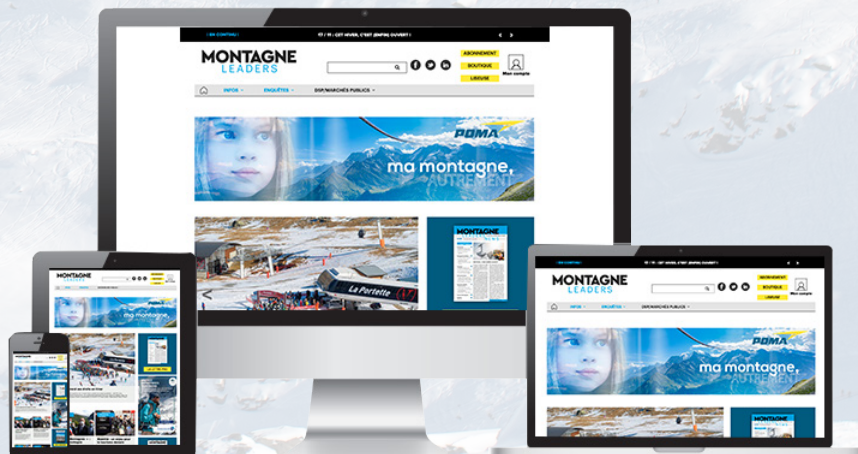


# MONTAGNE LEADERS

Media Kit  
2023-2024



# 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.

### Topics:

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



6 issues / year



Janv./Feb. Special Survey on Investments in Ski Resorts, national exclusive reports with DSF.  
 March/April Alpipro 2023 Mountain Planet 2024  
 May/June Special Tourism survey  
 Jul./August International stioscopy  
 Sept./Oct. Top 100 Survey : Ski Areas Ranking and Turnover. Diffused at Domaines skiable de France congress  
 Nov./Dec. Tour of the latest development in France and Preseason.

### SCHEDULE 2023 / 2024\*\*

ISSUE	LANGUAGE	FAIR	MAIN TOPIC	CLOSURE	PUBLICATION
• ML 294 - Jan/Feb.	FR		« Survey on Investments in Ski Resorts »	03/02/2023	17/02/2023
• ML INTERALPIN	DE, EN	Interalpin	« Diffused at Interalpin, Innsbruck »	27/03/2023	19/04/2023
• ML 295 - March/April	FR	Alpipro	« Diffused at Alpipro / Digital Montagne »	03/04/2023	26/04/2023
• Alpipro's Catalogue	FR	Alpipro	« Diffused at Alpipro / Digital Montagne »	03/04/2023	26/04/2023
• ML 296 - May/June	FR		« Survey: Tourism in ski resorts »	05/06/2023	12/06/2023
• ML 297 - Juil/Août	FR	Slopes Directors congress	« International benchmark ski resort: Salzburg »	20/07/2023	02/08/2023
• ML 298 - Sept/Oct.	FR	DSF congress	« Survey: Ski Areas Ranking and Turnover, DSF show »	11/09/2023	25/09/2023
• ML 299 - Nov/Déc.	FR		« Tour of the latest development in France and Preseason »	13/11/2023	28/11/2023

ISSUE	LANGUAGE	FAIR	MAIN TOPIC	CLOSURE	PUBLICATION
• ML 300 - Jan/Feb.	FR		« Survey on Investments in Ski Resorts »	02/02/2024	17/02/2024
• ML 301 - March/April	FR, EN	Mountain Planet	« Diffused at Mountain Planet »	01/04/2024	15/04/2024
• ML 302 - May/June	FR		« Survey: Tourism in ski resorts »	22/05/2024	12/06/2024
• ML 303 - Juil/Août	FR		« International benchmark ski resort »	15/07/2024	05/08/2024
• ML 304 - Sept/Oct.	FR	DSF congress	« Survey: Ski Areas Ranking and Turnover, DSF show »	11/09/2024	27/09/2024
• ML 305 - Nov/Déc.	FR		« Tour of the latest development in France and Preseason »	08/11/2024	29/11/2024

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

### AVAILABLE FORMATS

- **Covers**  
 • 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 bleed)
- **Full page**  
 W x H = 210 x 297mm  
 W x H = 220 x 307mm  
 (Add 5 mm bleed)
- **Double page**  
 W x H = 420 x 297mm  
 W x H = 430 x 307mm  
 (Add 5 mm bleed)
- **1/2 page**  
 • 1/2 vertical page  
 W x H = 88 x 270mm  
 • 1/2 horizontal page  
 W x H = 180 x 130mm
- **1/4 page**  
 • 1/4 vertical page  
 W x H = 88 x 130mm

