



... WHERE NEW ENGLAND SKIS ...

**SKI RESORT VISITORS SPEND MORE THAN \$1.1 BILLION IN NEW HAMPSHIRE ANNUALLY.**

Connect to your target audience with a 2016-2017 Ski New Hampshire advertising program **PRINT, ONLINE, AND MOBILE** while they're planning their New Hampshire winter ski and ride adventures.

**3.26 MILLION VISITORS PER YEAR**

.....  
Skiers and riders spend **\$300.4 MILLION** during the five winter months

.....  
**PLUS** Summer and fall visitors to ski areas and surrounding towns spend an additional **\$58 MILLION**





# THE OFFICIAL GUIDE TO SKIING & RIDING IN NEW HAMPSHIRE

Advertise in *Ski NH Magazine* to connect with skiers, riders, and winter enthusiasts planning to visit New Hampshire. Reach your target audience with an ad in the Granite State's only comprehensive guide devoted to winter fun, skiing, travel, and adventures in the mountains.

Produced by the editors of New Hampshire-based *Yankee Magazine* and *The Official New Hampshire Visitors' Guide*, *Ski NH Magazine* showcases our home state with editorially rich content and stunning photography created to engage and excite potential visitors.

Our readers have a passion for skiing, riding, and the winter-fun lifestyle. Diehard skiers and first-time visitors alike will find page after page filled with fresh ideas and inspiration for where to go and what to do both on- and off-mountain this winter.

We've got the inside edge on resorts and ski towns: what to do off the slopes (spas, shopping, snowshoeing); where to stay (inns, B&Bs, and hotels); and where to play in New Hampshire this winter.



Promote your property  
Run of Book  
with a one-third or larger display ad

## MAGAZINE DISTRIBUTION

Printed Copies — 60,000

- Mailed to 5,000 highly qualified ski enthusiasts from Massachusetts and around New England
- Brochure racks at ski, sports, and outdoor shops in Massachusetts, southern New Hampshire, Rhode Island, coastal Connecticut, southern Maine, New York City area, and Ottawa.
- The *Boston Globe* Ski & Snowboard Expo Nov. 10–16, 2016
- New Hampshire's Welcome and Information Centers
- Inclusion in media gift bags during Ski NH's November Boston Media Reception

## Digital Edition Promoted Via:

- *SkiNH.com* (324,000 visits)
- *Ski NH* e-newsletter (11,000 opt-ins)
- *Ski NH* Social Network
  - Facebook 11,000 likes
  - Twitter 7,896 followers
- "New England Today" e-mail blasts (125K distribution)

TOTAL READERSHIP:  
210,000

**FROM THE EDITOR**

**DIRECTOR'S CUT: GRANITE STATE GREATNESS**

WHETHER YOU WANT FROM YOUR GRUVE EXPERIENCE, YOU'LL FIND IT IN NEW HAMPSHIRE. FROM STEEP SLOPES AND MAGNIFICENT VIEWS TO WINTER TALES AND SKIING FUN IN A COZY LODGE, AND THAT'S JUST FOR STARTERS. BY JESSICA KELLY, SUBSCRIBER DIRECTOR

Since starting with *Ski NH* Magazine in 2011, I've been fortunate to meet some of the most passionate ski enthusiasts in the state. It's not just about the snow—it's about the community, the camaraderie, and the memories. In fact, one of my first editors was in Cannonville, Utah, where *Ski NH* Magazine's Director of Photography and I were invited to a "Dinner with Claws" at Cannonville's Mountain Club. It was a night of food, wine, and conversation. I was inspired by the passion and the love for the sport. It's not just about the snow—it's about the community, the camaraderie, and the memories. In fact, one of my first editors was in Cannonville, Utah, where *Ski NH* Magazine's Director of Photography and I were invited to a "Dinner with Claws" at Cannonville's Mountain Club. It was a night of food, wine, and conversation. I was inspired by the passion and the love for the sport.

