

A ski portal since 1997

Media kit 2026/27

The Polish portal for skiers: snow conditions, ski resorts, ski pass prices, ski trips, insurance, a gear catalogue with tests and a forum.

1.4 million

visitors a year

up to 20,000

visitors a day in season

94.7%

of visitors are from Poland

What skionline.pl offers

A portal for skiers who plan their own winter. We check snow conditions, cover resorts in Poland, the Alps, Czechia and Slovakia, test skis, keep a gear catalogue across seasons, and help readers find a ski trip and buy ski insurance. On the forum, skiers share reports from their trips.



Snow reports and webcams

Snow depth, open runs and the weather forecast for each resort, plus live webcam views from the slopes.



Ski pass prices

Price lists for the 2026/27 season, in the resort's currency and in Polish złoty.



Ski insurance

A policy bought online. Insurance partner: Inter Partner Assistance S.A. Oddział w Polsce (AXA Group).



News and guides

News from the resorts, an article archive and guides for skiers.



Sport

The FIS World Cup calendar: dates, venues and disciplines.



Ski resorts

Resort pages with elevations, runs and lifts.



Ski trips

Ski holiday offers from tour operators.



Gear and WorldSkiTest

A catalogue of skis, boots, helmets and goggles across seasons and WorldSkiTest results; skionline.pl has taken part in WorldSkiTest since 2002.



Galleries and videos

Photos and videos from ski resorts.



Ski forum

Trip reports and questions about gear, resorts and conditions.



Jacek Ciszak

Author and editor of skionline.pl • “JC w podróży” vlog
Runs skionline.pl. He has been skiing the Alps and the Carpathians for more than 20 years and checks every resort he writes about in person, on skis.

Who our readers are

skionline.pl readers come here to choose a resort, their gear and the dates of their trip.

1.4 million

visitors a year

up to 20,000

visitors a day in season

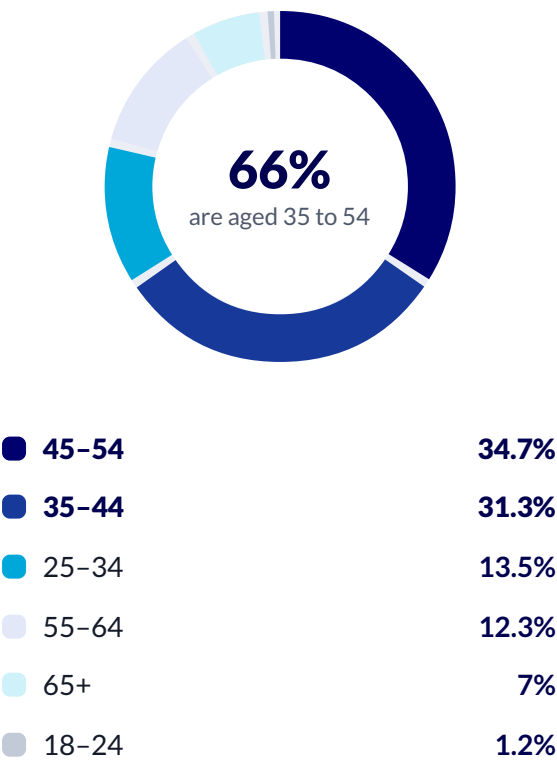
94.7%

of visitors are from Poland

Site traffic from September 2025 to September 2026.

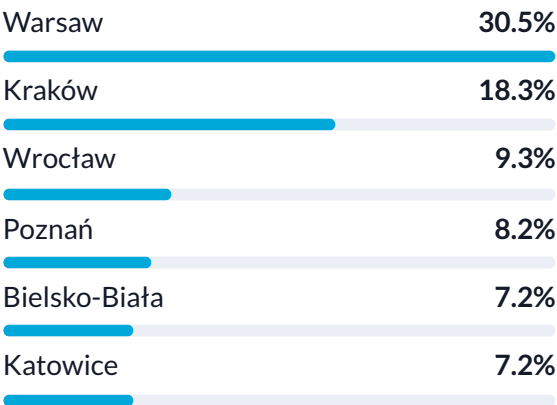
Age

Two thirds of our audience are aged 35 to 54.



Cities

Most of our audience lives in these cities.



Who we write for



Skiers planning a trip to the Alps



Families planning the winter school holidays and ski school for their children



People choosing skis, boots and helmets before the season



Drivers heading to the Alps by car



Weekend skiers heading to the Beskids, the Tatras and Czechia

When to plan your campaign

What the site covers month by month through the season.

September and October

New gear collections, WorldSkiTest results for the new season and the first runs on the glaciers.

November

Ski pass prices for the 2026/27 season and ski insurance ahead of the first trip.

December

Resort openings, Christmas and New Year trips.

January and February

Winter school holidays: family trips, snow reports and webcams before departure, World Cup races.

