

redwheel
M E D I A

DISTRIBUTION STATISTICS & INFORMATION

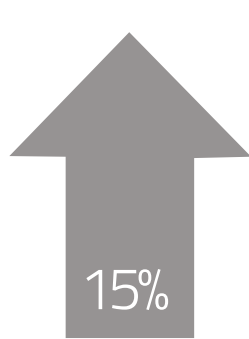
MAP STATISTICS

NEW flagship distribution location

Visitors get **50%** of their information at the Aspen airport. Red Wheel has a 4-sided distribution stand for brochures and magazines right in the middle of the baggage claim terminal, making it one of the best advertising locations upon arrival in Aspen.

The airlines combined for **136,968 passenger** boardings from December through April 2014, **8.3 percent higher** than the year before. More visitors to reach with local marketing.

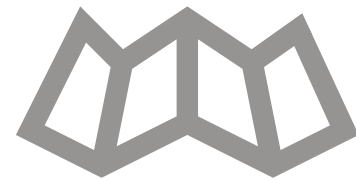
source: Stay Aspen Snowmass President Bill Tomcich



Distribution locations have **increased 15%** as of 2015.



We spend **80 hours** a week 52 weeks a year distributing content to **99 hotels**, lodges, condominiums and **information** desks.



We distribute
120,000 TOTAL MAPS

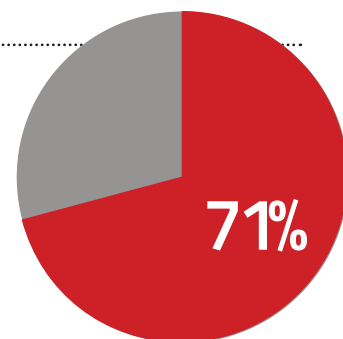
One map reaches on average 2.5 people. Your potential reach with an AD on one of ours maps is **300,000**.

source: RW Research

Once in Aspen, **71% of visitors** get information from their lodging property, a **local map**, concierge, or the visitor center.

Red Wheel places their products like the map and brochures at lodging properties, the visitor center and we are working closely with concierges, making it possible for you to reach the **71% of visitors**.

source: RCC Associates for ACRA



We are 100% committed
to distributing clients' content online starting in 2016.

YOUR AUDIENCE IN ASPEN

\$148k*

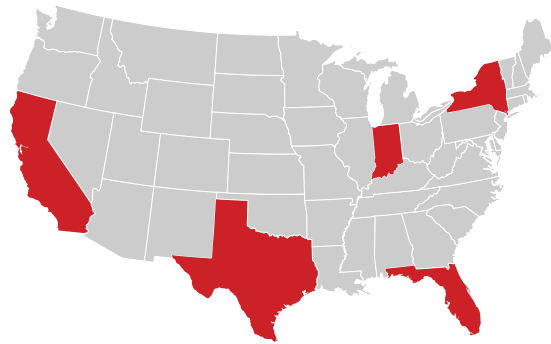
MEDIAN HOUSEHOLD
INCOME OF VISITORS

12.3 NIGHTS*

AVERAGE LENGTH OF STAY IN ASPEN

Primary reason for choosing Aspen

- Scenic Beauty
- Atmosphere/Ambiance of Destination
- Good Place to "get away" & Relax
- Outdoor Recreation Opportunities
- Nightlife
- Familiarity with Area Shopping
- Family/Children's Activities.*



MOST TOURISTS COME FROM

TEXAS ▪ CALIFORNIA ▪ FLORIDA
ILLINOIS ▪ NEW YORK*

48 YEARS
MEDIAN AGE*

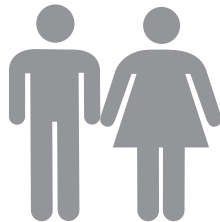
52%
FEMALE*

48%
MALE*



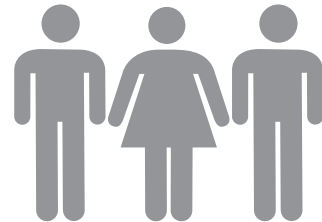
77%

stay in a hotel or condo**
Red Wheel distributes to 99
locations, including hotels
and condos reaching the 77%.



70%

of visitors are couples*
Market your business with a
Map AD or a brochure
to reach the 70%.



27%

of visitors are a group*
Market your business with a
Map AD or a brochure
to reach the 27%.

*Data reflects surveys taken Summer, 2014 courtesy of Aspen Chamber Resort Association

**Data reflects surveys from November, 2013 -April, 2014 courtesy of Aspen Skiing Company

ASPEN DISTRIBUTION

We distribute **magazines, rackcards** and our **three maps** all over Aspen to **46+ locations** 12 month a year. In total we distribute to **100+ locations**, including Snowmass and Down Valley.

We have two full time distribution managers in the field daily circulating client material in the Roaring Fork Valley. Our distribution points includes high traffic locations like the Aspen Airport, Aspen Chamber and Snowmass Visitor Kiosks as well as key hotels and concierge teams.

