



Snow Skiing

United States & Canada - Over 894,000 records

Direct Web Advertising (DWA) Snow Skiing Data Card is comprised exclusively of active snow skiers, snow skiing travelers and snow skiing real estate prospects who take an average of two 3+ day skiing vacations per year.

Gender

Male 85%
Female 15%

Regions

Northwest, Southeast, West, Midwest (Regions based on travel destination or home location. Please inquire for counts and pricing.)

Special Destinations

California, Colorado, Utah, Mid-Atlantic, Northern Rockies.

Selects

Age	\$20/M
Gender	\$20/M
Income	\$20/M
Geography	\$20/M

Additional Selects

Canadians (43,000)	\$120/M
Travel Agents (23,000)	\$60/M
Season of Travel	\$35/M
Skill Level	\$35/M
Ski Club Member	\$35/M
Length of stay	\$35/M
Destination	\$35/M
Real Estate	\$35/M
Hotline	\$45/M

Pricing

CPM: \$150
Maintenance: Monthly
Deliverability: 100% Guaranteed
Minimum Order: 8,000 records
Data Source: Internet/Online/Web Registration

*A \$50.00 flat cancellation fee will apply to all cancelled orders. Orders cancelled after original mail date must be paid in full.