

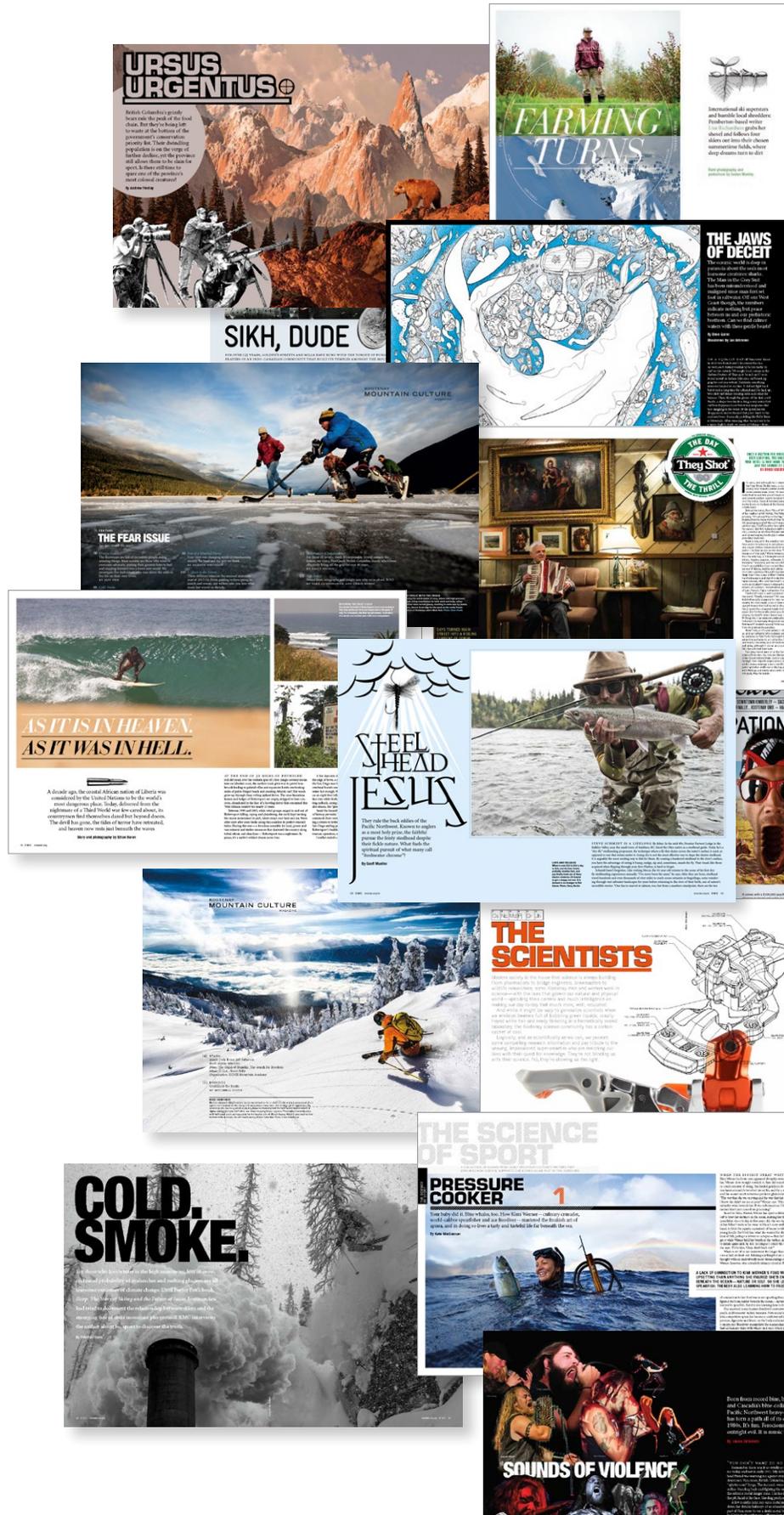
MOUNTAIN CULTURE GROUP.COM

## GREAT STORYTELLING

You have to pick them up. Not just because they're free, but because they're so darn good. So thick you can open your beer with one. Honest. So content-rich, they're kept for years. With over 17 years publishing experience, *Kootenay Mountain Culture Magazine* and *Coast Mountain Culture Magazine* are deeply influential, award-winning publications coveted for their cutting-edge writing, beautiful design and superlative photography. Together, our two titles and new digital platform are a confluence of ideas, trends and conversations spanning everything from the environment to politics, history to adventure sport. Our publications are available at over 500 specifically selected distribution venues from the Pacific to the Rockies—the gathering place for some of the most important outdoor cultures in the world.

## WITH PURPOSE

We believe a great magazine is akin to a great book. It's not made for the recycling bin after a single flip through. It's made to keep, share, and read over and over again. And it's made for everyone. The *KMC/CMC* psychographic is one of broad, common interest, appealing to everyone who loves adventure—from ages 8 to 80, mountain-town moms to millionaires. That's why, every May and November, our highly anticipated new issues proudly support leading brands, including the West's premier purveyors of outdoor products, hospitality and destination experiences, as well as Canada's foremost ocean and mountain festivals. That support, and the stories our readers repeatedly return to throughout the summer and winter seasons, also come alive anytime, anywhere, digitally on our website; [mountainculturegroup.com](http://mountainculturegroup.com)



## COAST MOUNTAIN CULTURE MAGAZINE



Currently in its fifth year of publishing, CMC is one of the first magazines to bridge the gap between Canadian and American outdoor communities.

