



## Fact about Vasaloppet's target audience

In total near 100,000 participants in winter and summer  
Average age 41, about 40% women

One of Sweden's most affluent groups; 32% earn more than 500,000 crowns per year

Generates tourism revenue of over 40 million euro every year, only counting the organizing municipalities during Summer Week and Winter Week event days.

Invests over 63 million euro in training gear every season

Invests over 60 million euro in equipment for sports and outdoor activities every season

## Advertising in Vasaloppet Media means you are:

Combining direct sales with building your brand and associating it with one of the world's strongest within sports and health.

Getting top-of-mind awareness using Vasaloppet's media channels, pre-empting a Google search or store visit.

Building relationships with new and loyal return customers, some of whom can also become ambassadors, selling the product to friends, family and colleagues.

Associating the brand with the world's biggest organizer of recreational races, acquiring market shares from a highly affluent target group that's already registered and ready to invest.



## Vasalöparen

The world's biggest magazine for recreational sports - skis - cycling – running with 105,000 readers - Circulation 50,000 – 70,000 copies

Read it digitally here: <http://www.vasaloppet.se/om-oss/vasaloparen/>

Posted to all registered Vasaloppet participants in Sweden, distributed by sponsors and partners, Vasaloppet stores and Vasaloppet centres across the country.

Read by Vasaloppet participants, sports clubs, companies, decision-makers and ambassadors/influencers in training and health.

## Publications 2019-2020

### Publication

### Ad submissions

#### 2019

September 27<sup>th</sup>

August 28<sup>th</sup> Start of fall/winter

November 29<sup>th</sup>

October 23<sup>rd</sup> Winter edition

#### 2020

February 7<sup>th</sup>

January 9<sup>th</sup> The big Vasaloppet edition

May 26<sup>th</sup>

April 17<sup>th</sup> Summer edition 70,000 copies – the Summer Week

## Prices

Full-page spread

standard price: 57,510 sek

Full page

standard price: 31,970 sek

Half page

standard price: 17,550 sek

Quarter page

standard price: 9,680 sek

Eighth page

standard price: 5,510 sek

As a sponsor/partner you'll be discounted based on how many ad placements you book and if advertising in multiple media channels

Contact our sellers for a quote

## Inserts

In addition to ads you could also book an insert.

An effective and powerful way of reaching out, engaging, and being remembered.

You reach all Vasaloppet participants directly and, using your own folder or smaller magazine, present your products/services in a highlighted, thorough and impactful way.

We're happy to help you develop other creative solutions, such as product samples.

Select broad national reach or specific geographic areas and target groups.

Price: On request

## Native advertising

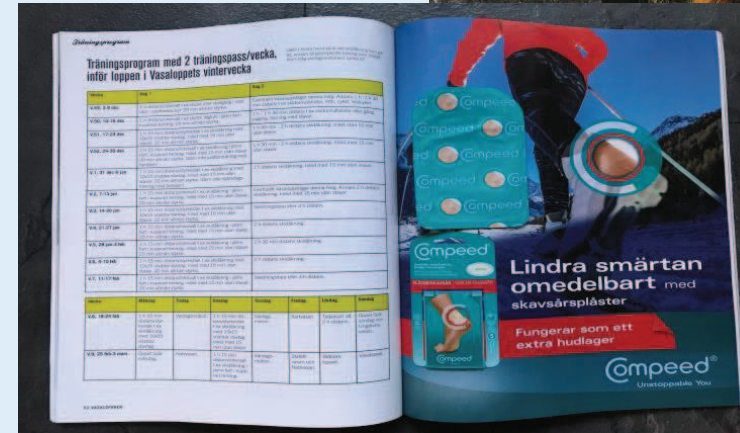
Tell your own story to our participants in Vasalöparen.

An ad that becomes part of the editorial content and gives value to the reader.

Vasalöparen's editorial staff will assist in shaping and adapting the content.

Price: On request

Our editors reserve the right to make decisions on which articles are published, and to set content requirements.



Destinationer som Italien, Norge och svenska fjällen är populära bland de som söker utmaningar och utmaningar för vandring och cykling. Men det finns gott om skatter som de flesta har kvar ett urotäck. I Tjeckien hittar du hvariga vandringleder och romantiska cykelstråk för dig som letar efter en aktiv semester.

