



LOVE THE MOUNTAINS

THE UK'S FIRST
PUBLICATION
EACH SEASON
WINTER + SUMMER

2015/16

IN THE
SNOW



LOVE THE MOUNTAINS

Created by the same winning editorial and design team as... **IN THE SNOW**

- ✓ A Unique Twice Yearly Coffee Table Magazine Showcasing Winter in September and Summer in April
- ✓ 55k copies reaching ¼ million readers
- ✓ Dedicated multi-page fashion shoot
- ✓ Engaging and editorially rich content
- ✓ Equipment and gear reviews
- ✓ Resort features, engaging columns and unique interviews

Your first opportunity to reach skiers and summer mountain travellers each season

EXAMPLE PAGES FROM OUR 2014/15 EDITION

TIROL

SKI ANYWHERE

Face it: there is a lot of choice for where to go skiing each winter, and it can be a bit overwhelming to choose between them. Sometimes everything comes together – timings, price and the destination seems right, other times you spend weeks and months trawling the brochures or the net and still can't narrow it down.

But for some skiers and boarders the choice is easy. What is it that makes skiers and boarders return year after year to the Austrian Tirol?

BIG SKI AREAS OR INTIMATE RESORTS?

The Tirol is home to such world-famous resorts as St Anton andKitzbühel, and long-time British favourites like Mayrhofen, Obereggen, and Alpbach. The biggest, such as the Silvretta and Ar-Berg, offer more than 280km of lift-linked piste, among the largest ski areas in the world. They include freeride meccas, and centres with seemingly endless miles of perfectly groomed, fast sunny pistes.

In fact, there are more than 100 ski areas across the region, more than almost any other region on the planet, and besides the giant domains, there are also lots of smaller, friendly, and very affordable choices too – should you prefer sitting in a village where you may well have the slopes to yourself, and everyone quickly knows your name.

SCENIC BEAUTY & PICTURE PERFECT VILLAGES

No other nation has maintained the strict architectural controls that Austria has, with the historic concrete rectangle buildings almost everywhere, and traditional architecture everywhere across the Tirol. Add in some of the most beautiful scenery in the Alps, such as the stunning Ziller valley around Mayrhofen, Austria's most beautiful village award for 2013, or the splendour of the Wilder Kaiser mountains, to name but a few, and you have a ski holiday destination that looks good as well as feeling good.

HOSPITALITY

The affectionate hospitality shown by Tiroleans towards their guests is another strong plus point. The genuine welcome

goes a long way, and has helped sustain that authentic, progressive atmosphere. Many of the resorts have evolved from family communities into fully established ski resorts, without losing sight of their true mountain heritage.

AFREESKI

Aktion apres-ski is the stuff of partying legend, and no part of Austria has more famous apres-ski centres than the Tirol. Whether you opt for the famous Kraxl Kraxel or the Moonover in St Anton, or one of the other party towns like Ischgl, Sölden, or the hometown of the Snowbombing festival, Mayrhofen, you'll find the energy to keep going day and night. But it doesn't have to be dancing in your ski boots on the tables every night. There's nowhere better for a quiet drink in a less raucous bar, a magical horse-drawn sleigh ride through the woods, or perhaps tobogganing – another activity where the Tirol excels, with long tracks, often floodlit for night use, and with lifts to take you to the top.

AFFORDABILITY

Austria has built a strong reputation as an affordable skiing destination that continues to draw skiers and boarders year on year. Tour operator packages, as well as tourist board offers, include attractive incentives to contribute towards keeping the costs down, such as children ski free deals, lift pass offers, and free ski guiding.

Lift ticket prices are on the more affordable side of the European average for the big four Alpine nations. What sets the Tirol further apart is the lower in-resort prices, mountain restaurants serve up inexpensive options, and apres-ski bars offer reasonable prices.

For those who haven't been skiing in a few years, the Austrian National Tourist office is also running a special promotion, "Skil Again", for the coming winter, in partnership with one of the UK's leading tour operators, "Highams". For more information and special packages, which include refresher lessons, see www.austrian.gov.uk/skitagain.

