



*"In Val d'Isere the dance floors are just as important as the pistes"*

-Marc Bauer, Mayor of Val d'Isere  
The Echo, Season 6, Issue 13, March 2011

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Founded in 2004, The Echo **has been a staple of Val d'Isere for the past 10 years** and has been praised by both the Lonely Planet guides and Whitelines magazine.

**Our readers**, primarily aged 24-35, **have high disposable incomes, love snowsports, nightlife, and dining out** - although not necessarily in that order! The Echo's combination of articles, photos, and guides engage our readers and help to shape their experience in resort.

We print **400 to 900 copies of the magazine per week** for 20 weeks a season resulting in approximately **14,000 physical editions** circulating in Val d'Isere.

Unlike many other free magazines The Echo:

- Is updated weekly so only current information, immediately relevant to everyone reading it, is shared with it's readers.
- Has very few issues left on shelves at the end of the week.
- Has a staff that you will see throughout the season, ready to take photos for print and online galleries, write articles about your products, and answer your questions. We aren't the kind of people you only see once when they sell you an ad and again when they want a cheque.

Although we believe print is far from dead, this year we have heavily invested in our web presence with a **new, highly-interactive, website** to compliment the digital issue of The Echo published weekly for the whole world to read on Issuu.com.



Publication List **Statistics**

## Statistics for The Mountain Echo

Last Year on Issuu

# 7:24

Average time spent reading

# 153,068

Impressions



## 53%

Desktop



## 9%

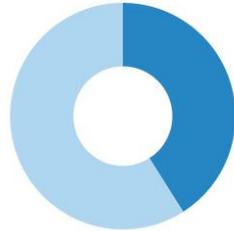
Tablet



## 38%

Mobile

issuu 41%  
Embeds 59%



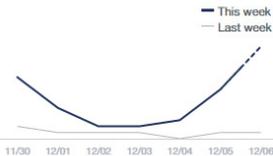
Showing data from 11/30/2014 - 12/06/2014

A Week on Facebook

### Page Likes

**2,457** Total Page Likes  
▲ 1.9% from last week

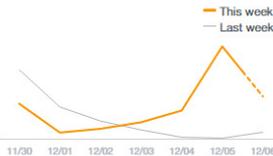
**45** New Page Likes  
▲ 542.9%



### Post Reach

**14,834** Total Reach  
▲ 57.2% from last week

**13,710** Post Reach  
▲ 49.8%



### Engagement

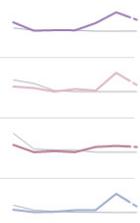
**2,006** People Engaged  
▲ 63.4% from last week

**581** Likes

**74** Comments

**24** Shares

**6,296** Post Clicks



### Your Fans | People Reached | People Engaged

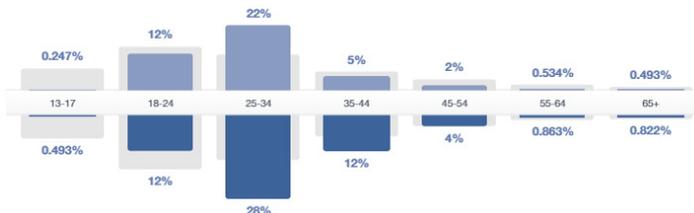
The people who like your Page

#### Women

41% Your Fans | 46% All Facebook

#### Men

57% Your Fans | 54% All Facebook





For everything it offers, The Echo represents an amazing value for money. Every print advert includes a guide or directory entry both in print and on the web as well as photos in the print editions and in the online galleries. This year we are happy to offer very reasonably priced online banner and button adverts. Please speak directly to one of our staff for details.



SAMPLE GUIDE ENTRY (WEB)

**PHOTOGRAPH**

**GREAT CLUB** *TITLE*

*SUMMARY TEXT*  
Located in the center of town, does this place really need an introduction? Open from 4pm to 5am with great (read: sexy) staff, an amazing lighting and sound system as well as a cosy ambiance during apres. Drinks promotions every night from 11pm – 12pm. Book ahead for VIP tables.

*CONTACT DETAILS*  
tel 06.77.03.61.20  
[www.website.co.uk](http://www.website.co.uk)

*ICONS*

Wifi   VIP Tables   Live Sports   Take Away   Eat In   Open late   Deals

Please enquire for pricing.

Contact: +33 (0)6 74 75 52 36 / [val@themountainecho.co.uk](mailto:val@themountainecho.co.uk)