



Media Kit 2011/12

NORTH AMERICA

PO Box 17895
Boulder, Colorado 80308 USA
T 1.720.887.7726
E sales@mountainnews.com

EUROPE: Mountain News GmbH

Maria-Theresien-Straße 4
A-6020 Innsbruck, Austria
T 43.512.214201
E europe@mountainnews.com





JEFF CRICCO

This winter I skied powder with my 6-year-old daughter for the first time. We were in a rolling, open glade at Breckenridge, Colorado, and the snow was boot-deep for me, knee-deep for her. She pushed off and made her first, hesitant powder turns. Then the sensation clicked. I watched as she pointed her skis downhill, and the snow billowed up over her knees. At the bottom of the first pitch, she collapsed in the snow, giggling.

Simple moments like those remind us why we ski or ride: the mountains in winter, friends and family, deep pow and a warm condo at the end of the day. The sensation is the same whether you're a kid learning at Breckenridge or an expert snowboarder shredding Chamonix, France.

Skiing and snowboarding are universal because they're more than sports; they comprise a unique culture and lifestyle. Here at OnTheSnow, our content is rooted in that lifestyle, and we present the gear, personalities, resorts and culture of winter sports in a way that enables our readers to make that lifestyle their own.

Our goal at OnTheSnow is to become the definitive global voice of snowsports and winter travel. OnTheSnow's reach is global, our audience is the largest in the category, and our content is second to none.

We hope you'll join us this winter at OnTheSnow, and share the snowsports lifestyle with us.

Patrick Crawford
Content Director




The World's Most Visited Snow Sports Platform

- 
3,400,000*+
 unique monthly visitors
- 
8,000,000*+
 unique skiers/boarders
 per winter
- 
300,000*+
 weekly email subscribers

Hitwise Competitive Intelligence, the online measurement company, monitors 25 million home, work, and educational Internet users worldwide every day. The company database includes 500,000 Web sites in 160+ industries.

Here's how they ranked 13 top snow sports portal websites in January 2011:

Rank	Website	Market Share
1.	 ON THE SNOW	73.02%
2.	Transworld Snowboarding	6.29%
3.	Newschoolers.com	6.22%
4.	SkiCentral	4.65%
5.	SKINET	3.96%
6.	Ski.com	2.04%
7.	Snocountry.com	1.69%
8.	Powder	0.79%
9.	Snowpak.com	0.61%
10.	Snowboarder Mag	0.38%
11.	RSN	0.32%
12.	Ski Press Mag	<0.32%
13.	Snowboard Magazine	<0.32%

*Source: Nielsen Site/Census Audit Winter 2010-2011.



OnTheSnow's editorial team spans the globe to create authentic, approachable and engaging content.

Content Sections

SNOW & WEATHER: Our global snow-reporting network is the foundation of everything we do and provides the vital data that keeps readers coming back.

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

GEAR: Our gear section spans from individual ski reviews to guides that help readers understand gear technologies and make informed buying decisions. Categories include hardgoods, softgoods and accessories.

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

NEWS: Breaking global news from the ski/snowboard world.

EVENTS & COMPETITIONS: From the best winter festivals to the Alpine World Cup.

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

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

PERSONALITY: Interviews and profiles of everyone from pro snowboarders to top ski instructors to local legends.