SNOW SURETY

Nowhere else in the Tirol for guaranteed snow. In spring and autumn, when most

of the northern hemisphere's ski areas are closed, Austria has more pistes open for skiing than anywhere else in any other country, with up to eight centres to choose from. And more than half of those, five in fact, are in the Tirol.

These include the Hintertux glacier – one of two ski areas in the world open 365 days a year – and the glaciers at Sölden, Stubai, Kaunertal, and Pitztal. If you're worried about high prices and crowded slopes during the February half-term holidays, you could always book for the October school holidays instead at the Tirol. During winter time, most of the Tirol's other leading areas have huge snowmaking arsenals covering all or most of their slopes, so when temperatures drop low enough they're covered in the white stuff to top-up Mother Nature's efforts.

EASY ACCESS

Not having a long flight, or a long transfer to resort at the end of your flight has to be a good thing, right?

There are daily winter flights from the UK to Innsbruck (Innsbruck Airport) if you want to put together your own holiday, and dozens of charter flights from the four operators, mostly at weekends. Getting to the Tirol has never been so easy, and once there most resorts are located between 30 minutes and 2 hours away. So there you have it – vibrant, wide-ranging, authentic, snow-sure ski resorts, with a choice of small, personal, unintimidating areas, or world-famous giants offering limitless skiing, all a short hop away, and at the more affordable end of the pricing spectrum. When you look at all the reasons, it's really no huge surprise that so many people keep going back to the Austrian Tirol.

TIROL INFO

For more on the region go to visittirol.co.uk or keep updated at facebook.com/visittirol or on Twitter @VisitTirol

Wilder Kaiser: wilderkaiser.at
 Ski Juwel: skijuwel.com
 Kitzbüheler Alpen: kitzbuehler-alpen.com
 Zillertal: zillertal.at
 Innsbruck: innsbruck.info
 Obereggen-Hochgurgl: obergurgl.com
 St Anton am Arberg: stantonamberg.com

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“Love The Mountains is a beautiful publication and provides a fantastic audience for my client Tirol Austria to present themselves to the UK audience (and beyond).”

BECKY HORTON | HORTON PR

YOU TOO CAN HAVE THE PURE POWDER HELI-SKIING DREAM

It's all skiing can seem like an impossible dream to many of us. You've seen the glossy magazine pictures, perhaps watched a video, but could you really do it yourself? Most are happy on the piste, but never really see the "wow" factor of off-piste (which seems more like hard work), and may never have the technical ability to swoop down a slope of deep powder like they do in those ski movies.

"I can do it when anyone can," says now-confirmed heli-skier Suzy Small, who made her initial heli-ski ascent 5 years ago making her first turns on light fluffy Canadian powder, having never before even ventured off-piste, nor having ever really progressed past that infamous "intermediate plateau". "Ideally we wouldn't recommend doing what Suzy did, and we don't send out beginner skiers," says Charlie Bookbank of specialist London-based heli-ski travel agency Pure Powder. "We know our market, and we pride ourselves on talking to every guest before they book their trip ensuring they're going to the right area, on the right programme for them."

"But fear of this 'extreme sport' is a myth we are constantly trying to put to rest. Anyone who is a good intermediate level piste skier or above in the Alps can have a blast heli-skiing," adds Bookbank.

IT'S THE SNOW, STUPID!

While many have failed to get the powder they're after over wind-blown slab, or cutting through cottage-cheese-like snow in the Alps, Canadian powder, the stuff that the helicopters lift you up to, is light, fluffy, and almost weightless. Equipped with wide skis it's a magical experience, almost floating – one which intermediate level skiers who have never even ventured off-piste before can quickly master. Better skiers will, of course, find it easier still.

Pure Powder is the UK's most experienced and largest heli-ski specialist, run exclusive off-piste powder development trips to Europe for those who'd like to test the water first. Otherwise, CMH Heli-Skiing run specialist Powder Into trips designed to introduce novice off-piste skiers to deep powder skiing. Skiing with like-minded skiers on skis the width of snowboards, plus video tuition, can do wonders for your skills, but more importantly, conditions, and apres-ski bars offer reasonable prices.

