

DIGITAL | PRINT | TV

# MEDIA KIT 2021



## NEW ENGLAND SKI JOURNAL

CELEBRATING 25 YEARS: 1996-2021







Jay Peak Resort

## WHO WE ARE

We are skiing. Skiers and riders love us. New England Ski Journal media properties — print, digital, television — deliver the most compelling, laser-focused content to a target audience of participants and skiing enthusiasts and consumers.

New England Ski Journal was launched in 1996 and has become the finest ski and ride publication in the region. The magazine — in both print and digital editions (on [skijournal.com](http://skijournal.com)) — is the must-read source for the latest news and most interesting features from across the six-state region — one of the largest markets in the world in terms of ski and ride participation and consumer spending on ski-related products and services.

A staff of award-winning writers — including Pulitzer winners, Boston Globe columnists and regional literary standouts — helps us bring the New England high country to life. New England Ski Journal reaches the coveted 25-54 age demographic by covering every aspect of skiing and riding in New England, including

resort profiles, lodging insight, tips, gear and commentary.

Complementing the magazine, our Emmy Award-nominated New England Ski Journal TV show — now in its fifth season — reaches an even wider audience of highly educated, affluent families with spending power. The show airs on NESN and NESN National and is produced by Moody Street TV, an award-winning branded entertainment and distribution company.



**Click here to  
view the 2020-21  
New England  
Ski Journal  
TV Show media kit**



Sunday River Resort

# OUR COMMUNITY

## Demographics

New England Ski Journal is aimed directly at the key audience that ski resorts, companies and lodging properties want to reach: ski consumers. Our content and platforms are geared to a target audience of skiers, riders and ski enthusiasts. The average New England Ski Journal reader:

- Skis and rides regularly
- Purchases ski equipment
- Travels multiple times per year, books overnight accommodations
- Dines out regularly
- Purchases high-tech and travel goods

**HOUSEHOLD INCOME:** More than a quarter of readers have an annual household income of \$275K or more, and two-thirds of readers have an annual household income of \$150K or more.

**SPENDING HABITS:** More than a quarter of readers spend \$15K or more on snowsports annually; more than half spend \$11K or more; more than 70 percent of readers spend \$5,000 or more.

**EDUCATION:** Nearly 75 percent of our readers have a bachelor's degree or higher.

*(All data based on third-party reader survey)*

## Readership habits

- 98% of readers rate the print edition as excellent or good
- 92% of readers rate the digital edition as excellent or good
- 90% of our readers read the digital edition
- 68% of our readers access our content on a mobile device
- More than 75% of readers are more likely to make a purchase from an advertiser
- 98% of readers would recommend NESJ to a friend

## Social media community

Our engaging presence on Twitter, Facebook and Instagram shares and extends our content to thousands of followers and fans.