**Luxury Condominiums**  
White Mountain, Lincoln, NH Loon Mountain

Phase 1 Opening Early 2016  
Full Service - Club Benefits - Complete Property Management - Only 2 hours from Boston

**Full Service:** Club Benefits • Complete Property Management • Only 2 hours from Boston

**Amenities:** Fully furnished studios, one, two, and three bedroom condominiums, ownership starts at \$199,000

**Services:** Owner Concierge • Valet Parking • Bell Service • House Service • Ski/Town Shuttle • Snow Storage • Skating Rink/Outdoor Pool

CALL TODAY TO TAKE A TOUR OF THE BUILDING!  
(603) 728-6205  
info@riverwalkatloon.com  
40 Main Street, Lincoln, NH 03251  
www.RiverWalkAtLoon.com

*RiverWalk*  
A Division of Riverwalk Properties

Visit the Western White Mountains

Adrenaline rush included!

**Franconia INN**

A CHARMING COUNTRY INN  
22 guest rooms • 2000 sq. ft. of event space  
1000 sq. ft. of outdoor space  
1000 sq. ft. of indoor space

1000 sq. ft. of outdoor space  
1000 sq. ft. of indoor space

Stay Here. Ski Free.

Stay at this legendary mountain resort, and all of the amenities you need for a perfect winter vacation are included. Just 25 miles from Squam and 20 minutes from Lincoln and North Conway.

Stay Here. Ski Free.  
Hotel, Spa, and more...  
#1 in NH for LODGING!

Regional sections present an affordable opportunity to call attention to your property



digital

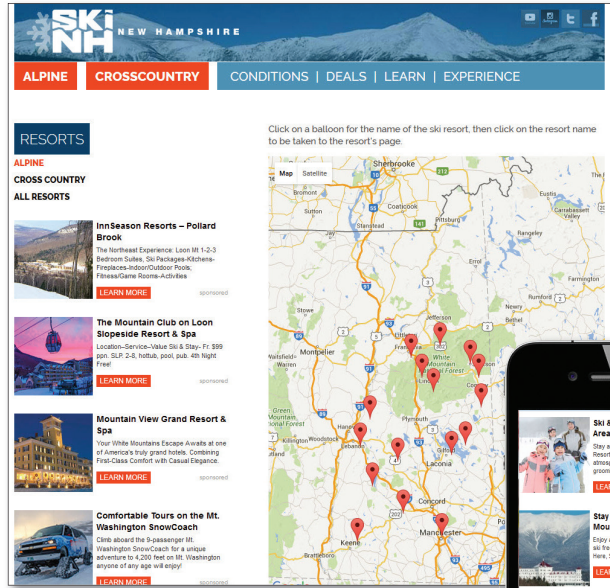
# BE EXACTLY **WHERE ONLINE VISITORS GO** TO PLAN THEIR SKI AND RIDE ADVENTURES

Promote your business with a digital ad on SkiNH.com, the online destination for skiers, riders, and winter enthusiasts who are planning to visit New Hampshire. More than any other website, SkiNH.com offers marketers the most effective way to reach this niche audience. Reach the growing number of travelers looking for information on their mobile devices. Be sure that this ready-to-ski or -ride audience sees your ad—advertise on SkiNH.com.

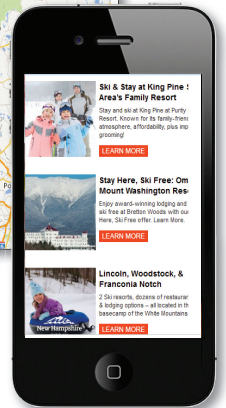
- Targeted, high-impact digital ads on SkiNH.com, desktop and mobile
- Highly visible run-of-site ads
- Direct link to your Web site

## SKINH.COM ANNUAL 3-YEAR AVERAGE

- 324,000 Visits
- 232,000 Unique Visits
- 812,000 Page Views
- .77% Average Click Through (9-1/2 times the national average)



NEW!



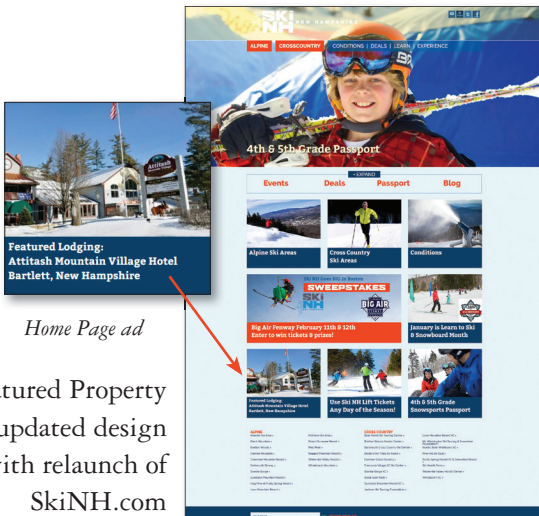
Mobile site ad

SkiNH.com relaunched in 2016 with a new responsive design. Formatted ads delivered a 40% increase in total clicks.

