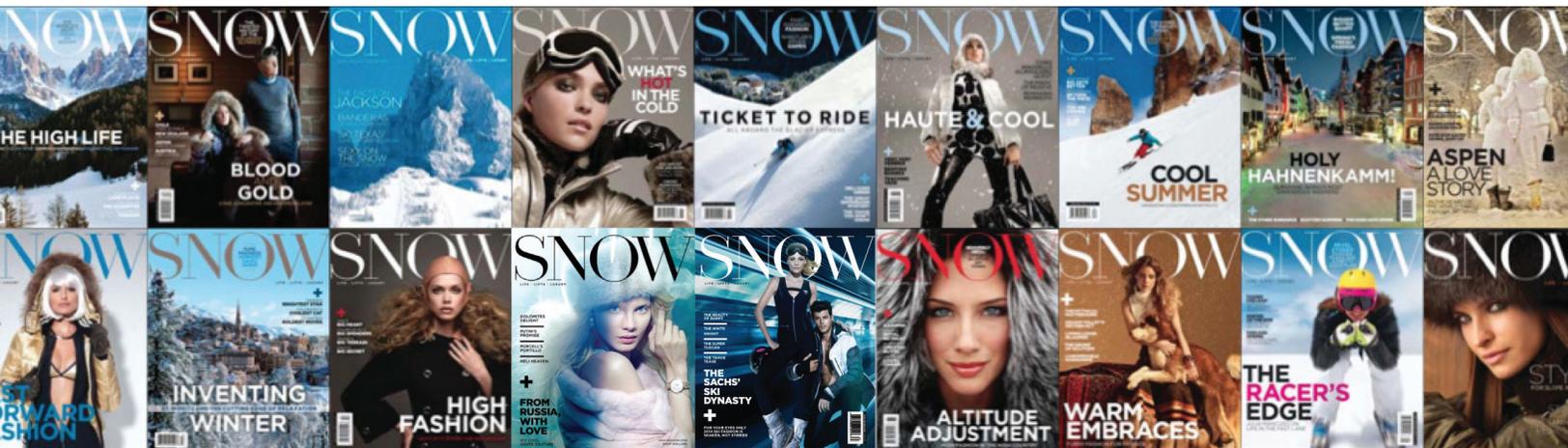


# SNOW

LIFE | LIFTS | LUXURY

THE ALPS



2017 / 2018 EUROPE MEDIA KIT

# LIFE. LIFTS. LUXURY.

## AN EXCLUSIVE EYE ON THE HIGH LIFE AT ALTITUDE

SNOW targets the affluent ski enthusiast as well as the seasonal and year-round traveler. With a keen eye for insider information, engaging photography and literary editorial content, the SNOW staff travels the globe in search of remote must-ski destinations, the latest in winter fashion and the tastiest après cocktails on the slopes.

The SNOW audience is affluent, highly educated, well traveled, and interested in the entire experience of skiing, from going to the best ski resorts in the world, staying at the finest properties, talking all day private ski lessons, dining on mountain and off at the best restaurants, shopping for high end ski wear brands, gear, luxury goods, and art.

**SNOW's Audience is 60% Female with HHI's of €200K + and traveling 2+ times per winter to ski.**

As a luxury, travel and fashion brand. The SNOW Magazine female reader subscribes to Vogue, Porter, Town and Country, and Vanity Fair. Females make 80% of ski travel plans and thus influence buying for the entire family from destination, to hotel, to shopping and dining.



*SNOW IS "VANITY FAIR ON ICE" ...  
THE ONLY ENDEMIC" SKI/SNOW  
MAGAZINE THAT HAS A FOCUS ON  
APPAREL AND SKI WEAR.*

**SNOW**  
LIFE | LIFTS | LUXURY



## THE MAGAZINE

**€2,000,000**

MEDIAN NET WORTH

**1x**

FREQUENCY

**2007**

YEAR ESTABLISHED

**39,000**

CIRCULATION

**€250,000**

MEDIAN HHI

### OUR READERS:

- ★ TRAVEL A MINIMUM OF 2 TIMES PER YEAR TO SKI AT A DESTINATION SKI RESORT
- ★ ARE THE TOP 8% OF INTERNATIONAL TRAVEL SPENDERS IN HOTEL & SKI RETAIL
- ★ ARE SAVVY IN THE WORD OF APPAREL AND INTERESTED IN KNOWING ABOUT THE BEST BRANDS IN THE BUSINESS

From cutting-edge ski fashion and the latest high-performance equipment, to lavish winter retreats, must-ski destinations around the globe and tasteful après-ski suggestions, SNOW shines an exclusive spotlight on the amazing brands, resorts and people that make the ski world so unique.



**LORI KNOWLES**  
EDITOR IN CHIEF / WRITER

Lori Knowles loads her laptop and her skis into a station wagon every winter; when she's not skiing she's writing about snow. Lori is Editor-in-chief of SNOW Magazine and contributor to newspapers and travel websites, including Westjet's inflight publication and Canada's national newspaper, The Globe and Mail. Having worked and skied in various corners of the earth, Lori has discovered that while she's a slave to ski fashion, she prefers double-black diamonds to sapphires and blue squares.