It is good to be fit before you go though in order to really enjoy your heli-skiing experience, and Pure Powder has created its own ski fitness programme, with the help of Craig McLean who runs the Putney Chiopracentric Centre (and is an avid ski enthusiast). This can be downloaded free of charge from the company's website.

CANADA – WHERE IT ALL BEGAN

The 2015 season marks the 50th anniversary of heli-skiing, originally pioneered by Austrian mountaineer Hans Gmoser who had emigrated to Canada 14 years before. Gmoser's apparently fanciful idea was an almost instant hit, and the company he had founded in 1959, Canadian Mountain Holidays (CMH), launched its heli-ski division in 1965. Within 3 years the original Bugaboo lodge, with accommodation for 35, had opened. This would prove to be the first of many, as Gmoser pioneered heli-skiing in other famous Canadian mountain regions in subsequent decades. CMH has now grown to be the largest heli-ski operator in the world, while many others have sprung up across the planet. Pure Powder has been working with CMH for more than 35 years.

IT DOESN'T HAVE TO BE CANADA

It's true to say that Canada is the home of heli-skiing. It all started here, and there are probably more serious operators in British Columbia (BC) alone, than in the rest of the world put together. But there are millions of acres of pristine mountainside to be found at locations ski lifts will probably never reach, but helicopters can, and heli-ski operations have popped up all over the world over the last 20-30 years.

So if you don't fancy Canada, or if you're lucky enough to have "been there, done that" (although to be honest if you have you're likely to want to keep doing it indefinitely), Pure Powder also offer trips

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further west to Alaska, to Chile in the southern hemisphere during our summer, and also to Sweden.

TOP VALUE

Of course, heli-skiing does not come cheap, but like the myth that you have to be an expert skier to try it, it's also untrue that you need to be a millionaire to afford it. Pure Powder's Concho Razon and Heli-Skiing trips in Canada offer a full powder skiing adventure, for much less than a week's full-on heli-skiing. A package, including 3 days of resort skiing and 3 days of high-octane heli-skiing, starts from £2850pp. Based in the interior ranges of BC, participants have access to some of the deepest, most consistent powder skiing on the planet, and can tailor their package to suit their personal preferences, with a choice of resorts. For the first portion of the trip you choose how many days you want to ski in a resort, and which one you prefer. This can be anything from 2-4 days at Kicking Horse for ski without convenience and loads of off-piste, or perhaps at Revelstoke, which offers the biggest lift-served vertical in North America, or even at world-famous Banff/Lake Louise for access to the Big Three ski resorts. Once you've tuned your powder skiing legs ready for the main event, 3, 4, or 5 full days of heli-skiing, with the most experienced heli-ski operator in the world. Heli-skiing in the heart of BC, famed for the driest, lightest, champagne powder, you'll experience 10-12 drops per day on average, skiing in a group of 11 guests led by your CMH guide. At the end of each ski day the powerful twin-jet Bell 212 helicopter transports guests back to the lodge to relax, where they can choose to soak in the hot tub, relax around the open fire, then enjoy a hearty dinner with the guides, whilst swapping heli-ski anecdotes.

PURE POWDER

Established in 1978, Pure Powder is the exclusive UK partner of CMH Heli-Skiing, the world's largest heli-ski holiday operator, while Pure Powder itself is the biggest and most experienced heli-ski travel agency in the UK. Visit purepowder.com for lots of useful, down-to-earth information on heli-skiing and off-piste ski holidays in Canada and around the world, including practical advice, fitness tips, and customer testimonials. To obtain a DVD or brochure, you can also call: 020 7736 8191, or email: info@purepowder.com.

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10 MINS

CHARLOTTE VAN GILS

Charlotte van Gils is one of the world's best snowboarders and a Sliver-sponsored athlete. Originally from the Netherlands, van Gils went on her first winter sports holiday when she was 11, unusually opting to snowboard rather than ski. After taking a boarding tip and practicing gymnastics through school, van Gils got air and pulled her first tricks on indoor slopes and now snowboarding dominates her life.

Why did you decide to board on your first holiday?
CVG It was pretty random. I was at home, 11 years-old, and my dad was filling out what ski classes my sisters and I would do on our annual trip to Austria. There was a big air snowboard competition on TV and seeing people flip and do tricks on a snowboard made me want to ride, so I asked my dad to enroll me onto a snowboard class.

