



2023-2024 MEDIA KIT

Your advertising and marketing solution
for the outdoor enthusiast.





About Snowshoe Mag



Snowshoe Mag is a family-owned publication with content created by true snowshoeing lovers since 2004.

As the only platform focused on snowshoeing and with over 2,600 articles, we share the joys of the sport with other enthusiasts and industry leaders around the world!

Our digital platforms are the premier online source for all things snowshoeing, offering advertising and marketing solutions for gear manufacturers and destinations that support our sport. We connect organizations to their target audience in a brand-safe, fun digital environment.

#1 SOURCE

FOR THE SPORT

20 YEARS

ENGAGING CONTENT

FAMILY

OWNED & OPERATED



Editorial Mission



The mission of Snowshoe Mag is to inspire and support individuals to participate in the sport of snowshoeing and explore the outdoors in winter.

We strive to be a resource to the snowshoeing industry to further promote the sport through our editorial excellence.

We are the go-to resource for the sport of snowshoeing, covering gear, trails, resorts, tours, how-to guides, racing, and lifestyle!

INSPIRE

SNOWSHOERS

INDUSTRY

RESOURCE

GO-TO

FOR INFORMATION



Why Snowshoe Mag



Our magazine offers a targeted audience of snowshoe enthusiasts, with various advertising options to fit every budget. Partner with us for maximum exposure.

Our audience consists of active individuals who love the great outdoors and crave adventure. We have a diverse audience of singles, families, and couples who enjoy the outdoors at all recreation levels. They are passionate about snowshoeing and other winter sports, and are always looking for new ways to explore the wilderness! Plus, they are dedicated readers of all ages and fitness levels.