**JOHN MARTINEZ**  
FASHION EDITOR

John was the first and only American to win the Bronze Award at Jeunes Createurs de Mode in Paris. John has over 15 years of experience as a stylist, campaign director, and fashion show producer worldwide. Clients include: Oscar de la Renta, Stella McCartney, Michael Kors, Badgely Mischka Swim, Roberto Cavalli, Saks, Neiman Markus, etc.

# SNOW

# TALENT



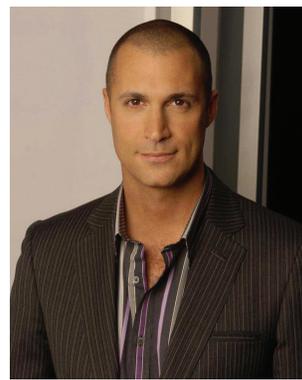
**LESLIE WOIT**  
EUROPEAN EDITOR / WRITER

Leslie Voit is European Editor at SNOW. She is also a freelance travel, food, adventure and luxury contributor to international outlets including The Daily Telegraph, The Independent, The Observer, The Guardian, The Globe and Mail, United Airlines Hemispheres, Ski Canada, AAA Magazine, Air Canada En Route, Norwegian Air, Brussels Air, Eurostar Metropolitan. Leslie worked on staff as Assistant Editor at Encounter Magazine in London, Associate Editor at Canadian Airlines Inflight, and Editor of Fall Line Skiing. She has also created a number of blogs: one on behalf of Switzerland Tourism and The Sherlock Holmes Society of London in the guise of Lady Hilda Trelawney-Hope; another in conjunction with Austrian National Tourist Office when she spent the summer as a milkmaid in an Alpine high-mountain hut. Yodel-eh.



**DANIELA FEDERICI**  
SNOW PHOTOGRAPHER

Her work is regularly seen internationally in various Vogue's, Harper's Bazaar's, Interview, Elle, GQ, Esquire, Conde Nast Traveler and many other magazines. Her client list reads like a who's who from the international prestige world - La Perla, Guess, De Beers, J Brand, Samsung, BMW, Bulgari, Nike, Wolford, L'oreal, Bobbi Brown, Virgin Airlines, Dior, Gucci, Nike, Ray-Ban, and many more. She wrote and directed video projects for Conde Nast Traveler on art and design at the Venice Biennale, Vogue / Guggi & Bulgari collaborations, St Regis, The Taj Palace Campaign and content, and more recently for SM Aura with Sarah Jessica Parker and the John Legend Experience, as well as her most recent fashion film 'Storm' for Badgley Mischka.



**NIGEL BARKER**  
SNOW PHOTOGRAPHER

Nigel Barker was born on April 27, 1972 in London, England. He is a producer and director, known for America's Next Top Model (2003), The Face (2013) and Miss Universe 2012 (2012). He has been married to Crissy Barker since October 16, 1999. They have two children.



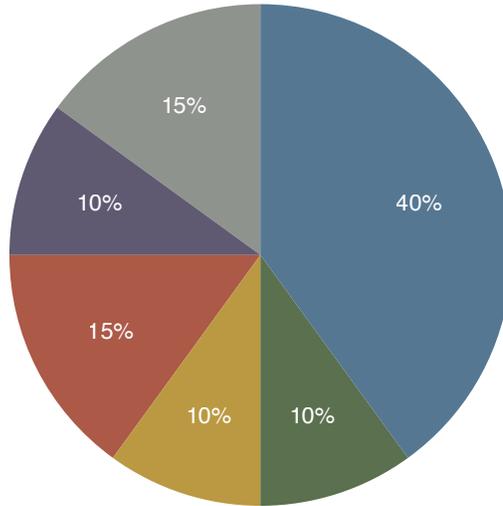
**CHRISTIAN ALEXANDER**  
SNOW PHOTOGRAPHER

Miami based photographer and fashion illustrator. Christian is also a talent finder for a number of major marketing brands and has worked closely with Todd Oldham and Bruce Weber through the years.

# TARGETED DISTRIBUTION

## ANNUAL SNOW ALPS ISSUE

SNOW has a targeted & unique distribution strategy that reaches affluent readers where they're enjoying, or planning their next alpine adventure.



SNOW targets affluent winter travelers & snowsports enthusiasts through a blend of:

- 5 Star Hotels
- Ski Retail Boutiques
- Luxury Travel Company Clients
- Tourism Offices
- Newsstands
- First Class Airport Distribution

## EUROPEAN DISTRIBUTION

SNOW is distributed in the most recognized luxury winter retreats in Europe including but not limited to:

### EUROPE

- Lech/Zurs
- Zermatt
- Chamonix
- Kitzbuhel
- Courchevel
- Cortina
- Verbier
- Megeve
- Davos
- St. Moritz
- Meribel
- Courmayeur
- Crans-Montana



### INTERNATIONAL DEMOGRAPHICS

**60%/40%**

Female/Male

**93%**

Married

**€632,000**

Median Home Value

**46**

Median Age

**92%**

College Graduates

**€600**

Average Hotel Cost (nightly)