@NESkiJournal



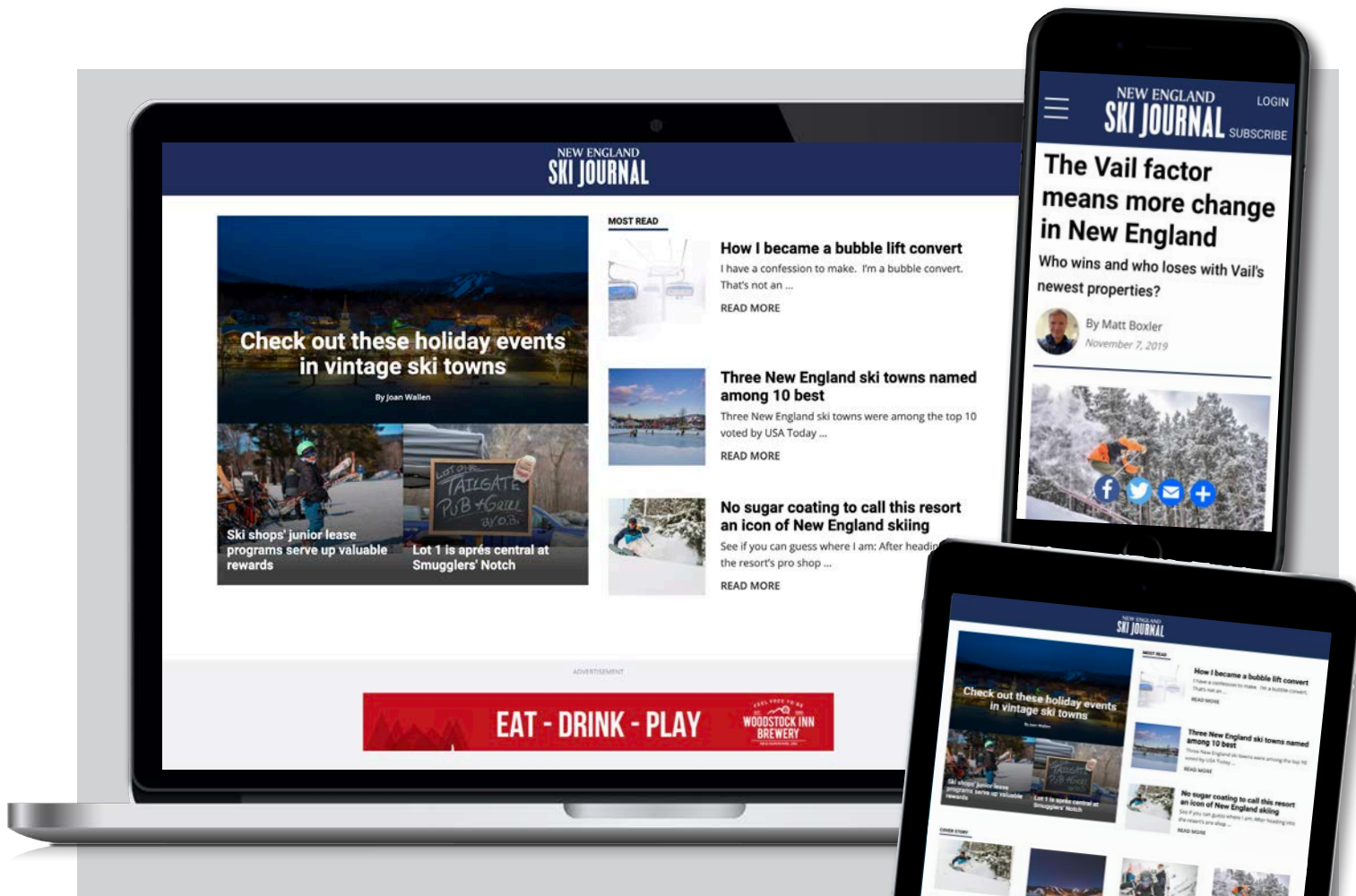
/SkiJournal



/newenglandskijournal







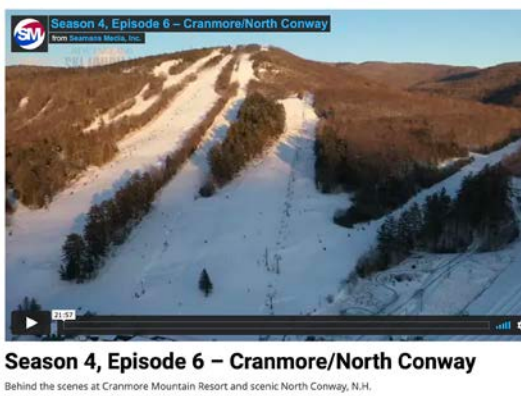
# OUR WEBSITE

## SKIJOURNAL.COM

### Our enhanced digital experience

**THE SITE:** Relaunched in 2019, the NESJ website offers an improved, mobile-friendly platform for snowsports and outdoor sports and recreation enthusiasts across New England.

**THE CONTENT:** Our website now offers daily content on every aspect of snowsports and outdoor sports—all four seasons—in the region, including stories by veteran industry journalist Eric Wilbur. The site also includes the digital edition of every issue of the print magazine as well as past episodes of our Emmy Award-nominated NESJ television show.



**THE AUDIENCE:** The reader response to our website has been overwhelming, attracting readers from all over North America, including industry leaders and resort professionals. Our affluent audience also generally has high income, with average home values in excess of \$750,000. More than 50 percent of our audience is between the ages of 35 and 54.

**THE TRAFFIC:** In under two years, NESJ site traffic has been impressive. Here's a look at readership totals and device preference:

Monthly readership	Total	Device	Reader %
Pageviews	97K	Mobile	70%
Unique visitors	23K	Desktop	25%
		Tablet	5%

SKIJOURNAL.COM

# DIGITAL ADVERTISING

## NEW ENGLAND SKI JOURNAL

We offer a variety of digital advertising opportunities to reach our highly targeted and engaged snowsports audience on skijournal.com. Our responsive site is fully optimized to display advertising on mobile devices, as well as tablets and desktop/laptops. Digital display ads can be anchored to the homepage or specific sections and positions.

### Digital advertising rates

Digital ad rates are quoted upon request and are based on the position, number of months or weeks and the share of audience advertisers wish to reach. One example: A top homepage position exposed to 100 percent of site visitors for one month — on mobile and desktop/tablet — would cost approximately \$2,500.

#### DESKTOP/TABLET AD

728 x 90 pixels

### AD SUBMISSION GUIDELINES

- Advertisers must provide both ad sizes to ensure proper display on mobile and tablet/desktop.
- Provide ad as JPG file, min. 72 dpi.
- Submit ads by email to: [ads@skijournal.com](mailto:ads@skijournal.com)

#### MOBILE AD

300 x 250 pixels





# OUR NEWSLETTER

NEW ENGLAND  
SKI JOURNAL

Our free email newsletter — NESJ Insider — is deployed multiple times a week to our list of more than 6,000 email subscribers, offering advertisers even more opportunities to reach our devoted audience. Newsletter ads appear between promos for the best and latest content posted on [skijournal.com](http://skijournal.com) and allow advertisers to drive traffic directly to their own websites.