ENGAGED

WITH CONTENT

~257K

SITE USERS

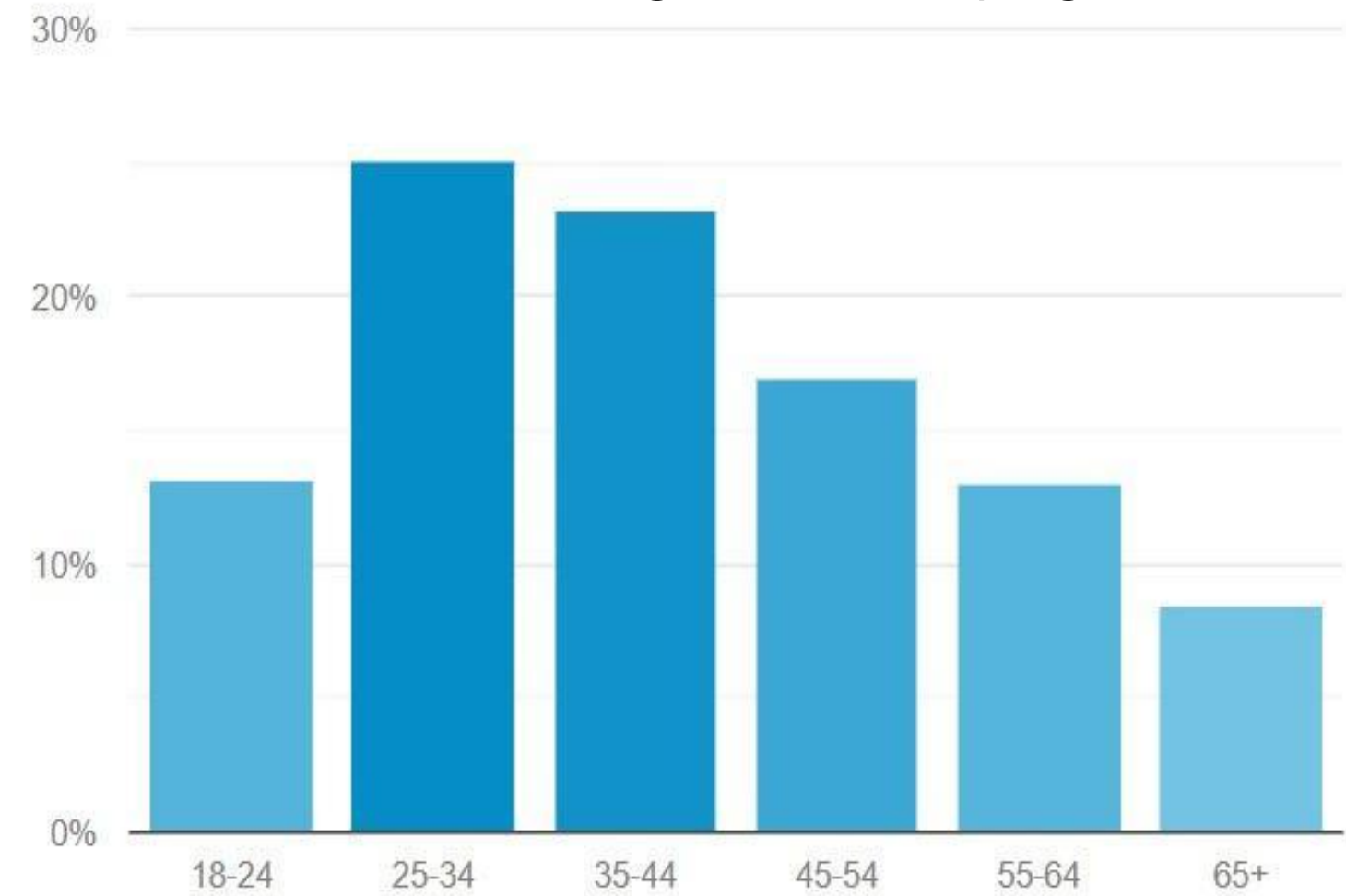
LONG-TIME

READERS



Our Audience

Snowshoe Mag - Readers by Age



Almost a half of our audience is between ages 25-44, followed by roughly equal representation of other age groups

Based on a Snowshoe Mag survey sent to our newsletter subscribers during fall 2019, 64% of readers snowshoe more than five times a season.

Also, the top reasons our readers go snowshoeing are to appreciate nature, to have fun, and to maintain or improve fitness.

Demographics*:

- 47% of readers are females, and 53% of readers are males
- 68% of our audience lives in the United States and 20% live in Canada. The remainder primarily live in the U.K, Australia, and Japan.

**as of June 6, 2022*

DIVERSE
AUDIENCE

PASSIONATE
FOR OUTDOORS

DEDICATED
READERS



Site Stats

July 2022 - June 2023

Total Pageviews: 373K

Average Engagement Time: 1m 33s

Total Users: 257K

Oct 2022 - Dec 2022 (Q4)

Total Pageviews: 149K

Average Engagement Time: 1m 35s

Total Users: 97K

Jan 2023 - Mar 2023 (Q1)

Total Pageviews: 162K

Average Engagement Time: 1m 34s

Total Users: 108K

*** We have retained approximately 75% of our traffic from the outlying 2020-2021 COVID pandemic season.*

~257K

SITE USERS

373K+

SITE PAGEVIEWS

1m 33s

AVERAGE ENGAGEMENT TIME



Partnership Opportunities



Branded Content

Sponsored Content

Banner Ads

Homepage Takeover

Exclusive Newsletters

Sponsored Newsletters

Custom Guide

Social Media Spotlight

Annual Photo Competition

Holiday Gift Giveaway

Cindy Brochman Person of the Year

Clean-Up Initiatives

15

AD PARTNERS

2M

IMPRESSIONS SERVED

75K

FOLLOWERS REACHED



Partnership Opportunities

Branded Content

- Feature your brand in an article written by the Snowshoe Mag team
- Topic determined by your brand and could include a new product release, brand story, etc
- The content created is owned by your brand
- Shared on Snowshoe Mag social media and in the newsletter
- Examples:

[Sawyer Products: Bringing Clean Water to People Around the Globe](#)
[Using Crescent Moon Foam Snowshoes While Ice Fishing](#)

Sponsored Content

- Own specific subject matter for an agreed-upon timeframe of up to one year and contribute brand's expertise
- Sponsorship could include new editorial and fan favorites from previous seasons
- Includes mention of brand as presenting sponsor in byline
- Total pageviews vary depending on whether the content is new or a long-time fan favorite
- Examples:

[Compass and Map Reading 101: Basics for the Beginner](#)
[Snowshoe Sizing and Options for Big People and Heavy Loads](#)
[Keep Your Hands, Feet, and Head Warm for Snowshoeing](#)

Exclusive Newsletters

- Newsletter dedicated solely to your brand with a feature based on your needs
- May include supplemental brand content or related Snowshoe Mag content
- Includes copy and static images
- Reach all or segments of our 4,900 subscribers with an avg open rate of 37.5%
- Examples:

