



COAST MOUNTAIN CULTURE

MAGAZINE

media kit

Coast Mountain Culture Magazine is an international-calibre biannual publication dedicated to the exploration and celebration of mountain culture as it exists throughout the vast coastal mountain ranges of western North America.





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MAGAZINE

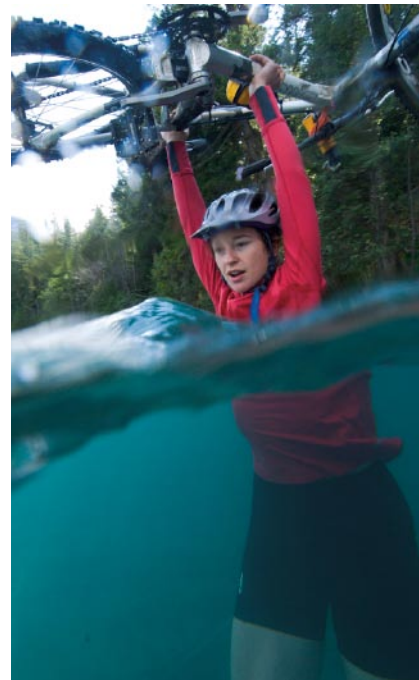
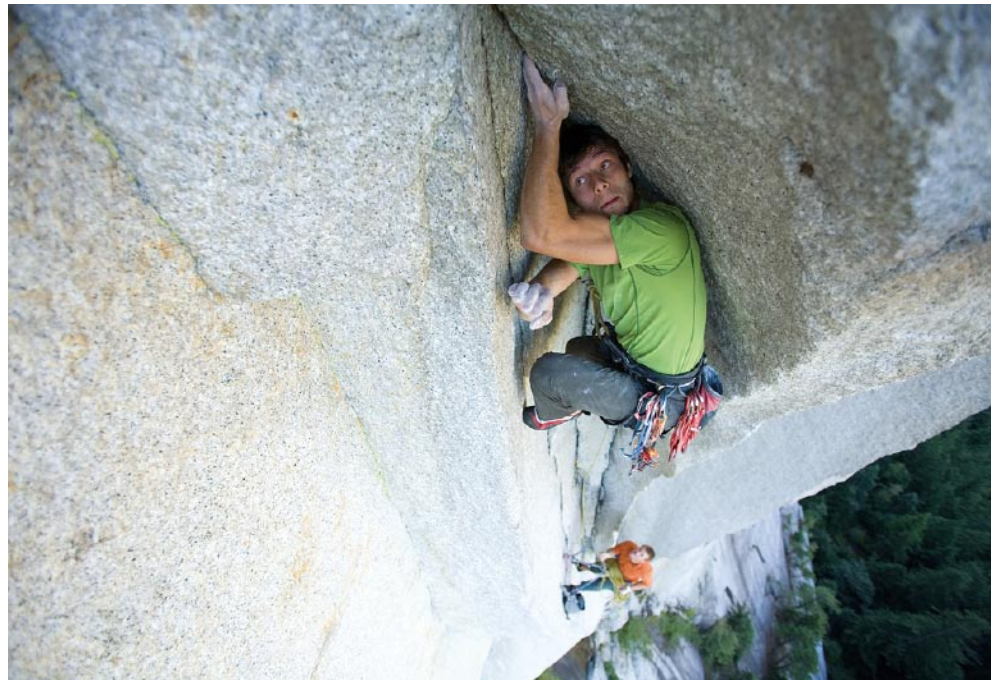
From Vancouver's North Shore to Haida Gwaii, Puget Sound to Pemberton, the Pacific Northwest is home to some of the world's most storied mountain wildernesses. While delving into the unique issues and authentic lifestyles that characterize the Coast Mountain way of life, the magazine's breadth of freelance writers and photographers also probes the larger world of mountain culture: from alpinism to surfing, back-country skiing and snowboarding, mountain biking, climbing and mountaineering, hiking, paddling, fly-fishing, travel, and homegrown arts and media.

Coast Mountain Culture is defined by outstanding design and unparalleled photography, its pages detailing experiences, perspectives and ideas through great storytelling, uncovering the essence of mountain culture through a spectrum of topics and vantage points you won't find anywhere else.



OUR VISION

Published and printed in British Columbia's Lower Mainland, *Coast Mountain Culture* focuses its compelling editorial and stunning imagery on all aspects of mountain life: issues relevant to local residents, first-time or life-long visitors, as well as anyone in the world who embraces the passions and pastimes synonymous with mountain landscapes. *Coast Mountain Culture's* coverage doesn't cease at borders or beaches; it aims to chronicle the essence of the Pacific Northwest, along with mountainous regions around the globe.



photos: (cover) Loren Ipsum, Steve Ogilvie (this page)





DEMOGRAPHICS

The *Coast Mountain Culture* reader is everywhere.