## Newsletter advertising

The NESJ Insider newsletter includes limited advertising inventory — up to four spots per email. All newsletter ads include a live link to the advertisers' webpage of choice.

## Advertising rates

Newsletter ad rates are quoted upon request and are based on frequency and positioning. One example: A normal newsletter ad for one month — including a minimum of four email deployments — would cost \$799.

## Presenting sponsorship

Ask us about exclusive opportunities to sponsor the NESJ Insider newsletter, which includes special branding ("Presented by" and your logo at the top of the newsletter), as well as the 800 x 200 newsletter ad. We also offer sponsored content opportunities upon request.

### NEWSLETTER AD

800 x 200 pixels



# NEW ENGLAND SKI JOURNAL



## OUR MAGAZINE PRINT AND DIGITAL EDITIONS

### The premier snowsports publication

**PRINT FORMAT:** Full-color, tabloid-sized (11 inches wide x 14 inches high) magazine with glossy wrap.

**PRINT DISTRIBUTION:** In addition to home delivery to our paid subscribers, thousands of complimentary copies of every issue are distributed to more than 450 locations, including select ski resorts, ski shops and hotels throughout New England, New York and New Jersey.

**DIGITAL FORMAT:** Responsive digital edition on the NESJ website with links to custom URLs on all advertisements.

**DIGITAL DISTRIBUTION:** The digital edition is available free to all website visitors, and every new issue is emailed to more than 6,000 digital subscribers.

### Display advertising rates

Size	Open	3x	5x	6-7x
Full Page	\$2,900	\$2,750	\$2,500	\$2,375
Half Page	\$1,950	\$1,825	\$1,700	\$1,575
Quarter Page	\$1,475	\$1,350	\$1,200	\$1,100
Eighth Page	\$985	\$925	\$885	\$700

All print ads are included in the digital edition with link.

Glossy ads	Price	Glossy ads	Price
Front cover strip	\$2,700	Inside front cover	\$3,800
Back cover	\$3,800	Inside back cover	\$3,000

Inquire about two-page spread rates.



# EDITORIAL CALENDAR

NEW ENGLAND  
SKI JOURNAL

**EVERY ISSUE OF NEW ENGLAND SKI JOURNAL INCLUDES** departments such as SlopeSide, Insider Q&A, Ski Shop, Check In/Check Out, Tackle the Terrain, Family Skiing; Backcountry and Last Run.

ISSUE	EDITORIAL HIGHLIGHTS	AD CLOSE	MATERIALS DUE	BUYER'S GUIDES & SPECIAL ISSUES	INFO DUE
<b>November 2020</b>	<b>THE SEASON PREVIEW ISSUE</b> // What's new for the 2020-21 season // PLUS: Navigating a COVID-safe experience; Ski Weekend: Cranmore; ski country vacation rental trends; North Conway brew scene; Tackle the Terrain; Last Run	Nov. 13, 2020	Nov. 18, 2020	<b>Ski Shop: Skis and snowboards and Ski Academy Guide</b>	Nov. 13, 2020
<b>December 2020</b>	<b>BERKSHIRES</b> // The Bay State's hidden ski country gems // PLUS: Ski Weekend: Jiminy Peak; Waterville happenings; Check In/Out: Wyndhurst Manor; Insider Q&A; Tackle the Terrain; Ski Life: Ski Shop; Ski Essay; Last Run	Nov. 27, 2020	Dec. 4, 2020	<b>Ski Shop: Helmets, goggles and gadgets</b>	Nov. 27, 2020
<b>January 2021</b>	<b>BURKE</b> // Vermont revival for iconic peak // PLUS: NESJ's 25th year anniversary "best of"; Spotlight on Gunstock; examining the state of high school ski racing; Last Run	Dec. 21, 2020	Dec. 28, 2020	<b>Ski Shop: Boots</b>	Dec. 1, 2020
<b>February 2021</b>	<b>SHAWNEE PEAK</b> // Night skiing at the classic Maine ski hill; // PLUS: Tales from the trail groomers; Ski Weekend; Insider Q&A; Tackle the Terrain; Ski Life: Ski Shop; Ski Essay; Last Run	Feb. 11, 2021	Feb. 15, 2021	<b>Ski Shop: Apparel</b>	Feb. 1, 2021
<b>Spring 2021</b>	<b>THE SPRING ISSUE</b> // Spring skiing hotspots // PLUS: Ski Weekend; Insider Q&A; Tackle the Terrain; Ski Life: Ski Shop; Ski Essay; Last Run	March 4, 2021	March 8, 2021	<b>Ski Shop: All-terrain equipment</b>	March 1, 2021
<b>Summer 2021</b>	<b>THE SUMMER ISSUE</b> // Spotlight on Carrabassett Valley; // PLUS: High Country Weekend; Paddling; Hiking; Golf; Railways; Waterways; Driving tours; Ziplines; Chairlifts	June 14, 2021	June 23, 2021	<b>Ski Shop: Outdoor gear</b>	June 1, 2021
<b>Fall 2021</b>	<b>THE FOLIAGE ISSUE</b> // Best fall drives; Hiking hot spots; Mountain bike meccas // PLUS: SkiTown: Bethel, Maine	Sept. 1, 2021	Sept. 7, 2021	<b>Ski Shop: 2021 gear preview</b>	Sept. 1, 2021