[The Newly Designed Beginner Snowshoe You Need This Season](#)
[Don't Despair, Repair Your Gear With Tear Mender](#)
[Snowshoe With a View in Breckenridge, CO](#)

Sponsored Newsletters

- Sponsor one of Snowshoe Mag's regularly distributed newsletters
- Feature highlights of the brand in header content or article features
- Example: [Snowshoeing and Winter Activities for the Holidays](#)

Banner Ads

- Display your ads on the homepage, posts, and pages to reach a new community of customers
- Sizes: 728 x 90, 300 x 250, 468 x 60
- JPG or GIF format, not exceed 75 KB
- Ads are linked to any URL of your choosing



Partnership Opportunities

Custom Guide

- Custom page created by our staff that includes a comprehensive guide featuring your gear, accommodation, or service
- Tailored to include images, descriptions from your website, and price (if desired)
- Direct link to your site and page (marked as sponsored)
- Examples:

[Redfeather Snowshoes Gear Guide](#)

[Komperdell Gear Guide: Snowshoes, Accessories, and Poles](#)

[MSR Gear Guide: Snowshoes and Snowshoe Accessories](#)

Annual Photo Competition

- Participate in this user-generated content initiative, where readers submit their photos from the winter season and then vote for their favorites
- Sponsorship includes byline on the competition landing page and on submission platform (EasyPromos)
- As an optional add, donate a prize for one of our winners
- Competition is promoted on social channels, homepage and newsletters
- Examples:

[2022 Photo Competition](#)

[2023 Photo Competition](#)

Holiday Gift Giveaway

- Feature your up-and-coming product or service
- Giveaway runs throughout the month of December and is hosted via the EasyPromo platform
- Sponsorship includes byline on the giveaway landing page and on EasyPromos giveaway entry
- As an optional add, donate a prize for one of our winners
- Giveaway is promoted on social channels, homepage and newsletters

Social Media Spotlight

- Share your products, services, or events on Snowshoe Mag social media channels
- Facebook, Twitter, Instagram, Pinterest all @snowshoemag
- Schedule the post based on your needs and interest
- May use predetermined hashtags to promote the brand and/or event
- Option to include a dedicated Pinterest board for your brand

Cindy Brochman Person of the Year

- Sponsor this annual award given to an individual for their dedication and advocacy for the sport of snowshoe racing and running
- Sponsorship includes your brand's name and logo on the recipient certificate and in the accompanying article announcing the winner
- Example:

[Cindy Brochman Memorial Person of the Year Award](#)

Clean-Up Initiatives

- Clean ups hosted each September for National Clean-Up Day and each April for Earth Day
- Readers and staff are encouraged to join local clean-ups via the promotion of educational materials on social media, campaign article(s), and in the newsletter
- Example:

[Join Us for National and World CleanUp Day 2020](#)



Partnership Opportunities

Sponsored Content

- Own specific subject matter for an agreed-upon timeframe of up to one year and contribute brand's expertise
- Sponsorship could include new editorial and fan favorites from previous seasons
- Includes mention of brand as presenting sponsor in byline
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[Snowshoe Sizing and Options for Big People and Heavy Loads](#)
[Keep Your Hands, Feet, and Head Warm for Snowshoeing](#)

