



Inspiring the Mountain Traveller

Connecting destinations and brands with high-intent skiers

EUROPE - WINTER 2026 - 2027 MEDIA KIT

Connect to High-Intent Ski Travellers

Since 1968, Mountain News has been at the heart of the global ski industry. What began as a snow reporting network across 900 radio stations has evolved into **the world's leading digital platform for mountain travel.**

Through **OnTheSnow** and **Skiinfo**, we reach over **19.5 million skiers** each year – including **11 million across Europe** – connecting destinations and brands with high-intent travellers. Our **trusted content, real-time snow intelligence, and AI-powered insights** enable the experiences and shape how mountain enthusiasts choose their ski destinations.

For brands, this means **direct access to a highly engaged, experience-driven audience** – one of the most passionate and valuable communities in ski travel.



The World's Most Valuable Mountain Travel Audience

An engaged community actively researching winter holidays, unreachable through traditional travel or programmatic channels.



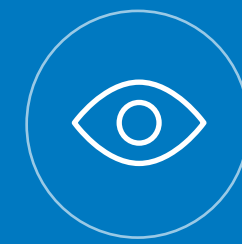
19.5M+ Global Web Users

Planning-led behaviour – users actively researching where and when to ski



510K Active App Users

High-value travellers with strong trip spend and repeat visits



88M+ Annual Page Views

Deep engagement with inspirational content, snow conditions and trip planning

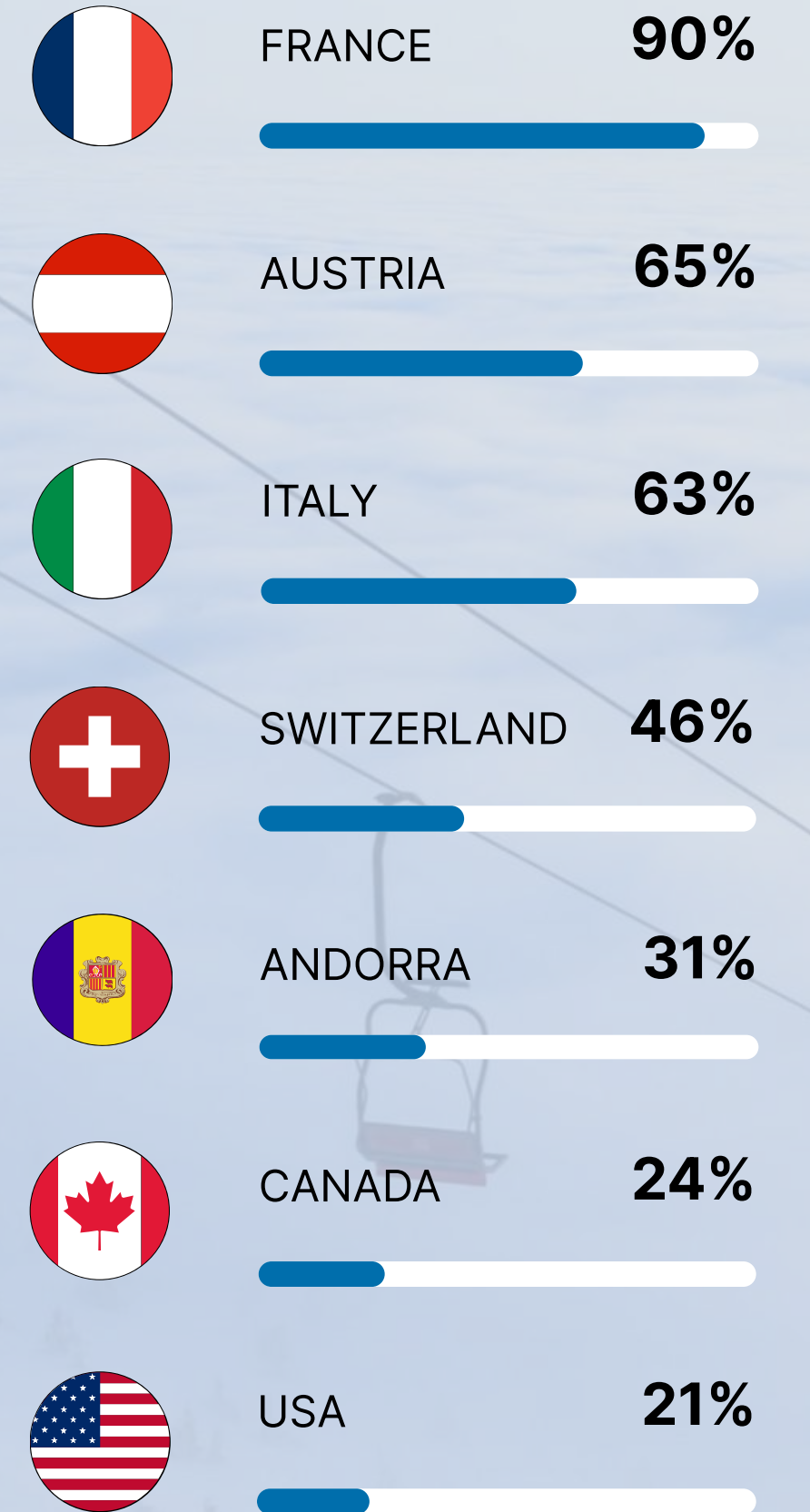
Who They Are

Aged 25+	89%
Male / Female	57% / 43%
Households with children	67%
Household income above €75K	57%

Travel Mindset

Planning a destination ski trip this winter	89%
Skied 6+ days in the past 12 months	64%
Purchase their lift tickets in advance	42%

Aspire to Visit in the Next 12 Months

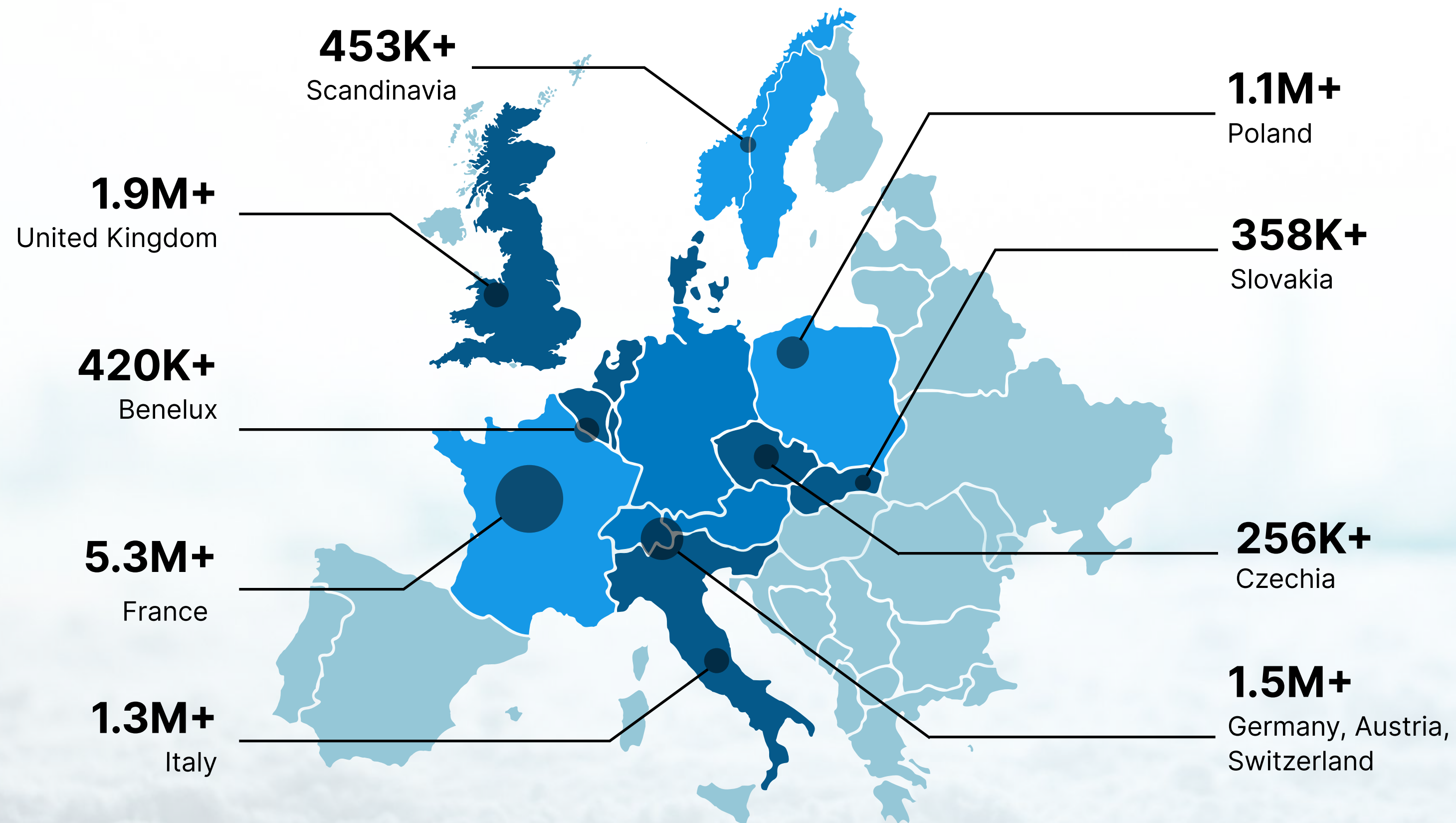


UK Market Only. Intent data for additional markets are available upon request. Source: OnTheSnow UK audience 2025-2026 Season

Global Reach Across Key Ski Markets

One partner. Multiple markets. Unified demand.

