



WINTER PARK RESORT magazine MEDIA KIT

WINTER PARK RESORT MAGAZINE

Winter Park Resort Magazine is an annual publication distributed to Winter Park Resort visitors both on and off the mountain. This publication is an engaging and entertaining magazine providing a unique look at the area's best shops, restaurants, and attractions—all within an easy-to-read, sophisticated magazine that appeals to avid outdoor enthusiasts.

The publication is in a portable magazine format, making it an easy travel piece that guests can refer to during and even before their visit, whether they are taking a break from skiing and heading out for some shopping or planning their vacation from their living room chair. With an upscale aesthetic—entertaining editorial, sleek design, and valuable, reader-friendly advertisements—**Winter Park Resort Magazine** encourages guests to do, buy, taste, and see the very best that Winter Park Resort and the surrounding area have to offer.

magazine DETAILS

- Page count – 48
- Total circulation – 25,000
- Annual guest exposures – 100,000
- Distribution points:
 - Local distribution channels in Grand County, CO
 - Onsite at Winter Park Resort and throughout resort region
 - All lodging rooms at resort
 - Front Range points of sale
 - Distribution with remote sales team

eMAGAZINE version to be broadcast to thousands

In addition to the full color, glossy print, this magazine will also be converted to an online version eMagazine with pages that flip, hyperlinks direct to Advertisers' Web sites and the ability for readers to download pages that feature your Ad providing increased Ad impressions.

The eMagazine will be featured prominently on the resort's Web site as well as used in their marketing emails.

A link to this eMagazine will be available for advertisers to feature on their own Web sites, and in their own email campaigns.

rates AND deadlines

Ad Rates and Specifications

1/6 page vertical	2.2917" x 4.875"	\$695
1/3 page box	4.833" x 4.875"	\$995
1/3 page skinny	2.2917" x 10"	\$995
1/2 page horizontal	7.375" x 4.875"	\$1,395
Full page	(no bleed) 7.375" x 10" (1/8" bleeds) 8.5" x 11.125"	\$1,995
Full Spread	(1/8" bleeds) 17" x 11.125"	\$3,395

Premium Positions

Premium position advertisers in good standing will retain first right of refusal on these positions.

Inside front/back cover	\$2,595
Inside front cover spread (if available)	\$4,295
Page 3 (right of inside cover, if available)	\$2,295
Center spread	\$3,695
Back cover	\$3,595

Deadlines

Space and Materials Due	September 15, 2011
In Market	November 15, 2011

For more information call 303-593-1268.

*All rates are net.

