



PHOTO BY PAUL WARCHOL

about us



publisher's letter

WHEN THE GOING GETS TOUGH, THE TOUGH GET GOING. As *Mountain Living* continues to readjust and re-evaluate our business to meet the needs of a changing marketplace, I'm reminded of a powerful story that beautifully illustrates that old adage:

In the late 1920s, two companies, Kellogg and Post, dominated the market for packaged cereal. As the United States sank into the Great Depression in the '30s, no one knew what would happen to consumer spending. Post responded to the uncertainty by following conventional wisdom: it slashed spending and cut back on advertising. But Kellogg made an unprecedented move. Instead of cutting back, founder W.K. Kellogg doubled his advertising spending, aggressively promoting his business by pushing its newest product lines. The result? By 1933, in the midst of the Great Depression, Kellogg's profits had increased by nearly 30 percent, positioning the company as the industry's leader—a spot Kellogg holds to this day.

After 16 years, I can say with certainty that ***Mountain Living's* most successful clients are those who are aggressive, active and who sometimes challenge convention when it comes to their advertising plans.** Those successful businesses never take down their signs and wait for times to get better. They view trying times as opportunities to get innovative—and to keep their names out there when their competitors are taking a breather—so that when customers are ready to buy, they'll be top of mind.

This year, *Mountain Living* is taking a cue from our best and brightest clients by taking full advantage of the opportunities today's marketplace presents. In 2010, we'll debut a new and redesigned *Mountain Living* that will create more opportunities for consumers to connect with your business.

These are challenging times, but we're in this together. *Mountain Living* is here to help you achieve your marketing goals, so please, contact us at any time to develop a media solution that fits your needs.

All the best,

A handwritten signature in black ink that reads "Holly Scott". The signature is fluid and cursive, with the first name being more prominent.

Holly Scott, Publisher

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2010 offers

WE'RE PLEASED TO OFFER THE FOLLOWING BENEFITS TO MAXIMIZE YOUR MARKETING DOLLARS IN 2010:

- Larger format and sophisticated new logo
- Precisely targeted distribution and demographic profile
- Double issues for longer newsstand shelf-life
- Ad mastering program

- **THE ALL-INCLUSIVE** An all-inclusive integrated media package. Your business will appear in our publication, on our Web site, and as a sponsor of our exclusive home-design videos year-round. You'll also receive a complimentary upgrade in our annual Best of *Mountain Living* Issue.

- **DESIGN SHERPA** For a monthly fee, Design Sherpa is a complete social media online marketing program. This is a fully integrated approach with a custom blog at its core. Managed by the professional team at Design Sherpa, your program will: dramatically improve your visibility on *Google*, increase your Web traffic, and enhance your connection with consumers and other design professionals. Your complete program will be up and running within 45 days!.

- **ONLINE PACKAGE** Increase your interactive online audience and drive more traffic to your site with your Designer Resources Portfolio, weekly e-newsletter advertising, video sponsorship opportunities and more.

- **MOUNTAIN HOUSE** A new advertorial opportunity, Mountain House sponsorship packages are designed to highlight your company's innovative projects with a high-impact integrated branding campaign.

- **NETWORKING OPPORTUNITIES** Take this opportunity to network with leading industry professionals and affluent consumers in every desirable mountain market with *ML* as your event partner.

- **LONGEVITY AND LOYALTY** We've been attracting mountain enthusiasts and prospective homebuyers for nearly 16 years, making us the most established, well-respected mountain home-design magazine in the western United States.



editor's letter

PUTTING TOGETHER AN ISSUE OF *MOUNTAIN LIVING* IS A LOT LIKE BUILDING A HOUSE. A year or so before the ink hits the paper, we start out with a basic blueprint. Then the work begins. We scour the West for the best locations. We assemble our team of writers and photographers. We select flooring, faucets and fabrics for our shopping pages, and we agonize over color palettes and finishing touches. And then one day, after hundreds of phone calls and e-mails, decisions and revisions, it's complete. That feeling you get when you step into a new house for the first time? That's just how we feel when we open that first hot-off-the-press copy of a new issue.

