



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	August 28	Start of fall/winter
November 29	October 23	Winter edition
2020		
February 7	January 9	The big Vasaloppet edition
May 26	April 17	Summer edition 70,000 copies – the Summer Week

Prices

Full-page spread	standard price: 57,510 crowns
Full page	standard price: 31,970 crowns
Half page	standard price: 17,550 crowns
Quarter page	standard price: 9,680 crowns
Eighth page	standard price: 5,510 crowns

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 a inserts.
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

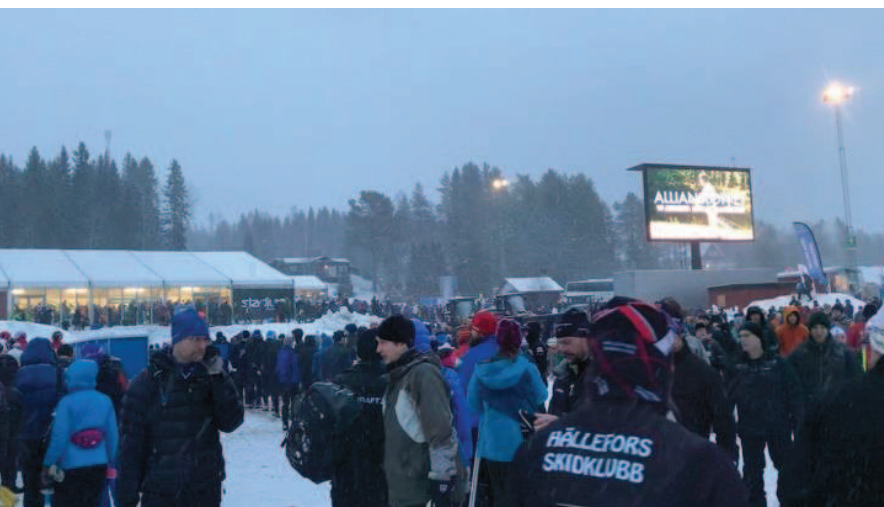
Tell your own story to our participants in Vasalöparen.
An ad that becomes part of the editorial content and gives value to the reader.

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 requirement.





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.

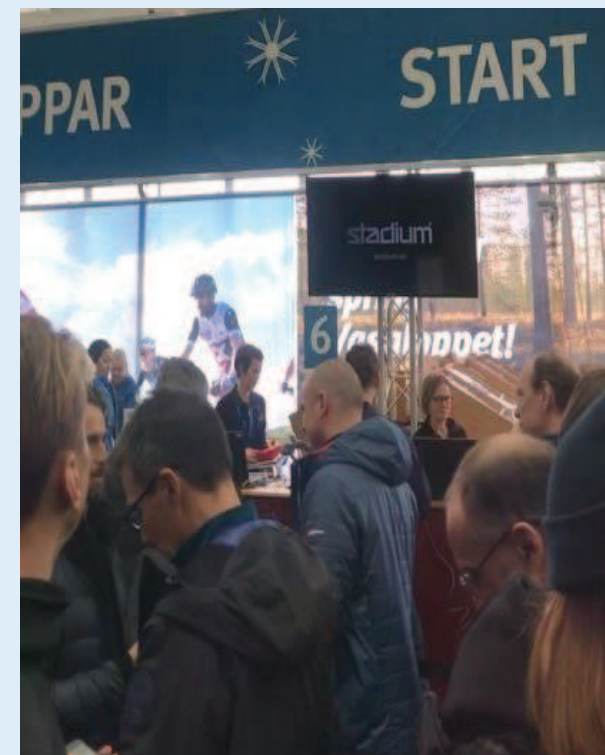
Placement on the big screens all over the Arena, by the finish in Mora, the restaurant by the stage at the Vasaloppet expo in Mora, the start in Sälen and outside the expo and start in Oxberg.

