

**MEDIA KIT 2011-12**

# mountain life

C O A S T M O U N T A I N S



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## OUR MISSION

Published three times a year, *Mountain Life Magazine* is dedicated to showcasing the natural beauty of British Columbia's Coast Mountains. Through world-class photography and thought-provoking yet humorous editorial, our goal is to shed some light on the rich and varied history, culture, people and environmental issues of the Sea to Sky corridor. Die-hard locals, wide-eyed tourists and mountain-culture enthusiasts from all walks of life turn the pages of *Mountain Life* to stay informed, get inspired and keep their passion for the mountains stoked.

## OUR PRODUCT

*Mountain Life* is a high-quality, full-colour glossy magazine created with enthusiasm and integrity. It is printed on 30% post-consumer-waste recycled paper and certified by the **Forest Stewardship Council (FSC)**, a non-profit organization that supports appropriate, socially beneficial and economically viable management of the world's forests. We carry the FSC-certification logo with pride, because we support the highest environmental standards in an industry that uses paper. Also a member of the much-respected **1% for the Planet** initiative, we contribute to conservation, responsible management and community-level benefits for people near the forests that provide our paper. **1% for the Planet** exists to build and support an alliance of businesses financially committed to creating a healthy planet.

## OUR CONTRIBUTORS

The local men and women who contribute to *Mountain Life* are among the world's very best outdoor-sports and mountain-culture writers and photographers. Industry leaders in their chosen fields of passion, our contributors proudly submit their best work for each of our issues, and are one of the primary reasons for the success of our publication. They work here. They play here. They call the Coast Mountains home.

## WEB EVOLUTION

In July 2011, *Mountain Life* re-launched its website to offer readers an extended version of the magazine online. Our new site includes photo galleries, video coverage, mapping, and online-exclusive editorial content. As an extension of the *Mountain Life* brand, it will also grow our advertising programs beyond the printed page with more opportunities for contests, banner advertising, and special sections. Check it out at [mountainlifemag.ca](http://mountainlifemag.ca).



PRINTED IN  
CANADA



PRINTED ACCORDING TO  
FOREST STEWARDSHIP  
COUNCIL STANDARDS

## DISTRIBUTION

### THREE ISSUES/YEAR

**ANNUAL CIRCULATION 63,000**  
**TOTAL READERSHIP 500,000+**  
**UNIQUE WEB VISITORS 52,000+**

### 2550+ HOTEL ROOMS

(Vancouver to Pemberton)

Blackcomb Lodge | Club Intrawest  
Edgewater Lodge | Executive Inn  
Hilton Hotel | Mountainside Lodge  
Nita Lake Lodge | Pan Pacific Mountainside  
Pan Pacific Poolside | Clocktower Hotel  
Sundial Hotel | Tantalus Lodge  
Whistler Village Inn & Suites  
Executive Inn & Suites | Pemberton Lodge  
Howe Sound Inn & Brewpub  
Holiday Inn North Vancouver

### HOTEL LOBBY | CONCIERGE

#### PROPERTY MANAGEMENT

Adara Hotel, Alpenglöw Hotel, Cascade Lodge, Chamois Hotel, Fairmont Chateau Whistler, Crystal Lodge, Delta Suites Hotel, Four Seasons Glacier Lodge, Greystone Lodge, Holiday Inn, Horstman House, Listel Hotel, Marriot Hotel, Pinnacle Hotel, The Aspens, Le Chamois Hotel, Westin Resort & Spa, Wildwood Lodge, Woodrun Lodge, Admira, Resort Quest, Unique Accommodation, Whiski Jack, Whistler Superior Properties

### HIGH TRAFFIC LOCATIONS

Adventure Tourism Companies  
Car Dealerships, Grocery Stores & Cafés  
Outdoor Sports Stores, Real Estate Offices,  
Restaurants, Bars & Pubs, Squamish Adventure Center, Tourist Information Centers, Whistler Olympic Park