\$1000

INVESTMENT

2,600+

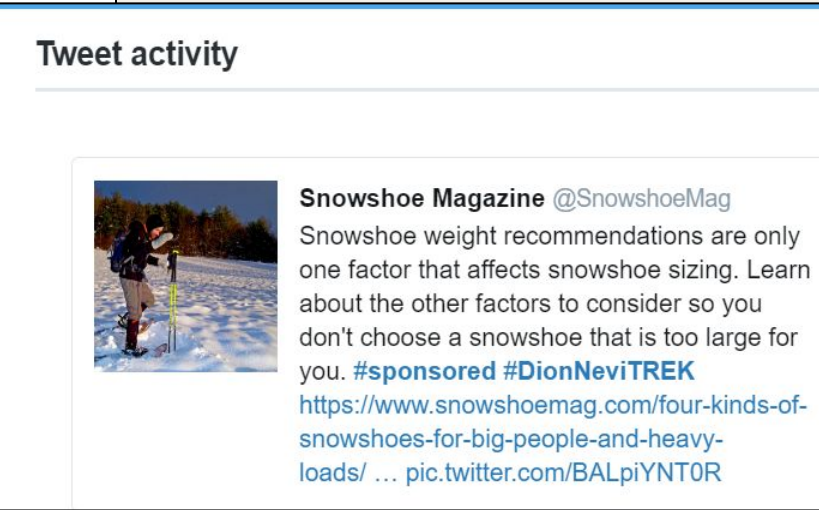
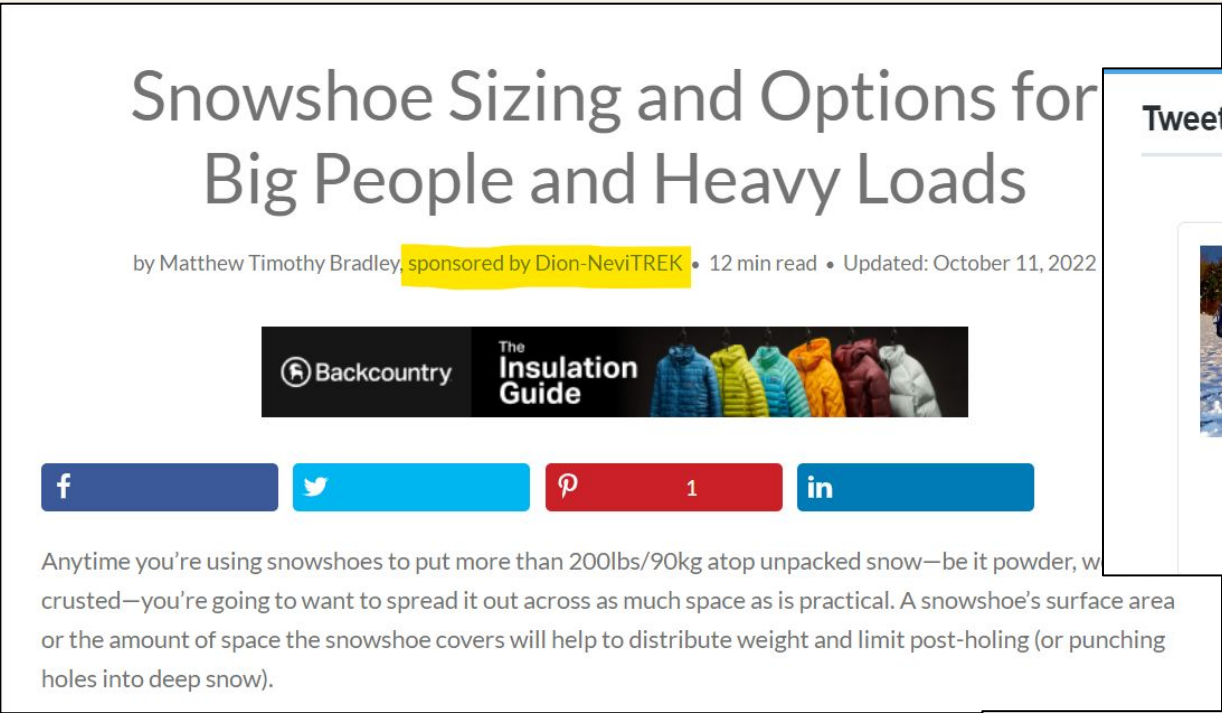
ARTICLES TO CHOOSE FROM

500 - 5K

PAGEVIEWS PER ARTICLE

1 m 46 s

AVERAGE ENGAGEMENT TIME





Partnership Opportunities

Branded Content

- Feature your brand in an article written by the Snowshoe Mag team
- Topic determined by your brand and could include a new product release, brand story, etc
- The content created is owned by your brand
- Shared on Snowshoe Mag social media and in the newsletter
- Examples:

Sawyer Products: Bringing Clean Water to People Around the Globe
Using Crescent Moon Foam Snowshoes While Ice Fishing

