

W NORDIC WINTER SPORTS PLATFORM



THE DIGITAL LIVING ROOM FOR SKIERS AND FANS



THE NORDIC PLATFORM FOR CROSS COUNTRY SKIING

THE GLOBAL COMMUNITY FOR LONG DISTANCE SKIERS AND FANS

✓ GET THE LATEST NEWS ✓ FOLLOW LIVE EVENTS, START LISTS AND RESULTS

✓ CONNECT YOUR OWN SKI RESULTS ON MYPAGES AND SC RANKING ✓ WATCH LIVE EVENTS ON SC PLAY

WE ARE CLOSEST TO THE SPORT 365 DAYS A YEAR

FIS XC WORLD CUP



SKI CLASSICS



IBU WORLD CUP



LEADING COMMUNITY FOR XC SKIING WORLDWIDE



- Norwegian
- Traditional, Long-distance, Biathlon

Langrenn.com
#1 Norwegian winter sport platform



- Swedish
- Traditional, Long-distance, Biathlon

Langd.se
#1 Swedish winter sport platform



- Finnish
- Traditional, Long-distance, Biathlon

Maastohiihto.com
#1 Finnish winter sport platform



- English
- Traditional and Long-distance

Proxskiing.com
International winter sport platform
Launched in December 2021

| | | | | |
|---------------------|---------------|--------------|--------------|---------|
| Page views per year | 14.6+ MILLION | 9.1+ MILLION | 2.3+ MILLION | 497.700 |
|---------------------|---------------|--------------|--------------|---------|

