



PHOTO BY LIVING IMAGES PHOTOGRAPHY

readers



2010 reader profile

Average age	52
Female	65%
Male	35%
Married	84%
College graduate	92%

INCOME/NET WORTH

Average household income	\$353,500
Average net worth	\$2,019,094

ML readers are **1,343%** more likely to own a second home than the average U.S. consumer

HOME OWNERSHIP

Average home value	\$598,964
Own mountain home	55%
<i>Primary resident</i>	54%
<i>Secondary resident</i>	46%

61% of *ML* readers plan to **BUY** or **BUILD** a home in the mountains in the next 12-24 months

PROFESSIONAL STATUS

Owner/partner in business	52%
Member of board of directors/trustees	30%

READER ENGAGEMENT

- 95%** read four out of four issues
- 95%** use *ML* for information they can't find in any other publication
- Readers spend an average of **65 minutes** with each issue and keep each issue an average of **14 months**

IN THE LAST 12 MONTHS:

- 50%** saved an advertisement/article for future reference
- 62%** visited an advertiser's Web site
- 80%** took action as a result of seeing advertisements and editorial content

Source: Ad-Q Harvey Research Study 2007-2009

CROSSOVER READERSHIP OF *ML* READERS:

- 29% also read ARCHITECTURAL DIGEST
- 23% also read SUNSET
- 19% also read COLORADO HOMES & LIFESTYLES
- 18% also read COASTAL LIVING
- 18% also read LUXE
- 14% also read COWBOYS & INDIANS
- 8% also read SOUTHWEST ART

Cumulative Ad-Q Harvey Research 2007-2008 and 2004 MRI Custom Division Studies

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purchasing power

80% of *ML* readers have **PURCHASE INTENT** for your products and services. Take a look at what they plan to purchase in the next 12-24 months:

HOME PRODUCTS

Appliances	44%
Art/Antiques	39%
Building Supplies/Hardware	30%
Closets/Storage	25%
Decks/Patios	20%
Doors/Windows	25%
Fireplaces	15%
Flooring/Carpet/Rugs	31%
Furniture/Home Accessories	39%
Home Electronics/Home Theater	21%
Hot Tubs/Saunas	20%
Kitchen/Bath Products	38%
Lighting	26%
Linens/Fabrics	28%
Specialty Retail: gifts, accessories, tabletop	17%
Tile/Marble/Granite/Solid Surface	21%
Wall Coverings/Paint	26%
Wine Cellar Services/Materials	13%

HOME SERVICES

Architectural Services	18%
Financial Services	6%
Home Builders/Contractors/Remodeling	23%
Interior Design Services	18%
Landscaping	41%
Real Estate Services and Developments	18%

LIFESTYLE

Automobiles	19%
Clothing/Accessories	46%
Cosmetic Surgery/Dentistry/Spas	29%
Jewelry	19%
Specialty Foods: liquor, wine & catering	29%
Travel/Events	34%

Source: Ad-Q Harvey Research Study 2007-2009



distribution profile

MOUNTAIN MARKETS

Colorado

- Aspen/Basalt/Carbondale
- Vail/Beaver Creek/Avon/Edwards
- Summit County/Breckenridge/
- Copper/Frisco/Keystone
- Telluride/Mountain Village
- Steamboat Springs
- Winter Park/Granby
- Crested Butte

Wyoming

- Jackson/Teton Village

Utah

- Park City/Deer Valley

Montana

- Big Sky/Bozeman
- Kalispell/Whitefish

Nevada/California

- Tahoe/Incline Village/Truckee

Idaho

- Sun Valley/Hailey/Ketchum
- McCall/Boise

New Mexico

- Santa Fe/Taos

Canada (NEW!)

- Whistler, B.C.

FEEDER MARKETS

- | | | |
|---------------|---------------|------------------|
| - Albuquerque | - Houston | - Orlando |
| - Anchorage | - Knoxville | - Phoenix |
| - Atlanta | - Las Vegas | - Salt Lake City |
| - Austin | - Los Angeles | - San Francisco |
| - Chicago | - Miami | - Seattle |
| - Dallas | - Missoula | - Vancouver |
| - Denver | - New York | |

NEWSSTAND DISTRIBUTION 27,000 Readers who are looking to buy a home or property in the mountains travel to our top mountain markets from feeder markets nationwide.

CONSUMER SUBSCRIBERS 9,200 Affluent readers who source *ML* for design trends, industry experts, new products, services and more.

TRADE PROFESSIONALS 5,100 Influential and high-volume buyers are members of AIA, ASID and HBA, as well as travel and real estate associations.

HIGH-PROFILE EVENTS 5,900 *ML* is front and center at high-profile events, luxury home tours, mountain resorts, real estate offices & *ML* advertiser businesses across the West.

MILLION-DOLLAR HOME OWNERS 2,800 Owners looking to add your products and services to their luxury mountain homes.

TOTAL DISTRIBUTION:

50,000

- Plus our Digital Edition readership

TOTAL READERSHIP:

150,000

(includes pass-along)

2009 Ad-Q Harvey Research Studies

media comparison

**MOUNTAIN
LIVING**

luxe.

