



Reach over **161,000** visitors this season who will stay and play an extra day in the region



//Attractions: Clockwise from top left: Peyto Lake is glacier-fed and is one of many marvels of **Banff National Park, AB**; not only is the skiing great but the views are breathtaking at **Kimberley, BC**; unparalleled snowmobiling throughout the **Kootenay Rockies**; enjoy the soothing mineral-rich waters of **Radium Hot Springs, BC**; a casual drive reveals diverse historical buildings such as City Hall in **Grand Forks, BC**; enjoy a variety of hiking trail opportunities at **Island Lake Lodge, Fernie, BC**.

Our readers. Your customers.

//Resorts, attractions and tourism:

Total amount our readers spent
\$106 MILLION
on vacations in 2010

1,512 x 70,000 (distribution) = 105,840,000

Average amount spent per stay
\$1,512 \$270 (average spent per day) x 5.6

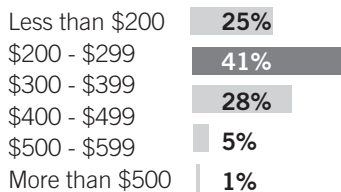
Average number of days readers spend per trip in the region
5.6

How many times did you visit the Kootenays in 2009?
60% averaged 1.6 visits

Did RMVM help direct you to attractions or activities while you were visiting?
80% answered yes

Did Rocky Mountain Visitors Magazine help you plan a trip?
82% answered yes | **63%** obtained magazine before arriving in the Kootenays

Spending on the road
(Average amount spent each day)



//Readers:

161,000
number of readers
70,000 copies, each read by an average of 2.3 people

How would you rate the magazine?
58% said it is very informative | **42%** said it is informative

\$75,000
annual household income

What is your age?
60+ 18% | 35-59 63% | Under 35 19%

This information was compiled from our 2009 Rocky Mountain Visitors Magazine Summer survey results. Not all participants answered every question—in such cases percentages were calculated individually to ensure accuracy.



//Business Profile: Jake Murfitt, Director of Sales – Ainsworth Hot Springs

What is the most popular feature at Ainsworth Hot Springs? It has to be the water, without the water, the resort wouldn't be here! That's what I suggest to people, whether they're staying at the hotel or passing through. I particularly recommend the cave, as it's an experience they won't forget.

Our distribution personally delivers **your message.**



Magazine Calendar

Rocky Mountain Visitors Magazine guides visitors through the region that includes the East and West Kootenay, Boundary, southwestern Alberta and parts of the U.S. Pacific Northwest.

Visitors pick up our magazine from high-traffic locations and at Visitor Centres all over BC and beyond.



MAGAZINE DISTRIBUTION
Minimum circulation numbers by issue

Value Added On-line Bonus:

Rocky Mountain Visitors Magazine will also be posted online at no extra charge in the form of an electronic magazine available to visitors throughout the world.

You can view our last issue by visiting the following site: www.rockymountainvisitors.com

Alberta
British Columbia
Manitoba & Saskatchewan
Northwestern U.S.A.

Total Distribution

Summer40,000

Alberta
British Columbia
Manitoba & Saskatchewan
Northwestern U.S.A.

Total Distribution

Winter30,000

*Distribution based on the Winter 2009 issue of RMVM

The most effective way to reach visitors

Rocky Mountain Visitors Magazine is this area's most comprehensive visitors magazine.

Why? Because Rocky Mountain Visitors Magazine is the only take-along digest covering the entire region, including the East and West Kootenay, Boundary and southwestern Alberta and is the only guide with maps, attractions and events for each major destination area. Plus, it's easy to find throughout the region and

beyond. Every year, millions of visitors enter this region. They come to explore the area with the highest concentration of national parks in Canada and its many charming communities. **And every season, nearly 161,000 readers let Rocky Mountain Visitors Magazine help guide them on their trips.**

This year, Rocky Mountain Visitors Magazine can guide visitors to your business!

Where do you fit in?



Aim your message higher

Hundreds of locations

Rocky Mountain Visitors Magazine (RMVM) reaches thousands of visitors who are looking for exciting things to do, and new places to go. We have selected hundreds of high-traffic areas, including every Visitor Centre in the Kootenay Rockies tourism region, to be our primary distribution points.

Repeat customers

More than half our readers are frequent visitors to the region, and one third of them live here! This means RMVM offers you access to approximately 161,000 potential repeat customers.

To reach these customers, we place the magazine in high-traffic zones such as shopping centres, hotels and golf courses around the region and throughout B.C.

Rubber-tire traffic

Out-of-province, international and American visitors pick up the magazine along key highway corridors and entry points to the region. RMVM is available in automobile association (AA) offices in Alberta, B.C. and the U.S. Pacific Northwest, and on newsstands in Spokane, Washington; Coeur D'Alene, Idaho; and Calgary and Edmonton, Alberta.