

Mountain Life Annual 2016-17

Delivering outstanding content to our readers in 50+ countries, across all forms of media — inspiring people to connect with the outdoor world every single day.

MOUNTAINLIFE
ANNUAL



MOUNTAINLIFE
ANNUAL



MOUNTAINLIFE
ANNUAL



MOUNTAINLIFE
ANNUAL



PRINT

12,000 copies annually.

One of the most lauded & respected publications in the industry.

DIGITAL

4,216,000 (Total Annual Reach— Website Pageviews + Social Media)

SOCIAL

Diverse, international following in more than 50 countries

CONTENT

Delivering unique original content of your brand's ambassadors

GEAR

Highlighting key pieces throughout all seasons

MOUNTAINLIFE
ANNUAL

CRAFTING ORIGINAL CONTENT

BEHIND THE BRAND

Every brand has a story. Let us tell yours. We can craft a behind-the-scenes look at your brand, with interviews of founders and the personalities that give your brand its distinct DNA.

EPIC TRIP

We feature many travel stories in the pages of Mountain Life. Let us work with you and your ambassadors to share or create high-impact adventure content.

MOUNTAIN LIFERS

Your athletes & ambassadors are your most valuable link to your audience. We can make them shine to ours. We love to talk to the personalities that make up our unique outdoor culture.

THE ML FIVE

We love lists, and so do our readers. We can create a thought-provoking list about your brand, its timely initiatives and characters that strike a chord with our worldwide audience.

DISTRIBUTION BREAKDOWN

We focus most of our efforts on getting MLA into the right hands. We have recently inked new sponsorship deals with the Vancouver International Film Festival and the storied Banff Mountain Film and Book Festival. Here is how we distribute 12,000 copies of the magazine.

2000 COPIES	Air Canada Maple Leaf Lounge program
1500 COPIES	Outdoor Stores and Shops, Film Premieres
1500 COPIES	Banff Mountain Film & Book Festival
1500 COPIES	Six Private Ski Clubs in the Georgian Bay of Ontario
1000 COPIES	Vancouver International Mountain Film Festival
1000 COPIES	95 Chapters/Indigo stores across Canada
1000 COPIES	MULTIPLICITY — our flagship fundraiser at the World Ski & Snowboard Festival
1000 COPIES	Subscriptions, Outdoor Retailer, SIA and other industry events
500 COPIES	All 17 Mountain Equipment Co-Op stores in Canada
500 COPIES	Heliskiing and Backcountry Lodges throughout Canada
500 COPIES	All 12 Canadian Mountain Holidays Lodges (CMH) in BC and Alberta

2016-17 RATES

Inside Front Cover	\$17,000	INCLUDES FULLY-INTEGRATED DIGITAL PACKAGE FOR 12 MONTHS (100,000 impressions, original brand-specific content, gear features, FB boosting and frequent Twitter & Instagram posts)
Inside Back Cover	\$16,500	
DPS placement	\$15,000	