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

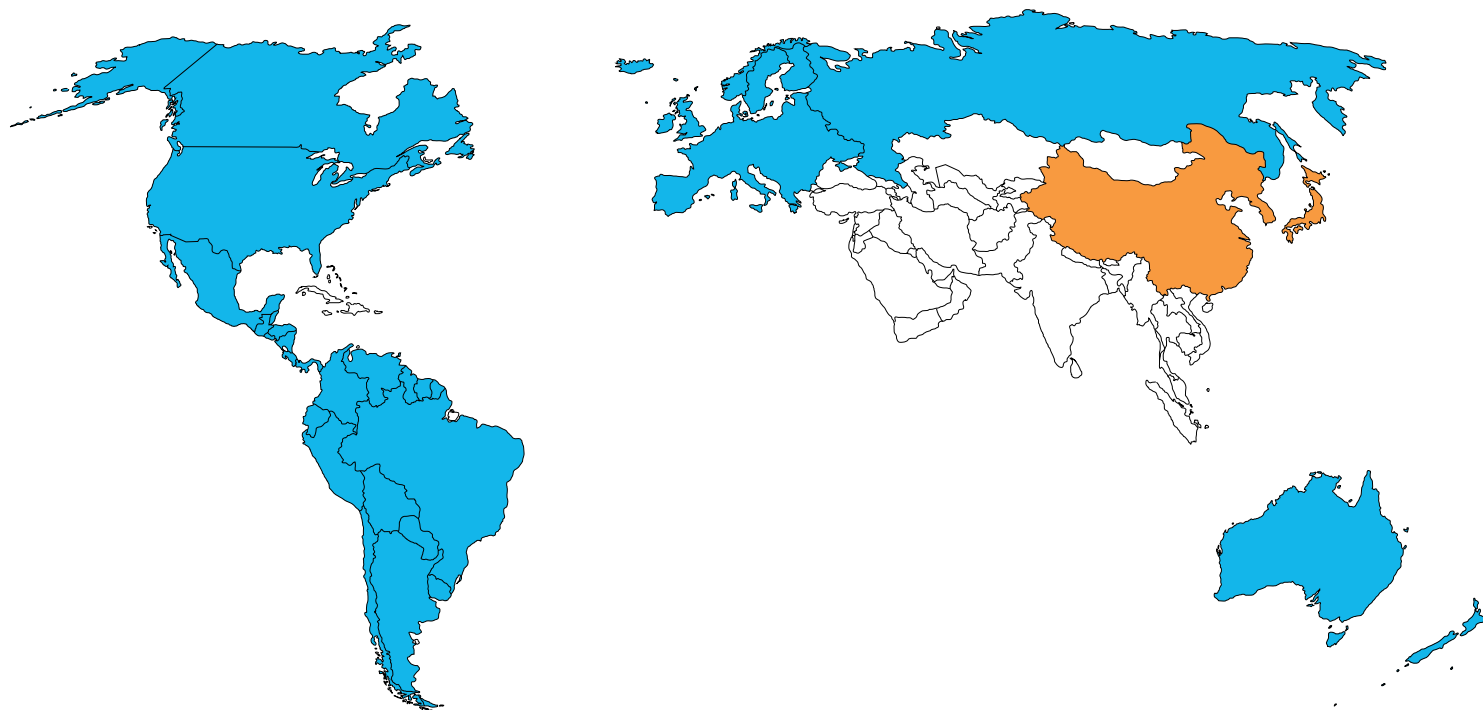
PHOTOS & VIDEO: The world of snow as seen by our staff, contributors and readers.

INSTRUCTION: How to do everything better.





Directly influence skiers and snowboarders across the world through OnTheSnow's sixteen region-specific websites. Each site provides geo-specific news, content, snow reporting and advertising



- Current
- Coming soon

AMERICAS

1. United States
2. Canada
3. Latin America
4. Brazil

EUROPE

5. United Kingdom
6. German Speaking
7. France
8. Italy
9. Russia
10. Spain
11. Norway
12. Sweden
13. Benelux
14. Portugal

SOUTH PACIFIC

15. Australia
16. New Zealand

COMING SOON

1. China
2. Japan



Target Your Message

Target your message to skiers and boarders most likely to purchase your products.



GEO-TARGETING

Laser target where they live/work.



CONTENT TARGETING

Associate your brand with premium content, or specific sections.



LIFESTAGE TARGETING

Reach young adults, families, or matures (only available in North America)



