



## 2012 Media Kit

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*Image Courtesy Jack Affleck*

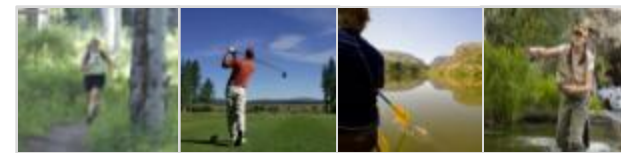
Last summer I found myself tying a new fly on my line after getting skunked on the banks of the San Miguel River near Telluride, Colo. I paused for a moment to look upstream as my wife placed a perfect cast into a hole that was sure to have trout in it. Bridal Veil Falls was in the distance and that image is engrained in my mind and has me ready for summer.

Casting a line into a spring-fed stream; tearing down the side of a mountain on a bike; driving a golf ball far down the fairway into the thin mountain air; family lunch in the village after a challenging hike—this is what summer means to us here at Mountain Getaway. Our readers share this passion for the mountains and in turn we provide content that is unique to that mountain culture and lifestyle.

Mountain Getaway is the ultimate summer vacation planning resource for active travelers looking for mountain-town adventures. Our audience of outdoor adventure travelers look to us to plan their summer vacations. We hope you too will join us at Mountain Getaway this summer in celebrating everything the mountains have to offer—from the fresh air to the festivals.

Dan Kasper  
Senior Managing Editor

# Company Overview

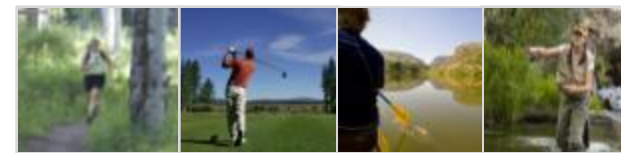


**MountainGetaway.com (MG)** is the ultimate destination planning resource for active travelers looking for mountain-town adventures. Our users are active travelers participating in a variety of mountain sports including biking, fly fishing, golfing, hiking and camping. Through epic destination features, gear reviews and evergreen lodging coverage we provide our users the tools and inspiration to plan their next mountain getaway.



*Image Courtesy of Leisha Gibson*

# Site Metrics



**Average Monthly Unique Users:**

305,000

**Average Monthly Pageviews:**

725,000

**Weekly eNewsletter Subscribers:**

145,000+

*Source: Google Analytics, August 2011*



*Image Courtesy of Daniel Milchev*

# User Demographics



## MG users are affluent, active, mountain travelers:

- Male / Female: **56 / 44%**
- Median Age: **40**
- College Educated: **82%**
- Median HHI: **\$91,726**

## MG user's activities:

- 95%: are mountain travelers
- 74%: take 3+ mountain vacations per year
- 58%: hike
- 49%: mountain bike
- 32%: golf



*Image Courtesy Jack Affleck*

# 100%

of MG users hike,  
bike or golf

# 74%

of MG users take three or more  
mountain vacations per year

# 95%

of MG users take  
mountain vacations

# Content Sections



MountainGetaway's editorial team spans the globe to create authentic, approachable and engaging content. MG.com content sections include:

**GEAR:** Ranges from one-off reviews to comprehensive guides. MG gear content is aimed at helping readers understand gear technologies to encourage our users to make informed buying decisions.

**LIFESTYLE:** Fashion, dining, nightlife, celebrities and more.

**TRAVEL:** Features, inspiration and advice on planning the next summer adventure.

**NUTRITION & FITNESS:** Tips to get in shape for the big trip and stay healthy in the mountains.

**NEWS:** Breaking global news from the outdoor world.

**EVENTS & COMPETITIONS:** Previews and coverage including festivals, sporting events, concerts, races and family fun.

**DEALS & TICKETS:** The industry's best aggregation of travel deals.

**FAMILY:** Travel stories and advice with a focus on kids.

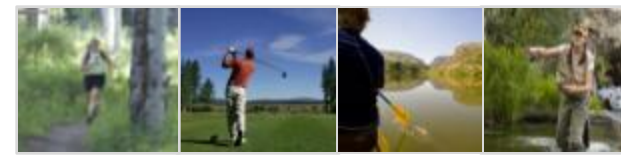
**PERSONALITY:** Interviews and profiles of everyone from pro athletes to local legends.