## ■ 5 STAR HOTELS & RESORTS

HOTEL TANNENHOF  
St. Anton

TSCHUGGEN GRAND HOTEL  
Arosa

HOTEL LE SAINT ROCH  
Courchevel

LE GRAND BELLEVUE  
Gstaad

SUVRETTA HOUSE  
St. Moritz

Kulm Hotel  
St. Moritz

GRAND HOTEL KRONENHOF  
St. Moritz

CARLTON HOTEL  
St. Moritz

HOTEL ALMHOF SCHNEIDER  
Lech

HOTEL BARRIERE LES NEIGES  
Courchevel

GSTAAD PALACE HOTEL  
Gstaad

HOTEL MANALI  
Courchevel

HOTEL MONT BLANC  
Chamonix

GASTHOF POST  
Lech

HOTEL KITZHOF  
Kitzbuhel

HOTEL HOSPIZ  
St. Christoph

ROSAPETRA SPA RESORT  
Cortina

GUARDA GOLF  
Crans Montana

HOTEL KEMPINSKI  
St. Moritz

LES FERMES DE MARIE  
Megeve

GRANDES ALPES  
Private Hotel & Spa  
Courchevel

CHAMONIX-MONT-BLANC  
Tourist Office  
Chamonix

K2 PALACE  
Courchevel

MGM'S  
LE CRISTAL DE JADE  
Chamonix

K2 ALTITUDE  
Courchevel

HOTEL AURELIO  
Lech

NIRA MONTANA  
Courmayer

ALTAPURA  
Val Thorens

## ■ AIRPORTS

LONDON LHR

PARIS - CDG

AMSTERDAM - AMS

FRANKFURT - FRA

MUNICH - MUC

ROME - ROM

TURINO - TRN

ZURICH - ZRH

MOSCOW - SVO/DME

MILAN - MIL

MANCHESTER - MAN

VIENNA - VIE

BRUSSELS - BRU

GENEVE - GVA

STOCKHOLM - ARN

BARCELONA - BCN

MADRID - MAD

COPENHAGEN - CPH

OSLO - OSL

## ■ CITY NEWSSTANDS

MILAN

TURINO

ZURICH

GENEVA

VIENNA

PARIS

LONDON

MUNICH

FRANKFURT

MOSCOW

## ■ TRADE SHOWS

ISPO Munich

## ■ RETAIL BOUTIQUES

BOGNER FLAGSHIP RETAIL STORES  
Across Europe

SANTISTEBAN SPORTS  
Sierra Nevada

STROLZ - RETAIL PARTNER  
Lech

### DISTRIBUZIONE COPIE OMAGGIO

<b>FEDERAZIONE RUSSA</b>		
<b>MOSCA</b>	VIA TRAVEL	MT3 001773 TIMURA FRUNZE STREET 11
	VIP MASTER	SELEZNEVSKAYA STR., 11A, BUILDING 2, OFF
	YUTAIR	PRECHISTINSKIY PER. 5 -119034
	PREMIUM CLUB	UTKIN STR., BUILDING 45, OFF. 68 -105275
	PUMP TOUR	VIA B.SADOVAIA 5/1 - 123001
	MERIT TRAVEL	KUZNETSKIY MOST STR.BLD.19/1,ENTR.5,OF19 -107031
	PENTA	SYTINSKIY TUPIK,1 -103104
	SARD TRAVEL	SADOVAYA - SPASSKAYA STR.,20
	TOURPOLET	107078, DOKUCHAEV PEREULOK, 19
KMP GROUP	119017, PYZHEVSKIY PER., 6	
<b>SAN PIETROBURGO</b>	HELEN TOUR	191028, PUSHKINSKAYA STR. 10 - OFFICE 11
	SUNDAY	191025, NEVSKIY PROSPEKT, 110, OFF. 2
	VERSA TRAVEL	191024, 2YA SOVETSKAYA STR., 18
<b>KAZAKHSTAN</b>		
<b>ALMATY</b>	TRAVEL SYSTEM	NAURYZBAI BATYRA STR. 152B - 050000
	SANAT	VIA ZHELTOKSAN 115, UFF.101 - 50000
	TURAN ASIA	ABLAY KHAN AVE 66/8
	OTAR TRAVEL	127/9 MAKATAYEV STR.
<b>ASTANA</b>	TRAVEL SYSTEM	SARY-ARKA, 6
<b>KARAGANDA</b>	SANZHAR TOUR	BUHAR ZHYRAU, 38a, OFFICE 18
<b>AZERBAIGIAN</b>		
<b>BAKU</b>	SI TRAVEL	AZ 1065, 1033 IZMIR STR., HYATT TOWER 2
<b>UKRAINE</b>		
<b>KIEV</b>	ART SHOP OF TRAVELS CREATION	LANE YAROSLAVSKIY, 4
	DIVA TRAVEL	01030, IVANA FRANKO STR., 42
	YANA LUXURY	01033, SAKSAGANSKOGO STR., 42
	VENEYA	01033, SHOTA RUSTAVELI STR., 26