HIGH NET WORTH

Reach affluent skiers and snowboarders



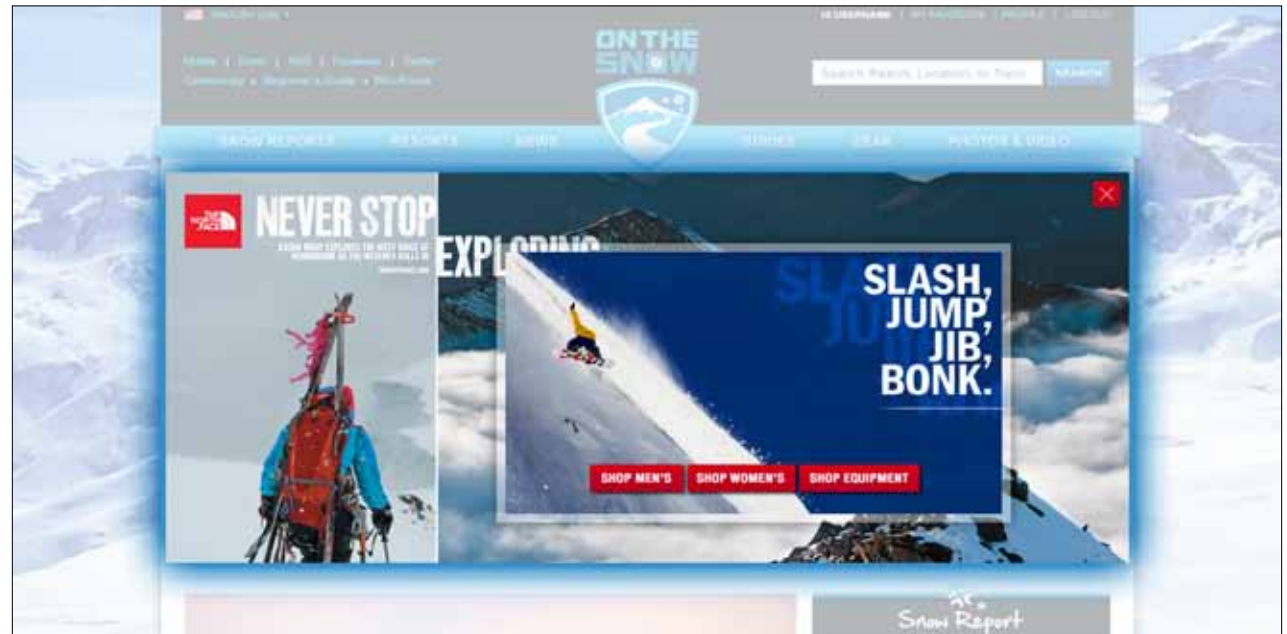
The Leaderboard (728x90) and Medium Rectangle (300x250) are IAB standard units that can be targeted throughout OnTheSnow.

The screenshot displays the OnTheSnow website interface. At the top, there is a navigation bar with the OnTheSnow logo and a search bar. Below the navigation bar, there is a large banner for "SKI Québec" featuring a resort building. The main content area is titled "NEWS & TOPICS" and includes a "BROWSE TOPICS" menu with options like "Beginners", "Family", "Gear", "Green Resorts", "Nutrition & Fitness", "Questions & Answers", "Resorts", "Trips and Tips", and "Vacations". There are several article thumbnails with titles such as "Charlie Sheen Takes His Snowboard to Aspen", "The Magic Behind the Burton Event", "Jet Blue Offering New Nonstop Flights to Burlington, Vermont", and "Innovative New ski Boots Will Improve Your Skiing". A large orange advertisement for "windhammountain.com" is prominently displayed on the right side of the page. Below the main content area, there is a section for "MOST POPULAR ARTICLES" with a list of articles and their view counts.



Ad Units: The Pushdown

The Pushdown is a powerful OPA standard advertising unit that provides clients with an impactful way to showcase their products and services. A 970x418 advertisement will automatically expand when a user loads a page, revealing a compelling rich media experience filled with animation and video. The unit will collapse back into a 970x66 space after eight seconds, and continues to show your message.





Ad units: The Wallpaper

Ensure your message will not be missed. The 1600x1000 wallpaper ad unit will surround the home page, or you may sponsor specific sections of OnTheSnow.

The screenshot shows the OnTheSnow website home page. A large wallpaper advertisement for Bogner is positioned at the top, featuring the text "DISCOVER THE WORLD OF BOGNER" and the Bogner logo. The website's navigation bar includes links for SNOW REPORTS, RESORTS, NEWS, GUIDES, GEAR, and PHOTOS & VIDEO. A search bar is located in the top right corner. The main content area is divided into several sections: a "TOP RATED FAMILY FRIENDLY RESORTS" section with a featured resort image, a "Snow Report" section with a table of snowfall forecasts, a "NEWS & EVENTS" section with a headline about a storm, and a "FIND A RESORT" section with a world map and search filters. The right side of the page features a vertical advertisement for Bogner, showing a skier in a white suit.