Which are your favourite mountains?
CVG Breckenridge is home and I love it because of the perfect jumps, and there is always something to ride no matter what the weather is like. Copper Mountain, also in Colorado, has good jumps, fun rails, and they change the jobs weekly so there's always something new to ride. Its back bowls are a lot of fun on the powder days as well. I was in Perisher, Australia, last month and it has a perfect park, jumps and jibs, with a little T-bar, allowing 100 runs a day!

How did you get involved in designing your own signature helmet and goggles?
CVG I tried out some Sliver products to find my favourite designs; I'm really picky about how helmets and goggles should fit. So I was stoked when I tried the Galaxy goggles and then helmet. I like the Galaxy goggles because it's like looking through a wide-angle lens. You can see everything without having to turn your head. The helmet I love because it's very light, I don't notice having it on, and it has proven to do its job multiple times. I have broken a couple of helmets by slamming without having one concussion in the last 2 years. I love the design, based on the red rocks of Moab, Utah, and Denver, Colorado. It's where my friends and I cut loose after a fun season. We camp and party until the sun comes up. The views are pretty much like the goggles strap show!

What are your main ambitions for the coming season?
CVG I have some tricks in mind that I really want to learn. I won't spoil the surprise, but keep checking the videos uploaded on my website! I've always wanted to hit a big powder jump so that one is on the bucket list for this season. I don't like to think in terms of I hope to land some nice runs in the competitions this season. Beyond that, I don't know, sometimes it's better not to plan far ahead but just enjoy the ride!
charlottevangils.com
sliver.eu

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Five REASONS FRENCH PYRENEES

REASON 1 IT'S SNOW-SURE
 The Pyrenees is an underrated region when it comes to snow, but it continually holds a solid snow record. It's a little-known fact that, in 2012, the popular Pyrenean ski area of Cauterets was named the world's snowiest resort, with a whopping 7m of snowfall in 3 weeks, leaving a snow depth that reached 5.9m, soaring ahead of the likes of Mammoth Mountain, USA, and Val Thorens in the French Alps. The three biggest resorts (Grand Tourmalet, Saint-Léary and Au 2 Cornettes) also have 280km pistes to explore between them, all reaching altitudes above 2400m.

REASON 2 SPA AND WELLBEING
 The Pyrenees is said to be the number one 'ski and spa' destination in France. Take a break, relax and reset your wellbeing. The ski resort of Peyragudes is also home to the Baïnes Spa – the largest and best thermal spa in the Pyrenees. It is renowned for its different water relaxation facilities, including Roman and Japanese baths. Each of the larger resorts have their own wellness centres too, many with a spa culture going back centuries. A wide variety of treatments are available across the region, from hot stone or chocolate massages to some more unusual options, such as donkey/milk facials!

REASON 3 SPECIALITIES
 The French Pyrenees is located along the border of France and Spain, so it's not surprising that when it comes to cuisine, the region has some of the most varied foodie experiences. The Hautes-Pyrenees, in the west, offers more typically 'French' dishes, such as Tartiflette, Black Bigorre pork and lots of local cheeses. The Catalan Pyrenees, in the east, also offers typical French mountain food but is influenced by the Spanish culture, so you will find paella, fish stews and escabada (various grilled vegetables).

REASON 4 SKI AND STARGAZE
 You can enjoy a hotel night with a difference in La Mongie, staying in the remarkable Pic du Midi observatory, 2877m above sea level. The observatory has been there since 1880, offering a high-altitude base to scientists and stargazers alike. Today you can stay in one of the recently renovated rooms, having enjoyed an evening of delicious food and stargazing under the pitch-black skies. The next morning, enjoy an amazing sunrise over the Pyrenean peaks, before breaching the iconic Pic du Midi descent back to resort (or taking the iconic cable car back down if you prefer) in the morning.

REASON 5 BIG SAVINGS
 The French Pyrenees offers great value for money across the board. Families can typically save up to £2916 on like-for-like ski holidays over February half-term compared to the French Alps – flights and ski extras such as lift passes tend to be cheaper. Accommodation can be up to half the price of that in the French Alps. Specialist operator Pyrenees Collection offers a variety of specially selected accommodation, from cosy family-run hotels to self-catering apartments and 4+ options.

