
Ploughing through untracked powder.
Soothing tired muscles in an open air onsen.
Sharing a drink with friends by a warm log fire.
Dinner at a your favourite izakaya.

This is the Niseko powder lifestyle.



THE POWDER LIFESTYLE MAGAZINE



Powderlife aims to bottle the essence of the Niseko powder lifestyle.

Not just skiing and boarding, but everything that makes up life and holidaying in Niseko – food, culture, beautiful accommodation, the other seasons, the rest of Hokkaido and more.

It's a great introduction to Niseko for visitors, and allows them to take home these “bottled memories” to reminisce and show friends.

MADE FOR COFFEE TABLES

Powderlife is...

- a premium-quality, hard-spine magazine
- wrapped in a thick, warm, matt-gloss cover
- with soft matt-coat pages inside
- luxuriously laid out
- full of big, eye-popping photography
- and written by professional writers

WAIST DEEP hokkaido travel feature

The end of the earth

Hokkaido's Shiretoko Peninsula is one of the most spectacularly rugged places in Japan. And like Niseko, it saves its best for winter.

Story | Greg Lund

SO HIGHLY REGARDED IS SHIRETOKO AS A UNIQUE WILDERNESS area that in 2008, it was formally designated a World Heritage site – only the third in Japan to be so recognized by UNESCO. Shiretoko, in the language of the native Ainu inhabitants of Hokkaido, means ‘the end of the earth’. And once experienced, it is easy to imagine how it got its name.

If you take a map of Hokkaido and draw a line from Niseko, close to the west coast, diagonally across the island to the northeast coast, your attention is drawn to a long, thin, sheer bit of land that juts – dagger-like – out into the North Pacific. Less than 100km long, and unpopulated for most of its length, it is one of the most remote, and spectacularly rugged places in Japan. A high mountain spine runs sharply up from a very narrow coastal plain, characterised by weathered basalt cliffs over which numerous rivers and hot spring waterfalls tumble down into impenetrable dense spruce conifer.

It is home to very few people, but a wonderful variety of exotic flora and fauna. The Ainu inhabitants are an estimated 300 or more

brown bears. Weighing up to 400kg and related to the North American grizzly, these wonderful animals can be seen at close quarters for most of the year, except winter. In summer, when the salmon run upstream to spawn, the bears delight visitors with their fish-catching skills as they seek to stack on protein and fat in preparation for hibernation over the long, cold winter.

Thousands of Erubika – a deer native to Hokkaido – roam the peninsula and are the source of excellent venison dishes in the hunting season (outside the national park).

The peninsula is also the last site habitat of one of the world's most spectacular birds, a very large species known locally as shima ibumi, but elsewhere as Black-tailed Puffin. Growing to a height of up to 70cm and with a wing span reaching 2m, these extraordinary nocturnal creatures are being pushed back from the brink of extinction in the national park. Sitting secret deep in a crevice (open air hot spring bath) under the stars with a cold beer on a still night listening to the call of the shima-ibumi is an experience not easily forgotten.



Like Niseko though, Shiretoko saves its spectacular best for winter, when floating pack ice emanating from the Siberian coast is drawn by the north west monsoon to jam up against the coastline of the peninsula, forming a shell of solid, undulating, cracking and groaning ice that stretches to the horizon.

The Japanese archipelago was once a part of the Asian mainland. The connecting link have vanished over countless millions of years, but if you look to the north of Hokkaido, the island of Sakhalin – whose northern tip is just off the coast of Siberia – stretches to the south to fill just short of Wakkanai, Japan's northernmost town.

This land bridge of the past brought people, animals and many of the cultural influences that shaped Hokkaido's early history. The land physical connections have long since gone, but other links between Hokkaido and the mainland remain strong, particularly in the depths of the region's long, cold winters.

The Amur River, which forms the boundary between Russian Siberia and north-eastern China, empties a huge volume of



POWDERLIFE NISEKO - 30 - VOLUME 4 2013

POWDERLIFE NISEKO - 31 - VOLUME 4 2013

POWDERLIFE ADVERTISING

A *Powderlife* ad might not be a magic bullet that fulfils all your marketing goals.

But as part of your total marketing plan, it should be one of the most strategic weapons in your arsenal.

“Print ads are excellent for solidifying your brand identity.”

- read more at [Forbes Magazine](#)

“Print media left more imprint in brains and caused more emotional processing... important for branding and ad recall.”

- read more at [DMN3 Marketing](#)



POWDERLIFE

QUALITY = VALUE



We have worked hard over seven years to develop Powderlife's reputation as a credible, independent, authoritative Niseko publication.



This hard-earned credibility and independence breeds trust in readers, giving value to the magazine and its advertisers.

Media researcher Guy Consterdine, author of Periodical Publishers Association UK's report "[How Magazine Advertising Works](#)", says:

"Print publications that consistently deliver high-quality, reliable content develop credibility with their readers."

