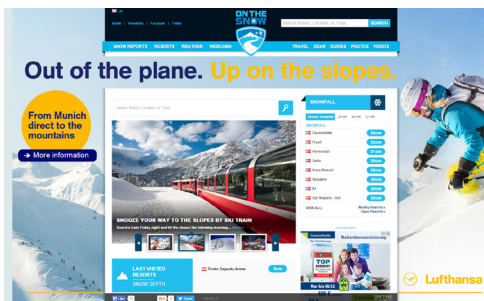


Gateway to the Alps Reaches New Heights: A Mountain News Client Success Story

Munich International Airport noticed air traffic to the Alps shift from Munich to Innsbruck over the past 5 years. Working with its Premium Airline partner Lufthansa and local ground transportation partners, a marketing campaign, "Gateway to the Alps" was launched. This campaign is designed to attract targeted audiences to utilize Munich Airport, Lufthansa and partners to take advantage of transportation via Munich airport when booking travel to the Alps.

Our Solution:

Munich Airport and Lufthansa turned to Mountain News to increase awareness of "Gateway to the Alps" to snow enthusiasts within specific regions worldwide: East Europe, Scandinavia, Benelux, UK and North America.



Mountain News offered a multi-channel approach to target a premium audience across all Mountain News digital channels in their desired source regions worldwide, leveraging an active user base of Mountain Travel Consumers.

With the main goals of brand awareness and visibility in mind, the solution included: display advertising, newsletter and custom email blasts, In-App Inbox message and editorial integration.

Results:

Overall, Munich Airport and Lufthansa were happy with the high awareness and visibility from the campaign. 'We found Mountain News a reliable partner for our digital marketing, who targets our desired target group precisely in very specific defined european and overseas source markets.' said Florian Pötsch, Head of Travel Industry and Hub-Marketing, Munich Airport.

The "Gateway to the Alps" campaign ran for two seasons across the Mountain News channels globally and made a strong impact, driving over four million impressions with an average CTR of .87% in Europe and .83% in US/Canada on IAB display formats. Additionally, eight newsletter blasts and four custom emails reached over 75,000 recipients and generated an average open rates of 32.6% and 24% respectively - very strong results for the industry.

About the Client:

M Munich Airport is the second largest airport in Germany and international hub with 40 million passengers per year.

Lufthansa is the largest airline in Europe for number of passengers and fleet size



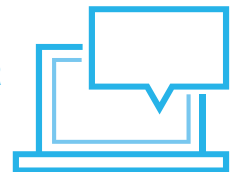
Campaign Elements:

- »Display-Advertising
- »Standalone Newsletter
- »IN-APP Inbox Message
- »Editorial integration

'We found Mountain News a reliable Partner for our digital marketing.' - Florian Pötsch, Munich Airport.

Campaign Results:

Average CTR
0.87% and
0.83%



Average open rates
32.6% and 24%