

MONTAGNE LEADERS

The magazine read by mountain professionals

Since 1975 **Montagne Leaders** is the reference bimonthly magazine for resorts touristic development, ski areas and winter/summer activities.

Who subscribes to Montagne Leaders?

- Ski resorts managers : skiable areas operators, track service, instructors, technical services...
- Constructors, manufacturers and sports and leisure time equipments importers.
- Administrations, relevant ministries, local communities.

Topics:

- Economic development and investment
- Environment
- Resorts and regions information
- Marketing: touristic markets analysis
- Economic indicators: frequentation levels, practices
- Industry: enterprises, products innovations
- Professions: areas, formations
- Technique: ski lifts, snowmaking, snow plows, ticket office, signage, leisure time equipments.

6 issues / year

<p>MONTAGNE LEADERS n°282</p> <p>INVESTISSEMENTS 2020 Une année en négatif</p> <p>Jan./Feb. Special Survey on Investments in Ski Resorts, national exclusive reports with DSF.</p>	<p>MONTAGNE LEADERS n°278</p> <p>« Ne pas laisser tomber le soldat tourisme »</p> <p>March/April 2021: Urban câble 2022: Mountain Planet</p>	<p>MONTAGNE LEADERS n°284</p> <p>La mobilité touristique en montagne</p> <p>May/June Special shows Alpiro & Digital Montagne</p>	<p>MONTAGNE LEADERS n°285</p> <p>Leur politique Montagne</p> <p>July/August Realizations and Tendencies of Summer Tourism.</p>	<p>MONTAGNE LEADERS n°286</p> <p>Bâtir la montagne de demain</p> <p>Sept./Oct. Top 100 Survey : Ski Areas Ranking and Turnover. Diffused at Domaines skiable de France congress</p>	<p>MONTAGNE LEADERS n°281</p> <p>La montagne en suspens</p> <p>Nov./Dec. Tour of the Latest Development in France and Preseason.</p>
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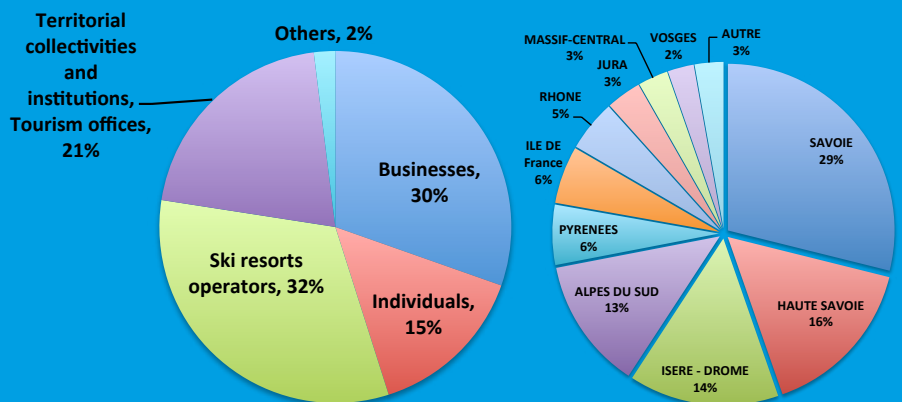
Print run and diffusion:

Annual average of 6,500 per issue, depending on highlights.

Print run and diffusion:

- Shows :
 - Interalpin (Innsbruck),
 - Mountain Planet (Grenoble),
 - Alpiro (Chambéry),
 - Domaines Skiabiles de France congress...
- Diffusion in sale centers on national territory (booths).
- Subscriptions.

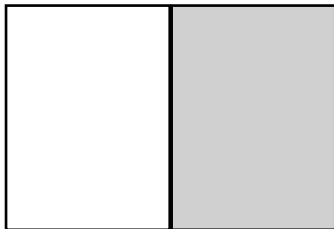
Distribution of subscribers:



Partners



AVAILABLE FORMATS



- Inside front cover
- Page facing the table of contents
- Inside back cover
- Back cover

W x H - 210 x 297mm
W x H - 220 x 307mm
(Add 5 mm for lost edge)



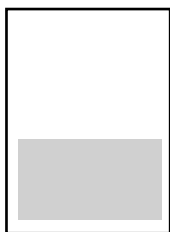
- Full page

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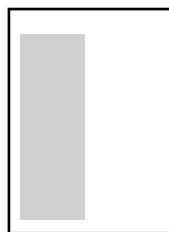


- Double page

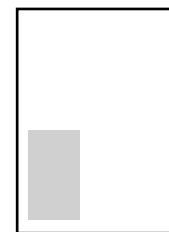
W x H - 420 x 297mm
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- 1/2 horizontal page
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- 1/2 vertical page
W x H - 88 x 270mm



- 1/4 vertical page
W x H - 88 x 130mm

PRICES*

COVERS PRICE

- Inside front cover 4 650 €
- Page facing the table of contents 4 250 €
- Inside back cover 4 000 €
- Back cover 5 100 €

INSIDE PAGES

- Double page
- Full page
- 1/2 page
- 1/4 page

PRICES

- 6 700 €
- 3 600 €
- 2 000 €
- 1 400 €

* Prices without taxes, technical costs included.
Editorial advertising: space cost + technical costs
Insert and off-prints: please consult us
Computerized files: high-resolution images (300dpi min.), pdf documents, jpg.

SCHEDULE 2021 - 2022**

	ISSUE	LANGUAGE	FAIR	MAIN TOPIC	CLOSURE	PUBLICATION
2021	• ML 282 - Janv/Feb.	FR		« Survey on Investments in Ski Resorts »	13/02/2020	24/02/2021
	• ML 283 - March/April	FR		« Urban cable »	26/03/2021	06/04/2021
	• ML 284 - May/June	FR	ALPipro DIGITAL MONTAGNE	« Special Shows Alpipro + Digital Montagne »	19/05/2021	07/06/2021
	• ML 285 - July/August	FR		« Realizations and Tendencies of Summer Tourism »	23/07/2021	06/08/2021
	• ML 286 - Sept/Oct.	FR		« Domaines Skiabiles de France show»	17/09/2021	30/09/2021
	• ML 287 - Nov/Dec.	FR		« Tour of the latest development in France and Preseason »	09/11/2021	29/11/2021
2022	• ML 288 - Jan/Feb.	FR		« Survey on Investments in Ski Resorts »	04/02/2022	21/02/2022
	• ML 289 - March/April	FR	MOUNTAIN PLANET	« Special Show Mountain Planet »	01/04/2022	26/04/2022
	• ML 290 - May/June	FR		« Special Survey G2A. Season Balance »	03/06/2022	23/06/2022
	• ML 291 - July/August	FR		« Realizations and Tendencies of Summer Tourism »	22/07/2022	05/08/2022
	• ML 292 - Sept/Oct.	FR		« Top 100 Survey : Ski Areas Ranking and Turnover »	09/09/2022	30/09/2022
	• ML 293 - Nov/Dec.	FR		« Tour of the latest development in France and Preseason »	10/11/2022	02/12/2022

** These dates are for information purpose only and can be modified.