

MOUNTAINWATCH

An aerial photograph of a mountain resort in winter. The landscape is covered in a thick layer of snow, with numerous ski tracks crisscrossing the slopes. In the center, there are several small wooden buildings, including a larger one with a gabled roof and a smaller one nearby. To the right, a ski lift system is visible, with chairs and support poles. The background features more snow-covered mountains under a clear sky.

2018
MEDIA KIT

MOUNTAINWATCH is a market leading mountain weather and snowsports media company, with the most comprehensive and reliable mountain weather forecasting service available, live streaming snow cameras and the most respected ski and snowboard print titles.

WEATHER FORECASTING We utilise a unique forecasting matrix – complemented by an in-house meteorologist – to generate the most accurate and comprehensive weather forecasts for mountain regions across Australia, New Zealand, USA, Canada and Japan.

LIVE STREAMING SNOW CAMS Our live snow cams boast 280° pan, tilt, and 2km zoom capability, running at up to 24 frames per second in broadcast quality.

INDEPENDENT SNOW REPORTS Our team of independent reporters in each of Australia's major snow resorts provide daily 'tell-it-like-it-is' snow reports.

MOBILE SERVICES – IPHONE APP– MOBI SITE Our 'Snow' iPhone app and mobi site m.mountainwatch.com provide users with snow and alpine weather information, live snow cams and snowfall alerts when they're on the move.

EDITORIAL - DIGITAL AND PRINT Backed with miles of credibility by our industry leading ski and snowboard print magazines *Transfer Snowboard Magazine* and *Chillfactor Ski Magazine*, we provide the most comprehensive year-round online snow editorial.