WiseGuyCreative/Mount Washington Valley Chamber of Commerce

NOTE: Editorial schedule subject to change.

SKIJOURNAL.COM



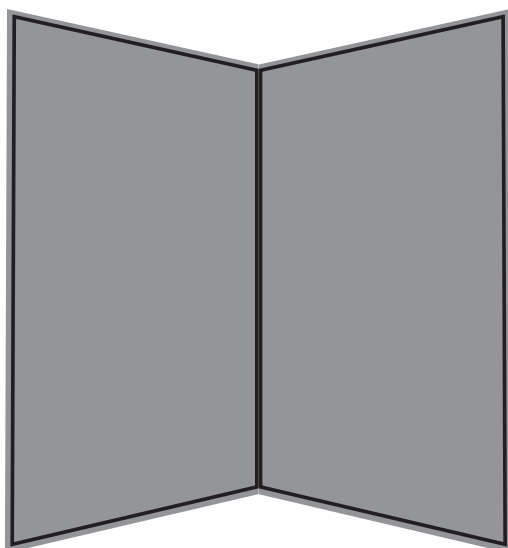
# PRINT AD SPECS

NEW ENGLAND  
**SKI JOURNAL**

We offer an array of compelling ad spaces to effectively deliver your message — from expansive two-page spreads and full-page canvasses to smaller opportunities to fit any budget.

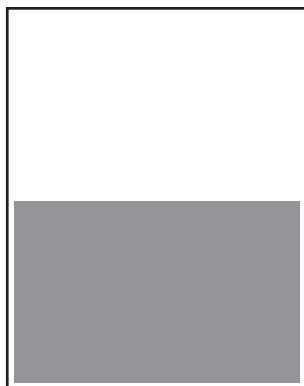
## **2-PAGE SPREAD (W/ BLEED)**

17 inches x  
11 inches  
PLUS: Add  
1/4-inch  
bleed  
on all sides  
for print ads

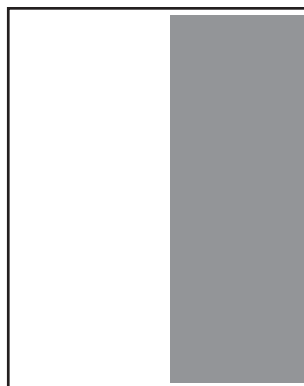


## **FULL-PAGE (W/ BLEED)**

8.5 inches x 11  
inches  
PLUS: Add  
1/4-inch bleed  
on all sides  
for print ads



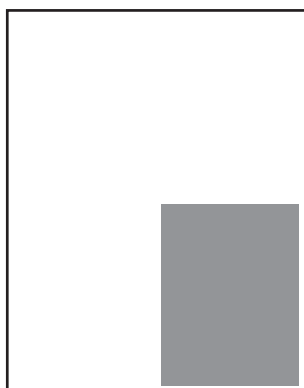
**HALF-PAGE HORIZONTAL**  
7.5 inches x 4.75 inches



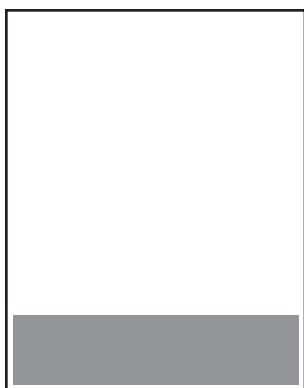
**HALF-PAGE VERTICAL  
(SKYSCRAPER)**  
3.5 inches x 9.75 inches



**EIGHTH-PAGE  
HORIZONTAL**  
3.5 inches x 2.25 inches



**QUARTER-PAGE VERTICAL**  
3.5 inches x 4.75 inches



**QUARTER-PAGE  
HORIZONTAL**  
7.5 inches x 2.25 inches

## **AD SUBMISSION GUIDELINES**

- Bleed margin: Add .25" to all outside edges for full-page and spread ads.
  - Keep all text and graphics 0.25" from outside edges.
  - Do not include crop marks.
  - Provide ad as a PDF or JPG file, 300 dpi.
- Submit ads by email to: [ads@skijournal.com](mailto:ads@skijournal.com)