March

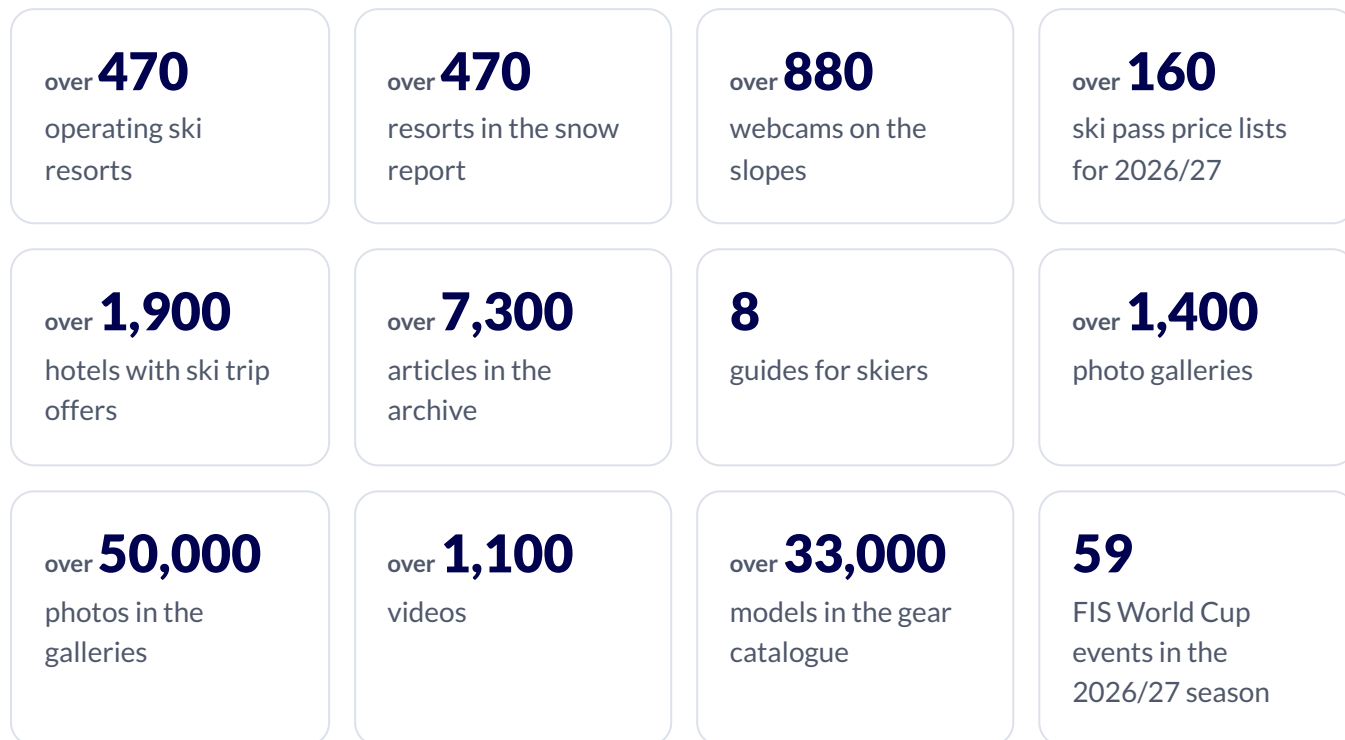
The last trips of the season and last-minute offers.

April

Spring skiing on the glaciers and the final days of the season at the resorts.

skionline.pl in numbers

Figures from the site database as of 2 October 2026.



Ski forum



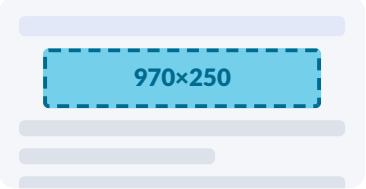
Forum figures as of 1 October 2026.

Resorts in 15 countries

Andorra, Austria, Bulgaria, Czechia, Finland, France, Germany, Italy, Norway, Poland, Slovakia, Slovenia, Spain, Switzerland, Ukraine

Ad formats

Formats available in the 2026/27 season. Dates and prices are confirmed by our ad sales team.



Billboard

Above articles, resort listings and snow reports. Replaced by a 300×250 unit on mobile.

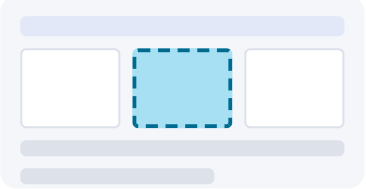
970×250
mobile 300×250



Rectangle

In-content and in the right-hand column of articles, resort pages and gear tests.

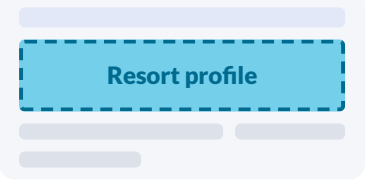
336×280
300×250



Sponsored article

Written together with our editorial team, labelled as partner content and featured in the news listings.

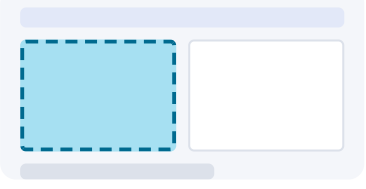
partner content label
sponsored link



Resort profile

An extended resort page: gallery, video, resort news and a featured position in the listings.

season or year



Contest or special campaign

A contest with prizes, a gear test with our readers or coverage of an event at a resort.

tailored

Pricing on request, depending on dates and format.

Ad sales

Tell us which dates and which ad format you are interested in. Campaign prices are available on request.

✉ reklama@skionline.pl → www.skionline.pl/kontakt

Company	SKIONLINE Sp. z o.o.
Address	ul. Prosta 109, Kawęczynek, 05-520 Konstancin-Jeziorna
Tax ID (NIP)	123-145-56-23
Company register (KRS)	0000815915



Latemar, photo: skionline.pl