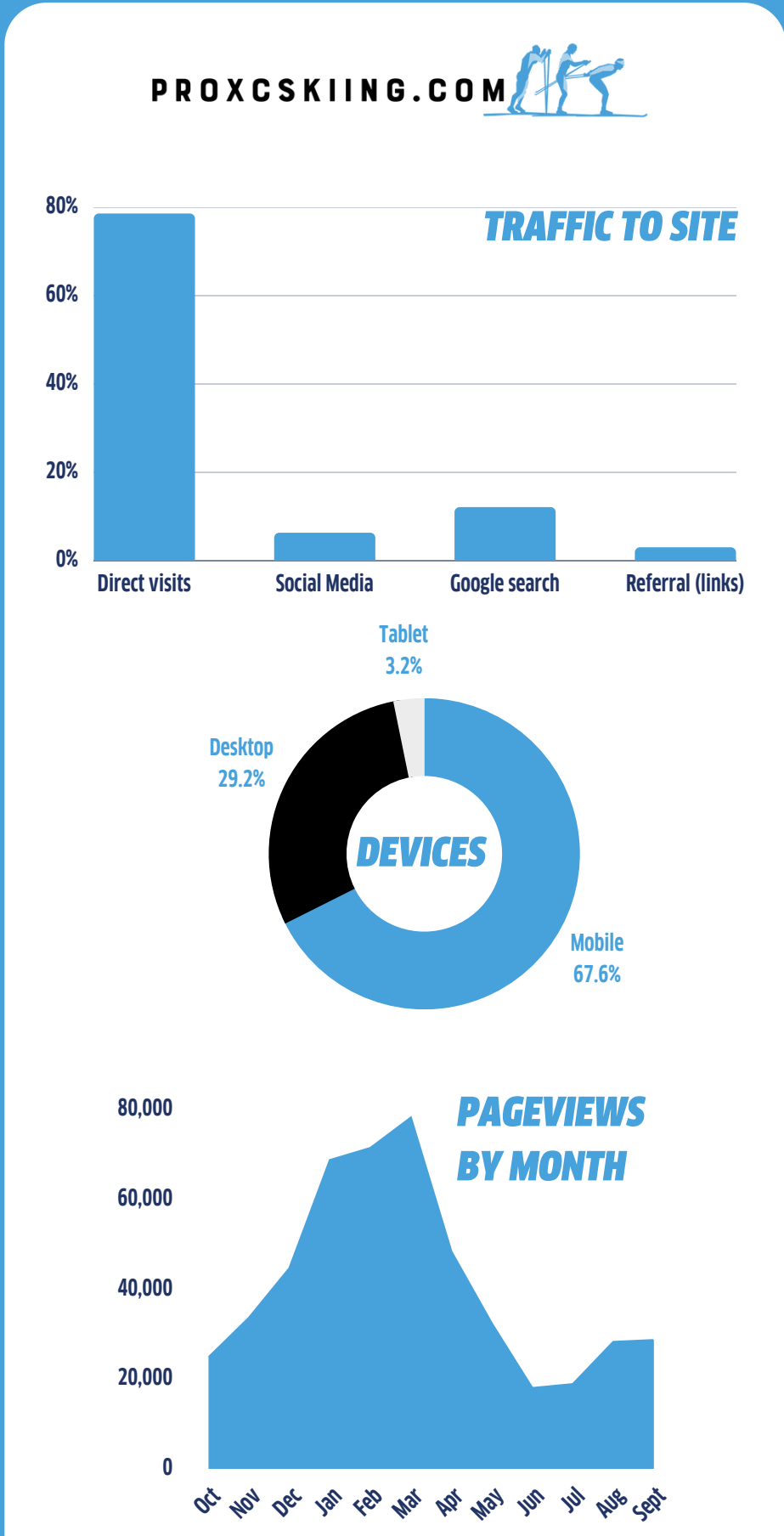
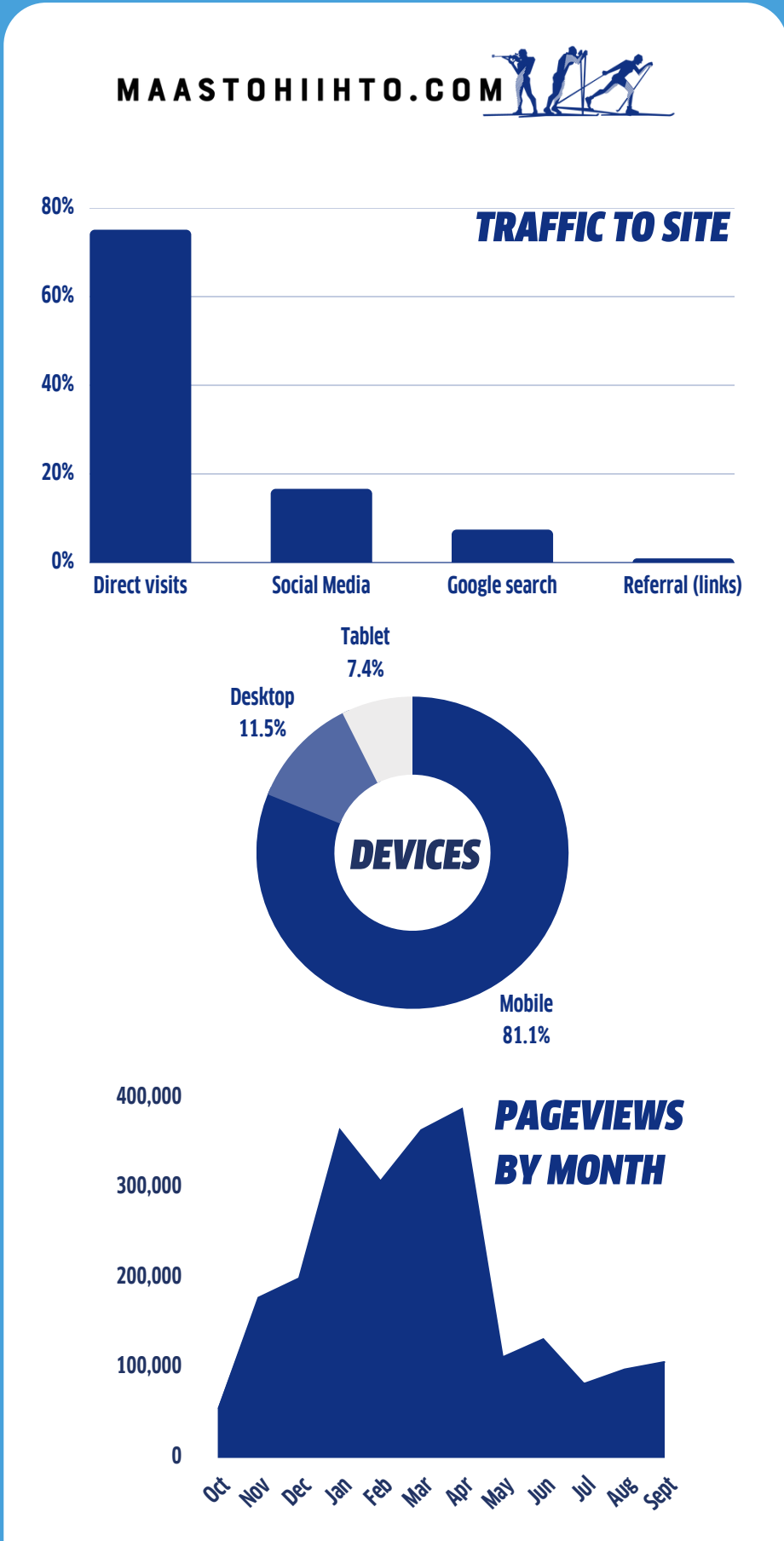
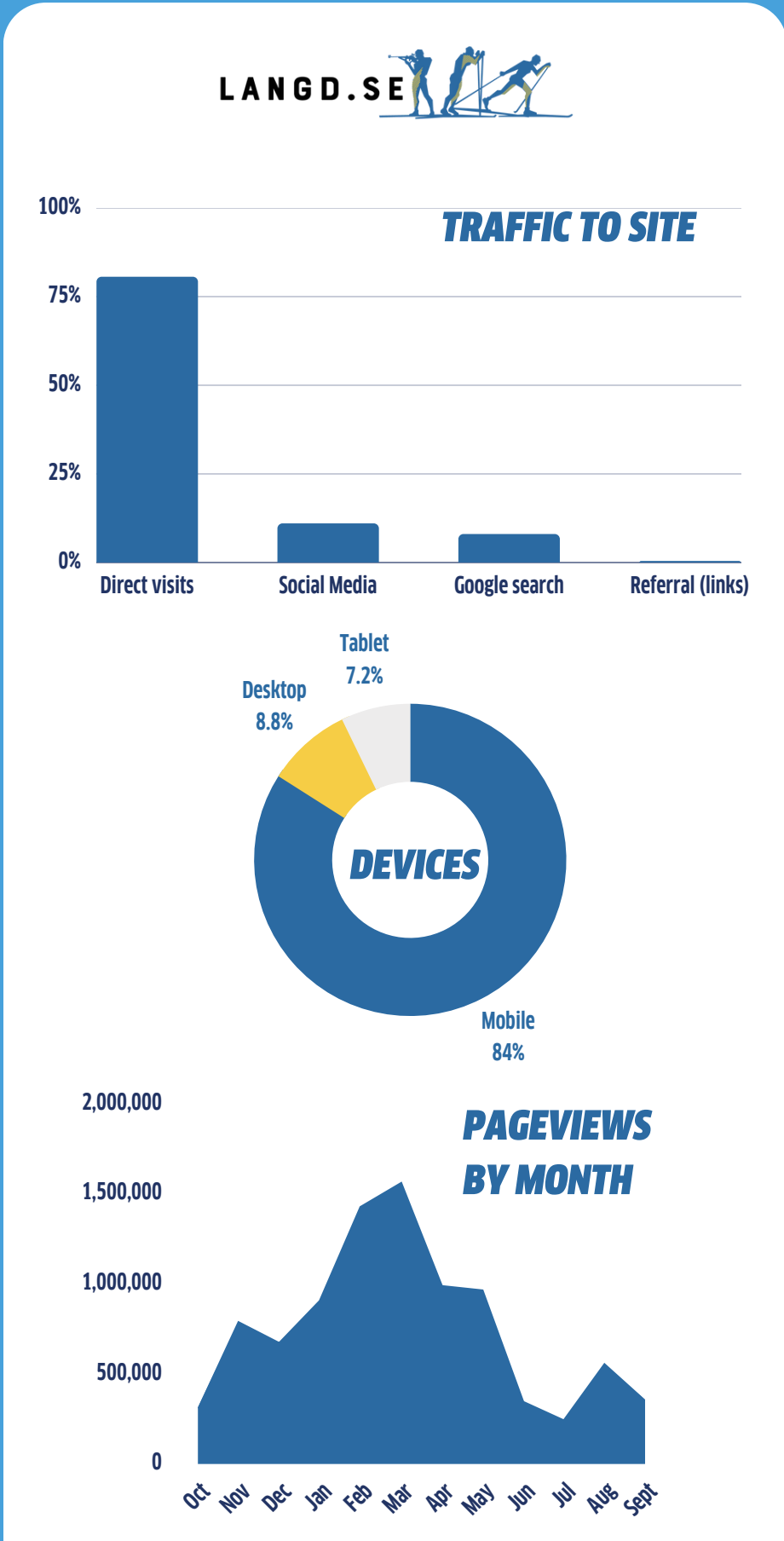
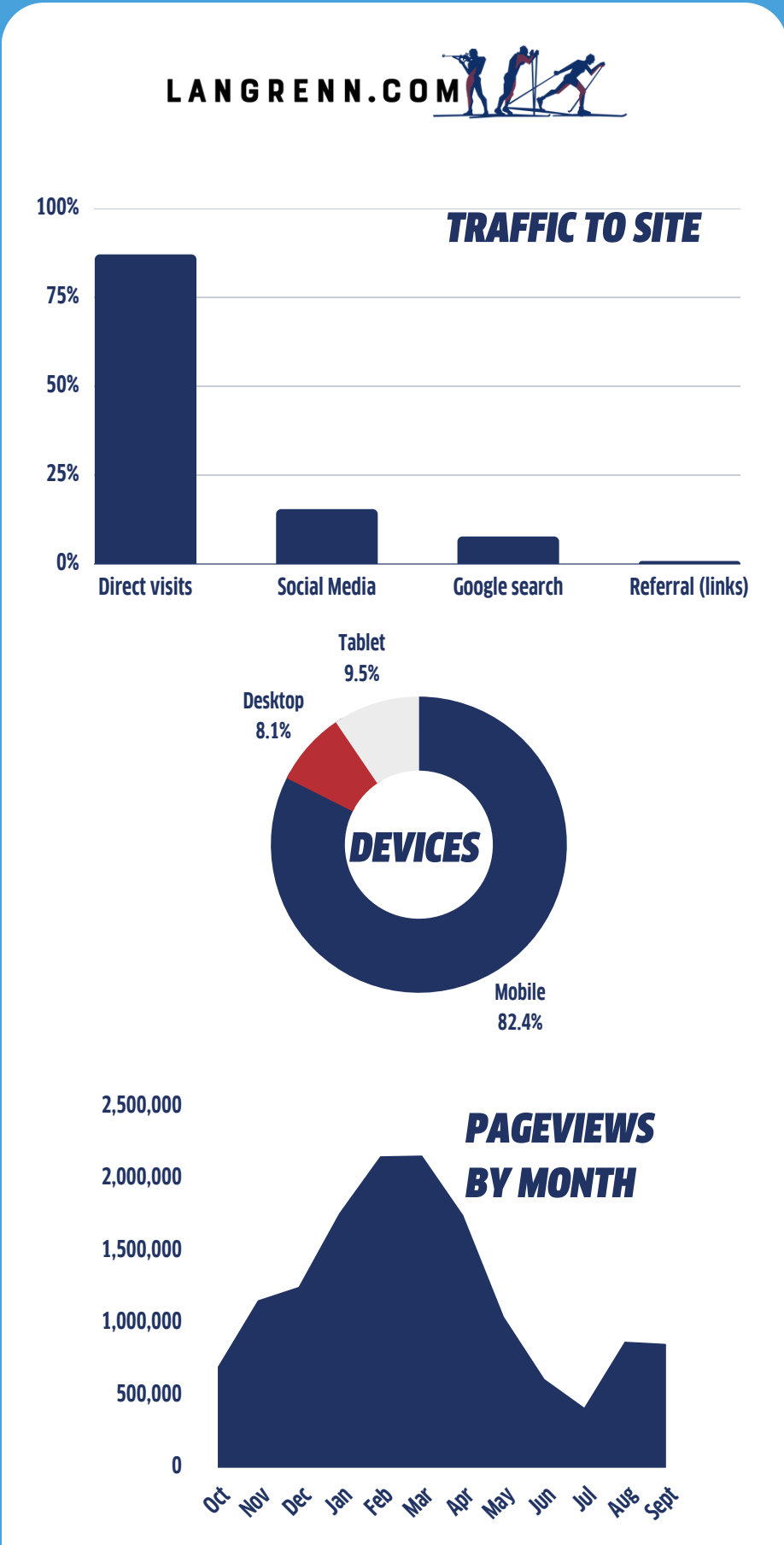
| | | | | |
|-------------------------|-------------|-------------|---------|---------|
| Unique readers per year | 3.4 MILLION | 2.4 MILLION | 697.500 | 164.600 |
|-------------------------|-------------|-------------|---------|---------|