## Massachusetts and Rhode Island locations

Amrheins, Boston, MA  
 Bathhouse Gym, Boston, MA  
 Bell In Hand, Boston, MA  
 Berklee College, Boston, MA  
 Berkley Cafe, Boston, MA  
 Bill's Bar, Boston, MA  
 Blackthorn's, Boston, MA  
 Boston Athletic Club, Boston, MA  
 Boston Beer Garden, Boston, MA  
 Boston Beer Works, Boston, MA  
 Boston College, Boston, MA (2)  
 Boston House of Pizza, Boston, MA  
 Boston Sports Club, Boston, MA  
 Boston University, Boston, MA (2)  
 Brownstone Restaurant Tavern, Boston, MA  
 Bukowski's, Boston, MA  
 Cafe 939, Boston, MA  
 Clearys Restaurant, Boston, MA  
 Clock Tavern, Boston, MA  
 D'Angelo's, Boston, MA  
 Emerson College, Boston, MA  
 Fisher College, Boston, MA  
 Fit Corp, Boston, MA  
 FJ Doyles - Downtown Crossing, Boston, MA  
 FJ Doyles - South End, Boston, MA  
 Game On Fenway, Boston, MA  
 Gold's Gym, Boston, MA  
 Hemmenway's, Boston, MA  
 Hennesy's Tavern, Boston, MA

Holiday Inn Boston St., Boston, MA  
 Hurricane O'Reilly's, Boston, MA  
 Kings, Boston, MA  
 Landsdowne Bar, Boston, MA  
 Local Bar, Boston, MA  
 Marriot Hotel, Boston, MA  
 Mass College of Art, Boston, MA  
 Mass College of Pharmacy, Boston, MA  
 McGann's Pub, Boston, MA  
 McCreavy's, Boston, MA  
 New York Pizza, Boston, MA  
 North Station, Boston, MA  
 Northeastern University, Boston, MA (3)  
 Porter's, Boston, MA  
 Quencher, Boston, MA  
 Sal's, Boston, MA  
 Seapoint, Boston, MA  
 Shaw's-Boylston St., Boston, MA  
 Shenanigan's, Boston, MA  
 Sheraton Hotel, Boston, MA  
 Simmons College, Boston, MA  
 South Station, Boston, MA  
 Stadium Sports Bar, Boston, MA  
 Stop and Shop, Boston, MA  
 Suffolk University, Boston, MA  
 Sullivan's, Boston, MA  
 Summer Shack, Boston, MA  
 Tedeschi's, Boston, MA  
 Telegraph Hill, Boston, MA

The Fours, Boston, MA  
 The Greatest Bar, Boston, MA  
 The Harp, Boston, MA  
 The Lir Pub, Boston, MA  
 The Playwright, Boston, MA  
 The Pour House, Boston, MA  
 The Station B Tavern, Boston, MA  
 The Tap, Boston, MA  
 UMass-Boston, Boston, MA  
 Wentworth, Boston, MA  
 Woody's, Boston, MA  
 All Season Sports, Newton, MA  
 Babson College/Reynolds Campus Center, Babson Park, MA  
 Bass Pro Shop, Foxboro, MA  
 Bob's Sea & Ski, New Bedford, MA  
 Burton Snowboard, Wrentham, MA  
 Cambridge College, Cambridge, MA  
 Centre Ski and Bike, West Newton, MA  
 Country Ski & Sport, Hanson, MA  
 Country Ski & Sport, Quincy, MA  
 East Coast Alpine, Boston, MA  
 East Coast Alpine, Danvers, MA  
 Eastern Boarder, Leominster, MA  
 EMS Climbing & Kayak School, Lincoln, RI  
 Harvard International Office, Cambridge, MA  
 New England Action Sports, Warwick, RI  
 Outdoor Recreation, Newport, RI  
 Outdoor Recreation, Bedford, MA

Paul's Sportswear & Ski, Salisbury, MA  
 Puritan Clothing of Cape Cod, Hyannis, MA  
 Ray & Sons Cycle & Ski, Maynard, MA  
 RJ Bradley's Ski & Sport, Littleton, MA  
 Ski & Sport Shack, Wakefield, MA  
 Ski Haus, Burlington, MA  
 Ski House, Somerset, MA  
 Ski Shop Plus, North Smithfield, RI  
 Ski Stop, Canton, MA  
 Ski Stop, Westwood, MA  
 Sport Loft, Fitchburg, MA  
 Sports Stop, Wenham, MA  
 Sportworks, Duxbury, MA  
 Strand's Ski Shop, Worcester, MA  
 Summit Ski & Snowboard Shop, Framingham, MA  
 Sun & Ski Sports, Pembroke, MA  
 Sun and Ski, Woburn, MA  
 T&S Golf, Taunton, MA  
 Avie's Ski Sports, Westerly, RI  
 Colorado Ski Outlet, W Springfield, MA  
 Competitive Edge, Holyoke, MA  
 Competitive Edge, E Longmeadow, MA  
 Credo Skate & Snow Shoppe, N Hampton, MA  
 Mountain Goat, N Hampton, MA  
 Ski Haus, E Longmeadow, MA  
 Ski Unlimited, Greenfield, MA  
 Theory Skate & Snow, W Springfield, MA