FRENCH PYRENEES FURTHER INFO
 Holiday packages to the French Pyrenees are bookable with UK-based specialist Pyrenees Collection (pyreneescollection.co.uk, 0844 576 076). 7 nights, self-catering in 2+ bedrooms starts from just £53pp and ski-dive packages including Eurotunnel from £89pp. For a catered option, cosy boutique hotels are available from £16pp.

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“Engaging columns written by genuinely passionate and often resort based writers gives real credibility to the editorial used in Love The Mountains”

PATRICK THORNE | EDITOR



Blow THE Bonus

↓

YOUR OWN PRIVATE JET

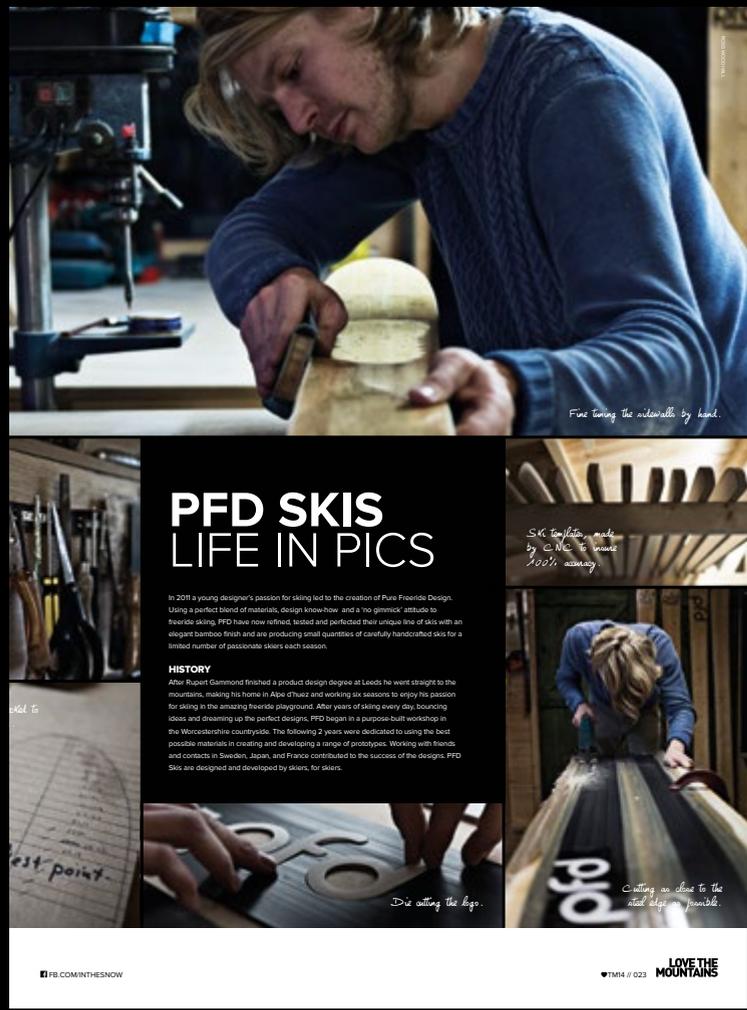
Peak price: £2,115pp London to Chambéry return flight
Bargain Price: £748pp London to Courchevel return flight

WORDS: GABY LE BRETON

O ideal for landing in tricky spots like Courchevel, St Moritz and Gstaad. The PJ team invited us to trial their 247,365 day-a-year guaranteed aircraft availability policy, which makes calling for a jet to Megas easier than finding a cab in Soho. We're looking forward to taking them up on the offer of a powder Friday soon... Virtually instant access to a jet is one of many perks of PJ membership, but what it probably does best is save you the time and hassle they become an integral part of commercial air travel. Flying London to Courchevel by private jet will save you about nine hours on a return journey, assuming the commercial flights depart on time. Once you've summited your PJ ride, you can board within minutes of arriving at the airfield, where bottles of champagne in the minibar for outnumber people in the security queue. Free in-flight internet and mobile connectivity enables you to work or simply Facebook about owning a private jet. Step off the plane in your resort, shimmy past immigration, let your chalet staff scoop up your luggage and clip into your sled – all within 2.5 hours of leaving London. And, because you're a 'owner', you get to land in prime airports not open to chartered