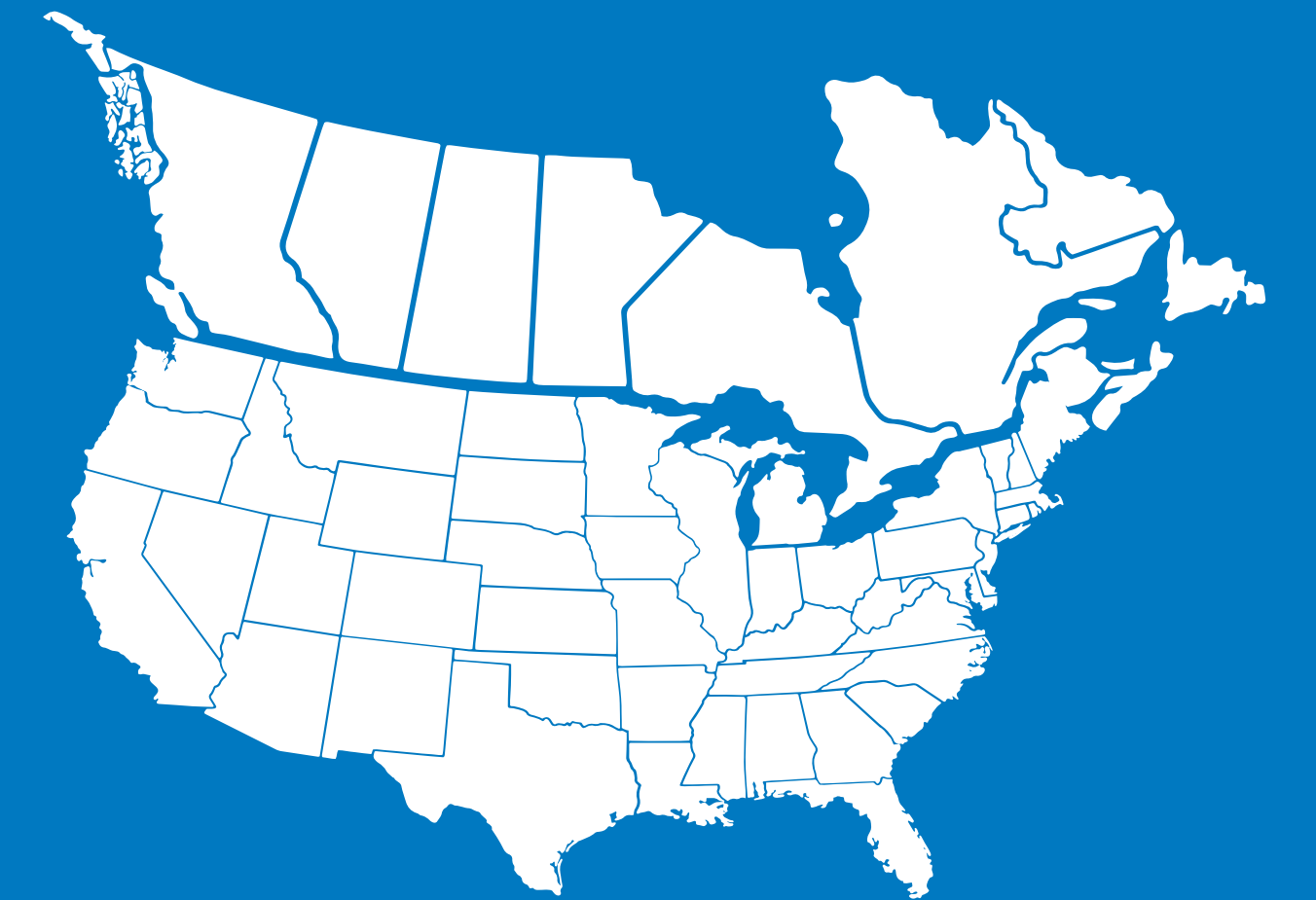
11M+ Visitors
EUROPE



LOCALISED PLATFORMS TAILORED TO EACH MARKET



7.3M+ Visitors
NORTH AMERICA



The Trusted Guide For Ski Travel

Whether checking the forecast or looking for inspiration on where to go next, we are the trusted companion for skiers planning their next trip.