Content distribution includes:

- Local Town Map
- Hiking & Biking Map
- Magazine Distribution
- Maroon Bells Map
- 4x9 Brochures
- Restaurant Menu Guide

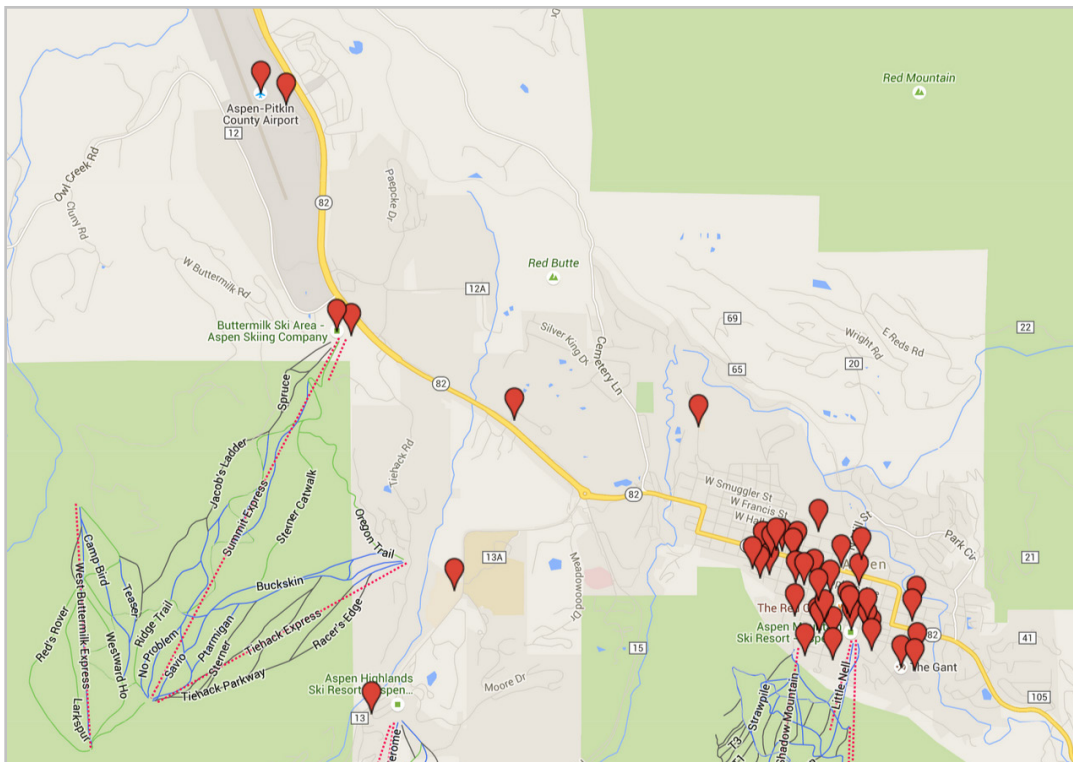


Image: Red Wheel's Distribution Points in Aspen

Source: MyMap Google Maps

SNOWMASS DISTRIBUTION

We distribute **magazines, rackcards** and our **three maps** all over Snowmass to **34+ locations** 12 month a year. In total we distribute to **100+ locations**, including Aspen and Down Valley.

We have two full time distribution managers in the field daily circulating client material in the Roaring Fork Valley. Our distribution points includes high traffic locations like the Aspen Airport, Aspen Chamber and Snowmass Visitor Kiosks as well as key hotels and concierge teams.

Content distribution includes:

- Local Town Map
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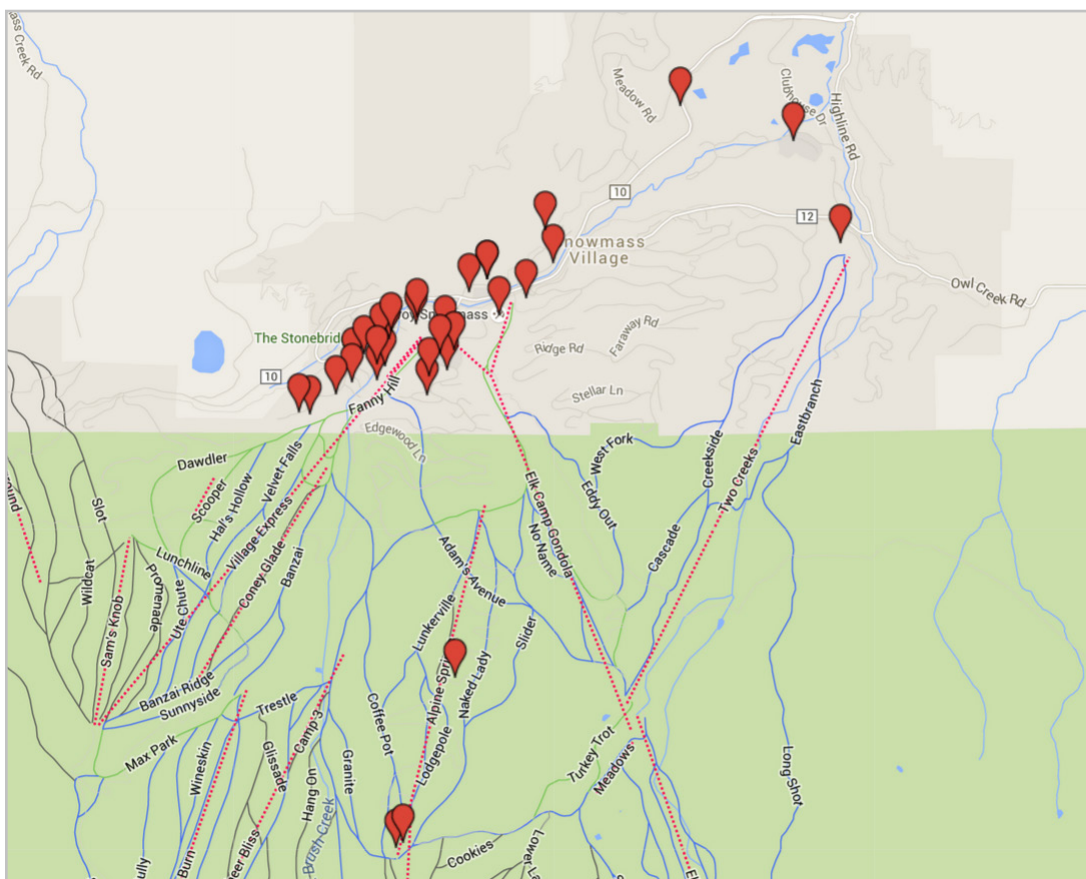


