



2009/10 Site Statistics (Google Analytics)

Total pages served: 7.9million

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

Total Unique Visitors: 199,410

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

Front Page views: 571,850

Snow Report Page Views:

CairnGorm Mtn 393,885

General Situation 320,790

Glenshee 188,924

Glencoe 148,526

Nevis Range 119,382

The Lecht 95,505

2008/09 & 2009/10 Avg page views for Front page, General Situation, Snow Reports and Webcam pages: 2,189,065

Sky Scraper Advertising on Winterhighland 2011

Run of Site: £450 for full season @ 100,000 page impressions (CPM £4.50)

Geographic Targeting: £250 for full season @ 50,000 page impressions (CPM £5)

Monthly ROS: £150 @ 15,000 page impressions (CPM £6) . 50% discount Nov / April.

ROS advertising shown on Front page, General Situation report, area report pages, pix from the slopes thumbnail pages, webcam pages and forum index pages.

Sponsorship Opportunities

Seasonal sponsorship opportunities exist across Winterhighland, including the 5-day outlook forecasts, snow reports, web cams, pix from the slopes and public report servers.

The Directory

A new and unique highly targeted, high impact, excellent value and exclusive limited space promotional opportunity for local businesses. £150 per advert for the season.

Full details: www.winterhighland.info/advertising

More details contact Alan Mackay: amackay@winterhighland.info 07714 763638