**PHOTO & VIDEO:** The outdoor world as seen by our staff, contributors and readers.

**INSTRUCTION:** Tried-and-true skills advise from the experts.



Sample (above): MountainGetaway.com Homepage



## MAJOR FEATURES

### MARCH

Essential Spring Festival Guide: Mountain travel hits its best when winter ends

### APRIL

2012 “Best of” Summer Resort Guide, Mud Race Guide, Best Resort Town Summer Sporting Events

### MAY

Plan Your Summer, Best Adventures for Summer Guide, Family Friendly Summer Resorts

### JUNE

Best Mountain Town Festivals, Summertime Resort Nightlife Guide

### JULY

Gear Reviews (Fly Fishing, Golf, Mountain Biking, Day Hiking), Best Resorts for Singles, Lodging Reviews

### AUGUST

Best Trips (focus of the best Fly Fishing, Golf, Hiking, Camping and Mountain Biking Trips)

### SEPTEMBER

Fall Travel Guide, Best Fall Hikes, Fall Festival Guide

## CONTINUAL COVERAGE

### GEAR REVIEWS

Weekly wrap-ups of new equipment, technology and accessories

### RESTURANT, HOTEL & BAR REVIEWS

Photo-driven reviews of classic resort town destinations from five-star to dive bar

### PERSONALITIES

Bi-weekly profiles of the people behind (or often in front of) the sport.

### TRAVEL FEATURES

Short, punchy, service-oriented travel features. Topics range from individual resorts and experiences to round-ups of the best experiences

### VIDEO SERIES

Both aggregated and in-house content

# Targeting Options



MountainGetaway offers advertising partners various targeting options. Target your message to a specific state, city or DMA with our geo-targeting option, which allows you to tailor your message to any region. Content targeting options are also available, allowing advertisers to seamlessly integrate their brand message into applicable MountainGetaway editorial content.

MountainGetaway presents its advertisers ways to ensure that they achieve maximum ROI with every campaign.



**Geo-Targeting:** Target users where they live and work



**Net Worth Targeting:** Reach affluent outdoor adventurers

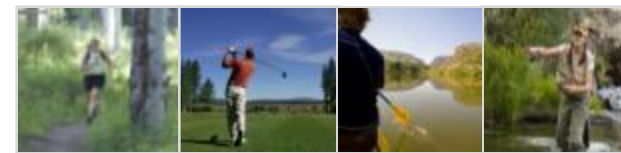


**Resort Targeting:** Reach travelers planning vacations at the top North American Resorts



**Content Targeting:** Complement your brand strategy, aligning it with premium MG content

# Audience Network Opportunities



MountainGetaway.com (MG) is the premier online source for an elite audience of mountain travelers from around the world. MountainGetaway.com reaches much of the affluent mountain travel market. Our users are interested in the finer things in life, including destination travel, cutting-edge gear and luxury goods.

Through a new partnership, MountainGetaway.com has developed the *MountainGetaway Network* allowing advertising partners the opportunity to reach our premium audience across the web. This allows for extended brand reach and increased brand frequency.

## What is Retargeting?

This is Christine and Amy, they are affluent adventure travelers who visit MountainGetaway.com (MG) regularly. Their frequent visits to MG confirm their likelihood of being mountain travelers.

By extending your brand reach on the *MG Audience Network*, MG.com can now deliver your brand message to Christine and Amy on MountainGetaway.com and their other favorite websites.

