



Winter 2009 - 2010
Mountain News Corporation
OnTheSnow Editorial Staff

Mountain News Winter Editorial Coverage



OnTheSnow is the oldest and most-visited snow sports Web site in the world, with more than 1.6 million Nielsen-audited, unique visitors each month of ski season. The site has 13 international editions and is published in eight languages: Dutch, English, French, German, Italian, Norwegian, Spanish, and Swedish.

Editorial Staff: Experienced, veteran group of professional snow sports and travel journalists and editors. The stories appear on the OnTheSnow global Web platform and many are distributed to more than 150,000 subscribers to our weekly regionalized OnTheSnow newsletters. Numerous other Web sites and portals also carry many of our news reports.

Editorial Focus: Readers (consumers) come to us for information and tips on planning trips, selecting resorts to visit, looking for special events, checking snow conditions, and much more.

Deadlines: Writers file their stories each Monday evening for publication eight days later. Think several weeks ahead if you are sending time-sensitive material. Our coverage begins in early September.

Contacts: Field editors have specific ski areas assigned to them, covering wide regions of North America and Europe. The editorial list is attached. Please note your editor's name, e-mail, and phone. Place his or her name **IN ADDITION** to press@mountainnews.com on your e-mail distribution lists.

Photos: We publish every story with a photo. Please send your current photo CD to:

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Photos must allow for unrestricted use. Photo credit cannot be supported in all applications.

Thank you,

Craig Altschul
Editor-in-Chief

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