### VANCOUVER & VANCOUVER ISLAND

Mt. Washington Alpine Resort  
Sitka Surfboards | Second Wave  
Pacific Surf School | STORM  
Mountain Equipment Co-op  
Valhalla Pure | Atlas Outdoor  
Stormtech | Hillsound | Snowcovers  
Deakin Outdoor | Westbeach  
COMOR | Pacific Boarder | The Boardroom  
Billabong | MCL Motors | Cove Bicycles  
North Shore Ski & Board | Pacific Bicycle Sport  
Arc'teryx Outlet Store | Grouse Mountain  
Cypress Mountain | Park Royal Mall  
Whole Foods | Lynn Valley Library  
yYoga Centres | Coast Mountain Sports

### 25+ BED & BREAKFASTS

Located in North Vancouver, Whistler, Squamish and Pemberton  
Heli-Ski and Backcountry Lodges

### SPECIAL EVENTS & FESTIVALS

Telus World Ski & Snowboard Festival  
Kokanee Crankworx Mtn. Bike Festival  
Arc'teryx Squamish Mountain Festival  
Pemberton World Mountain Sports Festival  
| Momar Adventure Race Squamish  
Tales from the Backcountry  
Vancouver Outdoor Show



Publisher Jon Burak rips up another day in the office. Todd Lawson photo.

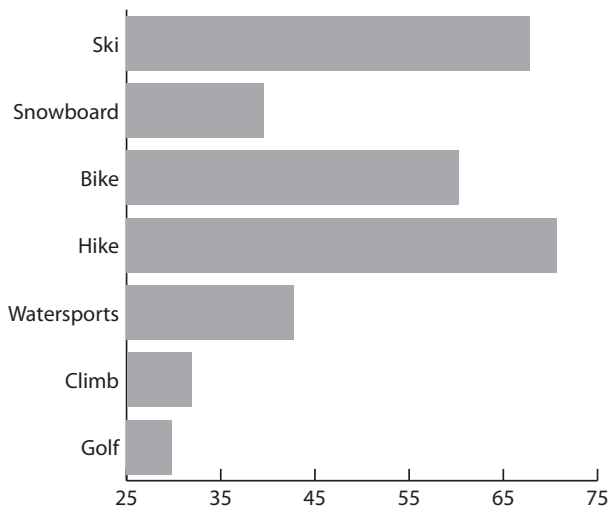
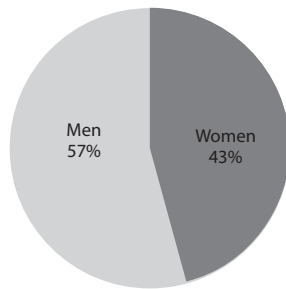
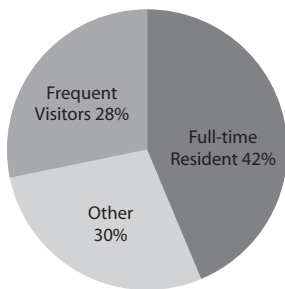
## LATEST ACCOLADES



“It was an honour just to be nominated and a real surprise victory for us. We are a tight crew at *Mountain Life*, not a big office full of dozens of people plugged into computers toiling away. Our office is the outdoors – that’s where we love to be. The Coast Mountains has such a vast array of characters and landscapes and stories that we’re very lucky – all we have to do is harness that and hammer it down onto paper three times a year. Our contributors are world-class talents and we need to thank them all. We also need to thank our advertisers and readers – without them there is no magazine.” – Feet Banks, Editor



## OUR READERS' DEMOGRAPHICS



### AVERAGE AGE

70% of Mountain Life readers are between 28-45

### EDUCATION

40% hold University Degrees

22.6% hold Post-Graduate Degree

### AHI\* AVERAGE

\$92,000 (\*Annual Household Income)

### FREQUENCY

42.2% read every issue of Mountain Life, cover to cover.