\$1000
INVESTMENT

134

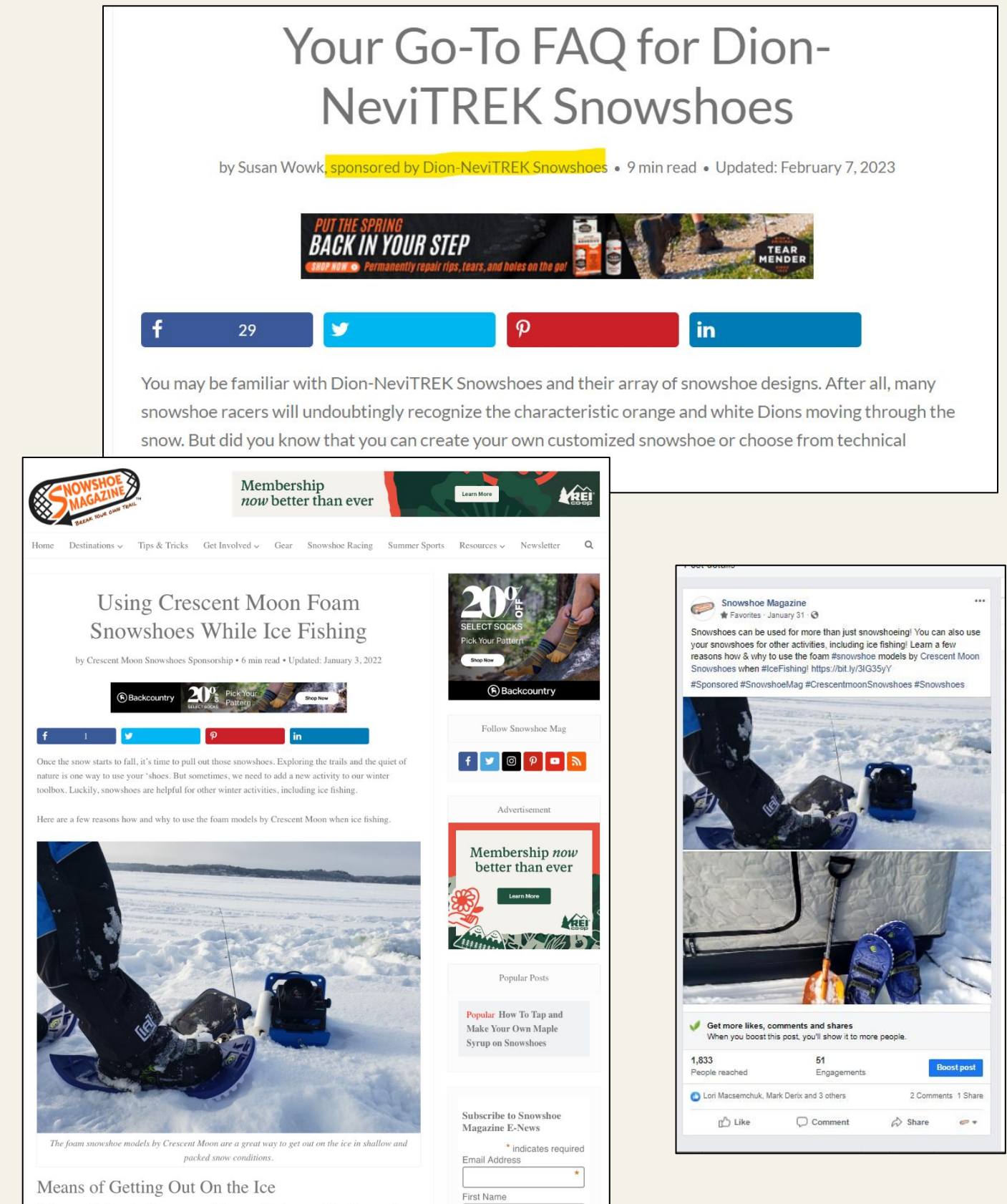
AVERAGE USERS PER PAGE

200+

AVERAGE PAGEVIEWS

1 m

AVERAGE ENGAGEMENT TIME





Partnership Opportunities

Exclusive Newsletters

- Newsletter dedicated solely to your brand with a feature based on your needs
- May include supplemental brand content or related Snowshoe Mag content
- Includes copy and static images
- Reach all or segments of our 4,900 subscribers with an avg open rate of 37.5%
- Examples:

[The Newly Designed Beginner Snowshoe You Need This Season](#)
[Don't Despair, Repair Your Gear With Tear Mender](#)
[Snowshoe With a View in Breckenridge, CO](#)