| | | | | |
|------------------------|-------------|--------------|----------------|------------|
| Social media followers | 44 K 19.4K | 35 K 22.7 K | 20.4 K 11.3 K | 504 1.680 |
|------------------------|-------------|--------------|----------------|------------|

| | | | | |
|------------|----------|----------|----------|----------|
| Demography | 41% 59% | 41% 59% | 45% 55% | 21% 79% |
|------------|----------|----------|----------|----------|

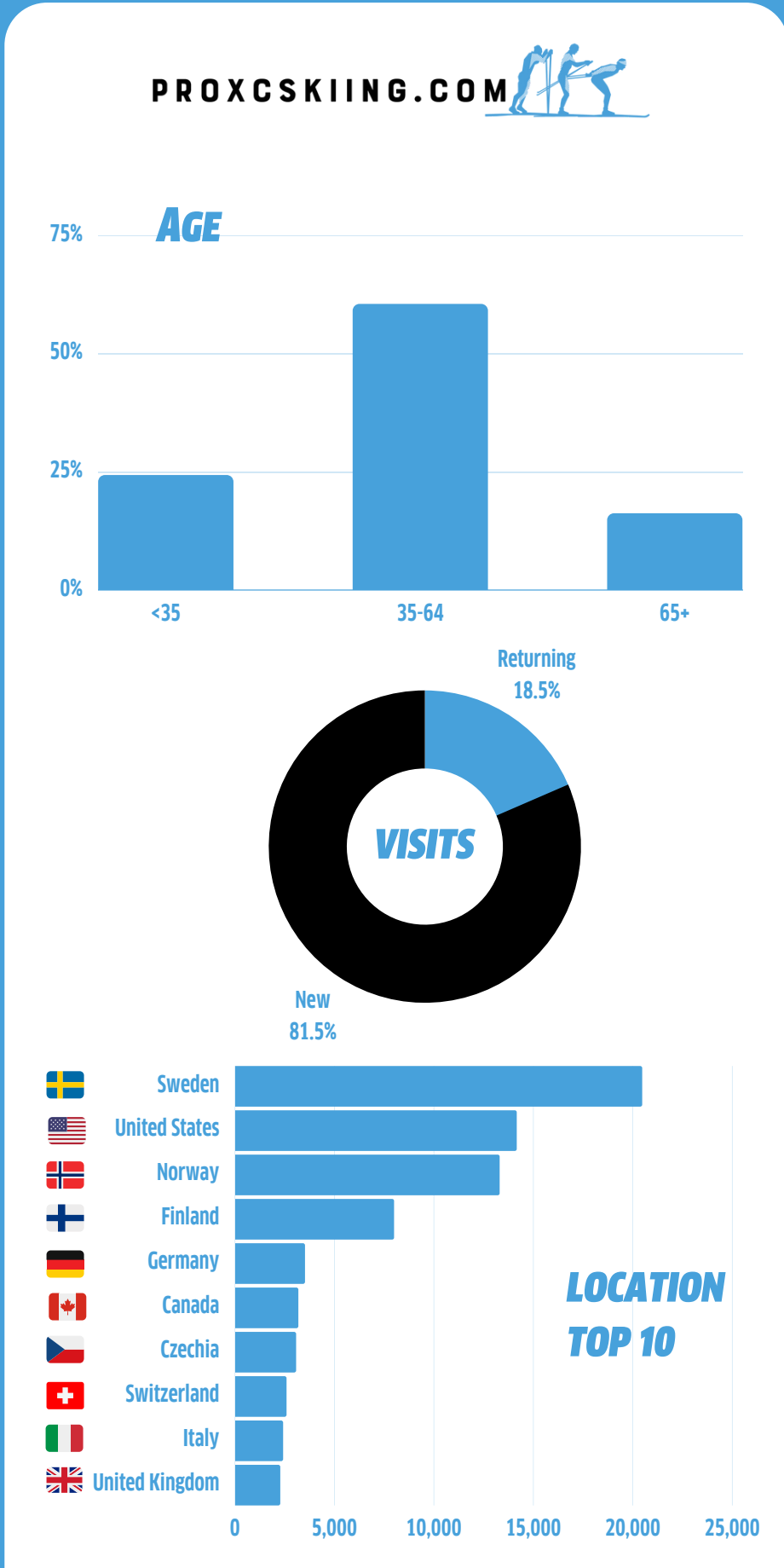
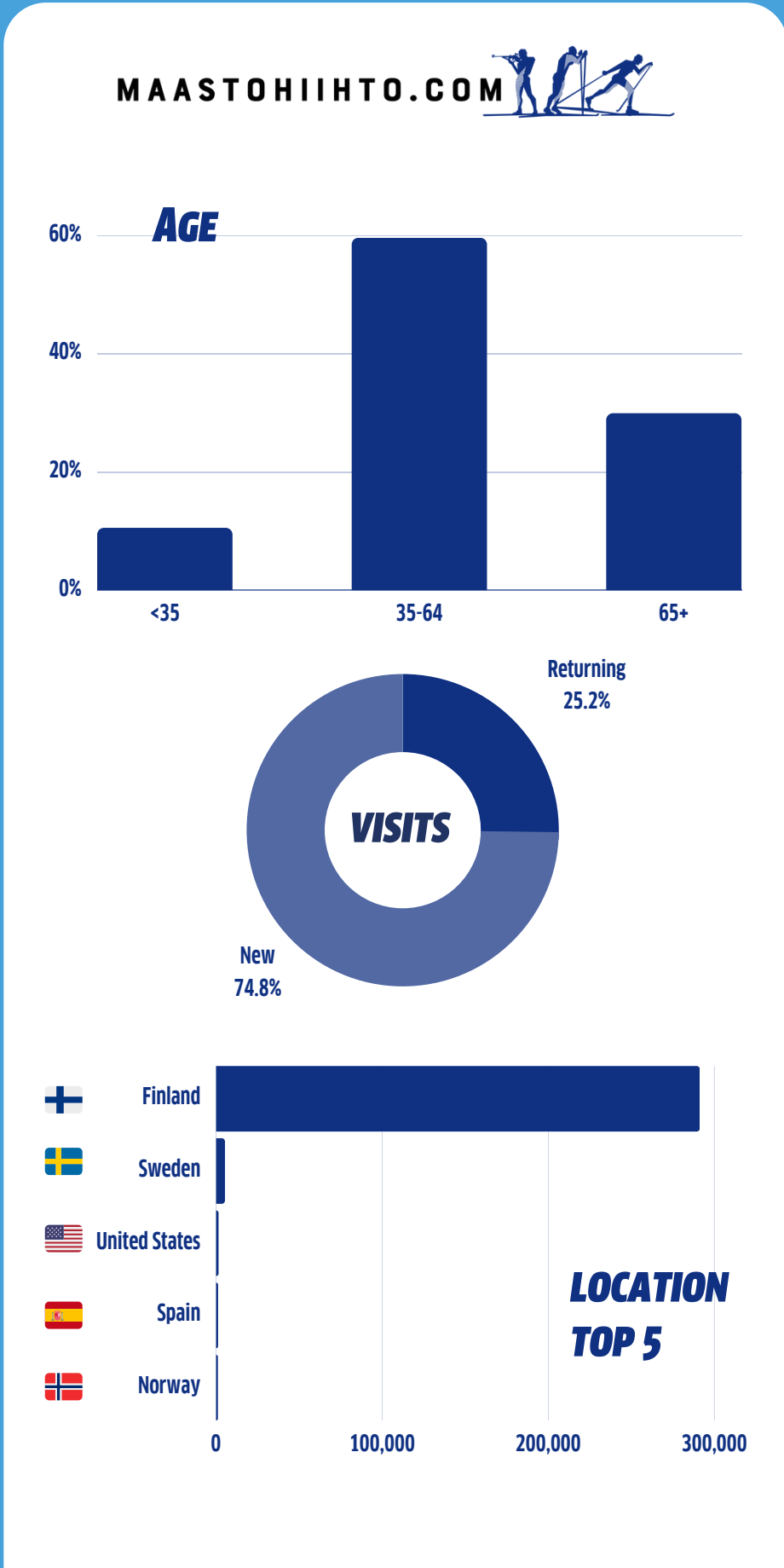
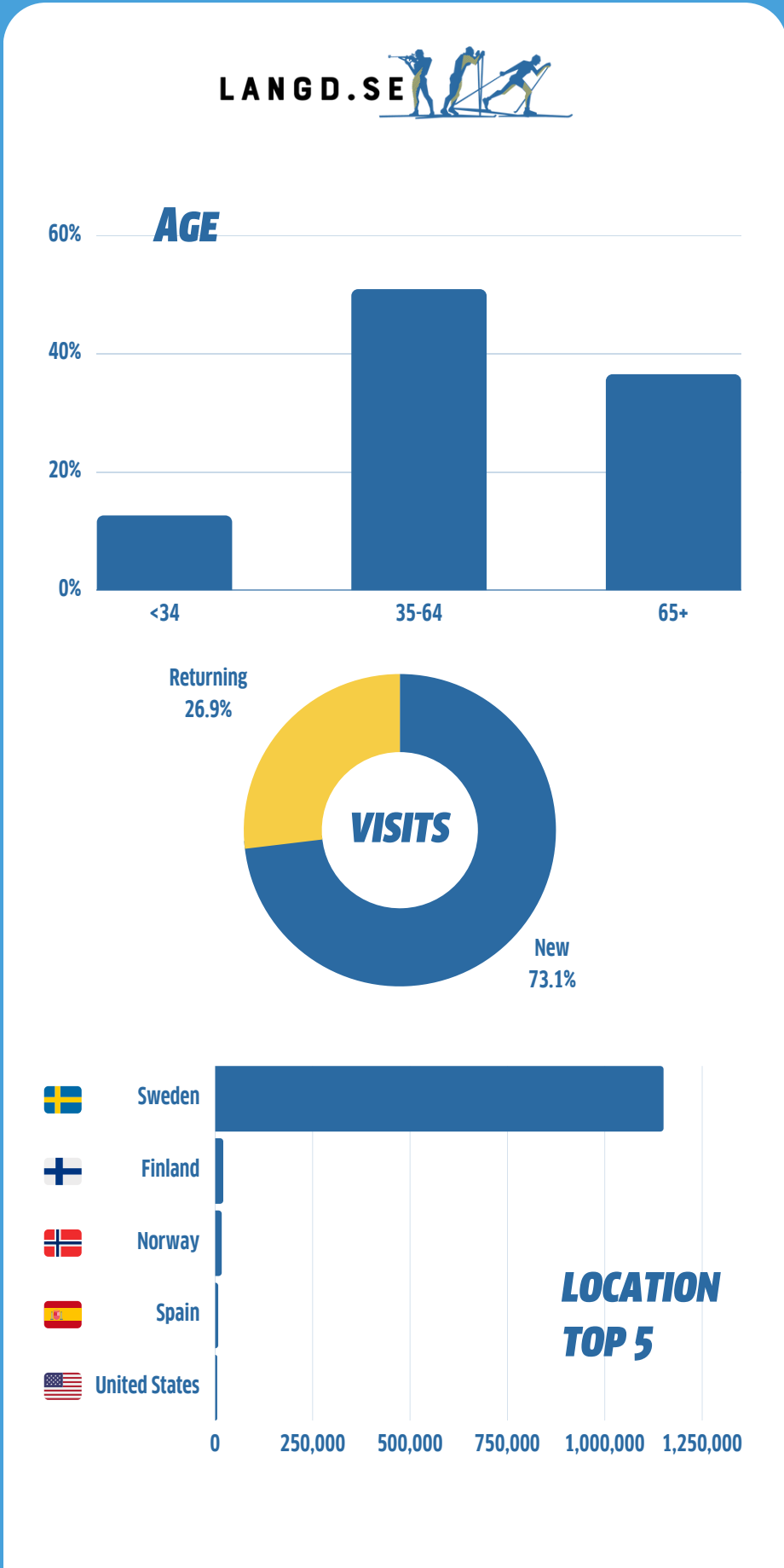
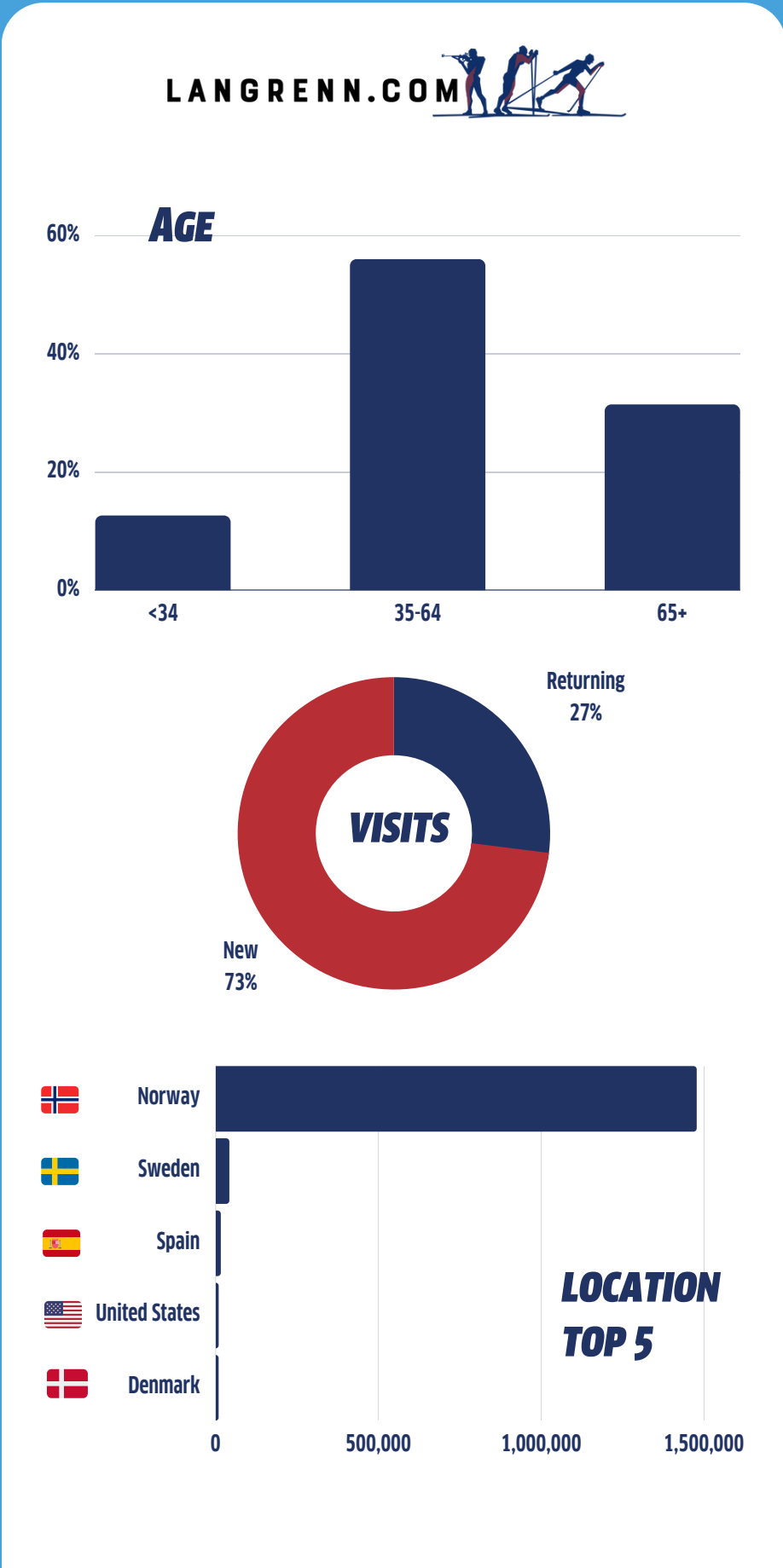
STATISTICS

