



2026 MEDIA KIT

DECEMBER 2026 – MARCH 2027 | 6 EPISODES

THE MOUNTAIN REPORT



26 SEASONS.

80M+ HOMES.

MASSIVE MULTI-PLATFORM REACH

650K SOCIAL MEDIA REACH

NBC Sports Boston

4.8M HH

New England

MASN

4M HH

MD, DC, VA, DE, PA, NC

Altitude Sports

4M HH

CO, UT, WY, ID & more

STREAMING: 55M+ HOUSEHOLDS

Slopes TV | Amazon Fire TV | Roku | NLSE | STK | SelectTV | RightNow TV | Local Now

ABOUT

Our Audience

CORE SKIERS & RIDERS WHO ACTIVELY SEEK OUT THIS CONTENT

FAMILIES PLANNING WINTER TRAVEL

HIGHLY ENGAGED SOCIAL AUDIENCE

BCN Productions & 3B Media

BCN Productions and 3B Media announce the launch of our 26th broadcast season of the winter travel series: The Mountain Report (TMR)

TMR showcases everything a mountain has to offer:

- Ski & ride experience
- Children's programs & backwoods adventure
- Dining & accommodations
- The legendary après scene
- Shop Talk: latest gear & fashion

THEMOUNTAINREPORT.TV

WHY THIS PARTNERSHIP MATTERS

Built for Real Skiers.

The Mountain Report and skiers share the same ethos:

Celebrating authentic winter culture

Reaching core skiers and riders

Delivering real value to resorts



Together, we amplify the voice of ski culture across the world

THEMOUNTAINREPORT.TV

OVER 4.8 MILLION HOUSEHOLDS

HOMES BY REGION

Boston, MA	2,275,000
Hartford, CT	968,000
Providence, RI	586,000
Portland, ME	361,000
Burlington, VT	285,000
Springfield, MA	250,000
Bangor, ME	114,000
Manchester, NH	28,000



500K+ SOCIAL FOLLOWERS

346K+ FACEBOOK FOLLOWERS

100K+ TWITTER/X FOLLOWERS

110K+ INSTAGRAM FOLLOWERS

4 MILLION HOUSEHOLDS

REGIONS INCLUDED

- Maryland
- Delaware
- Washington, D.C.
- Pennsylvania
- Virginia
- North Carolina



REACHING THE SKI CORRIDOR:

DC · Baltimore · Philadelphia · Pittsburgh
Richmond · Charlotte & beyond

OVER 5.9
MILLION
HOUSEHOLDS

HOMES BY REGION

- ▶ Colorado
- ▶ Utah
- ▶ Wyoming
- ▶ Montana
- ▶ Idaho
- ▶ Nevada
- ▶ New Mexico
- ▶ Kansas
- ▶ Nebraska
- ▶ South Dakota

35K+
SOCIAL
FOLLOWERS

18K+ Facebook Followers

21K+ Twitter/X Followers

7K+ Instagram Followers

2026/27 SPONSORSHIP LEVELS

6 EPISODES | DECEMBER 2026 THROUGH MARCH 2027

◆ BLACK DIAMOND \$15,000

- :30 spot in all episodes
- Billboard in all episodes
- 2–3 min feature in Winter Preview Episode
- 6 x social media hits
- Full rights to all related footage
- Sponsored on-screen element each episode
- End-of-show credit w/ logo & website every episode
- Product/logo worn by host multiple episodes
- Segment/full episode at location or on product
- Ads in Golfing the World (12-month coverage)

▪ INTERMEDIATE \$10,000

- :30 spot in all episodes
- Billboard in all episodes
- 2–3 min feature in Winter Preview Episode
- 2 x social media hits
- Full rights to all related footage
- End-of-show credit w/ logo & website every episode
- Product/logo worn by host in 1 episode
- 2–3 min feature segment on location or product in 1 episode

EASY \$5,000

- :30 spot in 3 episodes
- 2–3 min feature in Winter Preview Episode
- 2 x social media hits
- Full rights to all footage
- Product/logo worn by host in 1 episode
- 2–3 min feature segment on location or product in 1 episode

NEXT STEPS

Let's Build the 2026/27 Season Together

- 1 Choose a sponsorship level — or customize your own!
- 2 Co-branded content filmed with your resort, your product, or your people
- 3 Integrated broadcast + streaming + social campaign
- 4 Full season rollout — 6 episodes December 2026 through March 2027



LET'S BUILD YOUR WINTER STORY.

BCN PRODUCTIONS

KEVIN FRIEND

KFRIEND@BCNPRODUCTIONS.COM

508-238-9111

3B MEDIA

BOB SYLVESTER

BOB@3BMEDIA.TV

508-922-8596

THEMOUNTAINREPORT.TV