Open Resort Name	72h	3 Day Snow Forecast	Base	Trails
Chamonix	68cm	18cm	100-360cm	104/121
Engelberg	67cm	73cm	35-249cm	10/22
Laax	51cm	49cm	10-195cm	39/55

SKIINFO+ PARTNER

SEE RESORT GUIDE

FEATURED RESORT

Chamonix

NORTHERN ALPS, FRANCE

Reviews

raison.alain ★★★★★

I love Courchevel for its stunning scenery, with its diverse villages at different altitudes and with varying styles. The setting is magnificent, and the snow is excellent thanks to its favorable exposure

ALL REVIEWS

Skiing on Tignes' Grand Motte Glacier. © Espace Killy

Saas-Fee, Switzerland

Fantastic for freeriders and freestylers

Snow & Weather Intelligence

Real-time conditions, forecasts, and reporting across global resorts

Resort Data & Comparisons

Comprehensive resort profiles, stats, and planning tools

Skier Reviews & First-Hand Reports

Authentic user insights and on-the-ground perspectives

Editorial & Destination Content

Our local editors provide expert coverage, travel inspiration, and seasonal storytelling

A trusted content ecosystem that keeps skiers engaged throughout the season.

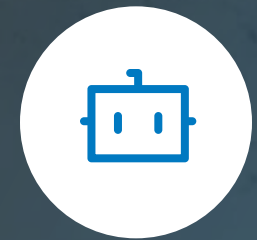
SKI GPT - The Future of Mountain Travel Discovery

As discovery shifts toward AI, Mountain News is at the centre of how skiers find and evaluate destinations.



AI-powered discovery experiences

SkiGPT and conversational interfaces guiding destination exploration



Visibility within generative AI search

Strong presence as skiers increasingly use AI to discover destinations



Strategic platform partnerships

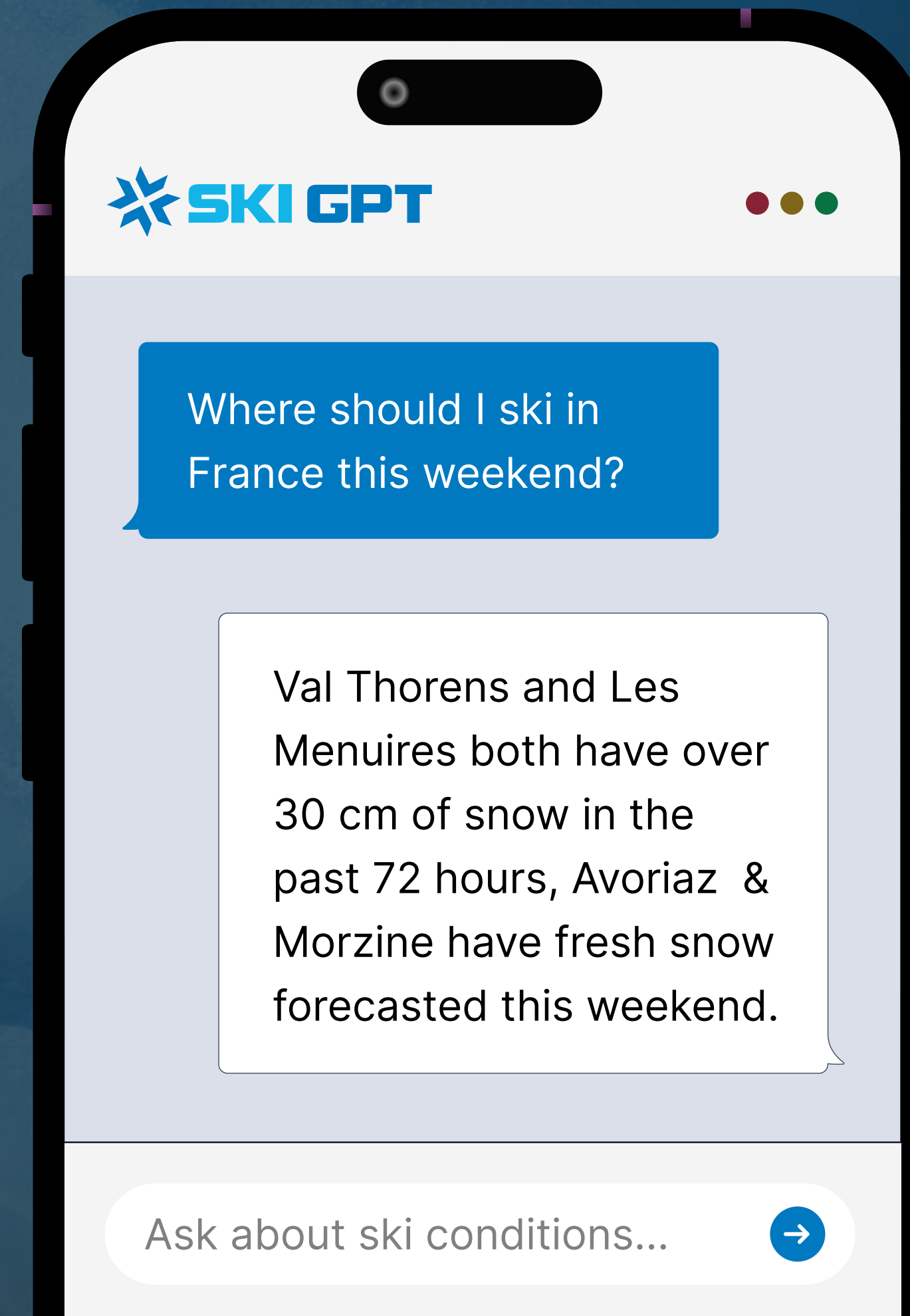
Including Meta wearables and emerging discovery environments



