



Snowshoe Magazine

2019-2020 MEDIA KIT

About Us

Snowshoe Magazine was created in 2003 by former owner, Ryan Alford and sold to Paul and Susan Wowk in 2015. It is the only worldwide publication that focuses on the sport of snowshoeing.

We strive to give voice to the sport by offering a comprehensive selection of content, including snowshoeing tips, destinations, gear, and events. We are true winter lovers that enjoy publishing and sharing content for our readers all year round!

Our Editorial Mission

As an independently owned publication, we are dedicated to providing a clear, concise and unbiased message to readers. Snowshoe Magazine speaks to and connects with those who are first-time snowshoers, recreational enthusiasts who love the snow-covered backcountry, and the competitors who race in snowshoe events worldwide.

From Our Founder, Ryan Alford

"Our commitment to the sport of snowshoeing and the future of this publication will remain steadfast. We have the unique opportunity to reach out and help organize a growing community of snowshoers, worldwide. Our mission is clear: bring snowshoeing to a mainstream audience, pluck people from their couches and place them in snowshoes, and provide a reliable resource to the industry through our editorial excellence."

Photo by Taylor Kipfer

15,500+

FOLLOWERS ON SOCIAL
MEDIA

OVER 2500

ARTICLES PUBLISHED

45,000+

AVERAGE MONTHLY PAGEVIEWS
NOVEMBER- MARCH



Audience & Partners

**"THANK YOU for being there for us.
I was just a recreational snowshoe enthusiast , but your
magazine gave me the encouragement to purchase racing
shoes and try my first competition in February!"**

-Bob Young, Snowshoe Mag Reader

Our Readers

- Diverse audience of singles, families, and couples who enjoy the outdoors at all recreation levels
- 54% of readers are male
- 46% of readers are female
- 79% are in North America, with 67% in the U.S. and 12% in Canada
- Over half of our readers are between ages 25-45, with 31% of readers 25-34 and 23% age 35-44.

We Support

- United States Snowshoe Association
- Leave No Trace
- American Trail Running Association

"The U.S. Snowshoe Association is very pleased to recognize the efforts of Snowshoe Magazine to help promote one of the fastest growing winter sports available today. Not only is the USSSA committed to conducting its annual U.S. National Snowshoe Championship Series, we're proud to join with Snowshoe Magazine in an effort to get people out during the winter months to help improve their quality of life and health."

-Mark Elmore, Sports Director, United States Snowshoe Association

Service Options

Gear Guide:

- Comprehensive guide for your specific gear and/or accessories that you would like featured for the season
- Listing never expires and includes a picture of the gear, description from your website, and price (if desired)
- Direct link to your site and gear page for each listing to enhance SEO

Advertorials/Sponsored Posts:

- Promote products, services, and/or events in a post with Snowshoe Mag
- Posts can be created by Snowshoe Mag staff or by your agency
- Articles up to 500 words, up to 4 pictures each, must be related to snowshoeing
- Shared on social media with tag to your company's profile

Social Media Spotlight:

- Share your products, services or events on Snowshoe Mag social media channels (Facebook, Twitter, Instagram, Pinterest)
- Up to 2 spotlights per month on each platform

Contests and Giveaways:

- Offer a giveaway of your products or services to promote your brand to readers
- Contest or giveaway could be newsletter specific, reaching over 5,000 subscribers

Reviews:

- Snowshoe Mag staff can review your product, service, tour, or accommodation
- Article will be a minimum of 500 words with at least 2 photos
- Reviews shared on social media platforms
- All opinions shared in the article will be the unbiased, honest views of the writer

Race or Event Coverage:

- Provide coverage and results of your event to our readers
- Article will be a minimum of 500 words
- Coverage can be provided by Snowshoe Mag staff or your agency.

Large Horizontal – 728 x 90

Small Horizontal – 468 x 60

Square – 300 x 250

**Skyscraper
120
x 400**

Banner Ads:

- Display your ads throughout our site to reach a new community of customers
- Multiple sizes available to be featured on the site or newsletter
- Must be JPG or GIF format and size should not exceed 75 KB
- Any of your company's webpages can be linked to the ad

Free and unlimited press release uploads and inclusion available with advertising purchase. Package deals are also available. Contact us for pricing details.

Photo by Pixabay



Contact Us

<https://www.snowshoemag.com/>
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Facebook @SnowshoeMag



Twitter @SnowshoeMag



Instagram



Pinterest