As you're not suggesting you buy an entire private jet, just part of one. One sixteenth of one to be accurate. Or a year bonus is looking a bit limp, one sixteenth of a private jet shared between you and seven (lettable) mates. Fractional private jet ownership was first launched by NetJets in the high-selling Biz. Bought by Warren Buffett in 1998, NetJets remains top dog in the rarefied world of private aviation, but a bright young British thing is about to make waves in NetJets' little pond – with the PJ Collection. Founded by City boy Amin Haque, the PJ Collection launched last month with 50 new

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PFD SKIS LIFE IN PICS

SK finished, made by C.N.E. to insure 100% accuracy.

FINISHING THE SIDING BY HAND.

DIS CUTTING THE LEGS.

CUTTING AS CLOSE TO THE STEEL EDGE AS POSSIBLE.

In 2011 a young designer's passion for skiing led to the creation of Pure Free Ride Design. Using a perfect blend of materials, design know-how and a 'no gimmick' attitude to the mountains, making his home in Alpe d'Huez and working six seasons to enjoy his passion for skiing in the amazing free ride playground. After years of skiing every day, bouncing ideas and dreaming up the perfect design, PFD began in a purpose-built workshop in the Worcestershire countryside. The following 2 years were dedicated to using the best possible materials in creating and developing a range of prototypes. Working with friends and contacts in Sweden, Japan, and France contributed to the success of the designs. PFD Skis are designed and developed by skiers, for skiers.

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PICTURE

APPOLA ONE PIECE
Insulated Jacket
£479.99

OLANG BOOTS
Overland Boots
£85

JAM GLOVES
Gloves
£39.99

SINNER THUNDER
Sweater
£29.99

SINNER LOST VALLEY
Sweater
£25

SYDNEY
Insulated Jacket
£390

MOLLY
Sweater
£9

SYDNEY
Parka
£279.99

SINNER TIGER
Sweater
£48

NAIL
Sweater
£35

OLANG FANTASY
Sweater
£69

MINARD JACKET
Insulated Jacket
£299.99

BOOM GLOVES
Gloves
£27

MINARD PANT
Parka
£299.99

SINNER FURY
Sweater
£25

CLUB BEANE
Sweater
£5

OLANG BOOTS
Overland Boots
£85

ACTION JACKET
Insulated Jacket
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SINNER LOST VALLEY
Sweater
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ACTION PANT
Parka
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SINNER GALAXY
Sweater
£70

OLANG BOOTS
Overland Boots
£70

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SWISS ZERMATT

"InTheSnow produced a fantastic photo shoot last season with high quality photography giving results that were very in-keeping with our brand. The magazine, all round, was really impressive and we very much look forward to working with them again."

NEILL THOMPSON | PICTURE

"InTheSnow delivered a really great quality fashion shoot last season and presented it in a way that really was very in touch with our brand."

MATT JORDAN | EIDER UK



EIDER

SHIBUYA DOWN JACKET
Down Jacket
£330

SADQUEIRA PANT
Soft Pants
£190

SINNER SUNBURST
Sweater
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DATCHA GTX
Glove
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HEAD CREAM 100
Soft Pants
£270

SINNER CRYSTAL
Sweater
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Insulated Ski Jacket
£250

LA MOLINA PANT II
Soft Pants
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Sweater
£90

HANDY PINK
PEAK PASTE FUSE
Sweater
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SCOTT CELESTE
Soft Pants
£120

MINARD JACKET
Insulated Ski Jacket
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MANHATTAN PANT
Soft Pants
£160

ALPENGLÖW II GTX
Gloves
£90

GARMISCH BI-FACE
Sweater
£30

HEAD HORIZON
Goggles
£85

SCOTT BLACK MAGIC
Soft Pants
£290

ALTA BADIA PANT
Soft Pants
£115

LILLEHENNER
Insulated Ski Jacket
£300

GARMISCH BI-FACE
Sweater
£30

SCOTT LOS ORANGE
Sweater
£25

HEAD REV 80
Soft Pants
£490 (incl. hood)