Statistics based upon Google Analytics on last year's basis between the period of 1st September 2022 and 1st September 2023. Stats are continuously updated on a monthly basis. For latest report please contact advertising@wsportsmedia.com



TARGET GROUP - ANALYTICS

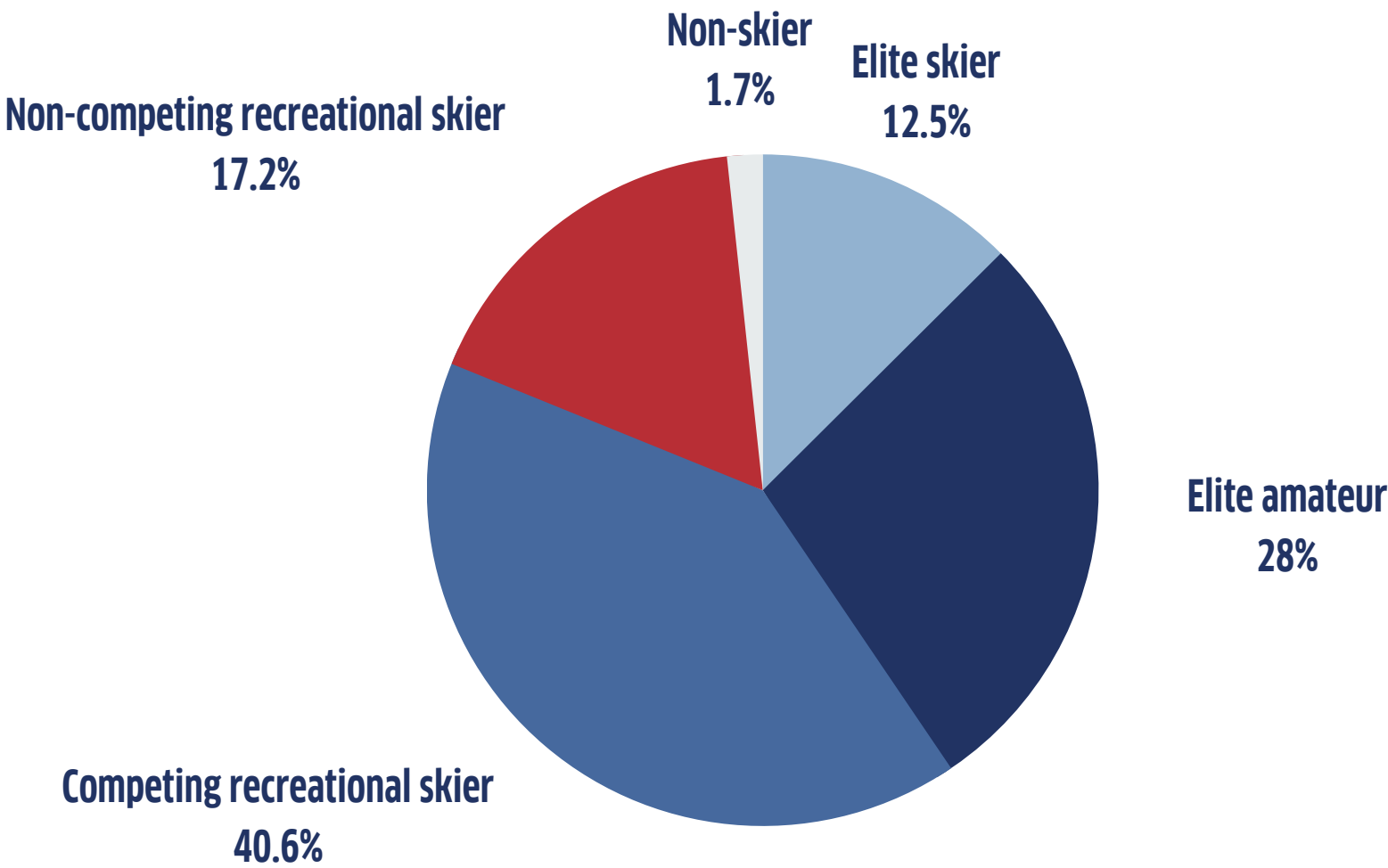
At W Sportsmedia's Nordic Winter Sport Platform you can meet elite skiers, every day athletes, recreational skiers and active followers, all on the same arena and with the same interests.