Proprietary data advantage

Snow, resort, and user behaviour data powering smarter recommendations

Positioning our partners where future destination decisions will be made.





PARTNERSHIP OPPORTUNITIES

Skiinfo+ for Ski Resorts

Position your destination as a premium partner across Europe, the UK, and North America – reaching over 19.5 million skiers worldwide through OnTheSnow and Skiinfo.



Guaranteed High-Impact Visibility

High-impact display placements across resort and destination pages



Always-On Presence

Consistent visibility throughout the planning and booking journey



Global Exposure Across Markets

Reach skiers across Europe, the UK and North America through a single programme



Premium Destination Integration

Enhanced presence includes guaranteed impressions, homepage promotion, social integration, and video on web & app.

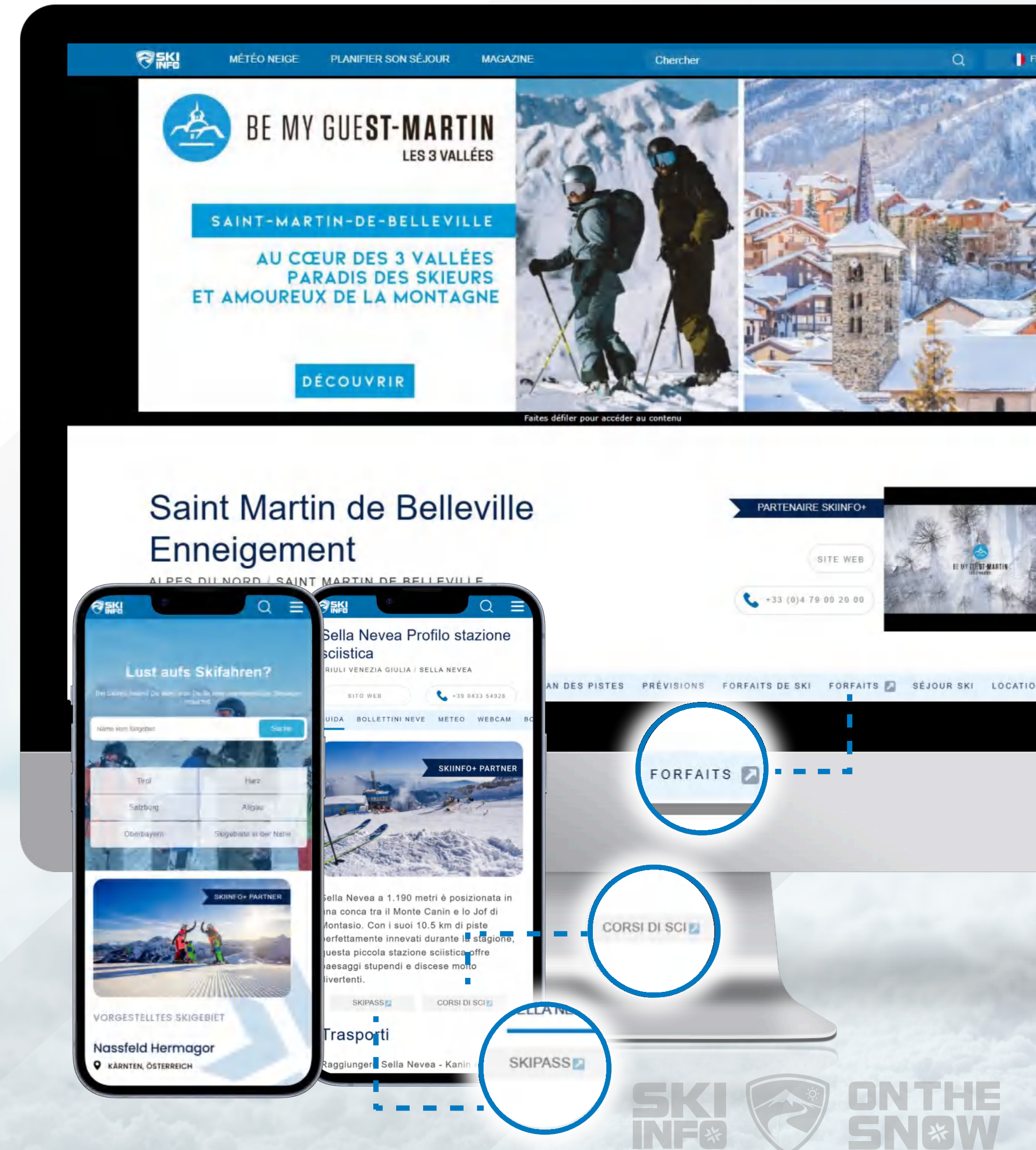


Drive Advance Purchase & Revenue

Integrated links to lift tickets, passes, rentals, and key booking actions

Our partners see an average of 6,500 high-quality leads per campaign delivering strong ROI. [Learn more about Skiinfo+ features.](#)

Cost from €5K to €10K per resort.



Content Marketing

Inspiring content marketing programmes that tell your story and position your destination at the heart of the traveller's journey.



Custom Content & Storytelling

Branded articles and destination features crafted in harmony with our editorial environment