OLYMPIUS
Gloves
£50

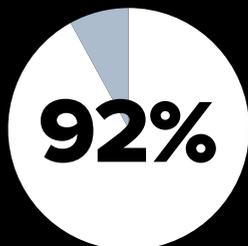
LEKI CHECKERS
Soft Pants
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LOVE THE MOUNTAINS

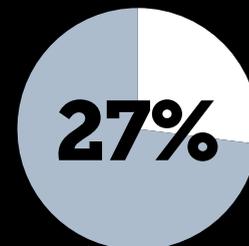
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LOVE THE MOUNTAINS

OUR READERS



Take a Ski Holiday
Every Year



Take More Than 2 Ski
Holidays a Year

AGE PROFILE

Under 25 → 3% | 26-35 → 25% | 36-45 → 59% | 46-55 → 10% | 56+ → 3%



THEY  OUR...

... Great mix of products, resorts, news + interviews

... Superb photography with quality journalism

... Because it's free, exceptional quality, and easy to read

HOW MANY WE REACH

250,000
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via hard copy, online + mobile

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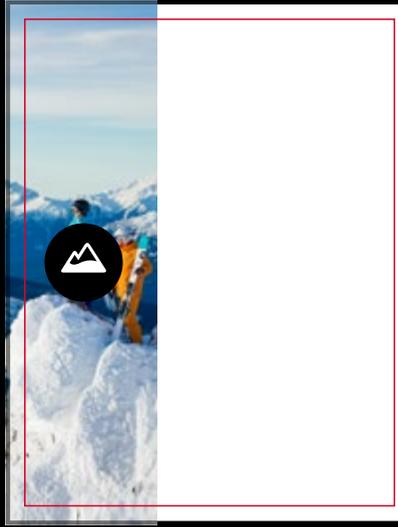


FULL PAGE

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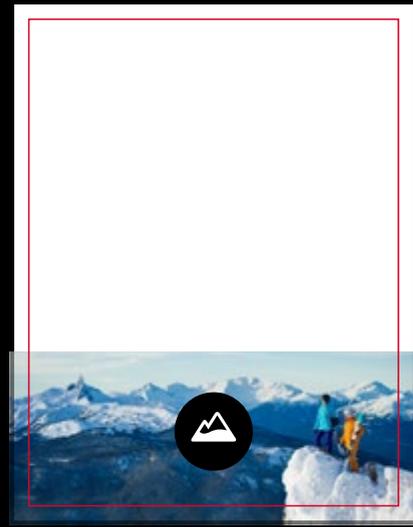


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JUNIOR HALF PAGE HORZ'L

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246mm [W] x 114mm [H]

All Artwork Must Be Supplied:

- ✓ with 3mm Bleed to all sides – see dimensions above
- ✓ with text at least 10mm away from all edges of the advert
- ✓ as a High Res PDF – PDF/X-1a:2001 compliant

DEADLINE

Booking Deadline → 10th July

Creative Deadline → 31st July

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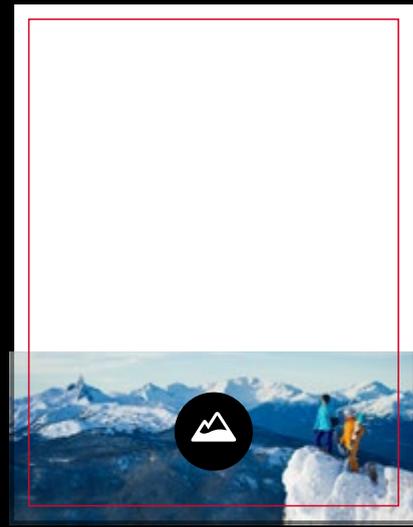


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246mm [W] x 114mm [H]

All Artwork Must Be Supplied:

- ✓ with 3mm Bleed to all sides – see dimensions above
- ✓ with text at least 10mm away from all edges of the advert
- ✓ as a High Res PDF – PDF/X-1a:2001 compliant

DEADLINE

Booking Deadline → 10th July

Creative Deadline → 31st July

IN THE SNOW

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