This year, as we debut **a larger, more sophisticated *Mountain Living***, we're celebrating the completion of a renovation project, too. We began the process of redesigning our 16-year-old magazine by taking a close look at the marketplace. We talked to our readers, friends and partners who are designing, building, renovating, furnishing and selling homes in the mountains, gathering ideas as we went. Then, we examined every corner of *Mountain Living*, adding space where we needed it and making changes to areas in need of an update.

The result? A sleeker, fresher publication with a **renewed focus on luxury high-country design**. We've added new editorial departments designed to address readers' growing interest in remodeling and sustainable design, a dramatic new logo, and a larger format that really shows off the spectacular photography *Mountain Living* has become known for. We're also expanding our audience with a **vibrant online community**, which includes www.mountainliving.com, a daily blog, weekly e-newsletter, and interactive communities on Facebook and Twitter.

Since *Mountain Living* was first launched 16 years ago, we've had the privilege of covering an innovative design community that has evolved in some incredible ways. We think you'll find that our new look reflects today's expressions of high-country design, all the while honoring the rich heritage that informs it and capturing the spirit of discovery that draws us in.

Best wishes,

A handwritten signature in black ink that reads "Christine". The script is fluid and cursive.

Christine DeOrio, Editor in Chief



press release

***MOUNTAIN LIVING* DEBUTS MAGAZINE REDESIGN WITH JANUARY 2010 ISSUE**

Denver, Colo., September 10, 2009 *Mountain Living* will debut a stunning redesign with the January/February 2010 issue, which hits newsstands December 29, 2009. The publication's new look comes as the magazine celebrates its 16th anniversary.

"Since *Mountain Living* magazine was first launched 16 years ago, high-country design has evolved in some incredible ways," says Editor in Chief Christine DeOrio. "The West is home to architects, builders and interior designers who are true innovators. They're leading the 'green' movement and demonstrating that a mountain home can take many forms while still maintaining a strong sense of place. Our goal for this redesign was to capture this spirit of discovery while still honoring the West's rich heritage. The result is a more modern-looking publication that exemplifies this combination of Old and New West."

Features of the redesign include a cleaner, more simplified cover and a dramatic new logo designed to boost the publication's presence on newsstands. *Mountain Living* will also expand from its current size of 8 1/2" x 11" to 9" x 11".

"Upgrading to a larger format will allow us to really show off the spectacular photography that *Mountain Living* has become known for, and will afford our advertisers more space to showcase their luxury products and services," says DeOrio. "*Mountain Living* readers keep each issue for an average of 14 months, so a lot of thought went into selecting a size that will offer the greatest impact while remaining portable and storable."

The historic redesign offers the following unique features:

- Exclusive looks inside some of the most incredible homes in the Rocky Mountain West. Beautiful photography accompanies well-written articles in which top architects and interior designers share their thoughts and ideas on the newest trends in mountain architecture and design.
- Design reports on products for the home, new shops and showrooms, travel destinations, and the style leaders who influence high-country architecture and design.

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- New editorial departments designed to address consumers' growing interest in remodeling and sustainable design, including: TREND REPORT: Creative ideas that inspire readers to adapt national design trends to their high-country lifestyle; GO GREEN: Cutting-edge products, places and people that blend sustainability with high style; and INSTANT UPGRADE: A selection of design essentials for the home remodeler, from paint to plumbing fixtures, fireplaces to flooring.
- A vibrant online presence, which includes *Mountain Living's* Web site, www.mountainliving.com, a daily blog, weekly e-newsletter, and interactive communities on Facebook (<http://companies.to/mountainlivingmagazine/>) and Twitter (@MtnLivingMag).
- World-class contributors: *Mountain Living's* team of nationally recognized professional writers and photographers includes travel editor Linda Hayes, who contributes to *Elle Decor*, *Hemispheres* and *Ski*; Tara N. Wilfong, formerly of *Art & Antiques*; Audrey Hall, who photographs for *The Robb Report* and *Western Interiors & Design*; and Roger Wade, who photographs for *Architectural Digest* and *National Geographic Traveler*.

"There's an unusual concentration of world-class talent and design in the Rocky Mountain West, and we're thrilled that the new *Mountain Living* is the stage to showcase it," says DeOrio. "The redesign of *Mountain Living* delivers exclusive original content and the highest possible standard of creative excellence—just what a sophisticated audience like ours values."