Integrated Distribution

Amplification across web, app, newsletter, and social channels

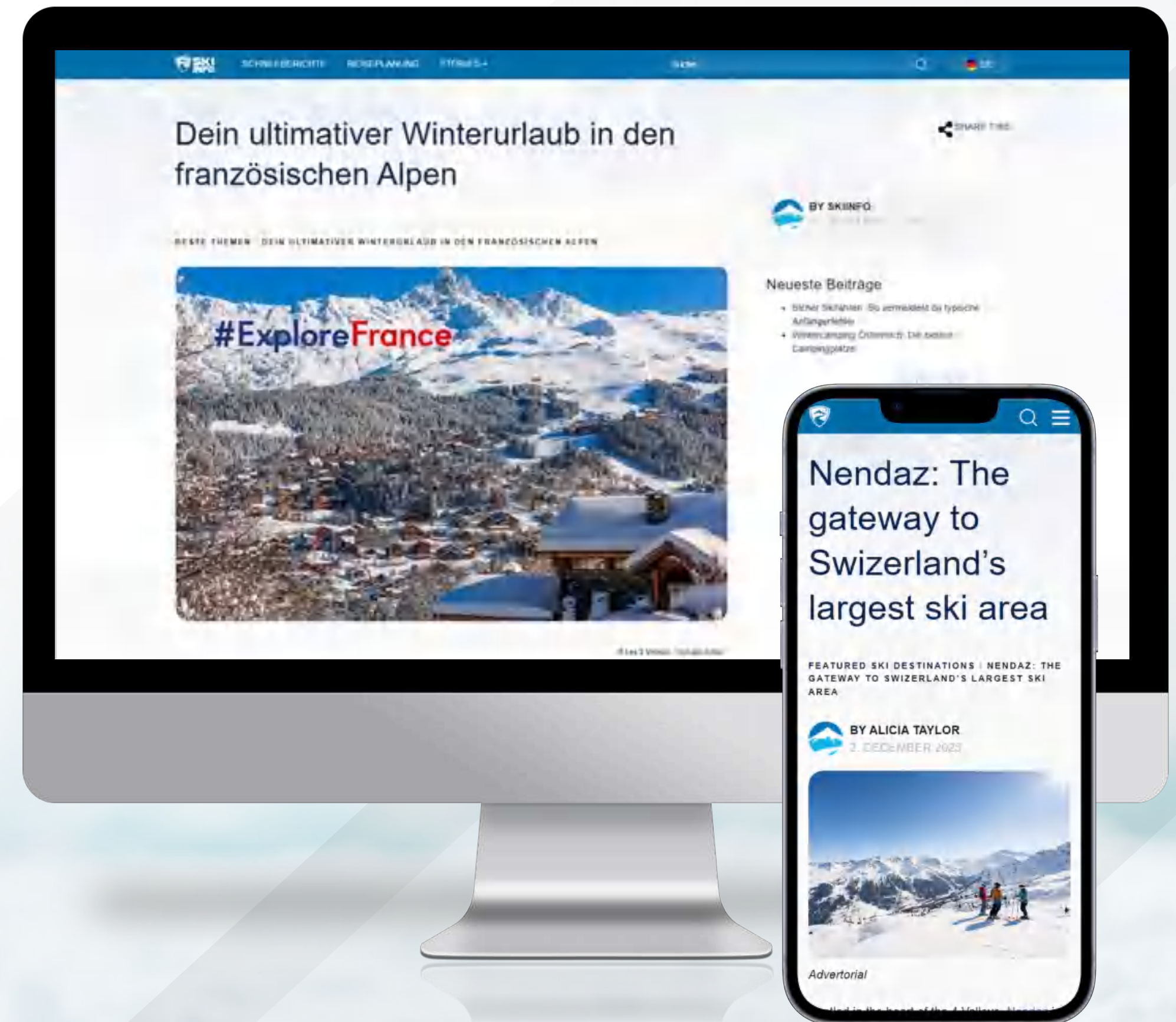


Guaranteed Visibility

Structured packages designed to deliver reach and engagement with high-intent audiences

Our Spotlight & Amplify packages are tailored to elevate a destination's story at scale. All programmes come with guaranteed level of impressions and page views to your content. Learn more at [MountainNews.com](https://www.MountainNews.com).

Cost starting from €5K per market.



Display + Video

