

Examiner.com

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Page Views: approximately 5.5 million unique visitors monthly

The screenshot shows the Examiner.com website interface. At the top, there is a navigation bar with the site logo and links for 'Log in' and 'Become an Examiner'. Below this is a large blue banner with the word 'National' and a 'Change' button. A search bar with the Google logo is positioned on the right. A secondary navigation menu lists categories: Home, Entertainment, Sports & Recreation, Family & Home, Lifestyle, Health & Beauty, and News & Info. The main content area features a 'Google maps' advertisement with the text 'Like skiing? Hit the slopes with Street View. See it now' and a small image of a person on a ski slope. The primary article is titled 'Powder Chase of the Week: Brian Head Resort, Utah' by Eric Wagnon, a 'Skiing Examiner'. It includes a small photo of Eric Wagnon and a 'Subscribe' button. To the right of the article is an advertisement with three sections: 'California: Mom discovers \$5 wrinkle trick. Dermatologists are SCARED you will learn this secret...', 'California: Mom discovers \$5 wrinkle trick. Dermatologists are scared you will learn this secret.', and 'If you have a \$500,000 portfolio, download the guide by Forbes Columnist Ken Fisher's firm.' Below the advertisement is another ad titled 'Fixing a Dropped Bike Chain' by Andrew Beck.

The "Powder Chase of the Week" selection is based on recent or forecasted snowfall (preferably both). If you have a trust fund or timely dot-com cash-out, feel free to chase the powder at will.

Week 10: Brian Head Resort, Utah

The El Nino that was supposed to benefit Brian Head Resort this ski season has delivered on its promise to southern Utah this week. The National Weather Service predicts 6 to 10 inches of snowfall during the day on Wednesday. Another 3 inches could fall Wednesday night.

El Nino, the periodic warming of water in the tropical Pacific Ocean, is used as broad indicator for winter weather patterns. Snowfall researcher Tony Crocker has extensively studied the effects of El Nino and La Nina on ski resorts. According to his website, **Brian Head**, Arizona Snowbowl, Taos Ski Valley in New Mexico, and Mammoth Mountain in the California Sierras generally have big snow years correlating with the El Nino condition.

Through 7 a.m. on Wednesday, **Brian Head** reported 204 inches of snow for the season. Considering that the resort averages 350 inches annually, the only major ski area in southern Utah has already received about 60 percent of its usual total for the entire season. Featuring 640 skiable acres, **Brian Head** is located about a three-hour drive north of Las Vegas.

<http://www.examiner.com/skiing-in-national/powder-chase-of-the-week-brian-head-resort-utah>