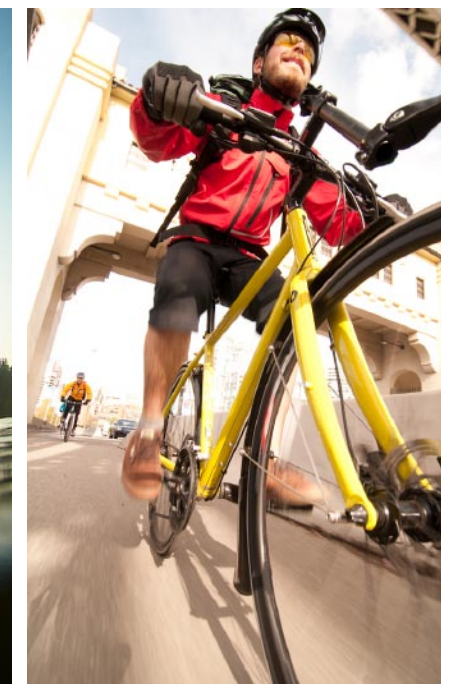
She is the president of a design agency in Whistler. He is the 42-year-old San Francisco businessman daydreaming of his family's annual summer holiday on Vancouver Island. He is the 30-year-old Toronto urban refugee who's moved his family and business to Bend, Oregon, in search of inspiration and a renewed relationship with the outdoors. She is an up-and-coming snowboarder from Squamish who breathes the mountains.

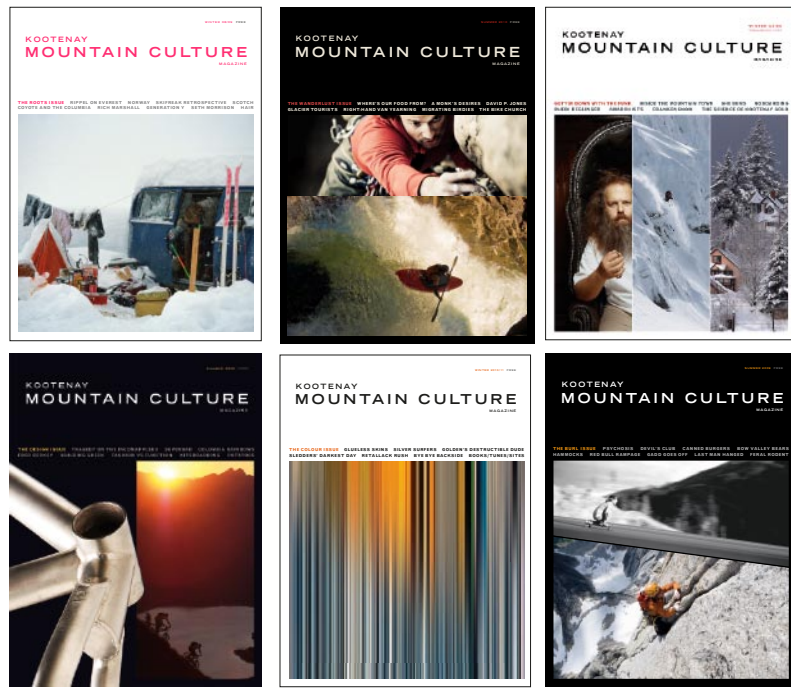
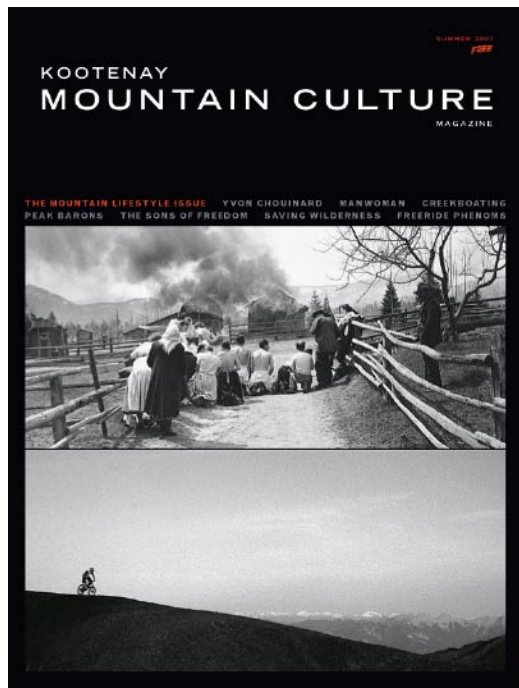
Every year, hundreds of thousands of outdoor enthusiasts are drawn to the mountains of the Coast Region to learn, relax, adventure and explore: they ski, snowboard, climb, mountain bike, camp, hike, kayak, write, create and live. *Coast Mountain Culture* readers are a target market of 16- to 80-year-old outdoor enthusiasts of both genders, who live in British Columbia, Washington, the Pacific Northwest and beyond. The magazine does not target a specific age demographic per se, but rather a demographic of common interest.



