

# EDGE



WINTER 16/17  
Take Me! in  
FREE

**BOOK  
NOW**  
& SAVE 10%

TO PROMOTE YOUR BUSINESS IN  
EDGE MAGAZINE'S

**WINTER** PRINTED  
2017/18 EDITION  
AND  
WEBSITE!

The **EASY**, proven way to get your products & services noticed by residents, seasonnaires and holidaymakers.

Read our Winter 16/17 editions online :  
[www.edgemag.net](http://www.edgemag.net)

LOCAL - LIVE - ESSENTIAL

# EDGE IN NUMBERS

Distribution points (per edition) : **170**

Printed copies (per edition) : **10,000**

English-speaking visitors to the Tarentaise : **500,000**

Social media reach : **80,000 a week**

Website views : **7,000 a week**

Email database : **2,300**

# CELEBRITIES

Your advert will be seen alongside the celebrity names in our magazines. This year we featured an exclusive interview with royal ski enthusiast Pippa Middleton, sister of Duchess of Cambridge Kate. We also featured inspirational interviews with mountain athletes who have overcome disabilities to achieve incredible things - like quadruple amputee mountaineer Jamie Andrew and snowboarding Olympic hopeful Cassie Cava.



# ADVERTISERS

You're in very good company as an EDGE advertiser. Some of the international, national and local brands and businesses on board this winter include :



# DISTRIBUTION

EDGE is the only English-language magazine distributed on all major airport transfer buses including :

**BEN'S BUS, 1ST LIFTS, WHITERIDES,  
MOUNTAIN RESCUE, SNOW DRONE  
& MORE**

We offer a unique opportunity to reach clients on their way to resort.



is distributed to Tourist Information Points and lift pass offices as well as hundreds of targeted bars, shops, restaurants, chalets and hotels throughout winter.

## ONLINE

The **EDGE** website is used by people planning their holiday in the weeks and months before they arrive – our reach goes far beyond resort.

**EDGE** newsletters, featuring advertisers' news & offers, are sent to our email database weekly. **EDGE** social media is used effectively to promote our advertisers daily to thousands of followers.



## QUALITY

**EDGE** is printed on high quality (and eco-friendly) gloss and silk paper with UV gloss varnished covers to ensure it's durable and can be read dozens of times. It looks and feels top class.

**EDGE** is written, edited, designed and published by a local team of experienced journalists, IT experts, digital artists and marketing professionals. **EDGE** content is targeted specifically to appeal to the huge English market in the area.

Contact us to find out about : Editorial opportunities – Newsletter content – Competition sponsorship  
**LAST YEAR WE SOLD OUT OF ADVERTISING SPACE. NOW'S THE TIME TO GET INVOLVED FOR NEXT WINTER!**

# MAGAZINE ADVERT RATES

Included as part of your advertiser's package, and **FREE** with each advert:

- \* A feature in an editorial article in the printed magazine
- \* Up to 3 editorial features in online articles throughout the season
- \* A **FREE** web listing
- \* **FREE** to upload your events and job vacancies to our website, which we will promote for you on social media.

"Our ad and article look great and new customers have sought us out after reading the mag - We'll definately book again"

*Restaurant owner*

## TIGNES - VAL D'ISERE - LA ROSIERE - SAINTE FOY

AD SPACE	INCLUDING ADVERT DESIGN	SEND US YOUR OWN PDF DESIGN
Listing *	€150	N/A
1/4 Page	€360	€300
1/2 Page	€560	€500
Full Page	€940	€880
Inside Front	€1460	€1400
Inside Back	€1260	€1200
Page 3	€1560	€1500
Back Cover	€1760	€1700

## LA PLAGNE - LES ARCS - PEISEY-VALLANDRY

AD SPACE	INCLUDING ADVERT DESIGN	SEND US YOUR OWN PDF DESIGN
Listing *	€140	N/A
1/4 Page	€340	€280
1/2 Page	€540	€480
Full Page	€920	€860
Inside Front	€1410	€1350
Inside Back	€1210	€1150
Page 3	€1510	€1450
Back Cover	€1710	€1650

\* Listings help support small businesses - specifically bar, restaurant or accommodation

## WEB ADVERT RATES

AD SPACE	INCLUDING ADVERT DESIGN	SEND US YOUR OWN DESIGN
Listing in online directory (full page with 5 images)	€80	€60
Homepage top banner	€280	€240
Homepage	€160	€120
Other Page	€120	€80

All web adverts come with a **FREE** web listing

**SAVE EARLY BIRD OFFER**  
**10%** BOOK AND PAY FOR YOUR AD SPACE BY THE END OF MAY

Contact us now to discuss your advertising requirements.

LA PLAGNE: JEN / ANITA [jen@edgemag.net](mailto:jen@edgemag.net) +44 7958594822

LES ARCS: ZOE / OLIVIER [zoe@edgemag.net](mailto:zoe@edgemag.net) +33 782530254

[www.edgemag.net](http://www.edgemag.net)

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