### LOYALTY

- 76% have considered buying a product that was featured or advertised in the magazine.
- 42% of readers currently support at least 5 of our advertisers.
- 99% of all magazines printed are picked-up by savvy locals and keen visitors. (the other 1% we save for marketing)

### TIME ONLINE

32% of ML readers spend at least 5 hours online/per week

## EDITORIAL

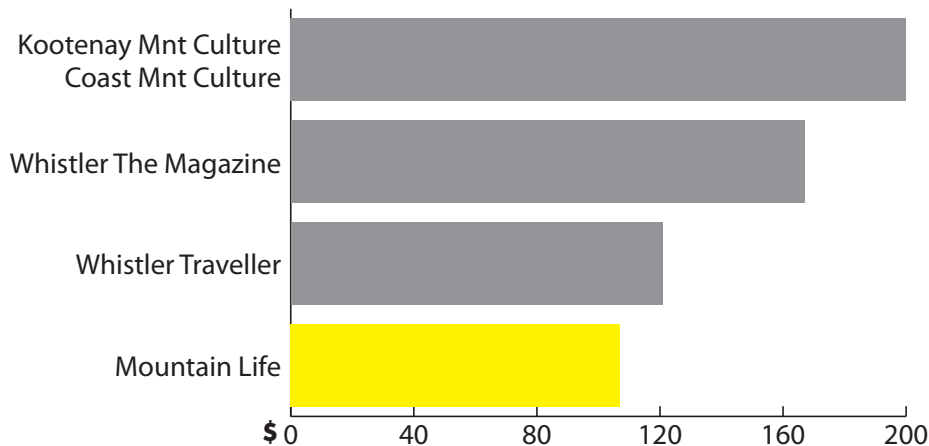


We got *twelve runs* that day  
and the **only tracks we saw**  
were our own.

A picture is worth a thousand words but with every issue of Mountain Life we strive to mix our stunning photography with equally exciting and intelligent writing. Our goal is to inform, astonish and entertain but we're always looking to slide some humour in as well. We love publishing long tales of sick, gnarly, epic adventures but we also cram in dozens of articles featuring local characters, history, arts, the environment, gear, wellness, food and more. Each issue is broken down into easily readable sections that provide a real sense of what life in the Coast Mountains is all about.

## AD COST COMPARISON

**COST PER THOUSAND UNITS (CPM) BASED ON COST FOR FULL PAGE AD AMONGST LOCAL PUBLICATIONS.**



**CONCLUSION:** *Mountain Life* offers the very best in precise, targeted, cost-effective marketing in North America's premier Winter destination. Book both winter issues now and save.

## PRICE

| AD SIZE            | 1X      | 3X      | 3X + WEB BANNER* |
|--------------------|---------|---------|------------------|
| Inside Front Cover | \$2,950 | \$2,655 | \$3,055          |
| Page 3             | \$2,750 | \$2,550 | \$3,150          |
| Inside Back Cover  | \$2,850 | \$2,565 | \$2,950          |
| Outside Back Cover | \$3,100 | \$2,790 | \$3,190          |
| Double Page Spread | \$4,600 | \$4,140 | \$4,540          |
| Full Page          | \$2,500 | \$2,250 | \$2,850          |
| 1/2 page           | \$1,400 | \$1,260 | \$1,860          |
| 1/4 page           | \$750   | \$675   | \$1,075          |

\*ADD \$200 FOR SOCIAL MEDIA UPDATES

### LIMITED-TIME OFFER

**BOOK YOUR DOUBLE PAGE SPREAD AD  
NOW AND GET 15%OFF**

1 TIME: \$3,900 3 TIMES: \$3,500

## DEADLINES

### EARLY WINTER ISSUE

**AD BOOKING DEADLINE** October 14  
**ARTWORK DEADLINE** October 21

### LATE WINTER ISSUE

**AD BOOKING DEADLINE** January 13  
**ARTWORK DEADLINE** October 21

### SUMMER ISSUE

**AD BOOKING DEADLINE** May 15  
**ARTWORK DEADLINE** May 21

## WEB ADS

728X90

300X250

## AD SUBMISSION

Please ensure all files are sent as Adobe PDF/X-1a with fonts embedded and no JPG compression. EPS files with fonts outlined are also accepted. All images must be 300 dpi final size and be converted to CMYK. Maximal ink coverage is 300%. A SWOP proof may be supplied, otherwise colour cannot be guaranteed. Please name your file using the name of your company. *Mountain Life* creative team can provide outstanding design for your requirements. Call us for our fee structure.

