



# **MOUNTAIN** WEEKLY NEWS

— **MEDIAKIT 2018** —

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***The Mountain Weekly News*** based in Jackson Hole, Wyoming is known for original, custom branded consumer product reviews. We work with top athletes in their respective disciplines to capture, celebrate, and bring to life the passion that drives sales of hard goods & soft goods that are crucial to the action sports lifestyle while transitioning readers into online consumers.

At the Mountain Weekly News our life's work is dedicated to creating editorial stories and product reviews that are worth sharing. As a leader in fan engagement, we strive to connect our brand partners with their target markets in powerful, engaging and meaningful ways.

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**14,000**

Monthly Sessions and  
Continually Growing



**6.68%**

Click Through Rate



**6,500**

Total Social Media  
Audience



**1,100**

Newsletter  
Subscribers

# MOUNTAIN WEEKLY NEWS WEBSITE STATS

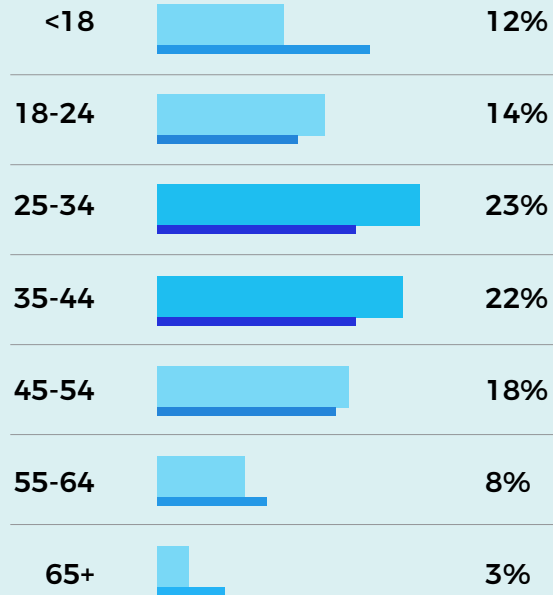
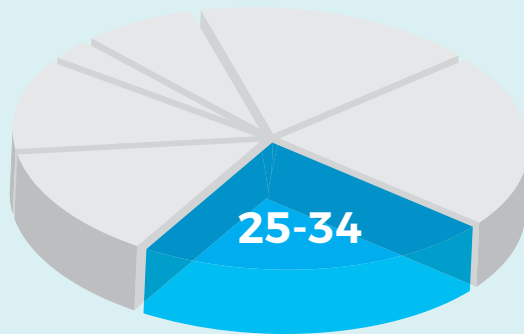


Age



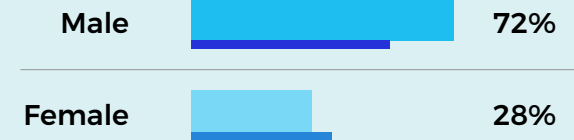
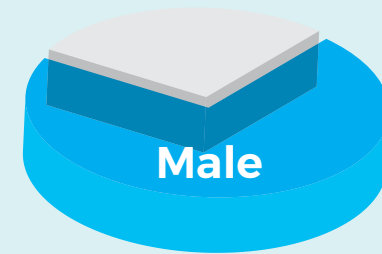
Gender

## Composition



■ US Composition

## Composition





**\$488.00**

Average Sale



**\$110,000**

Affiliate Sales Annually





# YOUTUBE VIDEO METIRCS FOR OUR CHANNEL



**480,000**

Minutes Watched

**1:21**

Average Video View  
Duration

**196**

Videos & Counting..

# ADVERTISING OPTIONS

**Option 1**

**Display Advertising**

**\$900**

**FIXED PLACEMENT UNITS  
(2 MONTH MINIMUM)**

728x90 Run of Site \$900/month,  
100% SOV

*Included:*

- Social Media Share
- Podcast Product Spotlight
- Newsletter Blast



**Option 2**

**Display Advertising**

**\$900**

**FIXED PLACEMENT UNITS  
(2 MONTH MINIMUM)**

300x250 Run of site \$900/month,  
100% SOV

*Included:*

- Social Media Share
- Podcast Product Spotlight
- Newsletter Blast



**Option 3**

**Podcast Advertising**

**\$200**

Podcast Spotlight \$200/week



**Option 4**

**Newsletter Advertising**

**\$99**

**FIXED PLACEMENT**  
300x250 \$99/week, 100% SOV





[mike@mtnweekly.com](mailto:mike@mtnweekly.com)

(970) 376-5975

**MOUNTAIN**  
WEEKLY NEWS