



20,000 copies in Niseko, HK & Singapore

10,000 copies in Niseko over winter

MEDIA KIT

WINTER 2015/16

Powderlife & *Summerlife* bottle the essence of the Niseko lifestyle
The food, culture, landscape and outdoors – all year round



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 onsen
- Sharing a drink with friends by a log fire
- Dinner at a your favourite izakaya

Powderlife is...

- A 100-page premium-quality magazine
- Luxuriously laid out
- Distributed in Niseko, HK & Singapore
- Wrapped in a thick, matt-gloss cover
- Full of big, eye-popping photography
- Taken home as a memento and shown to friends to illustrate their holiday
- With soft matt-coat pages inside
- Produced by professional writers

THE NISEKO **SUMMER** LIFESTYLE

Breathing in the fresh Hokkaido air

Drinking the pristine filtered spring water

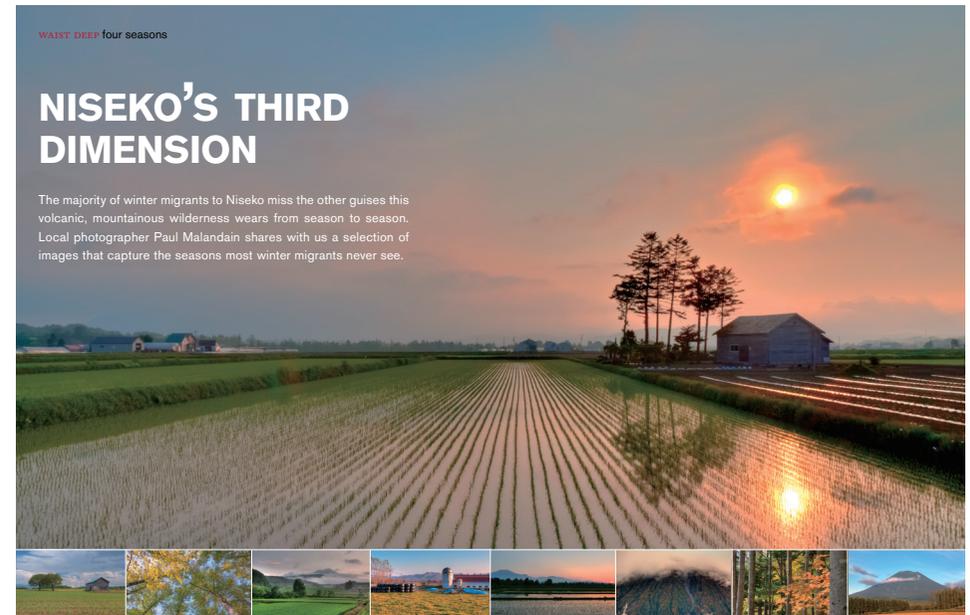
Riding, running and hiking the rolling countryside

Golfing, mountain biking, rafting and SUP boarding

Playing with the family at resort adventure parks

Taking in the picturesque mountain scenery

Experiencing farm life and the best of seasonal produce



Summerlife is...

- A **60-page** premium-quality magazine
- Luxuriously laid out
- Distributed to Niseko visitors over winter
- Wrapped in a thick, matt-gloss cover
- Full of big, eye-popping photography
- **Taken home to plan their Niseko summer holiday and convince friends to join them**
- With soft matt-coat pages inside
- Produced by professional writers



ADVERTISING IN...

Powderlife is one of the most powerful and cost-effective ways you can expose your product to the Niseko winter marketplace

"Print ads are excellent for solidifying your brand identity."

 [Forbes Magazine](#)

Powderlife reach

- 15,000 magazines in Niseko over winter
- 4000 in HK + 1000 Singapore
- Estimated readership 50 - 100k pax

Summerlife gives you twice the exposure in Niseko this winter, and will indirectly benefit you by boosting year-round trade

"The more people are exposed to your advertising, the more likely they are to buy your product."

 [Herald Tribune Media Group](#)

Summerlife reach

- 10,000 magazines in Niseko over winter
- Estimated readership 20 - 50k pax

 [Magazine copies are typically passed on to one or more other readers](#)



HONG KONG

- Cathay Pacific Lounge at HK Airport
- Several large property developers
- Leading ski holiday retailers and travel agents, ski shops and ski orgs
- High-end clubhouses and country clubs
- Luxury spas and salons

SINGAPORE

- Arc'teryx Concept Store / Campers
Corner outdoor shop (one of the only places that sells ski gear in Singapore)
- JNTO (Japan National Tourist Office)
- NTA Travel Singapore (Japan-focussed travel company)

NISEKO

- Placed in rooms of major accommodation providers: NISADE, Vacation Niseko, The Niseko Company, Holiday Niseko + more
- For the few who miss it, both mags can be picked up in shops, cafés, restaurants and bars, and from our 30 bright-blue, all-weather magazine stands across the resort

iPad, Amazon Kindle & online

Both *Powderlife* & *Summerlife* can be downloaded from iTunes, Apple Newsstand, Amazon Kindle Fire Newsstand and Powderlife.com.

Website links and logos in all newsstands will link directly to your website. We can also link to a specific page in your website.



ADVERTISING RATES

POWDERLIFE

SUMMERLIFE

POWDER + SUMMER

Double-page spread	¥800,000	:	Double-page spread	¥600,000	:	Double-page spread	¥1.2m
Full page	¥400,000	:	Full page	¥300,000	:	Full page	¥600,000
Half page	¥200,000	:	Half page	¥150,000	:	Half page	¥300,000
Quarter page	¥100,000	:	Quarter page	¥75,000	:	Quarter page	¥150,000
Business directory	¥25,000	:	Business directory	¥15,000	:	Business directory	¥35,000

Premium positions

* All prices + tax

Back cover	1.5x above price	:	> Premium positions are in high demand and we can't put every ad in a premium position.
Inside front / back cover	1.4x	:	> Premium positions are owned by the previous season's advertiser unless they discontinue.
First 30 pages	1.2x	:	> If you would like a premium position, please email kris@powderlife.com to register your interest.



WHAT NOW?

Email ↩ kris@powderlife.com

Reserve your spot by.....September 10

Artwork & Payment due.....October 10

Design guidelines at ↩ www.powderlife.com/design



PS WHY PRINT ADVERTISING?

“Print seems to be especially effective with luxury buyers. A 2013 study showed magazines ranked second among all ad channels for reach and effectiveness with household incomes of \$250K and up. Add to that its long shelf life, pass-along circulation and high credibility, and you can see why we believe carefully selected print media can be good value for niche brands.” [👉 Read more at MediaLife.com](#)

“Good print advertising definitely has a significant role in achieving advertising objectives. One study showed print media left more significant imprints in brains and caused more emotional processing – important for branding and ad recall.” [👉 Read more at DMN3 Marketing](#)

“Magazines that consistently deliver high-quality, reliable content have been proven to develop credibility with their readers. 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 - How Magazine Advertising Works](#)

We look forward to helping you tell the world about your business!