Scale reach and drive demand with premium formats that influence destination choice and inspire action throughout the ski travel journey.



High-Impact Formats

Eye-catching takeovers, interactive rich media, and large-format placements across both web and mobile



Video Integration

Engaging in-banner and immersive videos to boost interaction and leave a lasting impression

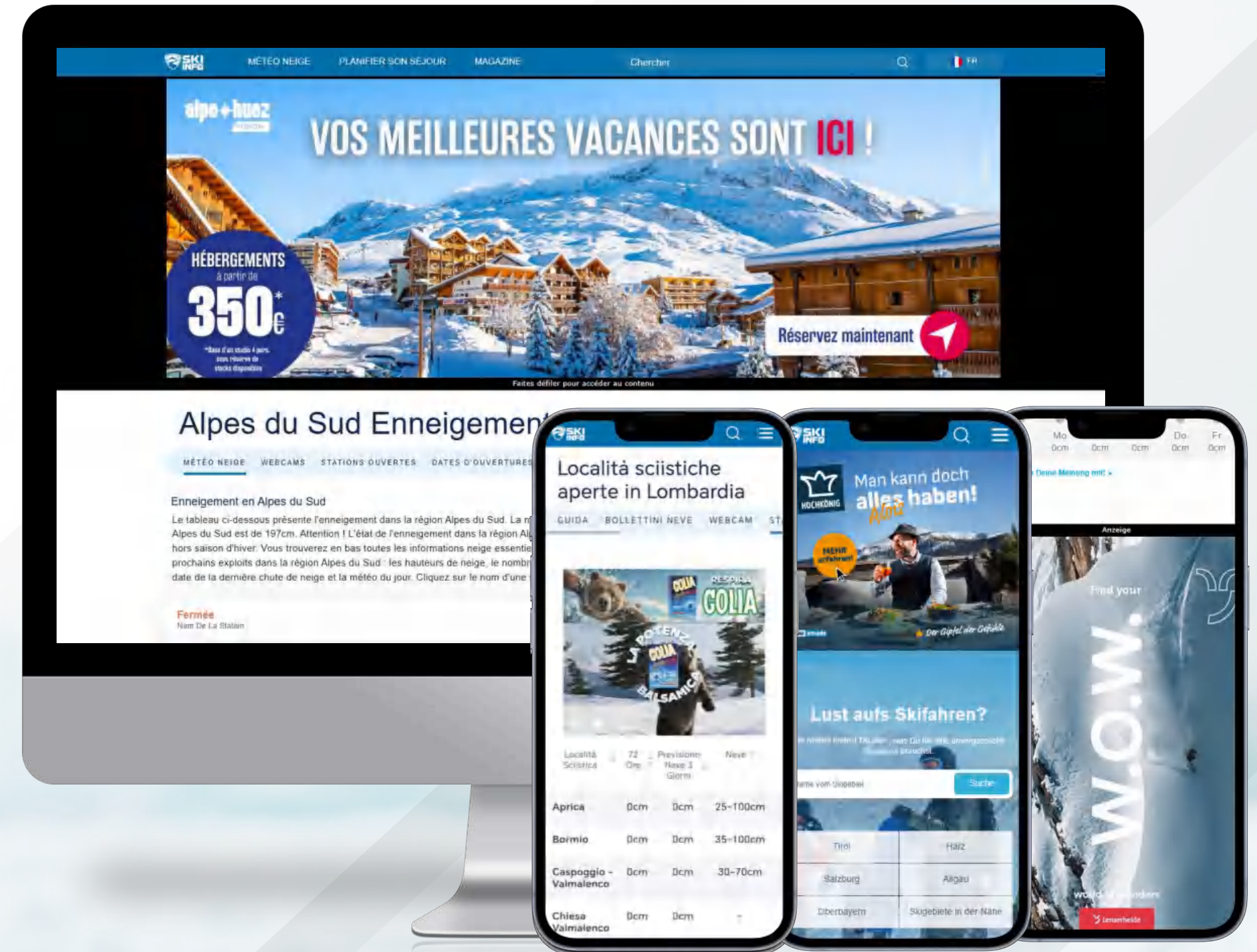


Contextual Targeting

Connect with skiers who are actively planning – targeted by location, interests, and season

Drive awareness, consideration, and booking intent. Our partners see strong viewability and CTR consistently 50-75% above industry averages.