MOSCOW CITY, FEDERATION TOWER  
 URALSIB FINANCIAL CORPORATION  
 BUSINESS CENTRE «ZHUKOVKA»  
 BUSINESS CENTRE «OLYMP»  
 BUSINESS QUARTERS «RED ROZE 1875»  
 «VNUKOVO-3» AIRPORT  
 VIP TAXI «KVADRIGA»  
 BUSINESS-AVIATION

#### CAFES AND RESTAURANTS

«PORTO BANUS» RESTAURANT  
 «GALLERY CAFE»  
 «TVERBUL» RESTAURANT  
 «O'CHALEY» RESTAURANT  
 «DICH» RESTAURANT  
 «COFEE-BAR» ANGAL NO.1  
 «RIVIERA COFEE BAR RESTAURANT»  
 «BOCCONCINO» RESTAURANT

#### SPORTS AND HEALTH SPA

THE KREMLIN RIDING SCHOOL  
 PAVLOVO GOLF CLUB  
 PENSIONS OF PRESIDENTIAL ADMINISTRATION  
 LEISURE CENTRE «MT.RU»

#### PUBLIC AUTHORITIES

STATE DUMA OF THE RUSSIAN FEDERATION  
 THE COUNCIL OF FEDERATION OF THE RUSSIAN FEDERATION  
 THE PUBLIC CHAMBER  
 SHEREMETYEVO AIRPORT  
 DOMODEDOVO AIRPORT  
 FIRST CLASS LOUNGES IN BOTH AIRPORTS

## THESNOWMAG.COM

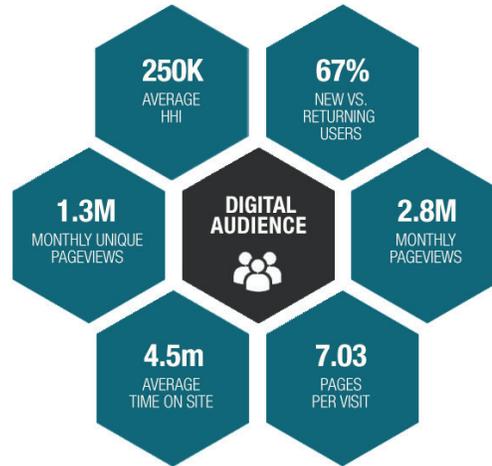
LIFE. LIFTS. LUXURY.



**↑ 200%** | WEBSITE TRAFFIC

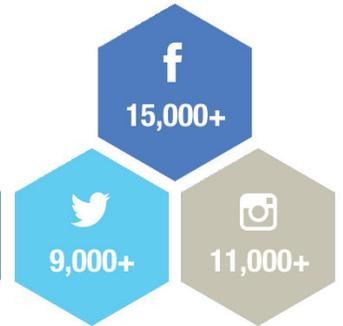
### SNOW WEBSITE

Stats as of 10.01.2015, Google Analytics.



### SNOW SOCIAL

Stats as of 10.01.2015



## SNOW TRAFFIC FLOW

We have been getting amazing results from our "Top 5's" Content along with Native placements. We drive traffic to the Switzerland landing pages with related article teasers and subtle in content CTA's.

### DISCOVERY

Our audience and subscribers discover Switzerland from our magazine, website and newsletter.

### AWARENESS

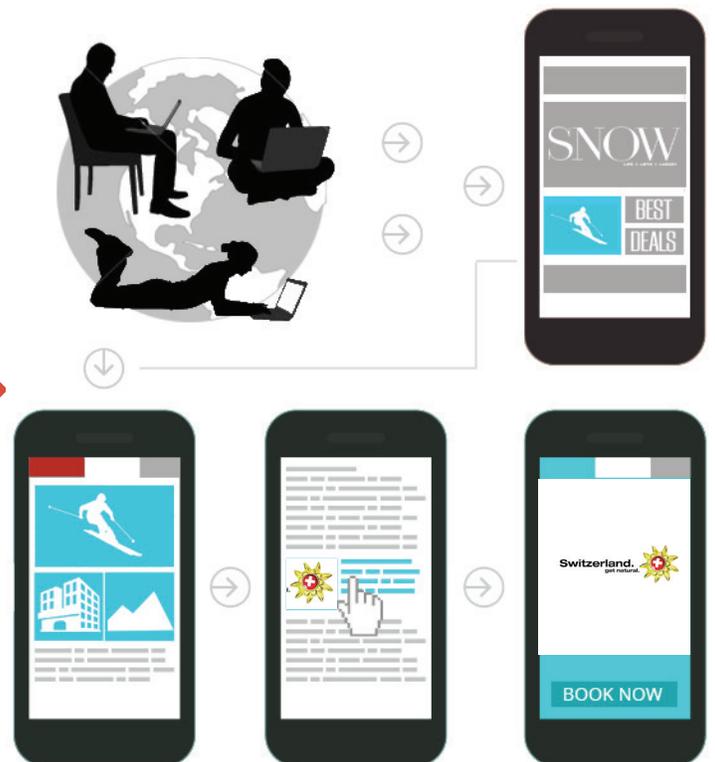
Our visitors become aware of Switzerland's offerings from editorial pages on SNOW's website and the magazine.

