



## YOUR GUIDE TO MOUNTAIN LIVING AND REAL ESTATE

Mountain Home provides readers with the latest news on ski-town real estate, luxury mountain living and the ever-changing on-snow market. SKI's engaged readers rely on Mountain Home to inform their buying decisions.

Greg Ditrinco,  
Editor, SKI Magazine's Mountain Home

## The Mountain Home Audience

Delivered to the top 75,000 SKI Magazine readers based on their income, socioeconomic characteristics and potential for second-home ownership.

- Circulation: 75,000
- Men: 57%, Women: 43%
- Median Age: 50
- Median HHI: \$195,728
- Median Household Net Worth: \$1 million+
- Over 3x more likely to have spent \$150,000+ on household expenditures in the past year (336 index)
- Nearly 3x more likely to have spent \$25,000+ on their home in the past year (298 index)
- Over 2½x more likely for principal home to be valued at \$1 million+ (272 index)

Source: 2009 MMR Affluent Study (SKI Magazine & HHI \$150,000+)

## Advertising Options

Poly bagged with SKI Magazine

- Full Page, 4C Bleed \$12,600
- Spread, 4C Bleed \$25,200
- Premium Positions
- Impact Units
- Direct Mail