SNOWFALL REPORT	FORECAST	24 HR
1	Cockaigne, NY	12"
2	Holiday Valley, NY	7"
3	Jackson Hole, WY	5"
4	Red Lodge Mtn., MT	4"
5	Holinsport Ski Area, NY	4"



Ad Units: The XXL Box



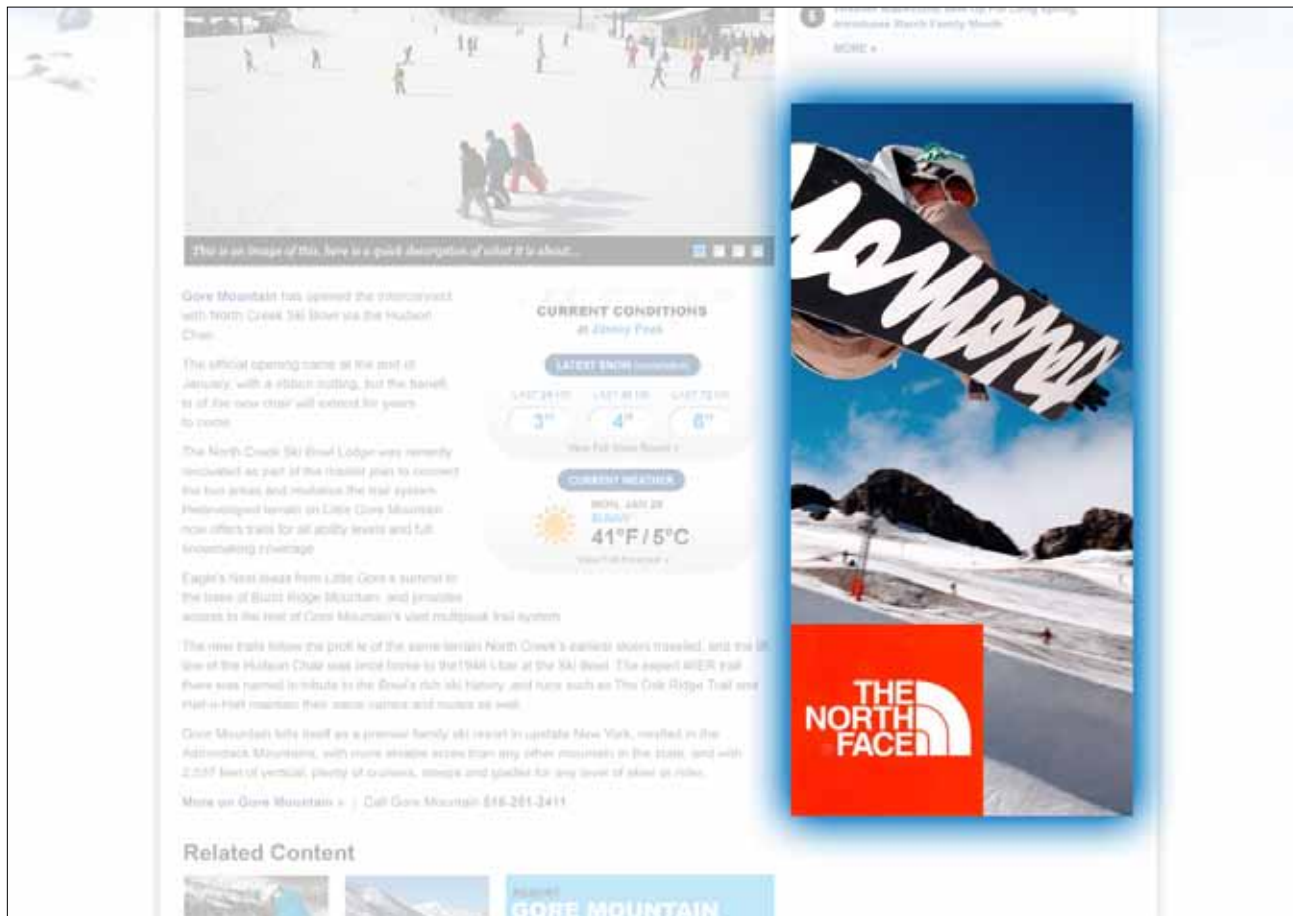
The XXL Box is another powerful OPA standard advertising unit providing a compelling way to showcase products and services. It begins as a large 468x648 rectangle. Then, on user initiation, expands across the page to a gigantic 936x648 area.





Ad Units: The Fixed Panel

The Fixed Panel is a 336x700 advertisement embedded in the right column of the page. The ad scrolls as the viewer scrolls down the page, remaining in a fixed position on the viewer's screen. This unit complies with the Online Publishers Association (OPA) recommended sizes and functionality.



