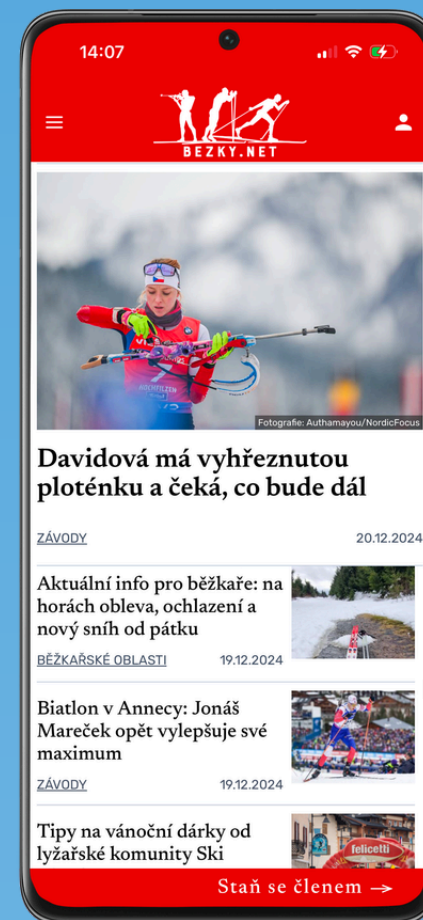


# SC SKI COMMUNITY PLATFORM



# THE DIGITAL LIVING ROOM FOR SKIERS AND FANS



THE NORDIC & CZECH PLATFORM

THE GLOBAL COMMUNITY FOR 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

## TRADITIONAL SKIING



## SKI CLASSICS



## BIATHLON



# LEADING COMMUNITY FOR XC SKIING WORLDWIDE



- Norwegian
- Traditional, Long-distance and Biathlon
- Orienteering

**Langrenn.com**  
#1 Norwegian winter sport platform & Orienteering hub



- Swedish
- Traditional, Long-distance and Biathlon

**Langd.se**  
#1 Swedish winter sport platform



- Czech
- Traditional, Long-distance and Biathlon

**Bezky.net**  
#1 Czech winter sport platform



- English
- Traditional, Long-distance and Biathlon

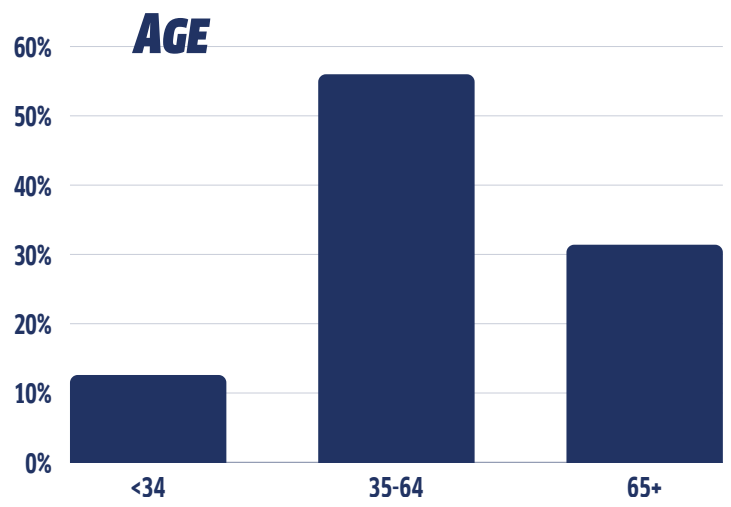
**Proxskiing.com**  
#1 International winter sport platform  
Launched in December 2021

Page views per year	<b>20 MILLION</b>	<b>10 MILLION</b>	<b>0.5 MILLION</b>	<b>2 MILLION</b>
Unique readers per year	<b>4+ MILLION</b>	<b>3+ MILLION</b>	<b>0.2 MILLION</b>	<b>0.3 MILLION</b>
Social media followers	<b>54K</b> <b>22K</b>	<b>43K</b> <b>25K</b>	<b>8K</b> <b>500</b>	<b>2K</b> <b>5K</b>
Demography	<b>45%</b> <b>55%</b>	<b>44%</b> <b>56%</b>	<b>35%</b> <b>65%</b>	<b>40%</b> <b>60%</b>