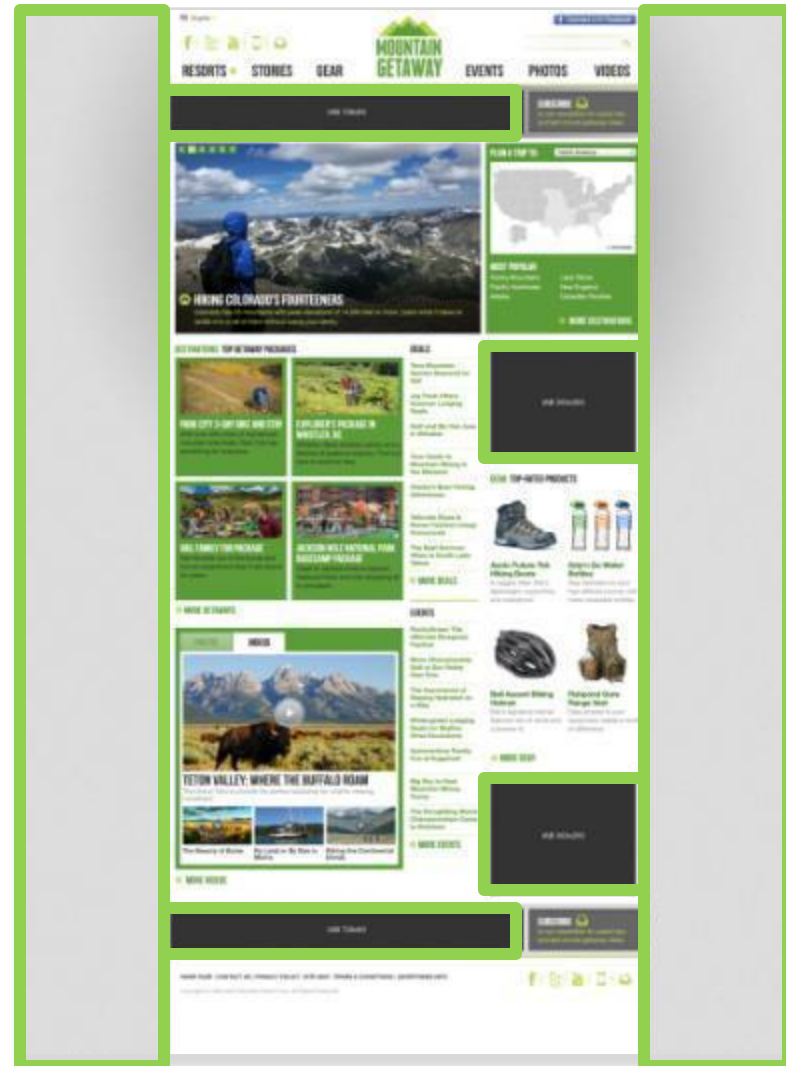
By delivering a tailored creative that greets Christine and Amy on websites they frequently visit, they will be more likely to click on your ad, and act on your offer.



# Display Advertising Opportunities



MountainGetaway offers advertisers two standard banner sizes in a 728 x 90 (leaderboard) and a medium box (300 x 250). In addition to the standard IAB units MG also offers Wallpaper with the same targeting capabilities as the standard IAB units. Takeover and Roadblock executions are also available.



Sample (above): MountainGetaway.com Homepage Banner and Wallpaper Placements.

# Travel Offers



Showcase your travel products and packages to MountainGetaway.com visitors as they plan their next mountain vacation.

Assets required for a travel offer include:

- 130 x 100 Photo
- 30 Character Title
- 50 Words and a URL

## Featured Travel Offer

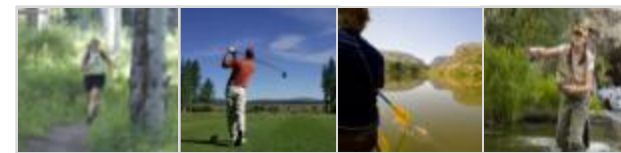


### You could Win a BC Vacation Worth \$8,000

You could choose between an Orca Kayaking Eco-Adventure, a Vancouver Island Escape, a Whistler Golf Experience, or an Okanagan Wine Tour package. Enter now and order your FREE 2009 BC Insider's Guide to start planning your exciting BC getaway. [More information](#)



# Video Banner

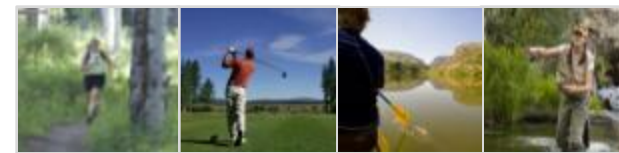


Using the MountainGetaway Video Ad Unit involves simply providing MG a video of up to 30 seconds and a URL. Our template does the rest. Targeting options are available with video ad units and rich media creative from all major publishers are accepted.