Issues/yr	7	4
Circulation	50,000	20,000
Audience	Highly educated, affluent readers looking to buy, build, design and shop for their mountain homes	Affluent consumers who want inspiration and ideas for their quality home design
Editorial Focus	<i>ML</i> delivers the high-country's finest architecture, interior design and real estate. Our affluent readers seek, source and buy products as a direct result of our editorial	Spotlights elite Colorado design and architecture with an emphasis on high-end products
Average Age	52	54
Avg. Household Income	\$353,500	\$175,000
Median Net Worth	\$2,019,094	\$1,870,000
Years in Print	16	5
Source	2009 Media Kit	2009 Media Kit

**WESTERN
ART & Architecture**

**COLORADO
HOMES
LIFESTYLES**

Issues/yr	4	8
Circulation	55,000	32,500
Audience	Explores the western United States in search of art that ranges from established to emerging works	Affluent homeowners who are passionate about their home and who lead active lifestyles
Editorial Focus	Approaches coverage of the arts from a lifestyle perspective, offering insight into the collector's life	The latest trends in interior design, stunning architecture, real estate and Colorado lifestyle
Average Age	N/A	54
Avg. Household Income	N/A	\$283,027
Median Net Worth	N/A	\$1,695,605
Years in Print	4	30
Source	2009 Media Kit	2009 Media Kit

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MOUNTAIN House & HOME

4
35,000
High-income, big-asset households; second-home owners living across the nation
Specialty building and home-improvement products, lenders, retailers and service providers
N/A
\$55,141
N/A
N/A
2009 Media Kit

COWBOYS & INDIANS

8
147,400
C&I covers the hardworking people living the Western lifestyle
Investigative reports on important issues, celebrity profiles, Western and American Indian cultures
47
\$173,000
\$1,500,000
17
2009 Media Kit

Issues/yr

Circulation

Audience

Editorial Focus

Average Age

Avg. Household Income

Median Net Worth

Years in Print

Source

ARCHITECTURAL DIGEST

12
850,502
Readers who appreciate great design and who aspire to live a luxurious lifestyle
Provides a vision that stretches the imagination and sets new benchmarks for the life readers wish to live, whether they're just starting out or at the peak of achievement
48.9
\$100,445
N/A
30
2009 Media Kit

BIG SKY JOURNAL

5
40,000
Northern Rockies home owners who enjoy all the Rocky Mountains have to offer
Content matches readers' lifestyle, from hunting to fly-fishing and the fine arts. Includes features and fiction, photos and poetry, tall stories, landscape, people and lifestyle
N/A
84% over \$100,000;
30% over \$300,000
N/A
17
2009 Media Kit

Issues/yr

Circulation

Audience

Editorial Focus

Average Age

Avg. Household Income

Median Net Worth

Years in Print

Source



travel statistics

Mountain Living readers spend \$462 million annually on accommodations alone. **How much of that market do you want?**

OUR READERS ACTIVELY TRAVEL

Mountain Living readers spent an average of 27 nights away in the past 12 months.

WHERE WILL THEY STAY?

Luxury Hotel/High-end Resort	50%
Vacation Home	18%
Bed & Breakfast	16%
Fractional Ownership	10%
Guest Ranch	6%

TOP CHOICES OF COMMERCIAL AIRLINES AMONG *MOUNTAIN LIVING* READERS:

United	24%
Southwest	19%
Delta	14%
American	13%
Frontier	12%
Private Jet	4%
Other	14%

HOW DO OUR READERS FIND NEW DESTINATIONS?

Online	31%
<i>Mountain Living</i>	29%
Newspaper	12%
TV	12%
Other	16%

TOP ACTIVITIES *MOUNTAIN LIVING* READERS PARTICIPATE IN WHILE AWAY:

Hiking	65%
Boating/Water Sports	48%
Food/Wine	45%
Spa Visits	42%
Skiing/Snowboarding	42%
Antiquing	39%
Fishing	35%
Golf/Biking	29%
Snowshoeing	20%
Home Tours	19%

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***Mountain Living* readers have proven travel plans to upscale high-country destinations over the next 24 months.**

TAKE A LOOK AT WHERE THEY PLAN TO SPEND THEIR DOLLARS:

- \$63.6 million will be spent in Denver, CO
- \$63 million will be spent in Taos/Santa Fe, NM
- \$62 million will be spent in Jackson Hole/Yellowstone/Grand Teton, WY
- \$50.9 million will be spent in Vail, CO
- \$46.1 million will be spent in Aspen/Basalt/Carbondale, CO
- \$36.6 million will be spent in Glacier National Park, MT
- \$36 million will be spent in Telluride/Mountain Village, CO
- \$33.4 million will be spent in Sedona/Flagstaff, AZ
- \$27.1 million will be spent in Portland/Bend, OR
- \$27 million will be spent in Winter Park, CO
- \$25.5 million will be spent in Salt Lake City/Park City, UT
- \$20.7 million will be spent in Missoula, MT
- \$20.7 million will be spent in Mammoth, CA
- \$20.6 million will be spent in Coeur d'Alene, ID
- \$20 million will be spent in Palm Springs/Palm Desert, CA
- \$20 million will be spent in Sun Valley, ID
- \$14.3 million will be spent in McCall, ID

***Mountain Living* readers are 1,343% more likely to own a second home than the average U.S. consumer!**

WHY ADVERTISE?

- Our readers have proven travel plans to high-country areas...
- Our readers plan to stay at upscale destinations...
- Our readers use *Mountain Living* as their primary travel resource

Sources: 2007 Mountain Living Reader Travel Survey; 2007 Ad-Q Research Study