# DEMOGRAPHY HUBS AND WEBSITES

Source: Google Analytics 2026

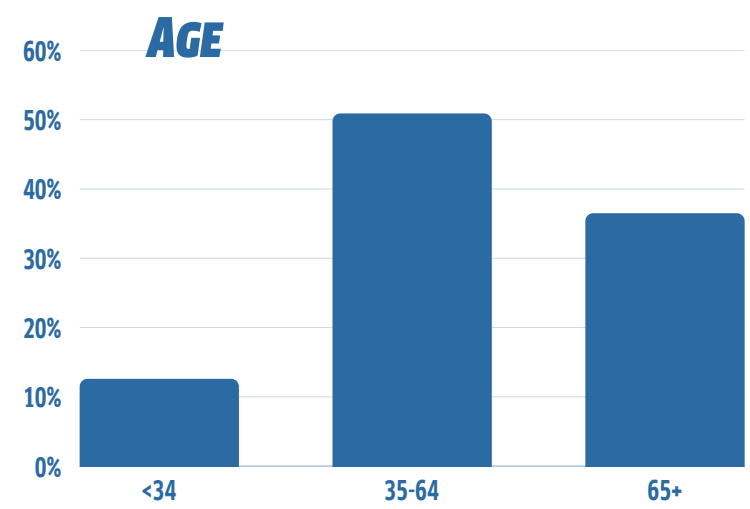
## LANGRENN.COM








### LOCATION TOP 5

	NORWAY	92.1%
	SWEDEN	3.9%
	SPAIN	0.9%
	DENMARK	0.6%
	FINLAND	0.3%

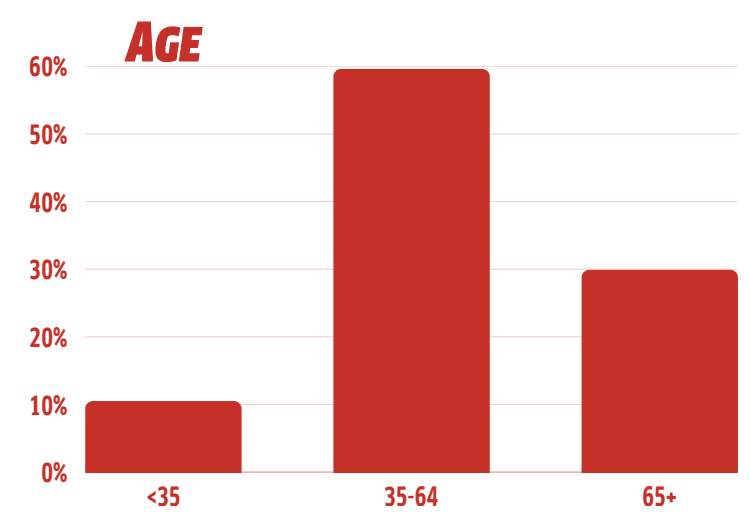
## LANGD.SE








### LOCATION TOP 5

	SWEDEN	94.9%
	FINLAND	1.6%
	NORWAY	1.2%
	SPAIN	0.5%
	THAILAND	0.2%

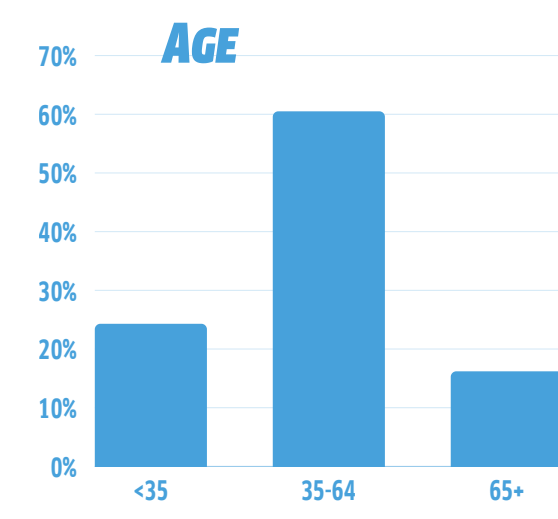
## BEZKY.NET













### LOCATION TOP 5

	CZECH REPUBLIC	87.0%
	SLOVAKIA	7.9%
	AUSTRIA	0.5%
	GERMANY	0.5%
	ITALY	0.3%

## PROXCSKIING.COM



### LOCATION TOP 10

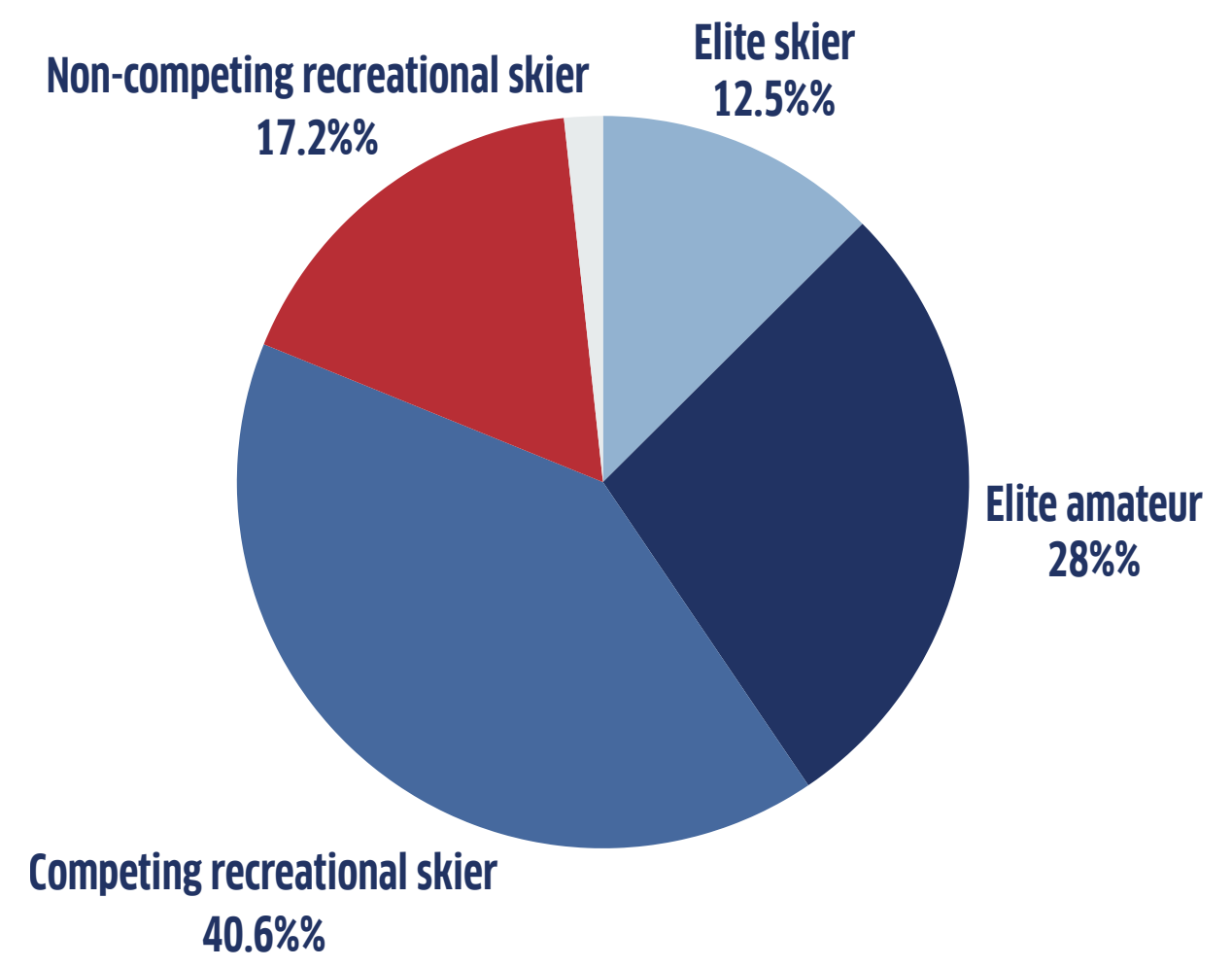
1. 	USA	19.3%	6. 	CANADA	4.8%
2. 	FINLAND	18.4%	7. 	FRANCE	3.3%
3. 	SWEDEN	9.2%	8. 	CZECH REP.	2.6%
4. 	NORWAY	7.5%	9. 	VIETNAM	2.6%
5. 	GERMANY	5.4%	10. 	ITALY	2.5%



# 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





# COMMUNITY

## MEMBERS



NORWAY



SWEDEN



FINLAND



GERMANY



CZECH REPUBLIC



SWITZERLAND



FRANCE



UNITED STATES



CANADA



ITALY



AUSTRIA



DENMARK

Other:

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

SC ski community members are the most dedicated cross-country ski fans. They pay for full access to in-depth content, exclusive technique videos, and live and on-demand coverage of all Ski Classics Pro Tour events on SC Play. This highly engaged audience is willing to pay for quality and values exclusive offers. As a partner, you can reach this core fan base directly with targeted special offers and member-only discounts.

