

Media Kit 2013/14

// Advertising and Sponsorship



 **WINTERHIGHLAND**

State of the Art Hosting

// Just got better for winter 2014....

Winterhighland is proud to be hosted on **United Hosting's** state of the art dynamically scalable cloud platform. For the new season entirely based on solid state 'flash' storage for lightening fast performance.

The cloud provides full flexibility for matching server resources to the fluctuating demands the Scottish weather places upon our server, allowing for new opportunities on Winterhighland, including new more responsive promotional options.

Our Statistics

// Measured by Google Analytics

As the nights start to draw in late Summer, our traffic starts to grow, modestly at first. Then Autumn officially starts; the first evening chill brings a boost, then the first dustings of snow to the mountains of Highland Scotland and our traffic surges towards the new season.

A new season where every day Winterhighland will again reach thousands of individuals, the life blood of the nation's Snow and Mountain sports industry.

Season (1 st Nov to 31 st May)	Unique Visitors	Page Impressions
2012/13	253,479	6,845,680
2011/12	217,582	5,546,234
2010/11	195,831	6,070,380
2009/10	194,080	7,931,250

Most pages served in a day: 128,102 (21st Jan 2013)

Most unique visitors in a day: 13,180 (26th Feb 2010)

// 2013 Season further details

- Average daily visitors for DJFM 7306.
- Average visit duration 4m 07s.



Advert Units

// A fresh new look for the new Season

The 2014 season see's a refreshed Winterhighland offer the 3 top performing advert units that from the IAB's Universal Ads Package as standard:

- **Medium Rectangle (300px by 250px)**

Our premium unit available on the CairnGorm, Glencoe, Glenshee, Nevis Range and the Lecht Snow Reports. Plus General Situation and Front Page.

Available for geographic targeting or Run of Site, also exclusive front page weekly buyout available (see below).

- **Leaderboard (720px by 90px)**

Available site wide across Winterhighland as both Run of Site or geographically targeted at individual snowsport areas or multiple areas.

- **Sky Scraper (160px by 600px)**

Highly effective ad unit with great vertical presence on the page available across our forum index pages.

- **Exclusive Front Page Buyout**

Available on a weekly basis at £300 per week for the Medium Rectangle (300px by 250px) unit. No Leaderboard adverts will be shown on the front page during your exclusive week.

// Need to make a big impact fast?

Upgrade an exclusive front page buyout to the new format super skyscraper (300px by 600px) for £500. To protect the impact value of this unit, availability will be limited to a maximum of 2 weeks per month and not exceeding 6 weeks for the season.

Please see rate card for full pricing details for season 2012/13.

Winterhighland Webcams



A unique sponsorship opportunity - each season Winterhighland's own webcams at CairnGorm, Aviemore and Glencoe are viewed millions of times!


Winterhighland is very excited about our developing plans for our webcam network which provides a unique partnership opportunity.

The Directory

// New for the 2014 Season


The Directory is Winterhighland's unique, highly targeted, low cost and exclusive promotional opportunity for businesses directly serving the needs of those heading for the Scottish Mountains.

:: Self Catering



Aviemore Holiday Home

Luxury Self Catering in the heart of the National Park from £395 per week Saturday to Saturday at Avonglen.



[More](#)

Directory Advert Specifications

- Advert Width: 240px
- Photo/Logo:
Displayed at 240px by 150px.

(Uploaded image should be a minimum of 480 x 300px to give a crisp image on new high density displays).

- Bold Title Text: 24 characters
- Description Text:
140 characters with VisitScotland badge or 180 characters without.
- Image, bold title text and 'More' provide clickable links.
- Unlimited updates via Winterhighland.

Only £129 for introductory season.

Directory Groupings on Winterhighland

A single advert from each of the 4 groups are displayed side by side on the relevant snow report and webcam pages, with the appropriate header from below. As a bonus all Directory adverts are rotated on the General Situation and Front Page.

Hotel	B&B's	Gear Retail	Snowsports School
Guest House	Self Catering	Gear Rental	Apres / Eating Out
	Bunkhouse		Local Services
	Camping		

Adverts per Group by Geographic Area:

CairnGorm Mountain	6 adverts
Glencoe / Nevis Range	5 adverts
Glenshee / Lecht	4 adverts

Each Directory Advert is projected to receive 75,000 to 100,000 impressions based on recent seasons traffic on Winterhighland.

The Big One...

Winterhighland's high impact advertising package across the site throughout the 2012/13 season includes:

- 1 Directory entry for geographic area of your choice.
- 2 weeks exclusive front page Medium Rectangle advert*
- or -
- 1 week exclusive front page super skyscraper (300x600px)*
- 150,000 Medium Rectangle Impressions
- or -
- 100,000 Medium Rectangle Impressions plus,
100,000 Sky Scraper or Leaderboard Impressions.
- Medium Rectangle and Leaderboard advert units maybe run of site, geographically (by snowsport areas) or content targeted.
- **ALL this for £900 .**
(saving of over £700 on individual rate card price.)

* Front page exclusive week: Dates of your choice subject to availability.

The Next Step

Winterhighland can be very flexible and we would be delighted to discuss your ideas.

Please get in touch:

Alan Mackay

sales2014@winterhighland.info

Mob: 07714 763638

For Directory Specific Enquiries:

Jamie Riley

sales2014@winterhighland.info