Why spend money creating a video ad when you can use that money to display it? Using our Video Ad Unit means simply providing us a video of up to 30 seconds and a URL. Our template does the rest. You may target your video ad to the audience you want to reach.

Do you have an existing Video Ad? We support Rich Media creatives from all major publishers.



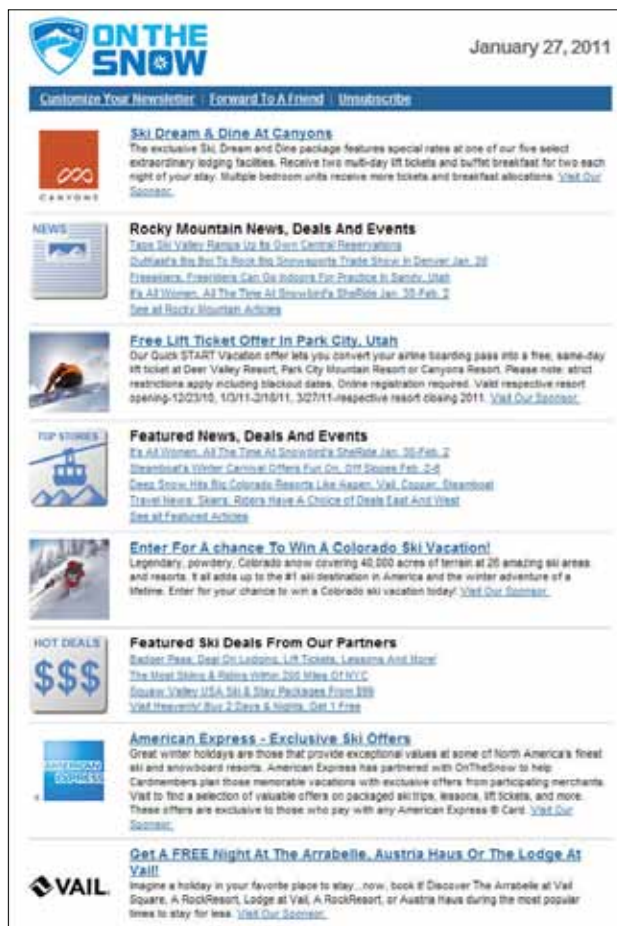


Showcase your travel products and packages to OnTheSnow.com visitors as they plan their trips. You can create a compelling ad with little effort with our self-service Travel Offer Unit. Simply provide a photo, title, body text, and URL.

The screenshot displays a weather forecast for Jiminy Peak, including a 5-day outlook, current weather (40°F Clear), and base depth (47" Middle Section). Below the forecast is a 'CAMS & PHOTOS' section with four photo thumbnails. A 'Featured Travel Offer' box is highlighted, advertising a Squaw Valley USA package for \$87. The offer includes 2 nights of lodging, a short drive from the slopes, 2 days of lift tickets, and a 2-hour group lesson. The package is valid from 2/25/11 to 3/18/11. Below the offer is a 'FEATURED DEALS' section with a link to 'Ski Jiminy Peak Card Is Now On Sale; Limited Run'.



1 Our OnTheSnow.com e-letter provides regional news to 190,000+ subscribers each week.*



2 Custom E-mail Blast can be sent to 190,000+ subscribers who have opted in to receive special travel deals.*



	OnTheSnow Newsletter Established: 1997 Issues: Weekly
	AVERAGE DELIVERABLE BREAKOUT FOR PERIOD
Gross Deliverables	181,239
Net Deliverables	179,549
Undelivered	1,690

*Mar 2010 BPA Email Audit

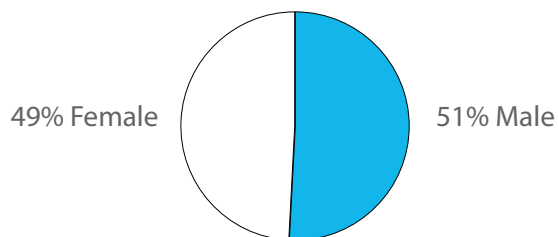


OnTheSnow has #1 visitor market share in the snow sports category, reaching **3,421,463** monthly unique visitors during peak periods. *