## Connecticut locations

Action Sports, Old Saybrook, CT  
 Action Sports, Branford, CT  
 Benidorm Bikes & Boards, Canton, CT  
 Bob's Chalet Ski & Snowboard, Bristol, CT  
 Colorado Ski Shop, Enfield, CT  
 Cutting Edge Sports, Berlin, CT  
 Dick's Sporting Goods, Manchester, CT

Duffy & Ed's Alpine Haus, Wethersfield, CT  
 Golf Quest, Southington, CT  
 Kip's Ski Shop, Bridgeport, CT  
 New England Ski & Scuba, Vernon, CT  
 Outdoor Traders, Greenwich, CT  
 Pacific Swim-Bike-Run, Stamford, CT  
 Pedigree Ski Shop, Stamford, CT

Ridgefield Ski & Sport, Ridgefield, CT  
 Rotary Ski & Snowboard, Stratford, CT  
 Sartorius Sports, Avon, CT  
 Sartorius Sports, Glastonbury, CT  
 Ski & Sport, Westport, CT  
 Ski Haus, New Milford, CT  
 Ski Tunes, Simsbury, CT

Sport House, Canton, CT  
 Sports Palace, Torrington, CT  
 Sterling Snowboards, Shelton, CT  
 Suburban Ski & Bike, Berlin, CT  
 Sun & Ski Sports, Avon, CT





## New Hampshire and Maine locations

Alton Circle Grocery, Alton, NH  
 Cog Railway, upstairs, Bretton Woods, NH  
 Cog Railway, downstairs, Bretton Woods, NH  
 Sports Center, Bretton Woods, NH  
 Bretton Woods Base Lodge, Bretton Woods, NH  
 Hannaford Market, Bristol, NH  
 Newfound Info, Bristol, NH  
 Newfound RV Park, Bristol, NH  
 Clay's Chocolates, Campton, NH  
 Days Inn, Campton, NH  
 Goose Hollow, Campton, NH  
 Owls Nest, Campton, NH  
 Waterville Estates, Campton, NH  
 Century 21, Center Harbor, NH  
 The Mug, Center Harbor, NH  
 Willey Info, Crawford Notch, NH  
 Benson's Ski and Sport Shop, Derry, NH  
 Best Western, Franconia, NH  
 Big Apple, Gilford, NH  
 Fireside Inn, Gilford, NH  
 Gator Ski & Boat, Gilford, NH  
 Gilford Mobil, Gilford, NH  
 Meadowbrook Farms, Gilford, NH  
 Misty Harbor Resort, Gilford, NH  
 Wining Butcher, Gilford, NH  
 Inn On Squam Lake, Holderness, NH  
 Manor on Golden Pond, Holderness, NH  
 Squam Lakeside Farm, Holderness, NH  
 Budget Rental, Laconia, NH  
 Café De Javu, Laconia, NH  
 The Citizen, Laconia, NH  
 Water Street Café, Laconia, NH  
 Lake Opechee Inn, Lakeport, NH  
 Cabot Motor Lodge, Lancaster, NH  
 Alpine Adventures, Lincoln, NH  
 Beacon Motel, Lincoln, NH  
 Comfort Inn, Lincoln, NH  
 Econo Lodge, Lincoln, NH  
 Econo Lodge II, Lincoln, NH