\$500

INVESTMENT

4,900+

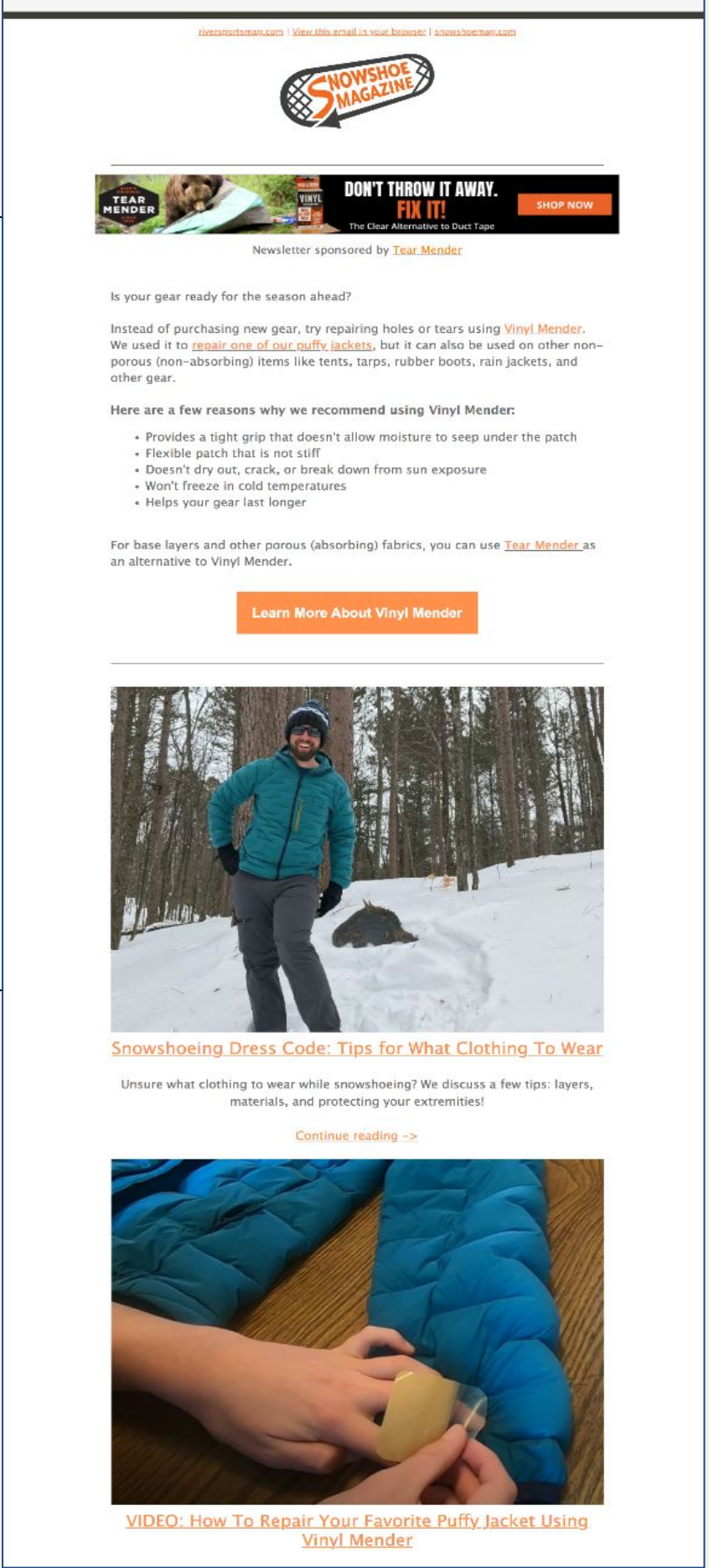
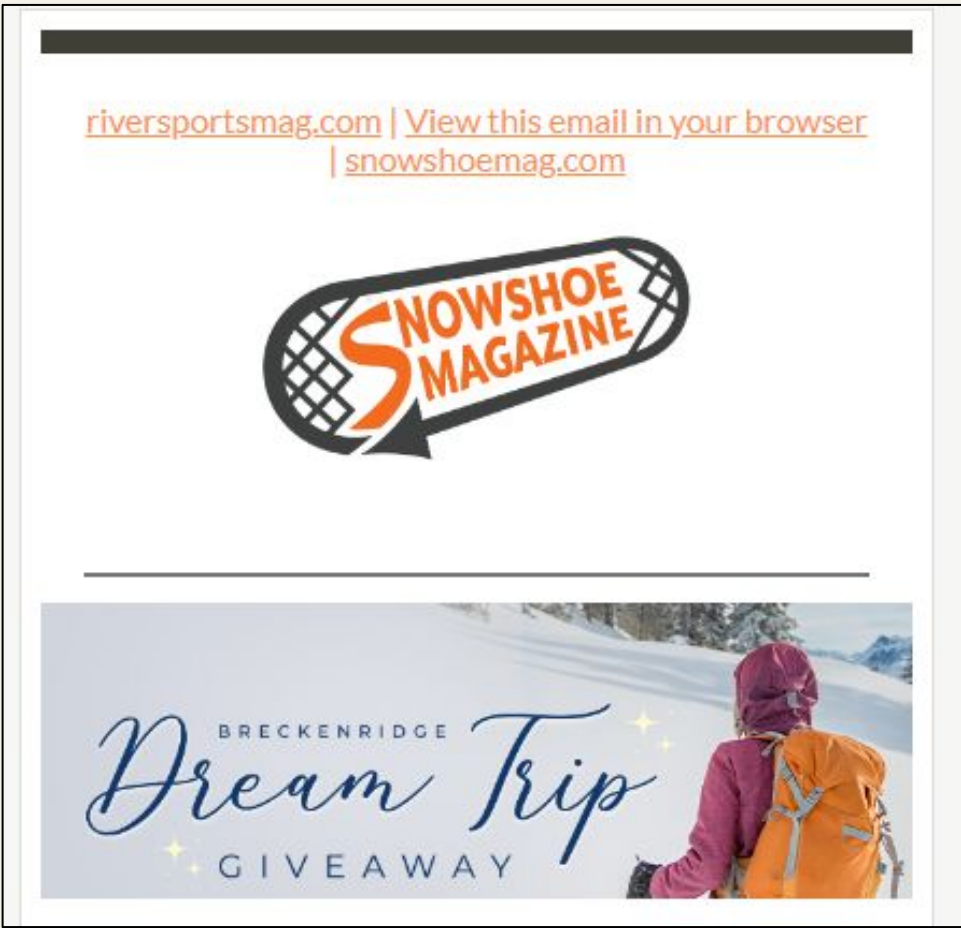
SUBSCRIBERS

