

MOUNTAIN VACATIONS



Elevated Experiences for High Country Escapes

Mountain Vacations highlights the best in outdoor recreation, lodging, shopping, real estate, dining and other essential activities in the Rockies. Articles focus on the interests and passions of Colorado residents, making *Mountain Vacations* the definitive source for readers planning their ideal escape.

- ◆ **SHOWCASE YOUR MESSAGE:** High-end design and localized content that make your business stand out
- ◆ **ACCESS TO EXCLUSIVE HOUSEHOLDS:** Targeted home delivery to affluent Front Range homes
- ◆ **MAXIMIZE YOUR AD DOLLARS:** Cost-effective, targeted advertising that eliminates wasteful placement in front of the wrong audiences

Editorial With a Fresh Voice and Local Insight

- Summer Golf Preview
- The Best Guest Ranch Adventures
- Essential Summer Outdoor Gear
- Profiles of Top Mountain Jewelry Designers
- Health and Wellness Retreats
- Unforgettable Whitewater Rafting Trips
- New Vacation Home Developments
- Seasonal Weekend Escapes
- A Guide to What's New for the 2009/2010 Ski Season
- Luxury Spa Treatments
- Home-Grown Colorado Products

Delivered to the Doorsteps of Affluent Homes

Through *Mountain Vacations'* exclusive distribution program, the magazine is mailed directly to 40,000 households that:

- Are located in the Front Range area, from Colorado Springs to Denver to Boulder
- Have annual incomes of at least \$200,000
- Live in homes valued in excess of \$1 million



MOUNTAIN VACATIONS



Advertising Categories

- Hospitality, Hotels and Resorts
- Tourism and Travel Services
- Real Estate
- Shopping and Dining
- Entertainment and Recreation
- Art Galleries and Cultural Events
- Fashion and Apparel
- Recreation Equipment

Readers Looking for Travel Ideas

Mountain Vacations reaches a wide range of qualified consumers including:

- Urban professionals who head to the mountains every weekend
- Couples who own a second home in the high country
- Avid skiers, golfers, fishermen, hikers, kayakers and other outdoor enthusiasts
- Parents looking for a vacation that offers something for the entire family
- People interested in the latest on dining and shopping in mountain resort areas

2009 Net Retail Rates (all rates are four-color)

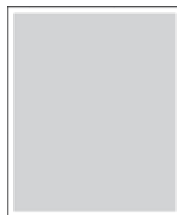
	open	2x/year	4x/year
Premium Position	n/a	\$2800	\$2300
Full Page	\$3000	\$2300	\$1800
Half Page (Horizontal)	\$2000	\$1700	\$1300
1/3 Page (Vertical)	\$1500	\$1000	\$800

2009 Issue Dates

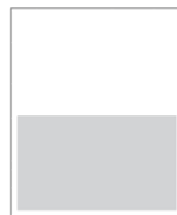
Spring - April
 Summer - July
 Fall - September
 Winter - December



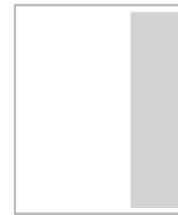
Full Page Bleed
 9.25" w X 11.15" h
 8.22" w X 10.12" h Live Area



Full Page
 8.22" w X 10.12" h
 No Bleed/Live Area



Half Page (Horizontal)
 8.22" w X 4.87" h
 No Bleed



1/3 Page (Vertical)
 2.54" w X 10.12" h
 No Bleed/Live Area