WEBSITE STATISTICS

OUR USERS

Demographics

60% male 40% female

AGE

35% 25-34

24% 18-24

20% 35-44

11% 45+

COUNTRIES

81% Australian

- 50% NSW

- 29% VIC

- 12% QLD

- 3% ACT

- 3% WA

5% New Zealand

5% USA

4% Japan

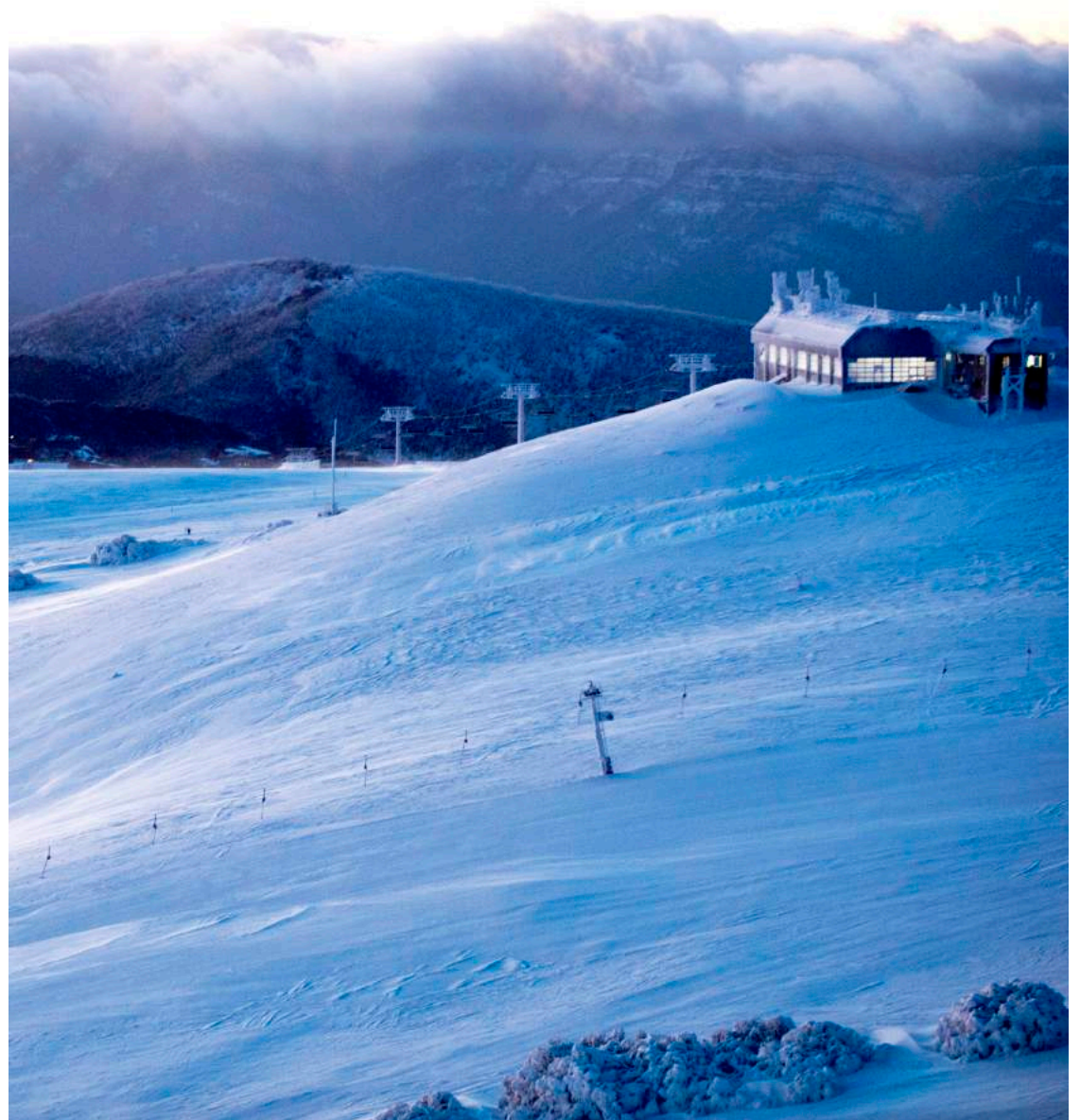
1% Canada

MOUNTAINWATCH SNOW FORECAST & REPORTS IPHONE APP

22,000 active users

763,000 sessions

97,000 downloads





TRAFFIC OVERVIEW

Results based on period: January 1, 2017 - December 31, 2017

 **2,130,124 MILLION SESSIONS**

 **5,627,883 MILLION PAGEVIEWS**

 **704,173 USERS**



EDITORIAL SPONSORSHIP OPPORTUNITIES

Content creation focuses on delivering high quality editorial that remains relevant and engaging to our readers across multiple media platforms. All content will be delivered in a timely manner to ensure relevance and maintain our reputation for delivering the most up-to-date and accurate snow-specific weather information on the market.

SEASONAL OUTLOOKS A long-term forecast generated by our in-house meteorological team that gives readers a detailed update on key climate indicators and what they mean for the season ahead.

STORM REPORTS Up to the minute reporting on significant snow events as they happen. We provide forecast totals as well as reported totals as the storm occurs.

SNOW JOURNALS Regular recaps on snow conditions, news and events, delivered alongside some of the best snow imagery, covering both Australia and New Zealand.

ATHLETE INTERVIEWS Catch-ups with prominent Ski and Snowboard athletes throughout winter, giving fans an insight into what it's like to be at the highest level of their respective sports.

TRAVEL FEATURES Magazine-quality features covering ski destinations at home and abroad.

EVENT COVERAGE The latest news and results from key industry events in both Australia and New Zealand.

VIDEO Exclusive video content produced in partnership with some of the Southern Hemisphere's top filmmakers.

THE GEAR LOCKER A one-stop-shop for expert in-depth product reviews and evaluations. All gear featured is thoroughly tested in some of the most demanding conditions.



DEVICES

Sessions



49%
MOBILE



41%
DESKTOP



10%
TABLET

DEVICES

Apple 70%
Samsung 17%

OPERATING SYSTEM

iOS 41%
Windows 29%

Android 16%
Macintosh 12%



SOCIAL MEDIA



FACEBOOK

LIKES : 30,096

Australia:	21,625	18-24 :	18%
New Zealand:	1,464	25-34 :	36%
Argentina:	1,209	35-44 :	24%
USA:	825	45-54 :	14%
Canada:	644		

♂ 66% ♀ 33%



INSTAGRAM

FOLLOWERS : 13,641
AVERAGE
STORY VIEWS : 1500+

Australia:	78%
USA:	5%
New Zealand:	2%
Canada:	2%
United Kingdom:	1%

♂ 66% ♀ 34%



GRASSHOPPER FORECAST EMAIL

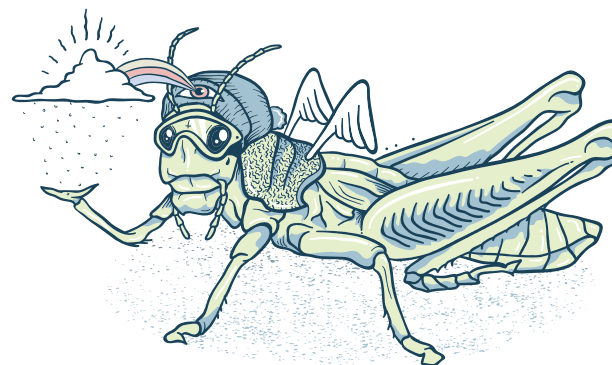
14,209
SUBSCRIBERS

30%
AVERAGE OPENS
Industry Average 17%

5%
AVERAGE CLICKS
Industry Average 2.7%

IN-HOUSE METEOROLOGIST: THE GRASSHOPPER

“Some say he hatched one summer on a Himalayan plateau. As cold Autumn winds set in, he stumbled upon a scrap of Gore Tex shed by some unfortunate climber and turned it into the smallest snowsuit ever. Then he strapped himself into a nearby leaf and carved his way down the mountains, hitching a ride with some hikers back to civilisation. They say he’s boarded at all the best resorts and always knows when a blizzard is on the way. He is: The Grasshopper.”