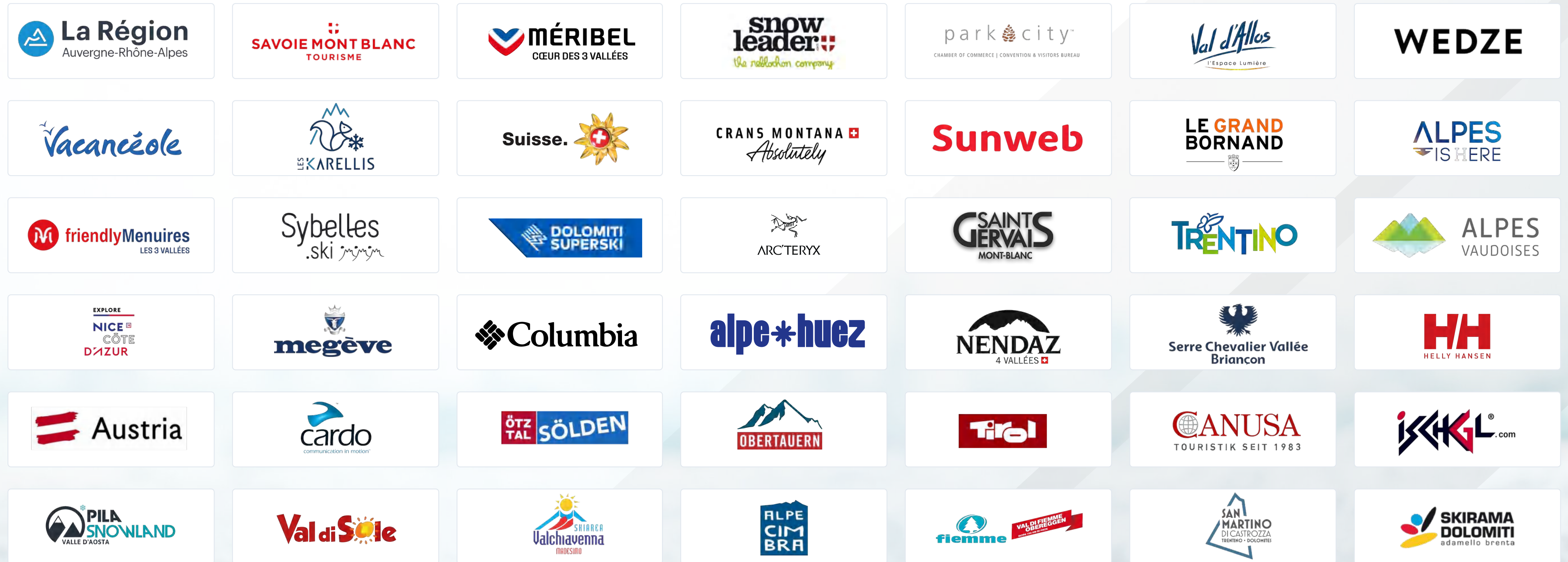
Learn more at [MountainNews.com](https://www.MountainNews.com).



Cost starting from €5K per market. CPM's from €10 to €30.

Trusted by Leading Brands in Mountain Travel & Beyond

From global brands to leading destinations, our partners are leaders across the ski and outdoor ecosystem.



Across Europe, the UK, and North America



Investment levels that scale with your objectives

From content-led storytelling to high-impact visibility and always-on partnerships.

Skiinfo+

Always-On Partnership for global visibility + integrated commerce

Cost: €5K to €10K per resort. Ad exclusivity available upon request.

Then support your strategy with targeted campaigns in priority markets:



Content Marketing

Spotlight & Amplify packages

Cost: Starting from €5K per market. All programmes come with guaranteed impressions and page views.



Display & Video

High-impact and premium formats

Cost: Starting from €5K per market. CPM's range from €10 to €30 CPM.

Custom programmes, multi-market packages, and the full rate card are available upon request.



Thank You!

Let Mountain News connect your brand with millions of passionate skiers and mountain travellers across Europe and beyond.

Please contact to discuss your next campaign:

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