Image: Red Wheel's Distribution Points in Snowmass Village Source: MyMap Google Maps

DOWN VALLEY DISTRIBUTION

We distribute **magazines, rackcards** and our **three maps** all over Snowmass to **19+ locations** 12 month a year. In total we distribute to **100+ locations**, including Aspen and Down Valley.

We have two full time distribution managers in the field daily circulating client material in the Roaring Fork Valley. Our distribution points includes high traffic locations like the Aspen Airport, Aspen Chamber and Snowmass Visitor Kiosks as well as key hotels and concierge teams.

Content distribution includes:

- Local Town Map
- Hiking & Biking Map
- Magazine Distribution
- Maroon Bells Map
- 4x9 Brochures
- Restaurant Menu Guide

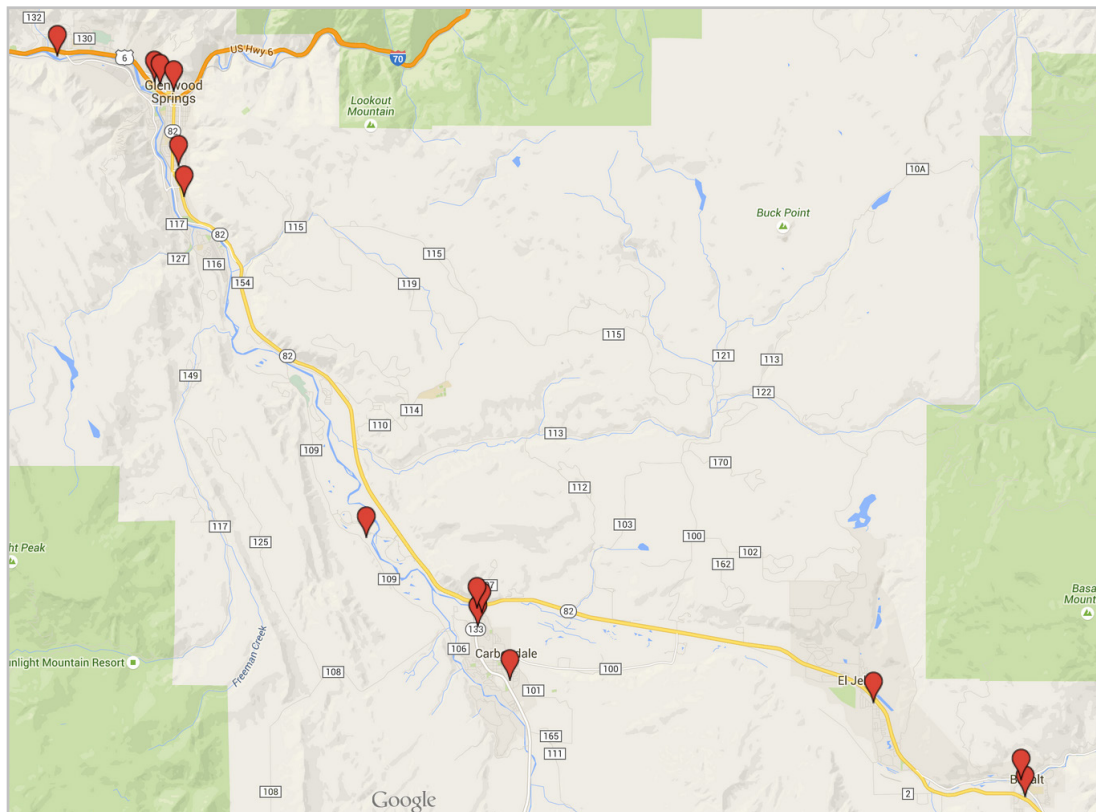


Image: Red Wheel's Distribution Points Down Valley

Source: MyMap Google Maps