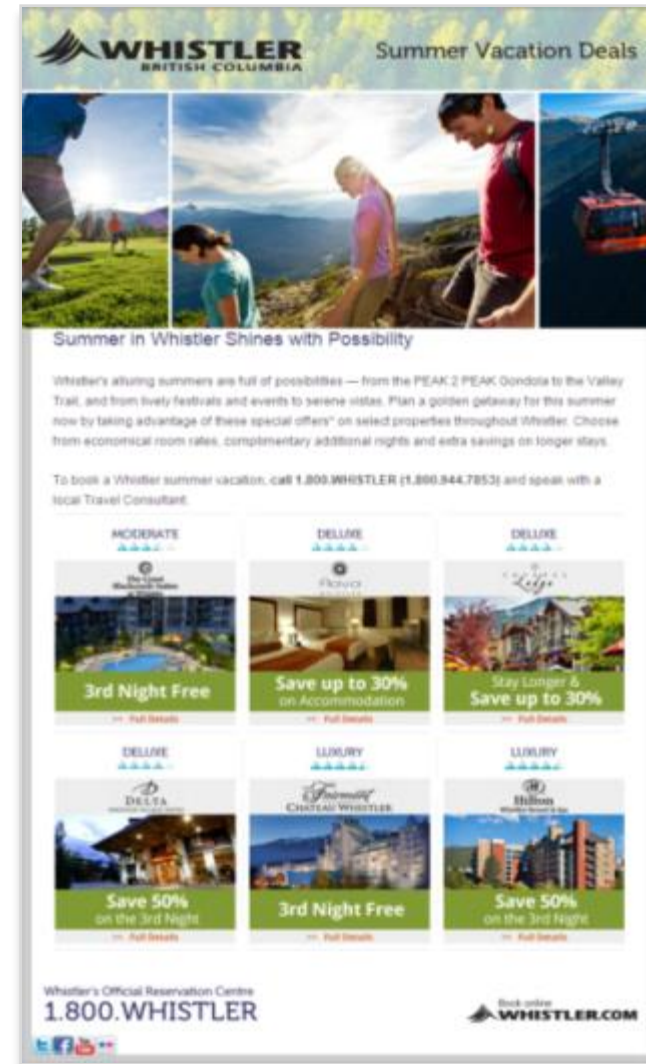
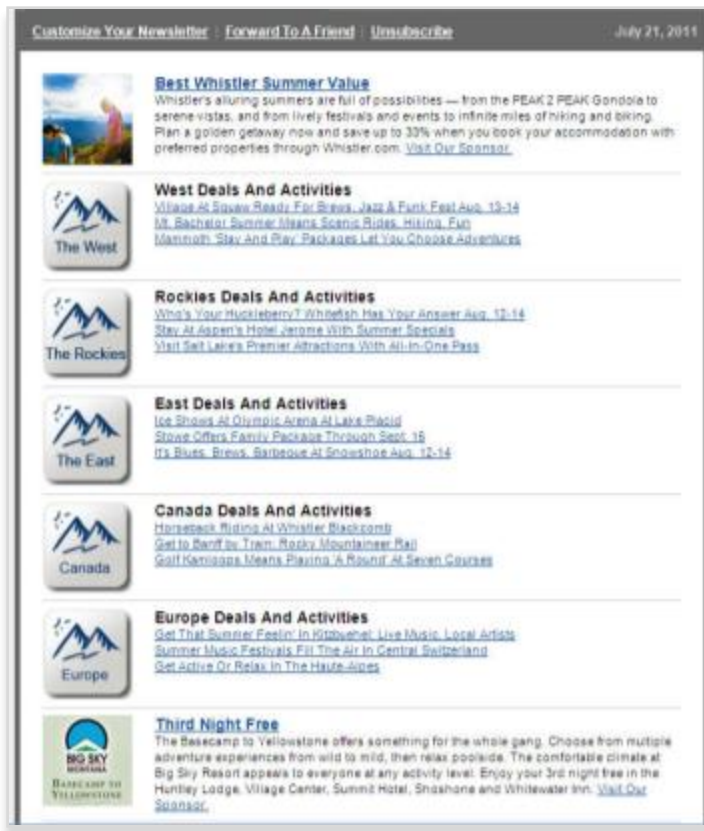
The screenshot shows the MountainGetaway website interface. At the top, there is a navigation bar with the MountainGetaway logo and links for RESORTS, STORIES, GEAR, EVENTS, PHOTOS, and VIDEOS. Below the navigation bar, there is a search bar and a 'SUBSCRIBE' button. The main content area features a large video ad unit highlighted with a green border. The video ad unit displays a scenic view of a mountain range with a hiker in the foreground. The text on the video ad unit reads: 'HIKING COLORADO'S FOURTEENERS' and 'COLORADO HAS 50 MOUNTAINS WITH PEAK ELEVATIONS OF 14,000 FEET OR MORE. LEARN WHAT IT TAKES TO TACKLE ONE OR ALL OF THEM WITHOUT LEAVING YOUR PARTY.' To the right of the video ad unit, there is a smaller image of a bison in a field with the text 'TETON VALLEY: WHERE THE BUFFALO ROAM'. Below the video ad unit, there are several sections: 'DESTINATIONS: TOP GETAWAY PACKAGES' with four sub-sections (Park City 3-Day Bike and Stay, Explorer's Package in Whistler, BC, Vail Family Fun Package, Jackson Hole National Park Basecamp Package), 'DEALS' with three sub-sections (Teton Mountain Games, Jay Peak Offers Summer Lodging Deals, Golf and Ski this June in Whistler), 'GEAR: TOP-RATED PRODUCTS' with two sub-sections (Asolo Future-Tek Hiking Boots, Grip'n Go Water Bottles), and 'EVENTS'.