CIRCULATION

Coast Mountain Culture is available — for free — at over **150 select retail shops, resorts, backcountry operations and businesses throughout the Pacific Northwest.** Outdoor retailers in Vancouver, Seattle, Whistler, Pemberton, Squamish, Victoria, Vancouver Island, Portland, Smithers, Prince Rupert, Kamloops and Kelowna will see the bulk of retail circulation. Backcountry operators and resorts throughout British Columbia, and an already established **worldwide subscription base**, round out the magazine's circulation. Please ask your sales contact for a complete distribution list.





OUR HISTORY, OUR PARTNERS

For the last 10 years, the publishers of *Coast Mountain Culture Magazine* have produced what has become one of the most coveted outdoor publications in North America. *Kootenay Mountain Culture Magazine (KMC)* and its website *KMCMag.com* have developed a proven reputation for consistent excellence in design, photography and editorial. *KMC* is also regarded as an ideal print and online media venue for advertising and brand development for clients in a number of markets. Over the last decade, *KMC* has partnered with more than 150 of North America's major outdoor product and service brands, local and regional retailers and manufacturers, resorts and lodges, realtors, accommodators and hospitality providers.



BUILDING ON SUCCESS: KMC READER FEEDBACK

INTERNATIONAL CALIBRE
I just wanted to send you a quick note to thank you for the Design Issue of *Kootenay Mountain Culture*. It was outstanding. Frankly, I am stunned that you can get this calibre of production value, writing, content and design from a free circulation magazine like this. It is clearly a labour of love and must have a dedicated group of pretty passionate and talented people helping make it happen.

Bill Buxton
Principal Researcher
Microsoft Research
Redmond, Washington

EDITORIAL STRENGTH
I was impressed with *Kootenay Mountain Culture* from the very first issue I saw. Even among national and international publications it would stand out as professional, innovative, visually impactful and well-written and yet it's a regional publication. As such, it not only perfectly taps and portrays the culture to which it alludes, but makes it relevant and understandable in a broader context of global mountain culture for potential readers, both local and visitor.

Leslie Anthony
Author
Editorial/Creative Director, *Skier Magazine / Peak Performance Journal*

CREDIBILITY, REACH, VALUE
Ever since *KMC's* entry into the local media, I have been both a supporter and an advertiser in the publication. Since we are a grassroots company and share the same ethics as *KMC*, we have created a great partnership — customers come back for the next anticipated issue time and time again. As long as *Kootenay Mountain Culture* is printing such a fine publication, we will be right there along the trail.

Sam Baio
Owner, Valhalla Pure Outfitters, Nelson, BC

LASTING IMPRESSION
Love this magazine! Not just a window into the Kootenays, but a window into the world. Like ARCTERYX, for *KMC*, it's all about the quality, and working hard to give the best experience. Crafted words from leading writers, and exquisite images from the renowned fotogs. Always creative, insightful, inspiring, celebratory and educating. That's why we partner with them!

John Irvine
Director of International Sales
ARCTERYX Equipment

DEDICATED READERSHIP
I take two copies of *Kootenay Mountain Culture* each issue, one for the bathroom, for everyone to enjoy. The other I place in a protective plastic sleeve and place with the rest of my coveted collection.

Cory Thornton
Fanatyko Bike Store,
Whistler BC

PANIC
Can you drop off more magazines? People are acting like wild dogs for them down here.

Ryan Lock
ROAM Shop, Nelson, BC

COAST MOUNTAIN CULTURE MAGAZINE

PRINCIPALS

Based in Vancouver, British Columbia, *Coast Mountain Culture* represents a collective of some of North America's most celebrated outdoor writers, photographers, illustrators and designers.



MIKE BERARD
Editor
Originally hailing from Vancouver Island, British Columbia, Berard has scribed professionally for nearly a decade. His work has been featured in publications around the globe, including *The National Post*, *Bike* and *Powder* magazines, and *Avenue*. He has also held the editorship at both *SBC Skier* magazine and *The Ski Journal*.