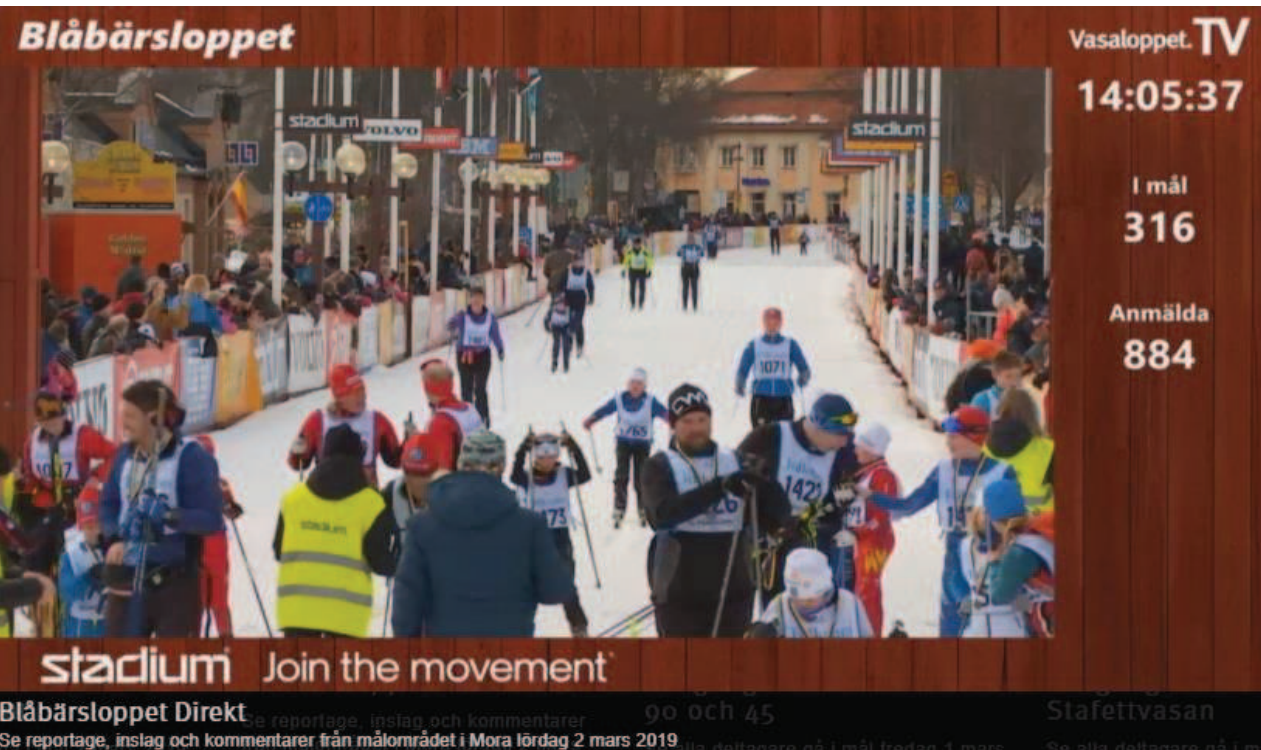
The TV-screens / Displays are inside the Vasaloppet expo and by the number bib distribution in Sälen as well as Vasaloppet's House.

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 crowns
Summer large packet 24 000 crowns





Sponsoring Vasaloppet.TV

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 crowns



Contact for Vasaloppet Media

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

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Why do Vasaloppet sponsors and
partners choose to invest

Click the link to see the video

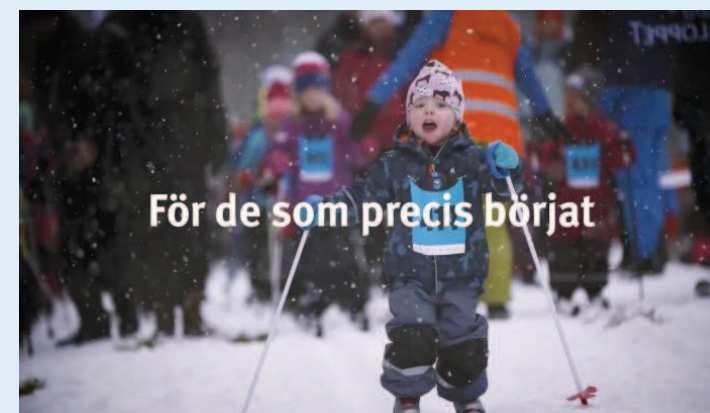
<https://www.youtube.com/watch?v=bz3SyYQwX5I>



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>