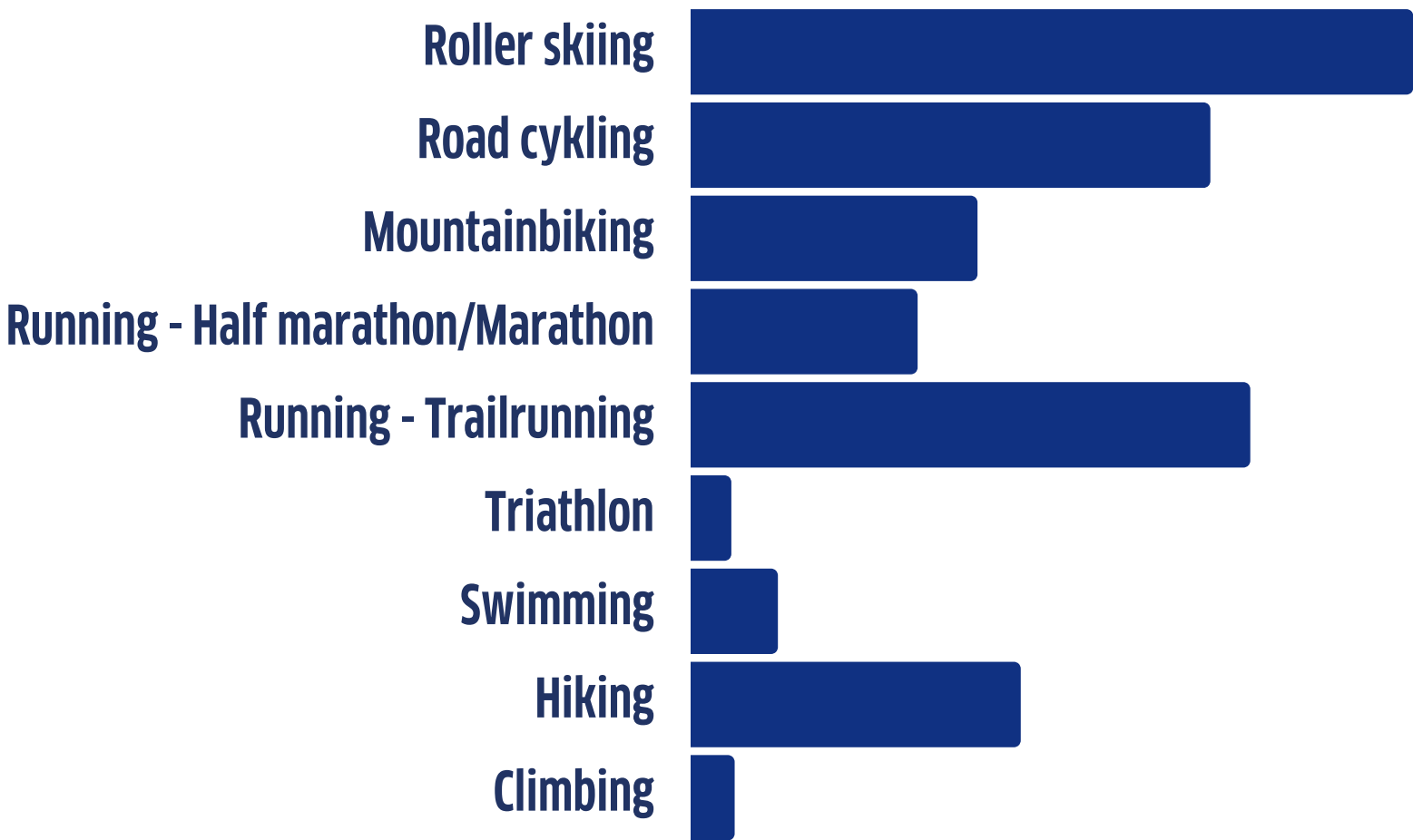
TARGET GROUP - SURVEY

Results from survey that was officially published on W Nordics Winter Sports Platform and shared on each sites social media and newsletter list.

TYPE OF SKIER

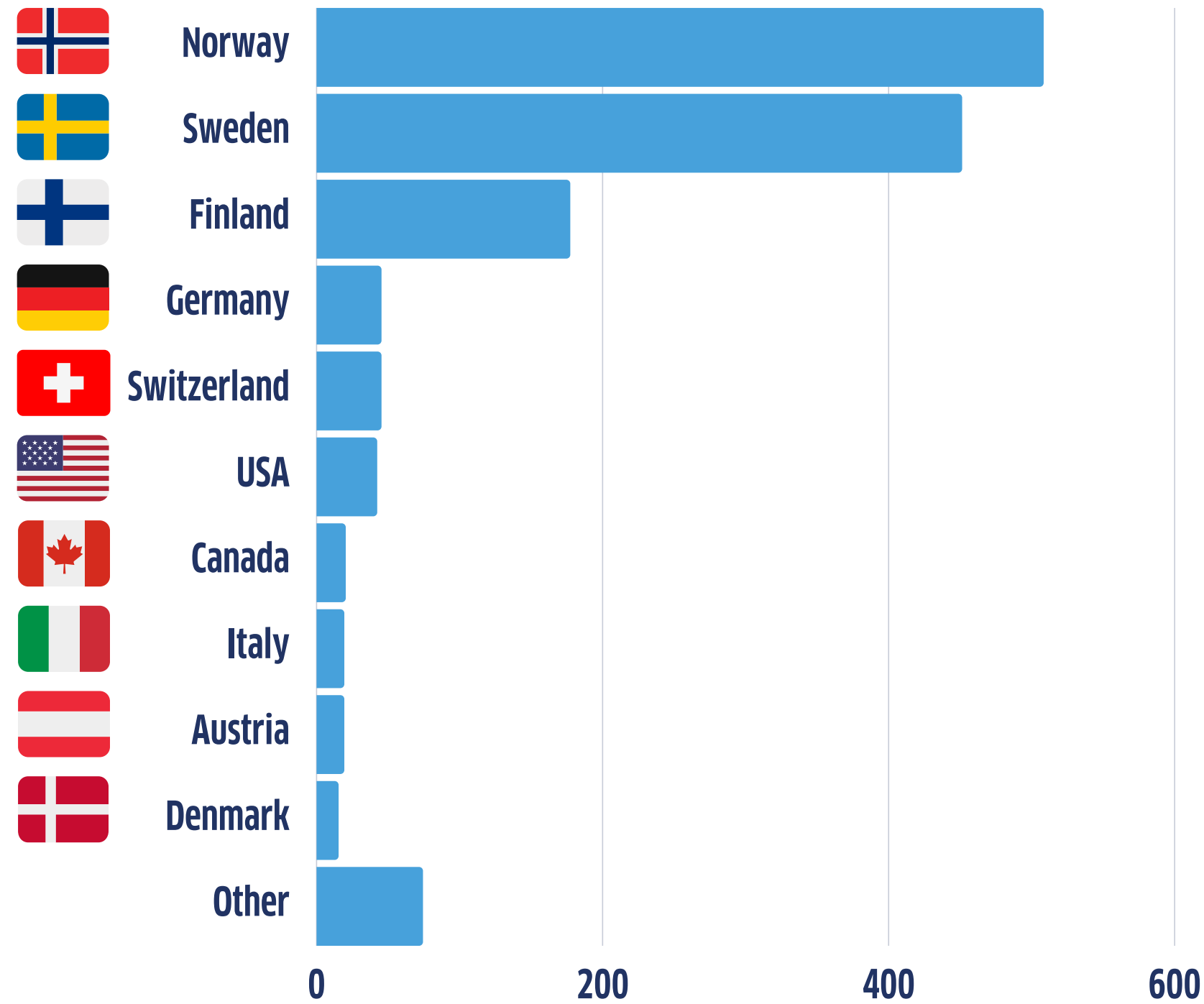


OTHER SPORTS



MEMBERS

The membership gives unlimited access to all articles on all sites + access to SC Play and SC MyPages.