### INTEREST

An emotional response is created by inspiring excitement for Switzerland from editorials. Booking consideration is achieved.

### CONVERSION

Visitor becomes a customer by clicking through to Switzerland website.



# SPONSORED CUSTOM EDITORIAL

Editorial Content based exposure. Let our audience get to know you!

## WHY CHOOSE SNOW?

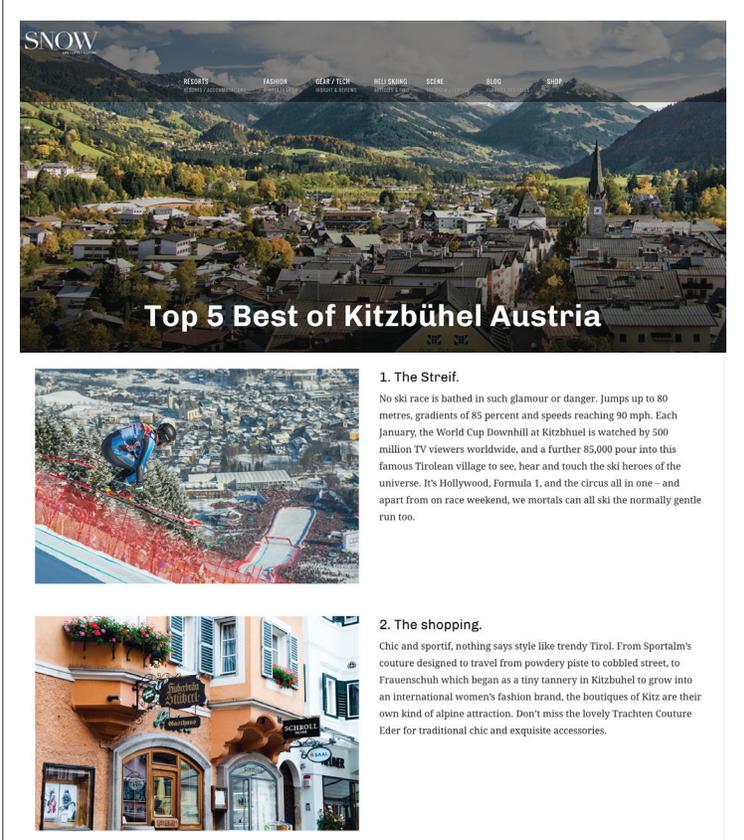
We are a Magazine. **We tell stories...**  
We publish well written, editorial content.

### CONTENT

We create relevant, stunning, and sharable content that captures the unique essence of your destination. Conversion is high when relevant content is curated for an already engaged audience. Focused on lifestyle, we tell your story in a way only SNOW can do via the towns, the people, the fashion, the dining, the shops, the celebrities, the hotels and chalets.

### HYPER-TARGETED AUDIENCE

SNOW's audience is affluent (200K + HHI) and engaged (8 - 12 page views per visit). SNOW averages 800K monthly impressions and can be found on the front page of Google by searching numerous top ski destinations, including Innsbruck Top 5, Switzerland, Matterhorn, Sunshine Village, Portillo, Chile, Megeve, France, Banff Lake Louise, Whistler, etc.



**1. The Streif.**  
No ski race is bathed in such glamour or danger. Jumps up to 80 metres, gradients of 85 percent and speeds reaching 90 mph. Each January, the World Cup Downhill at Kitzbuehl is watched by 500 million TV viewers worldwide, and a further 85,000 pour into this famous Tirolean village to see, hear and touch the ski heroes of the universe. It's Hollywood, Formula 1, and the circus all in one – and apart from on race weekend, we mortals can all ski the normally gentle run too.

**2. The shopping.**  
Chic and sporty, nothing says style like trendy Tirol. From Sportalm's couture designed to travel from powdery piste to cobbled street, to Frauenschuh which began as a tiny tannery in Kitzbuehl to grow into an international women's fashion brand, the boutiques of Kitz are their own kind of alpine attraction. Don't miss the lovely Trachten Couture Eder for traditional chic and exquisite accessories.

### New 2017 Winter Fashion – Alp n Rock



BY THE EDITORS

Searching for on-slope inspiration? What to wear in the mountains? How to arrive with in-town style? Whether a delicious down workout skinning up the frontside of Aspen Mountain with a group of friends or an apres ski walk through the silent woods of Banff with your trusty dog by your side, these always-elegant, ever-ready pieces from Alp n Rock rise to the task. Our closet brims with these go-to garments and we're dying to share the news...

#### Milana Chunky Knit Turtle Neck Sweater

Color: Steel Grey

We're always excited by new designs that are as sexy as they are fabulous. This LGS (Little Grey Sweater) is a must have piece for this winter. Cozy collar, slouchy sleeves, the cuddling yet forgiving Milana remains a muse of alpine fashion while devoutly remaining true to function. What a gal!