OUR SNOW REPORTERS

REGGAE ELLISS

Since 1989, Reggae has spent every winter in Thredbo. As Australia's most well known surf reporter and surf mag editor Reggae has parlayed these skills becoming an iconic snow reporter, editor and co-publisher of Australia's number one ski magazine Chillfactor since it's launch in 2000.

STEVE LEE

Regarded as Australia's best ever alpine skier with a competitive career lasting just on 25 years. Steve is a three-time Olympian and the second of only three Australians ever to claim victory on the Alpine World Cup circuit. These days, Steve bases himself between Falls Creek, Victoria, and Hakuba, Japan where he owns and operates a backcountry ski-guiding company. Steve provides on-the-ground daily snow reports from both resorts throughout the year.

REGGAE'S VIDEO SNOW REPORT 2017

53
VIDEOS

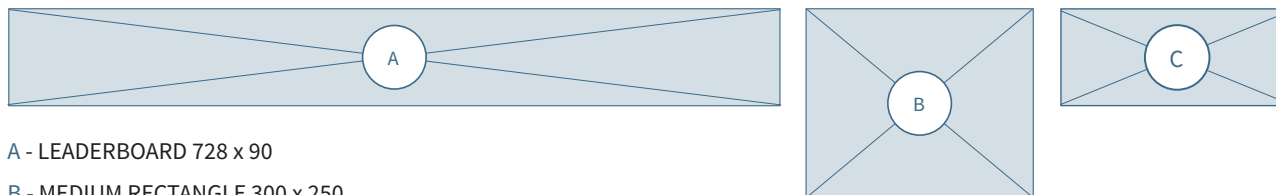
37,361
VIEO PLAYS

662
HOURS DELIVERED

ADVERTISING SPECS AND PRODUCTION INFORMATION

	Dimensions (px)	Format	Animation	Maximum Filesize
LEADERBOARD	728 x 90, 980 x 90, 980 x 120, 950 x 100	JPG, GIF, HTML5	Yes (15 sec animation)	60kb
MEDIUM RECTANGLE	300 x 250	JPG, GIF, HTML5	Yes (15 sec animation)	40kb
EDITORIAL AD	160 x 100	JPG, GIF	No (static only)	12kb
BACKGROUND SKIN	1920 x 1200	JPG	No (static only)	150kb
BILLBOARD	970 x 250	JPG, GIF, HTML5	Yes (15 sec animation)	150kb
TOWER	300 x 600	JPG, GIF, HTML5	Yes (15 sec animation)	150kb
MOBILE	300 x 250, 300 x 100, 320 x 100, 320 x 50	JPG, GIF, HTML5	Yes (15 sec animation)	150kb

AD DIMENSIONS SHOWN ARE THE RIGHT PROPORTIONS BUT NOT TO SCALE



A - LEADERBOARD 728 x 90

B - MEDIUM RECTANGLE 300 x 250

C - HALF MEDIUM RECTANGLE 300 X 100

DELIVERY Creative should be provided for testing at least 48 hours prior to campaign commencement. If you are using a third party dynamic solution such as Eyeblander or EyeWonder, four to seven days is required for testing. An accompanying static GIF file also needs to be supplied as a back up for all rich media advertisements.

VIDEO/AUDIO Advertisements containing video and audio must be muted with stop and play controls. All actions must be useractivated. Maximum animation time is 15 seconds.

ADVERTISING RATES \$35 per 1,000 page impressions. Minimum campaign spend \$2,000 plus GST.



ADVERTISING RATES

DIRECTIONAL MEDIA

- Leaderboard - \$30/cpm
- Wide Skyscraper - \$25/cpm
- MREC - \$40/cpm

RICH MEDIA

- Expandable - \$60/cpm
- Homepage Take Over - \$1,500/day
- OTP - \$60/cpm

PERMANENT BUTTON - \$3,000/day

CAMERA SPONSORSHIP - \$1,500/day

TEXT LINK - \$2/cpm

VIDEO

- Pre-roll - \$60/cpm

EDM - MONTHLY

- Database - \$3,500 MREC
- Link and Logo
- \$5/cpm

WEBSITE TAKEOVER

- \$1000/day
- Custom ad placements available



For advertising enquiries please contact:

QUENTIN NOLAN

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