### TECHNICAL QUESTION:

Contact Amélie Légaré at [mountainlifefbc@me.com](mailto:mountainlifefbc@me.com) or call 604 966 7156

### FOR ADS LESS THAN 10 MEGS

email [mountainlifefbc@me.com](mailto:mountainlifefbc@me.com)

### FOR ADS OVER 10 MEGS

use your web browser to upload artwork to the site below.

### UPLOAD INSTRUCTION:

<ftp.mountainlifecoastal.ca>

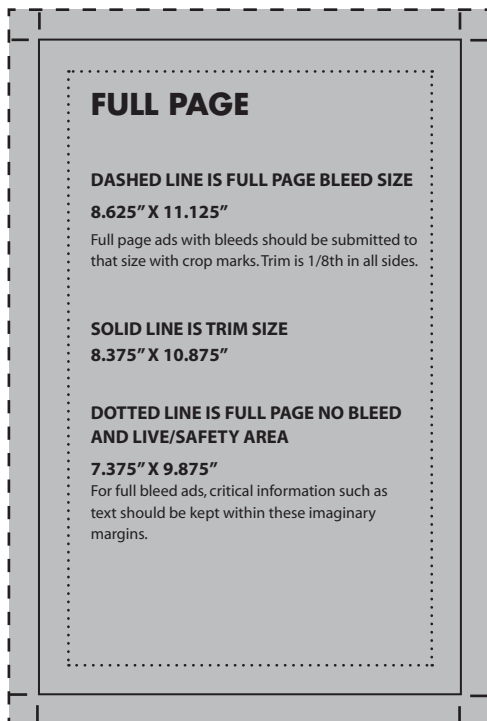
Username: [digitalmedia@mountainlifecoastal.ca](mailto:digitalmedia@mountainlifecoastal.ca)

Password: wishbone

Media kit photography by Todd Lawson



## SPECS



### VERTICAL HALF

3.6" X 9.875"

### QUARTER

3.6" X 4.875"

### HORIZONTAL HALF

7.375" X 4.875"

## TESTIMONIALS

"I wanted something to send back to my friends in New Zealand to explain why I wasn't coming home for another year. Mountain Life was perfect."

– **Scott Linton, NZ/Whistler**

"WOW Congratulations! That's so amazing and you guys absolutely deserve it with all of your diligent and genuine work! I know that you'll win best mag of the Milky Way within the next few years if you keep doin what yer doin :)))" – **Tanya DeValentino, Internet fan**

"Great job guys – I love the magazine! Congrats."

– **Deborah Robinson, Communications Coordinator, Mountain Equipment Co-op**

"Congratulations from Cape Town, South Africa. Hope you guys are well and keep up the good work. We treasure the magazine here when our son sends it to us. All the best and hope to see you sooner than later." – **Clive and Liz, South Africa**

"Tourism Pemberton took their first ad out in the 2010 Olympic Edition of Mountain Life, with great results. The magazine, with its professional look, image and interesting content, was the right fit for our market audience. The sales team were very professional to work with and were able to supply us with all the information to help us make informed advertising decisions." – **Tracey Rozsypalek, President – Tourism Pemberton**

"I have been advertising with Mountain Life Magazine since its inception in 2006. It is a young magazine with a vibrant feel, and embodies the spirit of the Coast Mountains. I know that our ads are reaching a huge mix of both locals and foreigners, and I believe it to be a good mix of effective advertising and smart spending. This is the only publication I have faithfully advertised in, and gladly recommend it to new businesses and established ones looking to expand their scope."

**Colleen Myers, The Hive & Zephyr Café – Squamish**

Personally, I look forward to each new issue of Mountain Life because the quality of the photography, the stories of adventure that are truly in our back yard, and the profiles on local athletes and artists that are core to Whistler. And Feet always makes me laugh! The magazine is definitely read by the core local residents who are often working on the front line and influential with our guests. I expect the great photography also captures the attention of many of the visitors.

**Dave Brownlie, President & COO – Whistler Blackcomb**