ABOUT MOUNTAIN LIVING: *Mountain Living* is a part of Network Communications, Inc., the leading publisher of printed and online real estate information in North America. The company was acquired by Citigroup Venture Capital Equity Partners in January of 2005. Its magazines are read by more than 12 million readers in over 500 markets and deliver more than one million leads to advertisers each month. Network Communications' assets, which include *The Real Estate Book*, *Apartment Finder/Blue Book*, *Mature Living Choices*, *CorporateChoices.com*, *Black's Guide*, *New Home Finder*, *Enclave*, *Unique Homes*, *Kansas City Homes & Gardens*, *At Home In Arkansas*, *New England Home*, *Atlanta Homes & Lifestyles*, *Colorado Homes & Lifestyles*, *St. Louis Homes & Lifestyles*, *Seattle Homes & Lifestyles* and *Mountain Living*, are publications that millions of readers across the country turn to when looking for the latest information about the real-estate and home-design markets.



testimonials

“Whether they’re designing a multi-ad placement schedule or creating event sponsorship opportunities, the *Mountain Living* staff has been incredibly creative, helpful and above all, productive. Without the magazine’s desire to assist the Festival in continually raising its standards, the Jackson Hole Fall Arts Festival would not be as nationally recognized as it is today. The sales staff has built a truly custom ad schedule, which **ALLOWS OUR ADVERTISING DOLLARS TO GO THE DISTANCE AS PROVEN BY THE SHEER NUMBER OF READER INQUIRIES.**”

– HEATHER FALK, Marketing & Special Events Director,
Jackson Hole Chamber of Commerce

“*Mountain Living* has been a great resource for our company and continues to be an important element of our marketing strategy. The editorial content serves as an excellent source for the latest trends in the real estate market, generating a large readership and offering the perfect venue to gain **CONSISTENT EXPOSURE** for our brand in markets with affluent ZIP codes and real estate interests. I can recommend this product for any real estate company focusing on high-end markets.”

– ULI WACKERHAGE, Vail Plaza Hotel & Club

“We truly appreciate *Mountain Living*’s support of our Encore reception, not to mention your generous gift to the Festival. We were so pleased with how the event looked. You all **WENT OUT OF YOUR WAY** to make it truly special.”

– LENOR G. LEEDS, Aspen Music Festival and School

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“Cultured Logs are made of concrete. People need to see them to believe how real they look. Our involvement with *Mountain Living's* Natural Dream Home provided a unique opportunity to display and discuss our unique value proposition to a high-end audience. We have **EXPANDED AWARENESS OF OUR PRODUCTS** and sold several new homes as well.”

– STEWART HANSEN, President, Cultured Log Systems

“Successful growth does not happen overnight. It takes a team of dedicated individuals moving consistently and simultaneously in the right direction. For us, making the decision to team up with *Mountain Living* has proven to be highly successful and, without a doubt, has given us the necessary and consistent exposure we were looking for in the resort communities across the West. Our most recent prospective lead resulted in an interview for a new home in Sandpoint, Idaho. The owners **CAME ACROSS OUR FIRM'S AD IN THEIR HOTEL COPY** of *Mountain Living*, took it back to Texas and gave us a call. In short, *Mountain Living* **HAS DELIVERED**, and we look forward to a long-standing relationship with *ML!*”

– EARL ANDERSON, Earl Anderson Associates, Ltd.

“You are wonderful to take such an interest in Vail Mountain School and its home tour. Thank you again for helping promote the tour. I can't thank you enough. Having always been such an avid reader of your magazine, it is indeed a privilege to get to know you and see it a bit from 'behind the scenes.' If every business gave **AS MUCH SUPPORT AS YOU DO TO NONPROFITS** around the mountains, the world would be a better place!!!”

– NANCY YOUNG, Director of Development, Vail Mountain School

“Working with *Mountain Living* has proven extremely successful for Cordillera and I have found the friendly and **KNOWLEDGEABLE STAFF** to be **UNSURPASSED**. I look forward to working with *Mountain Living* for many years to come.”

– DELL ANN CLAYPOOL, Marketing Manager,
Cordillera Metro District



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