Sample (above): MountainGetaway.com Video Banner

# eMarketing Solutions

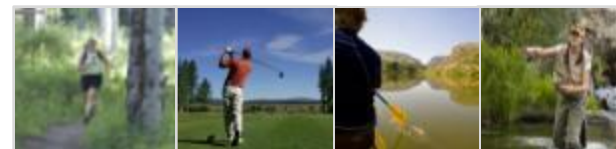


MountainGetaway.com eNewsletters provide regional news to over 145,000 opt-in subscribers each week. Custom eBlast opportunities are also available to advertisers and sent weekly to over 145,000 opt-in subscribers.



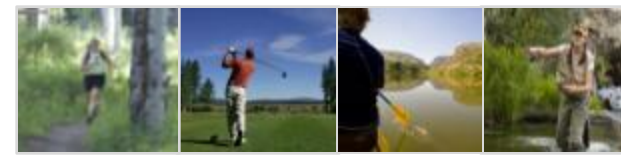
Sample (above): MountainGetaway.com eBlast  
 Sample (left): MountainGetaway eNewsletter

# Rate Card



Ad Unit	Dimensions	Targeting	CPM	3 <sup>rd</sup> Party or Site Served:
Leaderboard	728 x 90	ROS Targeted	\$15 \$19	Both site up to 40K and 3 <sup>rd</sup> party creative accepted
Medium Box	300 x 250	ROS Targeted	\$15 \$19	Both site up to 40K and 3 <sup>rd</sup> party creative accepted
Pushdown	970 x 66 (leave-behind) 970 x 418 (expansion)	ROS Targeted	\$25 \$30	3 <sup>rd</sup> party only (Initial Load: 40K, Polite Load: 60K)
Wallpaper	1600 x 1000	ROS Targeted	\$25 \$30	3 <sup>rd</sup> party only
Video Ad	300 x 250 30 seconds (max)	ROS Targeted	\$18 \$22	3 <sup>rd</sup> party only • All creative subject to editorial review
Pre & Post Roll	480w x 270h	ROS Targeted	\$18 \$22	3 <sup>rd</sup> party only • 15 seconds (min) • 30 seconds (max)
Behavioral Retargeting	728 x 90 / 300 x 250	ROS Targeted	\$18 \$22	Both site up to 40K and 3 <sup>rd</sup> party creative accepted

# Rate Card (continued)



## eNewsletters: (145,000+ distribution)

### MountainGetaway.com eNewsletter (Apr - Aug)

- Title Sponsor (includes photo): \$1,100/week
- Advertorial #1: \$850/week
- Advertorial #2: \$700/week

## Custom eBlast: (140,000+ distribution)

- Summer (Apr - Aug): \$3,000

## Artwork & Traffic Requirements

Client is responsible for all artwork, which must be submitted to [adbanners@mountainnews.com](mailto:adbanners@mountainnews.com). Mountain News will have your new or updated artwork online within five (5) business days. Artwork that does not meet the aforementioned specifications will be returned for adjustment.

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*Expanded technical specifications can be found online at: <http://www.mountainnews.com/html/adspecs.html>*