





the NEW Winterhighland DIRECTORY

New for 2012, the Winterhighland Directory is a unique highly targeted, high impact, yet low cost and exclusive promotional opportunity for businesses directly serving the needs of Skiers, Snowboarders, walkers and climbers heading for the Scottish Mountains.

:: Accommodation



Aviemore Holiday Home
 Superior Self Catering in the heart of the National Park from £395 per week, Saturday to Saturday at Avonglen.

▶ [More](#)


Directory Listing Specifications

- Advert Width: 240px
- Photo or Logo: 200px wide by 120px high.
- Bold Title Text: 24 characters
- Description Text: 140 characters with VisitScotland badge or 180 characters without.
- Image, bold title text and 'More' provide clickable links.
- Unlimited updates via Winterhighland.

Only £99 for introductory season.

The Directory consists of four categories. A single advert from each category is displayed side by side on the snow report, General Situation and front pages.

Accommodation [serviced]	Apres/Eating Out Self Catering Bunkhouses	Gear Retail [Gear Rental]	Snowsports School Gear Rental Activity/Attractions
<p>Suitable for:</p> <ul style="list-style-type: none"> ● Hotels ● B&Bs ● Guest Houses <p>For businesses that are local to the relevant snowsports area.</p>	<p>Suitable for:</p> <ul style="list-style-type: none"> ● Restaurants ● Cafe/Bars ● Entertainment ● Bunkhouse ● Self Catering <p>For businesses local to the ski area.</p>	<p>Suitable for:</p> <ul style="list-style-type: none"> ● Mountain sports related retailing ● Equipment Hire <p>For businesses that are local or convenient for those traveling to the area.</p>	<p>Suitable for:</p> <ul style="list-style-type: none"> ● Ski/Board Schools ● Guides ● Alternative activities & attractions. ● Gear Rental
<p>Ads per category group: Glenshee & Lecht 3 / Nevis & Glencoe 4 / CairnGorm Mtn 4</p>			

Based on the past 3 seasons, each Directory Advert is projected to receive over 50,000 impressions. Remember the value of your advert investment is protected – directory space is strictly limited as outlined in the above table.

Further details visit www.winterhighland.info