

BRAND EXTENSIONS:

SIGNATURE EVENTS

- Pre-Season Style Showcase, in partnership with Paragon Sports
- Creative Coalition Spotlight Initiative Awards at Sundance
- Custom events at top retailers in key markets

IN-BOOK PROGRAMS

- Snow Scene promotion & events page
- High impact capabilities
- Custom advertorials & special sections

READER ENGAGEMENT

- Facebook
- Targeted database mailings

PARTNERSHIPS

- 50+ luxury resorts across North America
- Cole Sport
- Creative Coalition
- Paragon Sports
- Plum TV
- Professional Ski Instructors of America
- Saveur Travel Advisory Board (Virtuoso)
- Ski Portillo
- Snowsports Industries America
- Resorts West; SKI Magazine Dream Home
- Ritz Carlton Club
- U.S. Ski Team
- Warren Miller Entertainment
- Waterkeeper Alliance

THESNOWMAG.COM

- Sponsorable Insider Luxury Guides
- Custom Emails
- Editorial eNewsletter Sponsorship
- Contests and Sweepstakes
- Custom Content
- Custom Sponsored Photo/Product Galleries
- Video Pre-Roll
- Custom Banner Ads and Rich Media Units
- iPhone Apps