- 50% Vancouver, Whistler, Victoria + Vancouver Island
- 30% Seattle, Portland, Bellingham, Bend, Hood River, Leavenworth + Thompson-Okanagan, Calgary-Banff-Canmore
- 20% Backcountry lodges, resorts, select in-room hotel avails and subscriptions

## KOOTENAY MOUNTAIN CULTURE MAGAZINE



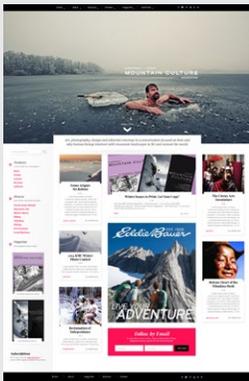
With 15 years of award-winning publishing, KMC is regularly cited as one of the best outdoor publications in the world.

- 40% BC's world-renowned Kootenay and Columbia regions
- 30% Thompson - Okanagan, Banff-Canmore-Jasper, Calgary, Edmonton, Northern Idaho/Montana/Washington State
- 30% Backcountry lodges, resorts, select in-room hotel avails and subscriptions

## 60% EDITORIAL, 40% ADS

KMC and CMC have a higher percentage of editorial content than most publications, providing more value to our advertising partners—and our readers.

## MOUNTAIN CULTURE GROUP.COM



### THE STATS

- Facebook: 8,459
- Instagram: 15,503
- Twitter: 3,784
- Website sessions: 15,000/month
- Mailing List: 1,500
- Total followers: 27,746**

Where our magazines come alive online: featuring engaging, story-driven content, extreme readability, and great design.

## RELEASE DATES

4 issues per year: KMC + CMC  
Spring/Summer/Fall in May,  
KMC+CMC Winter in November

## DISTRIBUTION

Over 500 select distribution outlets: ski, snowboard, cycling, climbing, paddling + outerwear brand/gear flagship stores; hotels, resorts and lodges. Available throughout the mountain and coastal communities of northwestern North America.



**Coast Mountain Culture** **Kootenay Mountain Culture**

## CIRCULATION & REACH

### COAST MOUNTAIN CULTURE

20,000 issues every six months  
Estimated readership: 80,000/issue

### KOOTENAY MOUNTAIN CULTURE

15,000 issues every six months  
Estimated readership: 60,000/issue

## CONTACT US

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