Key Stats

- 98% Ski or Snowboard
- 80% Purchased lodging on last overnight ski trip
- 75% Ski/Snowboard 12+ Days/Season
- 72% Take 3+ Mtn. Vacations/Year
- 43% Have children under 18 in households

Gender

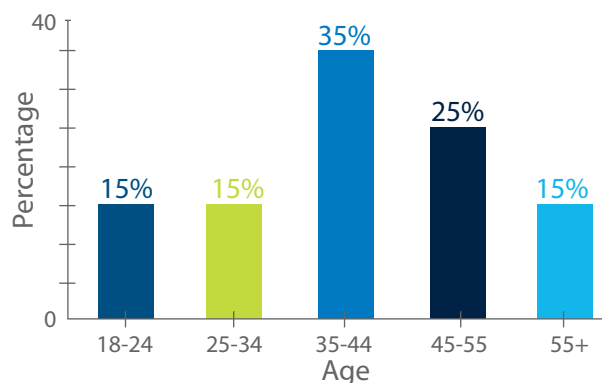


Visitor Index

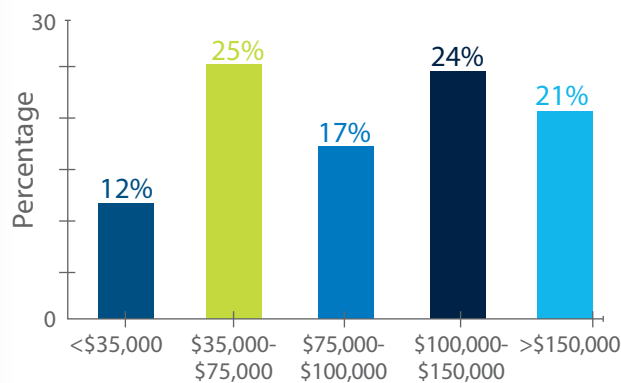
Here is how OnTheSnow visitors index for various activities. (scale of 100)

Winter Sports	1395
Boating / Yachts	1028
Shopping: Eco-Friendly	943
Shopping: Snow Sports	859
Travel: Last Minute	733
Travel: Packages	699
Travel: Hotels	520
Travel: Adventure	397
Community: Women	364
Health: Fitness	329
Travel: General	293
Outdoor Recreation	274
Health: Diet	269
Auto: Fullsize SUV	265
Travel: Family	251
Luxury SUV	239
Auto: Compact SUV	227

Age



Income



NOTE: OnTheSnow reaches 32% more family-oriented skiers than other snow sports sites; OnTheSnow.com reaches 65% more \$150K+ skiers than other snow sports sites.

* SOURCE: Nielsen Audit & Demographic study, Jan 2011

SOURCE: Tacoda



Nielsen//NetRatings SiteCensus

This is to certify that OnTheSnow.com received the following traffic:

Data Period:	January 2011
Unique Browsers:	3,421,463
User Sessions:	4,035,796
Page Impressions:	14,392,195
Average Page Impressions/User Session:	3.57

Serial Number: 9999139208

The Authenticity of this Audit Certificate is hereby attested to by Nielsen//NetRatings, and may be verified by visiting <https://secure.netratings.com/audit> and entering the certificate serial number.

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RATES IN CPMS	Leaderboard/ Rectangle	Pushdown	Wallpaper	XXL Box	Fixed Panel	Video Ads	Travel Offer
Run of site	\$15	\$25	\$25	\$25	\$25	\$18	\$20
Targeted	\$19	\$30	\$30	\$30	\$30	\$22	n/a

Email Newsletters

OnTheSnow.com Newsletter (Sep - Mar)

Title Sponsor (includes photo): \$2,100/week

Advertorial #1: \$1,800/week

Advertorial #2: \$1,500/week

Featured Link: \$500/week

Custom Email Blasts

Winter (Sep - Mar): \$5,500

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

MountainGetaway.com Newsletter (Apr - Aug)

Title Sponsor (includes photo): \$1,100/week

Advertorial #1: \$850/week

Advertorial #2: \$700/week

Artwork & Traffic Requirements

Client is responsible for all artwork, which must be submitted to adbanners@mountainnews.com. Mountain News will have your new or updated artwork online within three (3) business days. Artwork that does not meet the aforementioned specifications will be returned for adjustment. Technical specifications can be found online at: <http://www.mountainnews.com/html/adspecs.html>.