Other:
France, Estonia, Czech Republic, UK, Netherlands, Spain, Russia, Australia, Latvia, Belgium, Hungary, Iceland, Kazakhstan, Slovakia, China, Croatia, Liechtenstein, Luxembourg, Poland, Slovenia, New Zealand



OPPORTUNITIES

BANNERS

- ✓ **STILL IMAGES**
- ✓ **MOVING IMAGES**

NATIVE ARTICLES

- ✓ **PAID CONTENT**

MEMBERSHIP OFFERS

- ✓ **DISCOUNTS**
- ✓ **FIRST ACCESS**

SOCIAL MEDIA CAMPAIGNS

- ✓ **FACEBOOK**
- ✓ **INSTAGRAM**

MEDIA CARD - BANNERS

Prices in EUR. 25% of page views guaranteed.



| | per Week | per Year |
|----------------|----------|----------|
| Top Banner | 750 | 19 500 |
| News 1 | 550 | 14 300 |
| News 2 | 375 | 9 750 |
| News 3 | 230 | 5 980 |
| Side 1 | 390 | 10 140 |
| Side 2 | 230 | 5 980 |
| Article Top | 1 100 | 28 600 |
| Article Side | 950 | 24 700 |
| Article Bottom | 950 | 24 700 |



| | per Week | per Year |
|----------------|----------|----------|
| Top Banner | 450 | 11 700 |
| News 1 | 385 | 10 010 |
| News 2 | 265 | 6 890 |
| News 3 | 160 | 4 160 |
| Side 1 | 275 | 7 150 |
| Side 2 | 160 | 4 160 |
| Article Top | 785 | 20 410 |
| Article Side | 690 | 17 940 |
| Article Bottom | 690 | 17 940 |



| | per Week | per Year |
|----------------|----------|----------|
| Top Banner | 350 | 9 100 |
| News 1 | 310 | 8 060 |
| News 2 | 210 | 5 460 |
| News 3 | 130 | 3 380 |
| Side 1 | 220 | 5 720 |
| Side 2 | 130 | 3 380 |
| Article Top | 500 | 13 000 |
| Article Side | 450 | 11 700 |
| Article Bottom | 450 | 11 700 |



| | per Week | per Year |
|----------------|----------|----------|
| Top Banner | 210 | 5 460 |
| News 1 | 200 | 5 200 |
| News 2 | 160 | 4 160 |
| News 3 | 115 | 2 990 |
| Side 1 | 165 | 4 290 |
| Side 2 | 115 | 2 990 |
| Article Top | 300 | 7 800 |
| Article Side | 275 | 7 150 |
| Article Bottom | 275 | 7 150 |

MEDIA CARD - NATIVE ARTICLES & SOCIAL MEDIA

Prices in EUR

Native Article
incl. sharing
on FB & IG

Social Media
Campaign
FB & IG

1 Site

800

700

2 Sites

1 000

900

3 Sites

1 200

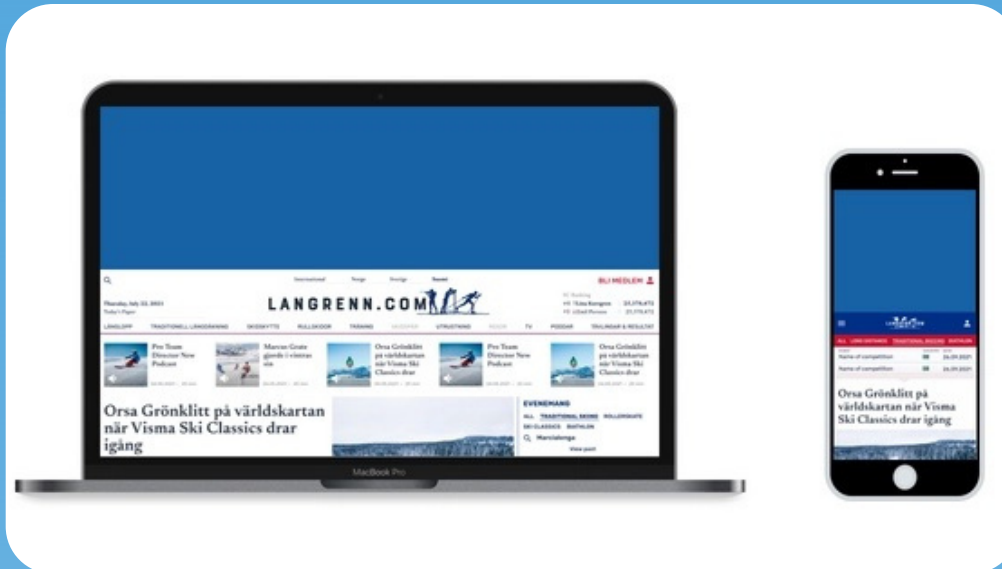
1 100

4 Sites

1 300

1 200

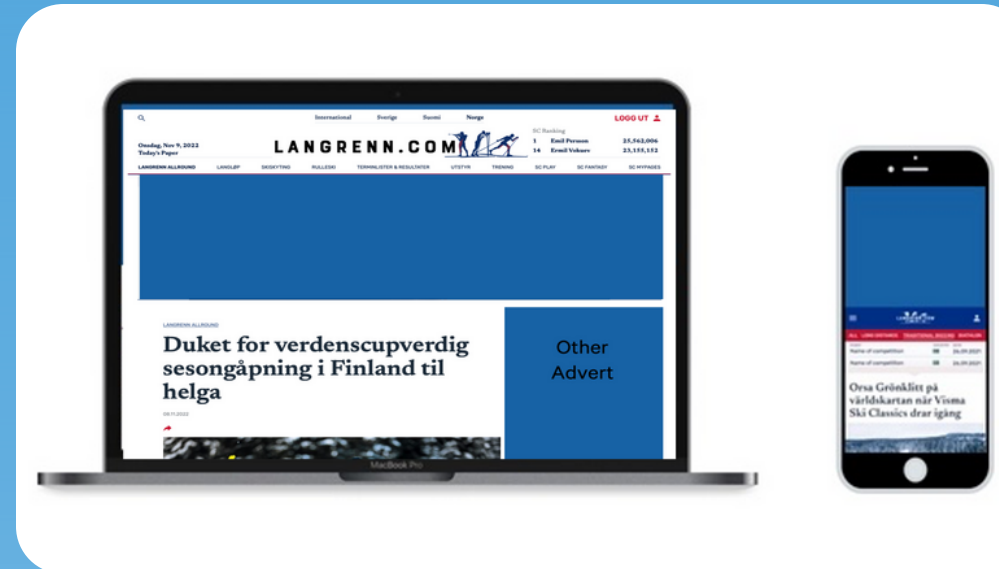
POSITIONING BANNERS - FRONT AND ARTICLE PAGES