### PRICES\*

### Contact us

### WHO SUBSCRIBES TO MONTAGNE LEADERS?

- **Ski resorts managers:** skiable areas operators, track service, instructors, technicalservices...
- **Constructors,** manufacturers and sports and leisure time equipments importers.
- **Administrations,** relevant ministries, local communities.
- **Mountain tourism offices.**

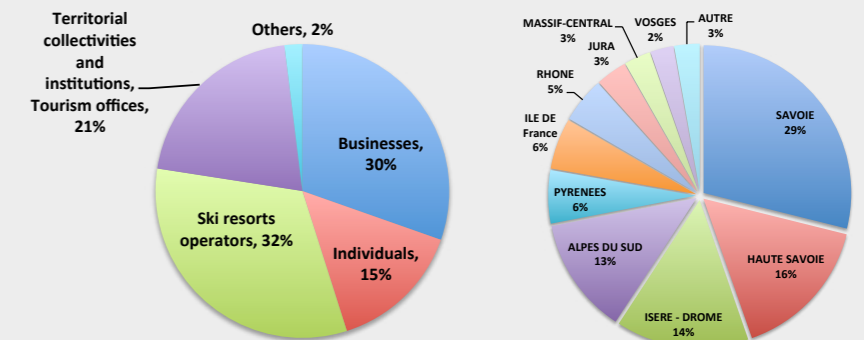
### Print run and diffusion:

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

### Diffusion:

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

### Distribution of subscribers:



### Partners



# MONTAGNE LEADERS

## NEWS

La lettre Eco de Montagne Leaders

**The newsletter**  
read by mountain professionals

22  
Issues/year  
+ de 8 000  
subscribers

### Read an issue



### FORMATS & PRICES

#### ADVERTISING

FORMAT	PRICE
1/2 horizontal W x H = 180 x 130 mm	Consult us
Full page W x H = 210 x 297 mm	Consult us

### SCHEDULE 2023

ISSUE	PUBLICATION
• MLN 600	11/01/2023
• MLN 601	25/01/2023
• MLN 602	08/02/2023
• MLN 603	22/02/2023
• MLN 604	08/03/2023
• MLN 605	22/03/2023
• MLN 606	05/04/2023
• MLN 607	18/04/2023
• MLN 608	03/05/2023
• MLN 609	17/05/2023
• MLN 610	31/05/2023
• MLN 611	14/06/2023
• MLN 612	28/06/2023
• MLN 613	12/07/2023
• MLN 614	06/09/2023
• MLN 615	20/09/2023
• MLN 616	04/10/2023
• MLN 617	18/10/2023
• MLN 618	31/10/2023
• MLN 619	15/11/2023
• MLN 620	31/11/2023
• MLN 621	13/12/2023

### MONTAGNE LEADERS NEWS

Creation in 1994, previously called « la lettre éco de Montagne Leaders ». It's a bi-monthly supplement to Montagne Leaders magazine. Brings you all the recent information and news on the world of mountain activities and developments. Available in digital

### A BI-MONTHLY PUBLICATION

Every 15 days, a new edition on the various financial aspects of mountain tourism and sports developments:

- Companies
- Mountains and Resorts
- Tourism
- Government Agencies
- Environmental aspects
- Legal notices

### Partners

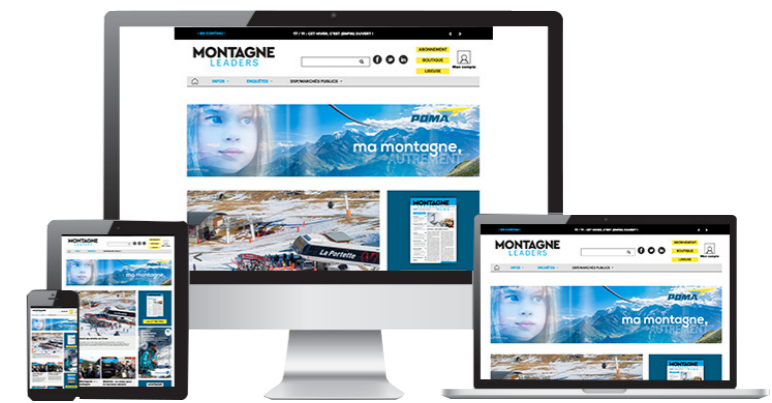


# MONTAGNE LEADERS

## NEWS

www.montagneleaders.fr

**The leading French website**  
of mountain development publication.



Montagne Leaders covers the threefold aspects of Mountain Development, Finances and Marketing. Montagne Leaders website is a decision-making tool for professionals involved in mountain activities or development.

You will find articles reporting on the latest news in mountain development.

### FORMATS & PRICES

#### ADVERTISING BANNERS

FORMAT	1 month	3 months	6 months	1 year
Top horizontal banner 1170 x 289 px	Prices, please consult us.			
Vertical banner #1 370 x 569 px	Prices, please consult us.			
Vertical banner #2 370 x 569 px	Prices, please consult us.			