**41 000**  
**GUEST**  
**CONTACTS**





# OPPORTUNITIES



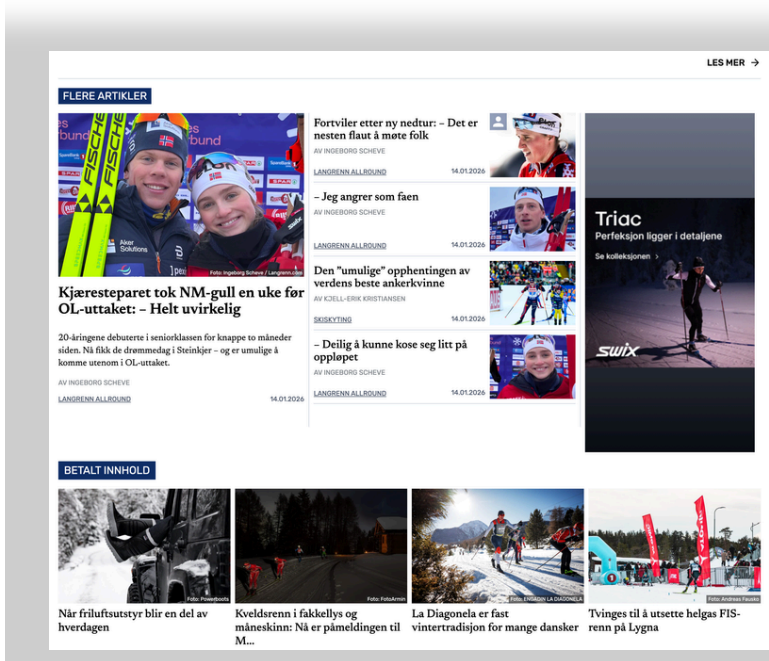
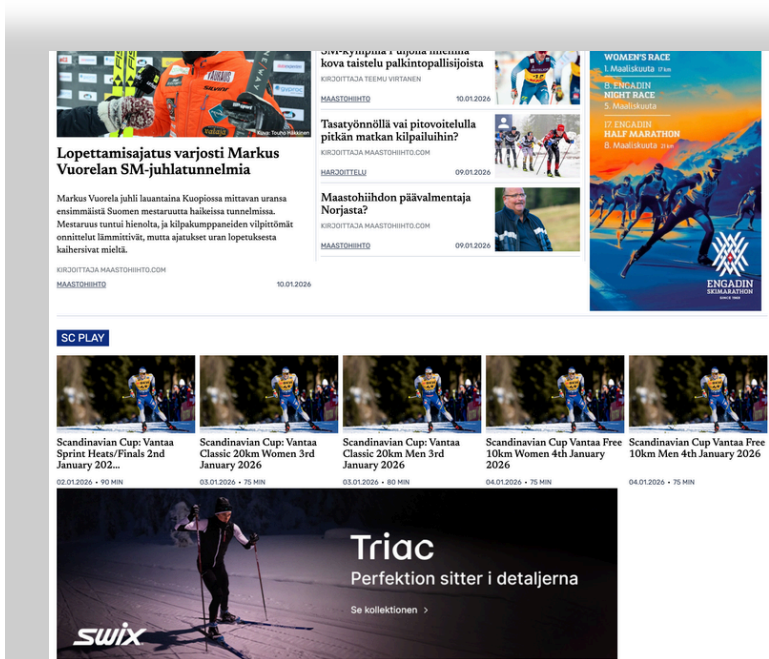
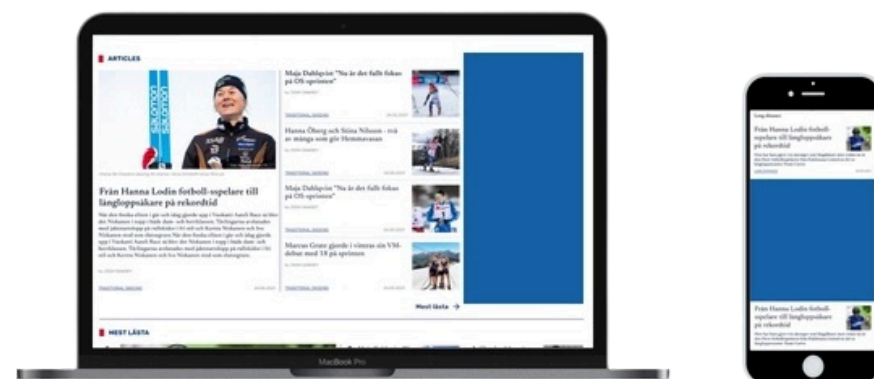
## Banners - horizontal

980 x 300 px + 320 x 320 px for mobile



## Banners - vertical

300 x 600 px + 320 x 320 px for mobile



## Banners - Topscroll / High impact ads

980 x 300 px + 320 x 320 px for mobile



Topscroll is a high impact responsive format that appears at the top of a page (before page content).

Banner needs to be scrolled away by the reader.

## Possible formats

File type: PNG, JPG, GIF, HTML5 Zip file, MP4

File size: max. 1MB (unless MP4)