LEARN MORE



## SNOW FASHION

We introduce your products to our audience with a "native" feel so that users have a similar viewing experience as to any other article or post on the website.

### ■ Article: Outfit / Product Combo Fashion Posts

Our talented fashion team will introduce your product in a custom post based on pairings with other ski fashion designers that make up a stylish outfit. Traffic is funneled to your product review landing page.

### ■ Product Review / "Featured Fashion" Posts

Article features your products or collection as our selection for a particular category. We describe your brand and highlight your products. Written by our editorial staff. Features our "quick shop" action.

### ■ Top 5 / Top 10 Lists

Our talented fashion team will introduce your product in a custom post based on lists with other ski fashion designers that make up a "Top 5" of a particular category. Features our "quick shop" action.

# NATIVE ADVERTISING

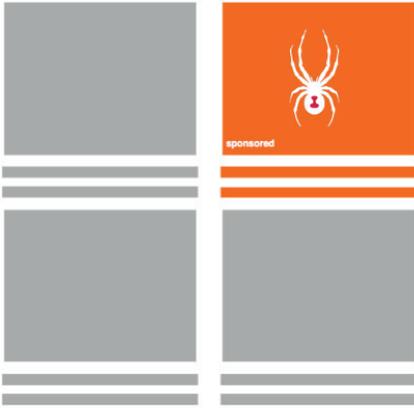
Related content placment & subtle exposure

## Native advertising aligns itself with the look and feel of its enviornment

Advertisers see click-through rates 3 to 5 times higher than traditional online marketing campaigns because readers and consumers eagerly engage with the content because it is more credible and trustworthy than standard advertisements.

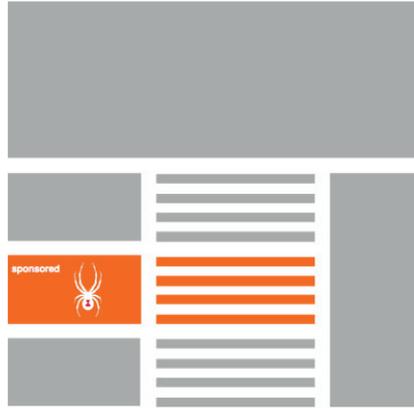
### Location

Located in article grid



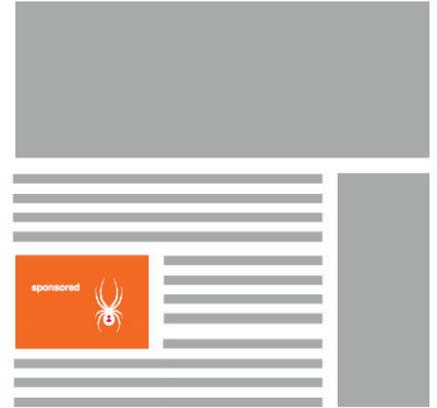
### Location

Located in article feed



### Location

Located in article body





### Snow Sugar – Ski Fashion Show

SNOW Fashion Beaver Creek Runway Show 2014 Apres Downhill, the fashion show took place in Beaver Creek Village during the Audi Birds of Prey World Cup Ski Races

[READ MORE](#)



### SPYDER

NEW!  
2017 COLLECTION!

[VIEW NOW](#)



### Designer Dialogues – Alp n Rock

Designer Dialogues – Alp n Rock – Susanne Reich  
SNOW: Tell us about yourself, where you grew up and describe your life before Alp n Rock. Susanne: I was born in Canada to Danish parents but grew up in Switzerland

[READ MORE](#)

### Haute couture brands-2016 Winter Fashion



### BOHO CHIC

Gucci, Fendi, and Louis Vuitton Go Retro on the Runway

by The Editors

[Print this article](#)  
TI Font size 16

Haute couture brands from Gucci to Fendi time travelled to an Aspen ski lodge circa 1970 this season to bring us hippie chic—retro ski fashion done in rich, ultra luxurious fabrics. Hit the slopes in belted ski jackets, like the luxe Erica coat from M.Miller, or the fox fur version in green-and-beige chevron shown on Moncler Grenoble's fall runway.

Trade in basic black ski pants for retro athletic-inspired versions like the ones in Fendi's ski line, complete with pink, red, and white stripes along the pant leg. And instead of just any old ski helmet, opt for Kask's highly coveted fur-lined helmet, the ski version of a boho chic Davy Crockett hat. Vintage Norwegian-inspired knits are also trending on the ready-to-wear runways—this is your moment to break them out for layering.

Gucci, for instance, is mining its 1970s heyday for inspiration this season, particularly with its heavy knitwear complete with nostalgic geometric patterns. Wear them while sipping Champagne at Pichalain Hut in St. Moritz or winding down on an outdoor deck at the St. Regis Deer Valley. Off the slopes, retro mountain boots adorned with bright-colored laces should be your go-tos, and nothing will complete your free-spirited jet-set style quite like a Louis Vuitton fur scarf. Needless to say, the key to being on trend is to remember that more is more. —Leah Bourne



### on our radar

Sports luxury eyewear from Ynq, a young Swedish brand whose good looks and patented peripheral vision technology wowed both judges and fashionistas at ISPO 2015.