TOP BANNER

Desktop: 980x300
Mobile: 320x320

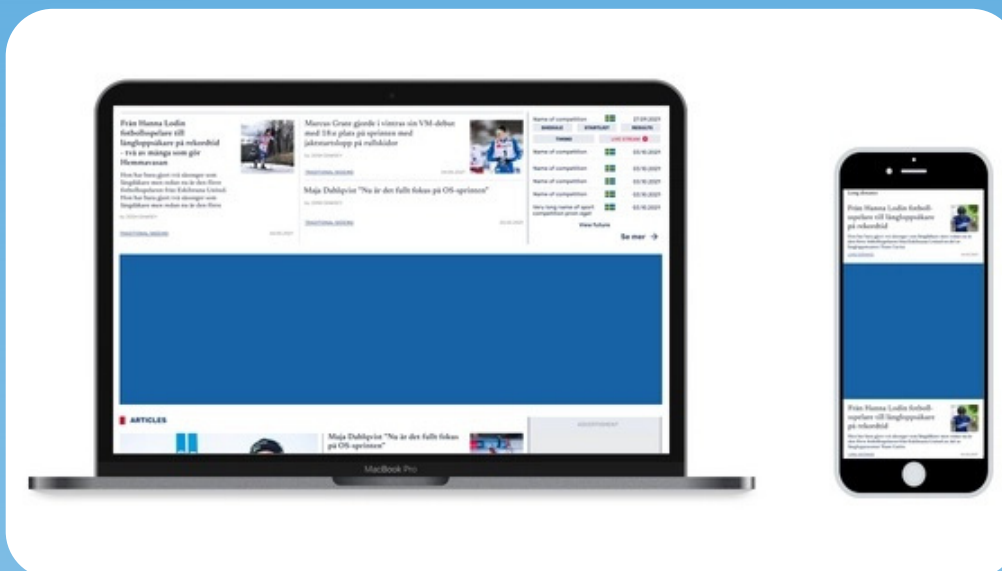
Visible on all pages on the site
except article page.



ARTICLE TOP

Desktop: 980x300
Mobile: 320x320

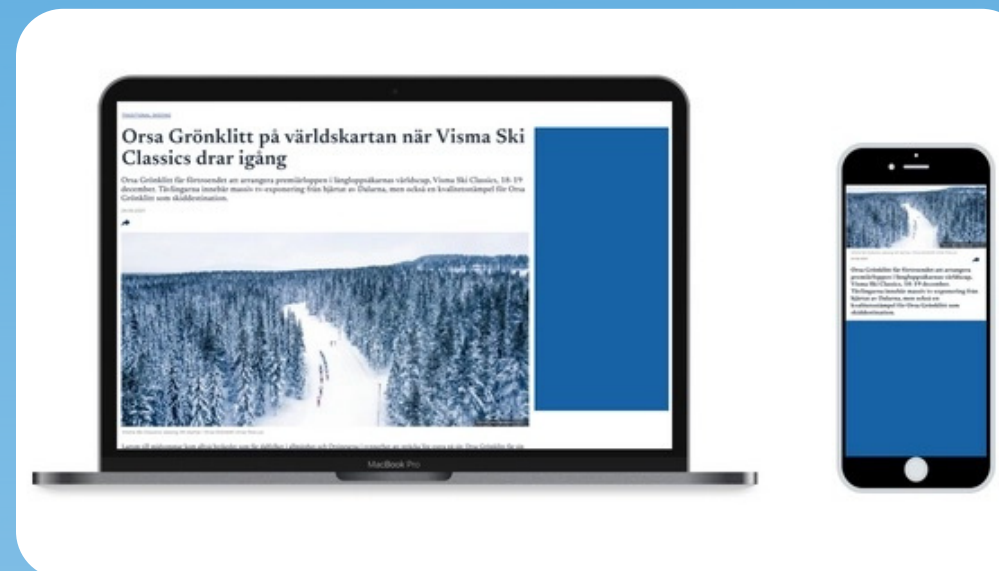
Visible on article page only.



NEWS 1, 2 & 3

Desktop: 980x300
Mobile: 320x320

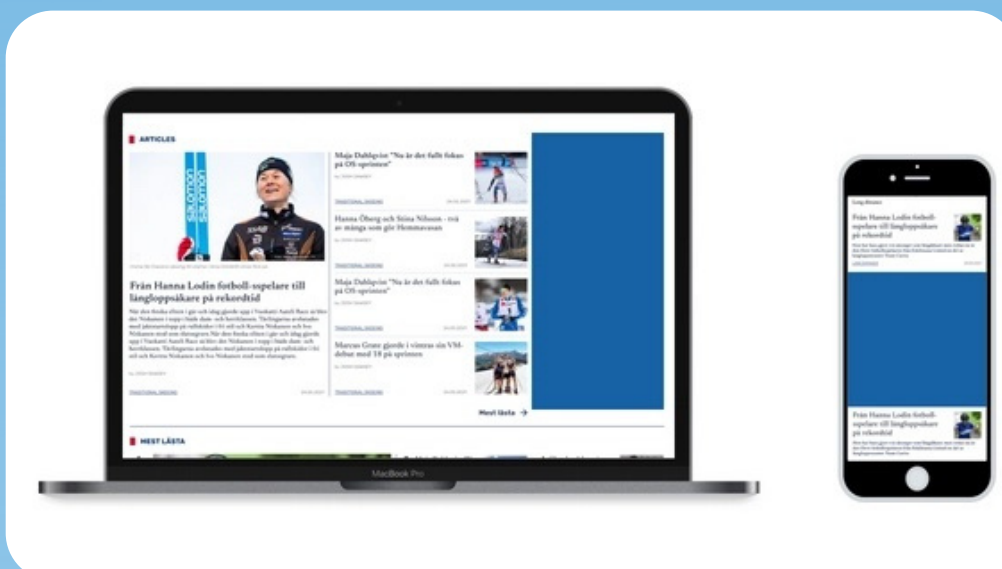
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except article page.



ARTICLE SIDE

Desktop: 300x600
Mobile: 320x320

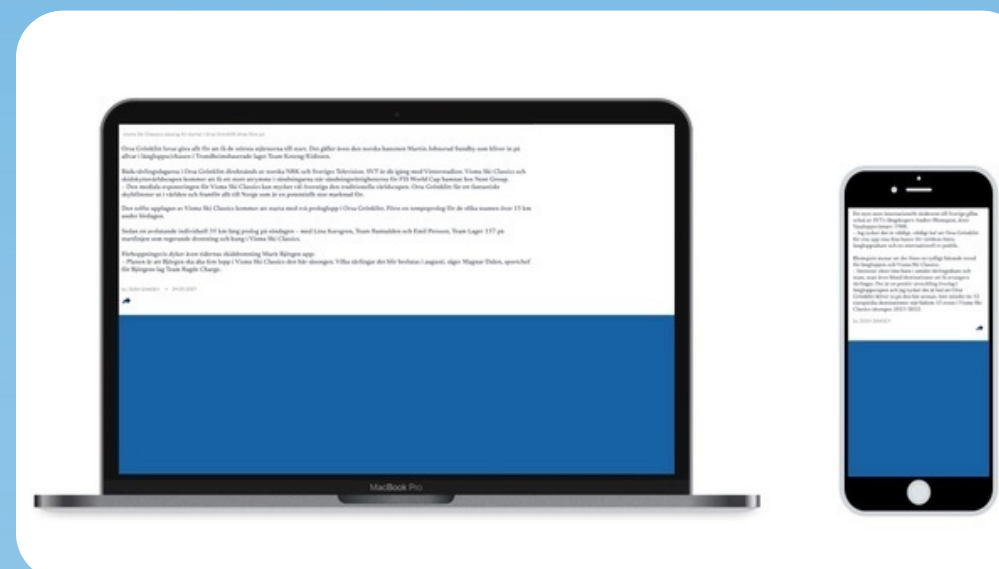
Visible on article page only.



SIDE 1 & 2

Desktop: 300x600
Mobile: 320x320

Visible on all pages on the site
except article page.



ARTICLE BOTTOM

Desktop: 980x300
Mobile: 320x320

Visible on article page only.