## FEATURED PROPERTY SPONSORSHIP

Your property featured for two weeks on the SkiNH.com home page and in the *Ski NH* e-newsletter

- e-newsletter reaches over 11,000 opt-in subscribers
- average home page views 13,000 biweekly October through March

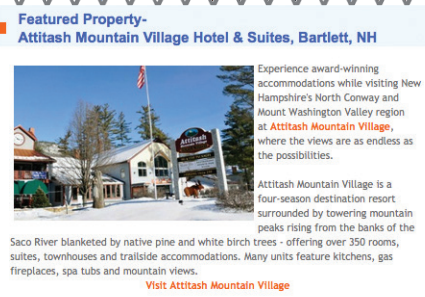


Featured Lodging:  
Attitash Mountain Village Hotel  
Bartlett, New Hampshire

NEW!

Home Page ad

Featured Property updated design with relaunch of SkiNH.com



E-newsletter



magazine & digital

## ADVERTISING PARTNERS RECEIVE:

- OPPORTUNITY TO PARTICIPATE IN TARGETED SEASONAL SKI NH PROMOTIONS AT NO COST (example: February Vacation Week Online Guide)
- REPRESENTATION IN SKI NH MEDIA INQUIRIES (approximately 150 annually)
- INVITATION TO SKI NH ANNUAL MEETING
- ADVERTISER INDEX IN PRINT AND LISTING ONLINE
- LODGING REFERRAL FROM RESORT PAGE

## 2016–2017 PRINT & ONLINE RATES

### PRINT RUN-OF-BOOK RATES NET

TWO-PAGE SPREAD .....	\$7,940
FULL PAGE .....	\$4,410
TWO-THIRDS PAGE (VERTICAL).....	\$3,300
HALF PAGE.....	\$2,760
THIRD PAGE (VERTICAL OR SQUARE) .....	\$2,210

### PREMIUM PRINT POSITIONS:

INSIDE FRONT COVER.....	\$5,520
PAGE ONE .....	\$4,860
LAST PAGE .....	\$4,860
INSIDE BACK COVER.....	\$5,080
BACK COVER.....	\$5,520
INSIDE FRONT COVER & PAGE ONE SPREAD .....	\$9,190
INSIDE BACK COVER & LAST PAGE SPREAD .....	\$8,670

Other premium positions, gatefolds, and special-insert pricing available upon request.

### REGIONAL AD SECTIONS RATES NET

Sixth Page.....	\$ 995
Twelfth Page.....	\$ 595

OPTION TO CREATE CUSTOMIZED COOP SECTION

### DIGITAL RATES NET

AD RUN-OF-SITE .....	\$1,050 each
FEATURED PROPERTY—BIWEEKLY (limit of 12)	
Early & Late October and Late March.....	\$ 495 each
Early & Late: Nov, Dec, Jan, Feb and Early March....	\$ 795 each

### DISCOUNTS FOR ADVERTISERS

- Combination discount—two or more ads: **10% off**

5% EARLY-BIRD DISCOUNT WITH SIGNED CONTRACT BY APRIL 29, 2016

## Ski NH PRINT & SkinH.COM DIGITAL — RESERVATIONS & MATERIALS DUE:

**EARLY-BIRD RESERVATIONS** .....April 29, 2016  
**RESERVATIONS**.....July 15, 2016

MATERIALS.....July 19, 2016  
DIGITAL ADS RUN..... October 15, 2016 thru September 2017  
PUBLICATION IN-MARKET DATE.....October 2016

## QUESTIONS? TO LEARN MORE OR TO RESERVE YOUR SPOT, CONTACT:

**GREAT NORTH WOODS, SEACOAST, WHITE MOUNTAINS:**  
Kelly Moores — KellyM@YankeePub.com or 603-933-0427

**MERRIMACK VALLEY, MONADNOCK, LAKES, DARTMOUTH/LAKE SUNAPEE:**  
Dean Deluca — DeanD@YankeePub.com or 603-933-0428