Encore, Lincoln, NH  
 Elvios Pizza, Lincoln, NH  
 Franconia Notch Motel, Lincoln, NH  
 Hobo RR, Lincoln, NH  
 Indian Head Resort, Lincoln, NH  
 Inn Seasons, Lincoln, NH  
 Kanc Motor Inn, Lincoln, NH  
 Maple Lodge, Lincoln, NH  
 Millfront Marketplace, Lincoln, NH  
 Muncies, Lincoln, NH  
 Nordic Inn, Lincoln, NH  
 Octagon Base Lodge, Lincoln, NH  
 Pollard Brook, Lincoln, NH  
 Rivergreen Motel, Lincoln, NH  
 The Beacon Resort, Lincoln, NH  
 The Lodge, Lincoln, NH  
 Vilage at Loon, Lincoln, NH  
 Woodwards, Lincoln, NH  
 Burger King, Littleton, NH  
 Eastgate Motor Lodge, Littleton, NH  
 Dunkin Donuts, Meredith, NH  
 Vutek, Meredith, NH  
 Winnepesaukee Railroad, Meredith, NH  
 Castle in the Clouds, Moultonboro, NH  
 Dunkin Donuts, New Hampton, NH  
 Cobblestone Inn, Plymouth, NH  
 Days Inn, Plymouth, NH  
 East and North Restaurant, Plymouth, NH  
 Mobil Mart, Plymouth, NH  
 Lowe's Garage, Randolph, NH  
 Homestead Inn, Sugar Hill, NH  
 Glory Station, Thornton, NH  
 Tony's Place, Thornton, NH  
 Auto Serve, Tilton, NH  
 Burger King, Tilton, NH  
 Holiday Inn Express, Tilton, NH  
 Pier 19 Grocery, Tuftonboro, NH  
 Boulder Motor Court, Twin Mountain, NH  
 Bretton Woods Station, Twin Mountain, NH

Foster's Crossroads, Twin Mountain, NH  
 Twin Mountain Trading Post, Twin Mountain, NH  
 Central Reservations, Waterville Valley, NH  
 Golden Eagle Lodge, Waterville Valley, NH  
 Inns at Waterville Valley, Waterville Valley, NH  
 The Inns of Waterville, Waterville Valley, NH  
 Town Square Info, Waterville Valley, NH  
 Valley Inn & Tavern, Waterville Valley, NH  
 Cedar Lodge, Weirs, NH  
 Heat, Weirs, NH  
 Kellerhaus, Weirs, NH  
 Spaulding Inn, Whitefield, NH  
 Barron Brook Inn, Whitefield, NH  
 Anchorage Inn, Winnisquam, NH  
 Lord Hampshire Motel, Winnisquam, NH  
 Shalimar Resort, Winnisquam, NH  
 Bear Notch Ski Touring, Bartlett, NH  
 Better Life Cabins, Bartlett, NH  
 Willey House Information, Bartlett, NH  
 No. Forest Heritage Park, Berlin, NH  
 Bretton Woods Motor Lodge, Bretton Woods, NH  
 Bretton Woods Ski, Bretton Woods, NH  
 Bretton Woods Sports, Bretton Woods, NH  
 Mt. Washington Trading Post, Bretton Woods, NH  
 Absolute Power Sports, Gorham, NH  
 Burger King, Gorham, NH  
 Colonial Comfort Inn, Gorham, NH  
 J's Corner Restaurant, Gorham, NH  
 Kentucky Fried Chicken, Gorham, NH  
 Loewes Garage, Gorham, NH  
 McDonald's, Gorham, NH  
 Mt. Madison Motel, Gorham, NH  
 Royalty Inn, Gorham, NH  
 Cabot Motor Lodge, Lancaster, NH  
 Great Northern Moose, Milan, NH  
 Milton Lakeside Mart, Milton, NH  
 Bagels Plus, North Conway, NH  
 Willow Place Mall, North Conway, NH  
 Vinteners Winery, North Conway, NH

Mt. Washington Valley Children's Museum, North Conway, NH  
 Black Bear Café, Ossipee, NH  
 Century 21, Ossipee, NH  
 Dry No Mite Laundry, Ossipee, NH  
 Krankie Frankie's, Ossipee, NH  
 Lobsterquest Restaurant, Ossipee, NH  
 Ossipee Lake Country Store, Ossipee, NH  
 Over Easy Café, Ossipee, NH  
 Ted's Discount, Ossipee, NH  
 Lovell Lake Food Store, Sanbornville, NH  
 Brass Heart Inn, Tamworth, NH  
 Market in the Pines, Tamworth, NH  
 Miss Wakefield Diner, Wakefield, NH  
 Palmer's Hotel, Wakefield, NH  
 Pine River Steakhouse, Wakefield, NH  
 Wakefield Town Hall, Wakefield, NH  
 Barron Brook, Whitefield, NH  
 Spaulding Inn, Whitefield, NH  
 Buchika's Bike & Ski Shops, Salem, NH  
 Eastern Border, Nashua, NH  
 Egon Zimmerman Sport Chalet, Nashua, NH  
 EMS Climbing School, N. Conway, NH  
 Golf & Ski Warehouse, Hudson, NH  
 Ken Jones Ski Mart, Nashua, NH  
 McIntyre Ski Area Ski Shop, Manchester, NH  
 Philbrick's Sports Center, Dover, NH  
 Putnam's Ski & Snowboard, Portsmouth, NH  
 S&W Sports, Concord, NH  
 Ski Haus, Salem, NH  
 Wildcat Mountain, NH  
 Attitash Mountain Resort, NH  
 Loon Mountain Resort, NH  
 Waterville Valley Resort, NH  
 Cranmore Mountain Resort, NH  
 King Pine Purity Spring Resort, NH  
 Gunstock Mountain Resort, NH  
 Kittery Trading Post X Sports, Kittery, ME