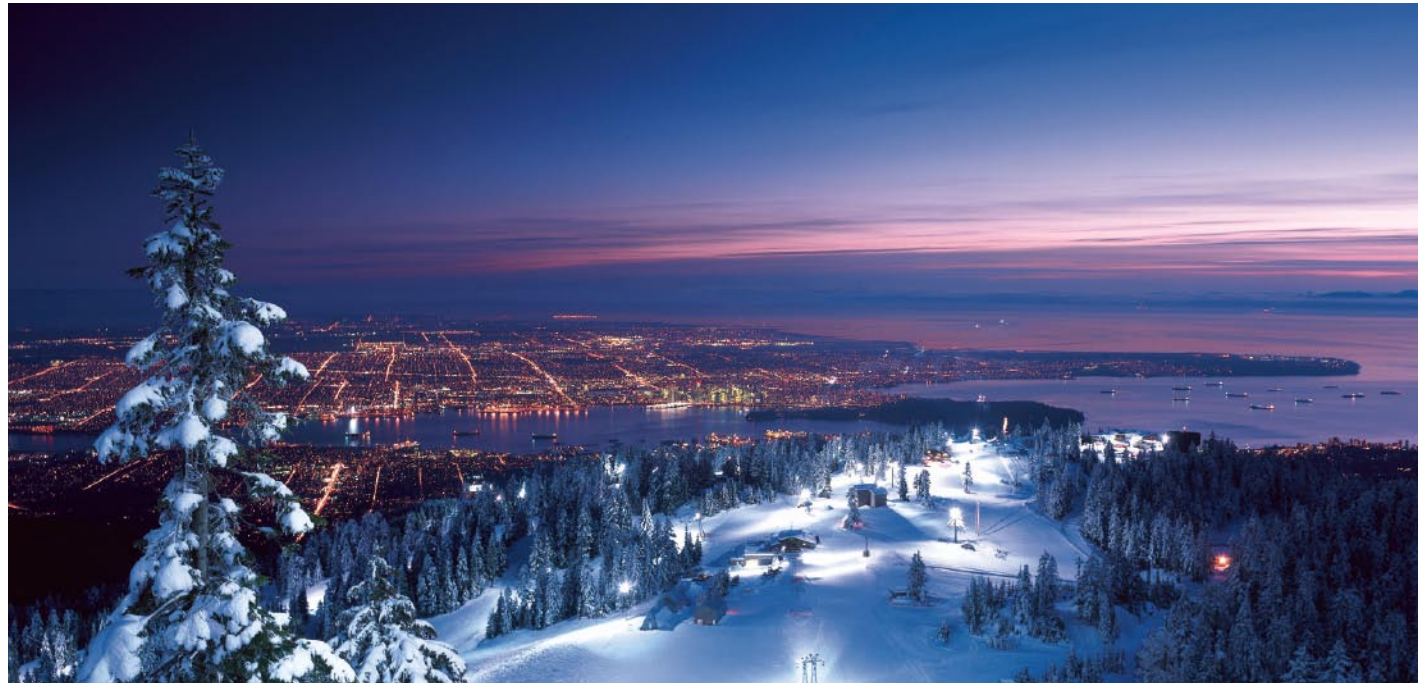
MITCHELL SCOTT
Senior Editor / Publisher
As a professional storyteller for nearly 15 years, Scott's work in magazines, film and corporate communications have resulted in an uncommon expertise on the relationship between people and place. Scott has been the editor of *Kootenay Mountain Culture Magazine* since 2004.



PETER MOYNES
Photo Editor / Publisher
An award winning photojournalist and commercial photographer, Moynes' images can be found internationally in magazine and newspaper titles, hard cover books, and stock agencies. His commercial clients include : Nike, Patagonia, Intrawest, and the Fairmont Resort Group. Moynes has also been the photo editor at *Kootenay Mountain Culture Magazine* for the last decade.



CHRIS ROWAT
Art Director / Designer
An architect by training, Chris spent 10 years in Toronto working with renowned Canadian designer Bruce Mau. Suffering from sleep deprivation, Chris moved to the Kootenays and has been working for clients such as The Getty Museum, The Canadian Centre for Architecture, and the National Post, as well as *Kootenay Mountain Culture Magazine*.



COAST
**MOUNTAIN
CULTURE**
MAGAZINE

KOOTENAY
MOUNTAIN CULTURE
MAGAZINE

**TWO MAGAZINES. 120,000 READERS.
OVER 300 DISTRIBUTORS.**

Tailoring your advertising budget to include *Coast Mountain Culture*, as well as its partner product *Kootenay Mountain Culture*, will connect you with more than 120,000 dedicated outdoors enthusiasts and allow you to position your brand with two exceptional magazines, both regarded as authoritative voices of mountain culture in Western North America.

The combined markets of *CMC* and *KMC* offer more than 300 select retail and tourism distribution locations. Your ad will reach readers and customers from Victoria and Vancouver Island, throughout Vancouver, the Whistler-Pemberton Corridor, the Okanagan, the Kootenays, Banff/Canmore/Jasper, Calgary, Edmonton, Montana, Idaho and Washington State.

To learn more about the benefits of advertising your product with both publications, please contact your local *KMC*, *CMC* advertising representative.