### SPYDER

NEW!  
2017 COLLECTION!

[VIEW NOW](#)

Search

### Ski the Canadian Rockies

powder runs

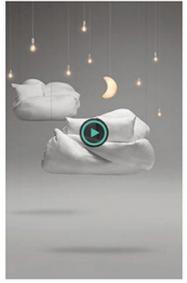
Vacation Packages  
80% OFF before Nov 30, 2015

[Book Now](#)

### WESTIN

HOTELS & RESORTS

### HOW TO MAKE MONDAY BETTER



### FIND YOUR WESTIN

6 PREMIER GOLF RESORTS



[LEARN MORE](#)

## SNOW Innovation

We pride ourselves on providing creative and innovative ways in which advertisers can communicate with their target audience.

# E-Mail Marketing

Electronic marketing is directly marketing a commercial message to a group of people using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing.

It usually involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness.



**100,000**  
Current List Size

**3.01%**  
CTRs Last Season

**12%**  
Open Rate

**Custom E Blast** €5000

100% Share of Voice, can include video, image galleries, native content,

**Sponsored E Blast** €3500

Sole Ad Unit on Editorial E Newsletter



**Spyder's Julia Mancuso – No Rules Lifestyle**

SNOW caught up with Olympic Gold Medalist and Spyder athlete Julia Mancuso to get insights into her "No Rules" lifestyle. Julia is known for pushing boundaries in sport and in life. Her "No Rules" lifestyle is what takes her to the top. We wanted to get her take on a number of Rule Bound subjects.

[Learn More](#)



**Are you RED e for February?**

Take a look at 5 great ways to be the lady in red.

[Learn More](#)



**Presidents Day Sale**  
Feb 16th - Feb 28th

10% OFF ALL CASHMERE

**QASMYR**  
CASHMERE SINCE 1982

[Shop Now](#)



**Interview with Austrian Olympic Skiing Legend Franz Klammer**

# 2017/18 PRINT RATES

## 2017/18 NET RATES

<b>FOUR-COLOR</b>	<b>1x</b>
2-Page Spread	€23,000
Full-Page	€12,000
1/2 Page	€8,000
1/3 Page	€6,000
<b>PREMIUM POSITIONS</b>	<b>1x</b>
Inside Front Cover / Page 1	€27,500
Back Cover	€14,500
<p>Additional 10% Premium Positions</p> <ul style="list-style-type: none"> <li>- Inside Back Cover</li> <li>- Table of Contents</li> <li>- Love Letters</li> <li>- Guaranteed Opposite Editorial</li> <li>- Guaranteed first 20% of Publication</li> </ul> <p>No additional charge for 4-Color or Blee Ads</p>	

### SNOW Mobile AP

Available on Google Play and itunes

\*SNOW is viewable online in digital full magazine format.  
\*All website addresses are live links

## SPACE CLOSE DATES

ISSUE	SPACE CLOSE	MATERIALS DUE	ON SALE	DIGITAL ISSUE
WINTER 17/18	Oct. 16, 2017	Oct. 17, 2017	Nov. 03, 2017	Nov. 03, 2017

### EUROPE CONTACT

Paolo Mongeri | Europe Sales  
T. +39 02 844.044.1 | F. +39 02 848.102.87 | M. +39 347 8839211  
paolo.mongeri@cesanamedia.com

### USA CONTACT

Barbara Sanders | Publisher  
T. 970.948.1840  
barb@thesnowmag.com

# PRINT ADVERTISING SPECIFICATIONS

## Book Specifications

Trim Size: 8.875" x 10.875"  
Bleed Size: 9.125" x 11.125"  
Binding: Perfect Bound

No live matter within- 1/4" of final trim size. On spreads allow 1/8" safety on each side of the gutter. All marks should be offset at least 1/8" from trim. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

**Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.**

**AD SIZES:** All ads must be created to exact size specifications listed on the rate card or will incur charges for resizing. On bleed ads use trim size as your document size. No live matter within 1/4" of gutter or trim on full page or spread ads.

## MEDIA TRANSFER: CD-ROM, DVD, ELECTRONIC

**TRANSMISSIONS** Ad files can be delivered via our Ad Portal at [adportal.bonniec.com](http://adportal.bonniec.com). For ads supplied electronically, advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof will be sent to advertiser for approval and an Epson proof will be made for full page ads and spreads, and additional charges may apply. We do not accept ads via e-mail. **Electronic files are stored for one year only, unless otherwise requested in writing.**

**INSERTS :** Consult your advertising representative. Production, design and prepress services are available; rates upon request.

## Materials Requirements for In-House

### Design Services:

**Photos:** Color scans must be 300 dpi in CMYK. B/W scans must be 300 dpi grayscale.

**Logos:** Vector .eps or .ai files are preferred. Type should be converted to outlines unless the fonts are provided. Jpgs must be 300 dpi.