## Vermont locations

Alpenrose Inn, Bondville, VT  
Austrian Haus Lodge, West Dover, VT  
Belmont General Store, Belmont, VT  
Best Western, Ludlow, VT  
Brandmeyer Mountain Side Inn, Weston, VT  
Brewfest Beverage, Ludlow, VT  
Bromley View Inn, Bondville, VT  
Cavendish Point Hotel, Proctorsville, VT  
Comfort Inn, Rutland, VT  
Cooper Hill Inn, East Dover, VT  
Deerfield Valley Inn, West Dover, VT  
DJ's Restaurant, Ludlow, VT  
Doverberry Inn, West Dover, VT

Equipe Sport, Rawsonville, VT  
First Run Ski Shop, Stratton, VT  
First Trax Sport Shop, West Dover, VT  
Four Seasons Inn, West Dover, VT  
Gray Ghost Inn, West Dover, VT  
Green Mountain Sugar House, Ludlow, VT  
Heritage Deli & Bakery, Chester, VT  
Holiday Inn Express, Springfield, VT  
Inn at Sawmill Farm, West Dover, VT  
Inn at Weathersfield, Weathersfield, VT  
Inn at Weston, Weston, VT  
Inn on Magic Mountain, Londonderry, VT  
Jackson Gore, Ludlow, VT

Killarney's Pub, Ludlow, VT  
Lifeline Lodge, Stratton, VT  
Lisai's Market, Chester, VT  
Mount Snow Grand Summit, West Dover, VT  
Mountain Riders, Ludlow, VT  
Mountain View Resort & Lodge, Killington, VT  
Mountaineer Inn, West Dover, VT  
Mulligan's Restaurant, Stratton, VT  
Outback Pizza, Ludlow, VT  
Over Easy's, Cuttingsville, VT  
Pot Belly Restaurant, Ludlow, VT  
Red Roof Motor Lodge, Rutland, VT  
Sherburne-Killington Motel, Killington, VT

Stoddard's General Store, Tyson, VT  
Stone Hearth Inn, Chester, VT  
Stone's Lodge, Bondville, VT  
Swiss Inn, Londonderry, VT  
The Boot Pro, Ludlow VT  
The Inn at Stratton Mountain, Stratton, VT  
The Last Chair, West Dover, VT  
The Vermont Inn, Killington, VT  
Three Mountain Inn, Jamaica, VT  
Vermont Country Store (2), VT  
West Dover Inn, West Dover, VT

## New York locations

Action Sports, Oakdale, NY  
Active Ski, Garden City, NY  
Columbia University, Hartley Hall, NY  
Columbia University, Wallach Hall, NY  
Emilio's Ski Shop, Forest Hills, NY  
Matt's Sporting Goods, Haverstraw, NY

NYU Student Resource Center, NYC, NY  
Paragon Sports, NY  
Pedigree Ski Shops, Bedford Hills, NY  
Pedigree Ski Shops, White Plains, NY  
Sitzmark Ski & Patio, Pearl River, NY  
Sno Haus, Huntington Station, (6 locations), NY

Snow Shed, Port Jefferson, NY  
Sports Barn Ski & Sport, Yorktown Heights, NY  
St. John's University, NY  
Sundown Ski & Snowboard, Farmingdale, NY  
Sundown Ski & Snowboard, Greenvale, NY  
Sundown Ski & Snowboard, Lake Grove, NY (2)

Sundown Ski & Sport, Levittown, NY  
Tappan Golf Center, Tappan, NY  
Toga Bike Shop, Upper Nyack, NY  
Valley Cycle Shop, Spring Valley, NY  
Yorktown Golf & Baseball Center, Mohegan Lake, NY

## New Jersey locations

Blue Ridge Mountain Sports, Madison, NJ  
BMW of North America, Woodcliff Lake, NJ  
Dover Sports, Dover, NJ  
Heino's Ski & Cycle, Pequannock, NJ  
High Country Sports, Livingston, NJ

Hunterdon Pools., NJ  
Mt. Everest Ski & Board, Westwood, NJ  
Out of Bounds, Scotch Plains, NJ  
Patos & Ski, Lebanon, NJ  
Pelican Pool & Ski, Readington Twp, NJ

Pelican Pool & Ski, Morris Plains, NJ  
Ramsey Bike & Ski, Ramsey, NJ  
Ramsey Outdoor, Succasunna, NJ  
Seton Hall, South Orange, NJ  
Ski Barn, Wayne, NJ

Ski Barn Bike & Patio, Paramus, NJ  
Ultimate Cycle & Snow Sports, Ramsey, NJ  
Woodbridge Ski Chalet, Avenel, NJ





Sugarbush Resort

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