**M**ånga känner inte till Tjeckien och det är en läskig upplevelse som vandring i Bohemien i vackra landskap som Elbe och Soudky. Det är en fantastisk upplevelse för dig som letar efter en aktiv semester.

**Vandring nära Prag**  
En populär destination i Tjeckien är att vandra i nationalparken Bohemien i vackra landskap

och Elbe och Soudky. Det är en fantastisk upplevelse för dig som letar efter en aktiv semester.

2 timmar från Prag, men samtidigt långt från turisterna. Bohemien i vackra landskap som Elbe och Soudky. Det är en fantastisk upplevelse för dig som letar efter en aktiv semester.

**40 mil på Elbeleden**  
I Tjeckien är det en fantastisk upplevelse för dig som letar efter en aktiv semester.



Vill du springa kan du passa på att titta in i Sportissimo Prague Half Marathon och Volkswagen Prague Marathon genom den historiska kärnan av Prag.

470 meter stigning på MTB  
Det är en fantastisk upplevelse för dig som letar efter en aktiv semester.

HELA DENNA SIDAN ÄR EN ANNONS



# Vasaloppet.se

The website gets about 32 million page views and 2.5 million visits per year.

The world's biggest, and Sweden's only, digital platform for skiing, cycling and running combined.

Here we deliver news from the worlds of skiing, cycling and running, as well as tips on training, equipment, information about races and more.

You will be seen in one of sporting Sweden's most positively charged environments by one of the country's most affluent target groups, registered and ready to invest.

## Ad formats

- Panorama** 900x220 – Price 4 500 sek
- Large side banner** 250x720 – Price 3 500 sek
- Mobile banner** 320x320 – included in the ad bookings above
- Event periods = days when races run*

## Let us know the following and we will develop a suitable suggestion:

- Campaign dates of interest
- Sizes you want to use
- Geographic focus, such as south of Sweden
- Estimated budget

You can change ad content as often as you wish.  
After the campaign we will help you evaluate and compile statistics.



## Följ våra bloggare



MOT VASALOPPETS ABSOLUTA MITTPUNKT  
**Lagom Kondition**  
Podcast

🕒 27 Feb 2019

## Träningsprogram för Vasaloppet

I senaste avsnittet av podcasten Lagom Kondition får du de sista tipsen inför Vasaloppet. Och du får råd om hur du kan utvecklas som skidåkare inför nästa säsong.

TILL LAGOM KONDITION >



MOT UNGDOMSVASA  
**Vasaloppets skolutmaning**

FAQ



## Digital Arena Ads

### Video ads / Slideshows - Big screens and displays

Our Vasaloppet Arena is the heart of all the positive values that we stand for as the world's biggest organizer of recreational races. Advertising on our big screens and displays means being seen in large parts of the Vasaloppet Arena by participants, visitors and audiences.

Marketing with huge impact in one of the most positively charged environments in Swedish sports.

#### **Broadcast times – the whole Winter Week / Summer Week**

We offer exposure through graphics or video ads during the whole period (no sound).

At least 8 times an hour your video will be shown live across the whole arena.

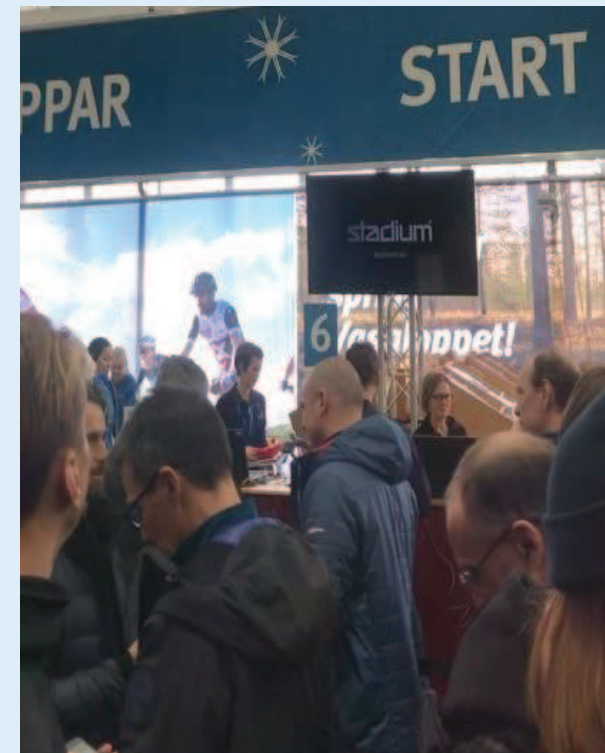
**Placement** on the big screens all over the Arena, by the finish in Mora, the restaurant by the stage at the Vasaloppet expo in Mora, the start in Sälen and outside the expo and start in Oxberg.