If you are supplying native files for us to work with, they must be accompanied by the fonts used in those files. Black type on light background should be defined as 100% black ONLY. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

**REQUIRED FORMAT :** PDF/X-1a format is the required file format for submission. When preparing PDF/X-1a files, careful attention must be paid to ensure they are properly created and will reproduce correctly. Please see [Adobe.com/products/acrobat/standards.html](http://adobe.com/products/acrobat/standards.html) for guidelines and instructions. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at [www.swop.org](http://www.swop.org).

**PROOFS:** For full page and spread ads, **advertisers MUST submit a contract-level digital proof at full size that conforms to SWOP standards** (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. Proofs are required regardless of file delivery mode. If contract proof is not supplied, we will generate an Epson proof, and additional charges may apply. The publisher and printer will not accept responsibility when contract proofs are not submitted.

BLEED UNIT	WIDTH	LENGTH
Full Page	9.125"	11.125"
Bleed Spread	18"	11.125"
2/3 Page Vertical	5.75"	11.125"
1/2 Page Horizontal	9.125"	5.375"
1/3 Page Vertical	3.125"	11.125"

NON-BLEED UNIT	WIDTH	LENGTH
Full Page	7.5"	9.375"
Bleed Spread	16.5"	9.375"
2/3 Page Vertical	5"	9.375"
1/2 Page Horizontal	7.5"	4.5"
1/3 Page Vertical	2.375"	9.375"

\*No live matter within 1/4" of final trim size. On spreads allow 1/8" safety on each side of the gutter. All marks should be offset at least .125" from trim. All ads supplied must be CMYK. For ads requiring a spot color, please contact



## SHIPPING INFORMATION

FINAL ad material (print ready), Ad Builds, Advertorials and Fixed-Format Ads: Photos, copy, logo for ad design services ship or email to: **634 West Main Street Suite 8 Aspen, CO 81611 U.S.A.**

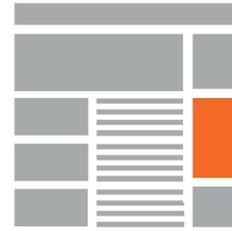
## BANNER (ROS)

- Billboard €14 CPM
- Top Leaderboard: €12 CPM
- Half Page: €10 CPM
- Medium Rectangle: €8 CPM
- Bottom Leaderboard €6 CPM



### MEDIUM RECTANGLE

**DIMENSIONS:** 300x250  
**FILE SIZE:** 40k Max  
**FILE TYPE:** .jpg | .gif | .png  
Flash | HTML 5 | .js | tag code



### HALF PAGE

**DIMENSIONS:** 600x250  
**FILE SIZE:** 50k Max  
**FILE TYPE:** .jpg | .gif | .png  
Flash | HTML 5 | .js | tag code



### TOP LEADERBOARD

**DIMENSIONS:** 728x90  
**FILE SIZE:** 40k Max  
**FILE TYPE:** .jpg | .gif | .png  
Flash | HTML 5 | .js | tag code

## BANNER (ROC)

- Billboard €12 CPM
- Top Leaderboard: €10 CPM
- Half Page: €8 CPM
- Medium Rectangle: €6 CPM
- Bottom Leaderboard €6 CPM



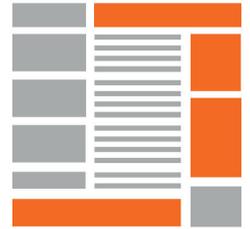
### BOTTOM LEADERBOARD

**DIMENSIONS:** 728x90  
**FILE SIZE:** 40k Max  
**FILE TYPE:** .jpg | .gif | .png  
Flash | HTML 5 | .js | tag code



### BILLBOARD

**DIMENSIONS:** 970x250  
**FILE SIZE:** 60k Max  
**FILE TYPE:** .jpg | .gif | .png  
Flash | HTML 5 | .js | tag code



### TAKEOVER

**DIMENSIONS:** Leaderboard, Medium Rectangle, Half Page  
**ADD ON:** Pushdown leaderboard

## Native / High Impact

- In Feed: €18
- In Content: €22 CPM
- Video in homepage : €11 CPM
- Interstitial/Pop-Up: €22 CPM
- Mobile Sticky Banner: €11



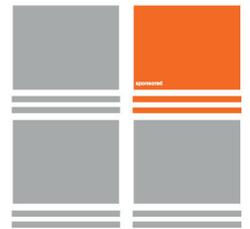
### NATIVE IN FEED

**DIMENSIONS:** 400x300  
**FILE SIZE:** 40k Max  
**FILE TYPE:** .jpg | .gif | .png  
Flash | HTML 5 | .js | tag code



### NATIVE IN CONTENT

**DIMENSIONS:** 300x250  
**FILE SIZE:** 40k Max  
**FILE TYPE:** .jpg | .gif | .png  
Flash | HTML 5 | .js | tag code



### NATIVE IN FEED (GRID)

**DIMENSIONS:** 400x300  
**FILE SIZE:** 40k Max  
**FILE TYPE:** .jpg | .gif | .png  
Flash | HTML 5 | .js | tag code



### MOBILE BANNER

**DIMENSIONS:** 320x50  
**FILE SIZE:** 40k Max  
**FILE TYPE:** .jpg | .gif | .png  
HTML 5 | .js | tag code