

An aerial photograph of a snowy mountain slope. The snow is covered in a dense network of ski tracks, creating a complex, wavy pattern across the entire surface. The tracks are darker than the surrounding snow, indicating where the snow has been disturbed. The mountain peak is visible in the upper portion of the frame, and the sky is a clear, deep blue.

# WINTERHIGHLAND

**Media Kit 2012/13**

Every day of the season Winterhighland reaches thousands of individuals, the life blood of the nation's Snow and Mountain sports industry.

## State of the Art Hosting

During Summer 2012 Winterhighland moved onto a new state of the art dynamically scalable cloud hosting platform with United Hosting.

Giving full flexibility for matching server resources to the fluctuating demands the Scottish weather places upon Winterhighland, the cloud platform allows for new opportunities on Winterhighland, including new more responsive promotional options.

## Winterhighland Traffic Stats

Winterhighland has continued to grow it's visitor base, recording the highest number of unique visitors to date in the challenging 2012 season. Total page views are inevitably impacted by weather conditions throughout the season.

The potential spikiness of traffic is the principle reason for our use of a rapidly scalable top range cloud hosting solution.

Season	Unique Visitors	Page Views
2011/12	217,582	5,546,234
2010/11	195,831	6,070,380
2009/10	194,080	7,931,250

Stats measured by Google Analytics from 1<sup>st</sup> November to 31<sup>st</sup> May.

Most pages served in a day: 112,177 (26th Feb 2010)

Most unique visitors in a day: 13,180 (26th Feb 2010)



# Universal Ads Package (UAP)

Winterhighland offers the four advert units that make up the IAB's Universal Ads Package:

- **Medium Rectangle (300px by 250px)**

Our premium unit available on the CairnGorm, Glencoe, Glenshee, Nevis Range and the Lecht Snow Reports. Plus General Situation and Front Page.

Available for geographic targeting or Run of Site.  
Exclusive weekly buyout of front page available for £250 per week.

- **Leaderboard (720px by 90px)**

Available site wide across Winterhighland with the exception of the front page as both Run of Site or geographically targeted at individual snowsport areas or multiple areas.

- **Sky Scraper (160px by 600px)**

Highly effective ad unit with great vertical presence on the page available across our forum index pages and user generated content such as public reports and thumbnail index pages on a Run of Site basis.

- **Rectangle (180px by 150px)**

Winterhighland's expanding webcam network provides a great promotional platform. Several per webcam page available for **only £50** for the season.

Please see rate card for full pricing details for season 2012/13.

## Winterhighland Webcams



A unique sponsorship opportunity - each season Winterhighland's own webcams at CairnGorm, Aviemore and Glencoe are viewed millions of times!

Winterhighland continues to invest in and expand our webcam network, providing a unique partnership opportunity.

During the 2012 Season our White Lady Webcam on CairnGorm Mountain alone was viewed 3.5million times.

# The Big One...

Winterhighland's high impact advertising package across the site throughout the 2012/13 season includes:

- 2 weeks exclusive front page Medium Rectangle advert, dates of your choice subject to availability.
- 150,000 Medium Rectangle Impressions

- or -

100,000 Medium Rectangle Impressions plus,  
100,000 Sky Scraper or Leaderboard Impressions.

- Medium Rectangle and Leaderboard advert units maybe run of site, geographically (by snowsport areas) or content targeted.
- Sky Scraper adverts are available on our forum and public reports index pages.
- **ALL this for £800 .**  
(saving of over £600 on individual rate card price. )

# The Next Step

Winterhighland can be very flexible and we would be delighted to discuss your ideas.

Please get in touch:

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**WINTERHIGHLAND**  
Scottish Snow & Mountain Sports