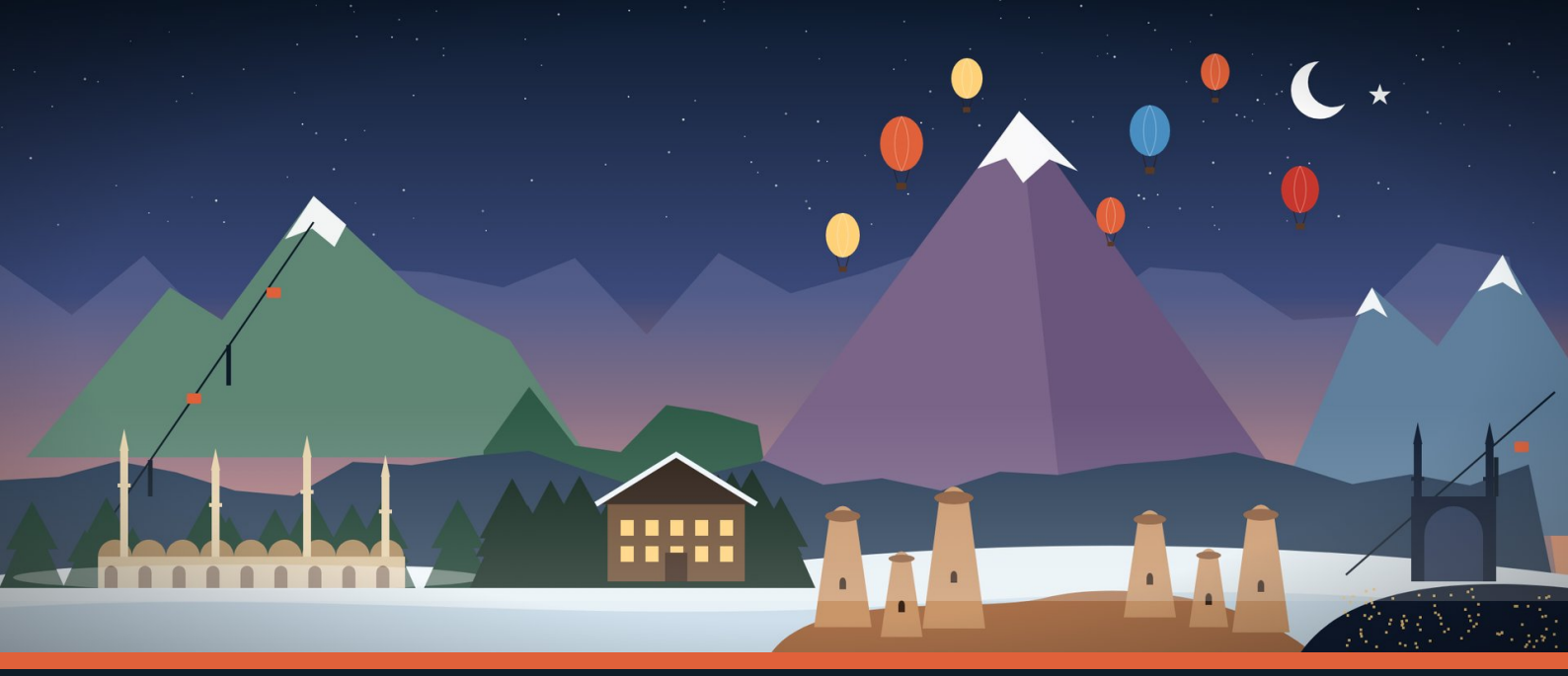


SKI TURKISH

MEDIA KIT 2027

Turkic Alpine & Nature Media

Ski resort guides, international media work and trade-fair representation for the Turkic world, from Türkiye to Central Asia.

Partner	Media Partner	Expo Partner
€29 / month	**€49** / month	**€200** / month

S4HT
www.s4ht.com/skiturkish
info@s4ht.com

Packages and fair list for 2027

About Ski Turkish

The winter and nature tourism media platform of S4HT.

Ski Turkish tells the story of ski resorts across Türkiye and the Turkic world, and carries that story to travellers, journalists and trade buyers in Europe, the Middle East and beyond.

Every resort in our guide has its own page with slopes, lifts, transfers and trip planning, and it is linked to your social media accounts. One membership brings together your resort page, social media, international press work and trade-fair presence.

Where we work

Türkiye	**Azerbaijan**	**Kazakhstan**	**Kyrgyzstan**
Uzbekistan	**Turkmenistan**	**Hungary**	**TRNC**

Our coverage follows the member and observer states of the Organization of Turkic States.

What our partners get

Resort guide page

A dedicated page on s4ht.com with your slopes, lifts and transfers.

Social media

Shared posts, and your accounts linked to your resort page.

International media

News prepared for the international press, and a yearly FAM trip.

Trade fairs

Desk presence and brochures at major European travel fairs.

Partnership packages

Three ways to put your resort in front of the market. Prices are per month, in euros.

PARTNER

€29

per month

- Online platform membership
- Your social media accounts linked to your S4HT ski resort page
- Shared social media posts

MEDIA PARTNER

€49

per month

- Online platform membership
- 1 FAM trip organised per year
- International media news prepared for your resort

EXPO PARTNER

€200

per month

- 1 trade-fair participation per year, with desk presence
- Brochure promotion at all fairs
- Choose your fair from the 2027 list

Which package fits you?

Partner	Be present in the Ski Turkish guide and on social media.
Media Partner	Add international press coverage and a yearly FAM trip.
Expo Partner	Meet buyers face to face at the major European travel fairs.

Prices are in EUR per month. The services in each package are set out in the partnership agreement.

Trade fairs 2027

Expo Partners choose one fair per year from this list. Every partner's brochure is promoted at all fairs.

FAIR	CITY AND VENUE	2027 DATES	SEATS
FITUR Spain · international tourism	Madrid, IFEMA Madrid	20–24 Jan 2027	**10**
BIT Milano Italy · international tourism	Milan, Fiera Milano Rho	9–11 Feb 2027	**10**
ITB Berlin Global travel trade show	Berlin, Messe Berlin	16–18 Mar 2027	**10**
IMEX Frankfurt Meetings, incentives and events	Frankfurt, Messe Frankfurt	11–13 May 2027	**10**
TTG Travel Experience Italy · B2B tourism	Rimini, Rimini Expo Centre	13–15 Oct 2027	**10**
WTM London Global travel and tourism	London, ExCeL London	Early Nov 2027 *	**10**
ILTM Cannes Luxury travel	Cannes, Palais des Festivals	Late Nov / early Dec 2027 *	**4**

Seats are the desk places available for partners at each fair.

* Dates for WTM London and ILTM Cannes in 2027 are to be confirmed by the organisers. All other dates are as announced by the organisers and may change.

At every fair

Your brochure is presented to buyers. Expo Partners also join us at the desk at one fair of their choice.

How to join

From first message to your first post in a few simple steps.

1

Get in touch

Write to us about your resort or hotel and the package you are interested in.

2

Choose your package

Partner, Media Partner or Expo Partner. We confirm the details with you.

3

Sign the agreement

The services, the term and the seats at your chosen fair are set out in a partnership agreement.

4

We get started

We set up your resort page, link your social media accounts and plan your first posts, FAM trip or fair.

Talk to us

info@s4ht.com

www.s4ht.com/skiturkish

S4HT | Ski Turkish | Turkic Alpine & Nature Media

Prices are in EUR per month. Service details are set out in the partnership agreement. Fair dates and seat numbers are subject to the organisers' announcements and to availability.

