

SNOW has a unique distribution strategy that reaches our affluent readers where they're enjoying, or planning, their alpine adventure. SNOW targets affluent snow-sports enthusiasts through a blend of direct mail, newsstand sales, and geographically targeted distribution.

## DEMOGRAPHICALLY TARGETED DISTRIBUTION

Pre-Season copies sent via direct mail to Bonnier's most affluent, destination skiers:

Male / Female.....	62% / 38%
Median Age.....	53
HHI.....	\$250,000+
Married.....	93%
College Graduates.....	92%
Median Home Value.....	\$632,000

## GEOGRAPHICALLY TARGETED DISTRIBUTION

SNOW's distribution is primarily concentrated in the nation's most recognized luxury winter retreat destinations INCLUDING, but not limited to:

- ◆ Aspen
- ◆ Deer Valley/Park City
- ◆ Jackson Hole
- ◆ Mammoth
- ◆ Steamboat
- ◆ Sun Valley
- ◆ Tahoe
- ◆ Telluride
- ◆ Vail/Beaver Creek
- ◆ Whistler

## NEWSSTAND SALES

Sold on newsstands across the United States and Canada