"Businesses capitalize on something called the 'halo effect' to use the credibility of publications to their own advantage."

"In the case of print publications, readers take the credibility generated by the quality of content and apply it to the advertisements, making them more likely to purchase a product or service."

- read more at [Guy Consterdine Associates](#)

DISTRIBUTION BLANKET COVERAGE



- 15,000 magazines in Niseko
- 5000 in Hong Kong and Singapore
- Estimated readership 50,000~100,000

We estimate 90% of international visitors will be exposed to *Powderlife* during their stay.

We base this estimate on evidence from interviewing winter visitors in Niseko, and our comprehensive distribution strategy with which we achieve blanket coverage of Niseko.

Powderlife is kindly provided in rooms when guests arrive in almost all accommodation in Niseko. Providers include:

Hokkaido Tracks, Nisade, NMS, the Niseko Company, Holiday Niseko, Niseko Powder Holidays, Annupuri Village and more. Also pre-loaded on Skybus.

For the few who miss it, the mag can be picked up in most shops, cafés, restaurants and bars in Niseko, and from our 30 bright-blue, all-weather magazine stands scattered across the resort.

HK+SINGAPORE DISTRIBUTION



Last year we distributed 4000 hardcopies of *Powderlife* to dozens of high-profile locations in Hong Kong including:

- The Cathay Pacific Lounge at the Hong Kong International Airport
- Several large property developers
- Leading ski holiday retailers and travel agents, ski shops and organisations
- Hong Kong's artificial ski slope and ice skating rinks
- High-end clubhouses and country clubs
- Luxury spas and salons

We also sent 1000 magazines to several targeted ski and travel organisations and locations in Singapore including:

- Snow City Artificial Ski Slope
- Arc'teryx Concept Store / Campers Corner outdoor shop (one of the only places that sells ski gear in Singapore)
- The JNTO (Japan National Tourist Office)
- NTA Travel Singapore
- NATAS Travel Fair in February

And we'll keep improving it every year.

ADVERTISING RATES AND SIZES



Hardcopy Mag

Full page	¥400,000
Half page	¥200,000
Quarter page	¥100,000
Business directory	¥25,000

*All prices + 5% tax. Premium position loadings apply.

iPad iMag

Full page	¥40,000
Half page	¥20,000
Quarter page	¥10,000
Business directory	¥2,500

Apple device owners downloaded 5183 copies of the *Powderlife* iMag to July 31, with key readers being from the US, China, Australia, UK, Canada and Hong Kong.

Website links and logos in the iMag will link directly to your website.

STAY IN LUXURY SPECIAL FEATURE



Kasetsu

CONCEPT DESIGNER
West Canada Homes
ARCHITECT
Erick Atalar
DESIGNER
Mitsuka Kurokawa
PROJECT MANAGER
West Canada Homes

IT DIDN'T TAKE LONG FOR THE HONG KONG-based owners of Kasetsu to decide they wanted to build a home in Niseko. "We started looking for land on the second day of our first visit," they said. "Now each time we return to Kasetsu, we feel like we're home in a way that is similar to being in our home in Hong Kong."

The family now comes to Niseko several times a year to relax, enjoy the natural environment in both summer and winter, escape the heat and bustle and bustle of Hong Kong, and to enjoy the local cuisine. "And most importantly, creating wonderful and new family memories for our kids, each and every time we visit."

The home's name itself ties Niseko in with the family. The children's names all share a common Chinese character 雪 (xiue), which means "snow". The second character 集 (ji), (setsu, or yuki) is "snow". The Japanese kunji character combination of these two characters therefore has the meaning "snowflake snow".

The local dining options are a big part of Niseko's appeal for the family, along with the incredible variety of family activities available year round. "The Niseko area is like an onion - we're constantly discovering new layers. We love exploring the outdoors with our kids, whether in ski boots, hiking boots or sandals. Also, enjoying the fabulous culinary offerings at local restaurants or just cooking at home the amazingly fresh and delicious local produce."

Having spent time in ski resorts like Winter, Breckenridge and Squaw Valley, the family knew what they wanted. "We sought to maintain the comfort and function of a traditional alpine lodge, while infusing the design with modern themes and Japanese elements. Our overriding design objective was to make Kasetsu warm, cozy and family-friendly."

PHOTOGRAPHY: KOSHIKI

POWDERLIFE MAGAZINE 48 VOLUME 9 2018

Example layout only, layout may differ.

This year we will be running a feature on luxury accommodation.

It will be all about the ultimate indoor Niseko experience, and we can work with you to find the right words to accompany your spread. It will include your direct booking details and logo.

Single page	¥400,000 + tax
Double-page spread	¥800,000 + tax

*Only open to exceptional properties that are available to rent and not advertised for sale. Spaces limited so not all interested may be able to participate this year. Prices negotiable depending on other ad spend.

WHAT NOW?



Email kris@powderlife.com

Reserve your spot by September 10

Artwork due September 30

Payment due October 30

Design specs at www.powderlife.com/design