The TV-screens / Displays are inside the Vasaloppet expo and by the number bib distribution in Sälen as well as Vasaloppet's House.

**The reach** in winter is about 80,000 viewers seeing your video at least 8 times an hour during their visit; 640,000 contacts when booking the large packet. Summer means 50,000 viewers seeing your ad on average 4 times during their visit; 200,000 contacts.

Additional exposure comes through documentation by media and private individuals on social media platforms, etc.

**Price:** Winter large packet 54 000 sek  
Summer large packet 24 000 sek



**Blåbärsloppet**

Vasaloppet.TV  
14:05:37

I mål  
**316**

Anmälda  
**884**

stadium Join the movement

Blåbärsloppet Direkt

Vasaloppet

Vasaloppet.TV  
10:24:59

Passerat  
**6603**

Anmälda  
**15800**

Startat  
**14705**

Brutna  
**35**

preem Skogen är full av energi.

Mångsbodarna - Vasaloppet

## Sponsoring Vasaloppet.TV

[www.vasaloppet.tv](http://www.vasaloppet.tv)

Vasaloppet.TV is Vasaloppet's own streaming service.

Here you can follow and take part in all things Vasaloppet, summer and winter, with interviews, reports, historical clips, training and diet tips and live broadcasts from the races.

This is a new form of marketing with exposure during broadcasts in the form of logos and messages on the lower part of the screen.

**Viewership** is about 400,000 per year. Winter 300,000 and summer 100,000  
Average viewing time is over 12 minutes  
Every viewer sees your sponsorship 6 times or more, giving about 1.8 million contacts in winter and 600,000 in summer.

**Sponsorships are seen** through fixed live cams in the arena, finish line cameras in Mora and with the participating reporter out in the track. In addition you will also be seen in the live broadcasts with interviews, reports and more. We broadcast every day from the start until the last participant finishes.

Price: 45 000 sek

Ungdomscykelvasan

Antal i mål:  
**0**

Aktuell tid:  
**09:02:16**

Anmälda:  
**254**

Startande:  
**0**

Brutna:  
**0**

Förevisa din insats - Välj Volvospåret

## Contact for Vasaloppet Media

Vasalöparen - Vasaloppet.se - Digital Arena Ads –  
Vasaloppet.tv

### Sales manager

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### Ad booking Vasalöparen

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**Why do Vasaloppet sponsors and partners choose to invest**

Click the link to see the video

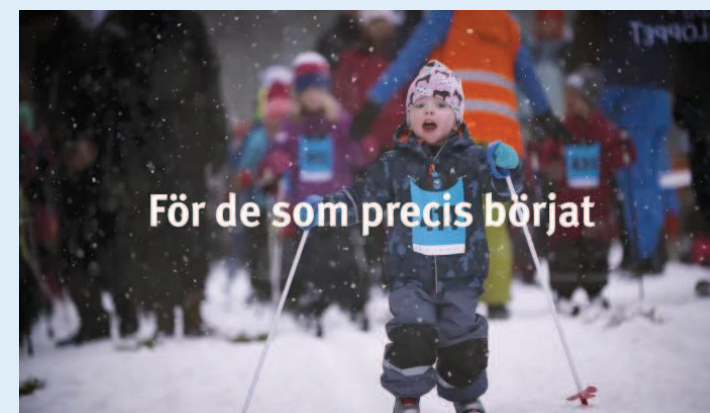
<https://www.youtube.com/watch?v=bz3SyYQwX5I>



**There is a race for everyone and you can reach our winter participants through Vasaloppet Media**

Click the link to see the video

<https://youtu.be/AMIUN2hY4o4>



**Some participants you could reach in spring/summer through Vasaloppet Media**

Click the link to see the video

<https://www.youtube.com/watch?v=hvyLNi5NSc4>

