

# SNOWEAST

## 2007/2008 MEDIA EDITORIAL CALENDAR

Eastern winter enthusiasts are a passionate group and so are we! SNOWEAST is the newsstand magazine dedicated to the eastern customer base.

Your customers are affluent. Your customers want vacation and activity values. Your customers want to know about real estate values. Your customers want to know about the latest equipment that works in the East. They want to know about apparel and winter interest features. SNOWEAST is where your customers make the intelligent choice - *your business!*

### AD CLOSING DATES

#### November 2007

Space August 29  
Materials September 12

#### December 2007

Space October 10  
Materials October 15

#### Jan/Feb 2008

Space November 14  
Materials November 28

#### March 2008

Space January 2008 4  
Materials January 2008 15

### Calendar 2007/2008

#### NOVEMBER - 2007 (on sale 10/17/07)

- 2008 Ski and Snowboard Equipment Test
- Quebec City 400th Anniversary - Quebec
- New York's I-87 Ski Highway; Lake George, Gore
- Base Camp - Saint Sauveur, Quebec
- Mountain Development - Stratton, VT
- Boot Terminology Applied
- Ski Clubs - OC Attacks Pico

#### December - 2006 (on sale 11/21/07)

- New York's I-87 Ski Highway; Lake Placid, Whiteface
- Base Camp Great Barrington Area; Catamount, NY - Butternut, MA Jiminy Peak, MA
- Great Eastern Resorts - Okemo Mountain, VT - Bretton Woods, NH Maine's Big Three; Saddleback - Sugarloaf - Sunday River
- Ski and Board Extended Reviews
- Mountain Development - Camelback, PA
- Ski Clubs - The Hunter Bus
- Ski Test Special - Anton Glider Ski, Something New? - Belleayre, NY

#### Jan/Feb - 2007 (on sale 1/9/08)

- New York's I-87 Ski Highway - Belleayre, Windham Mountain
- Great Eastern Resorts - Pennsylvania's Pocono's and More! Elk Mt - Camelback
- Headin' South; Snowshoe, WV - Timberline, WV - Wintergreen, VA
- Small is BIG in New Hampshire; Gunstock - Pats Peak - Crotched Mt - Black Mt
- Mountain Development - Timberline, WV
- Predicting the Future - an interview with Hunter Mt.
- Snowboarding - Mt. Creek, NJ

#### March - 2007 (on sale 2/17/08)

- Spring Skiing Special
- 10 Best Eastern Runs
- Empire Shakedown - Saint Sauveur, Quebec
- US Open - Stratton, VT
- Vermont Antique Ski Race; Team SnowEast Runs it - Ascutney, VT
- Mountain Development - Mountain Creek, NJ

And every issue of SNOWEAST features exclusive special interest columns that include trip, equipment, instruction and real estate information and advice.

Features may be added or changed as the season progresses

**SNOW  
EAST!**

**ALL EAST - ALL THE TIME!**

Photograph courtesy of Gary Pearl

**SNOWEAST MAGAZINE • PO Box 628 • Ramsey NJ 07446  
845-735-1781 • snoweastmag@optonline.net • www.snoweastmagazine.com**