3.8%

AVERAGE CLICK THROUGH RATE

37.5%

AVERAGE OPEN RATE





Partnership Opportunities

Sponsored Newsletters

- Sponsor one of Snowshoe Mag's regularly distributed newsletters
- Feature highlights of the brand in header content or article features
- Example:

[Snowshoeing and Winter Activities for the Holidays](#)

\$500

INVESTMENT

4,900+

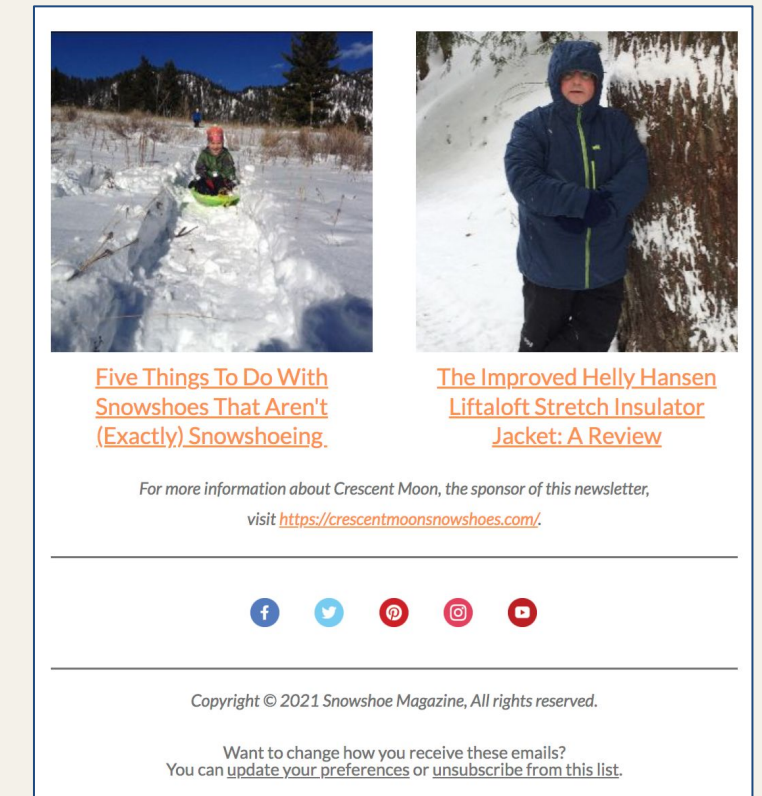
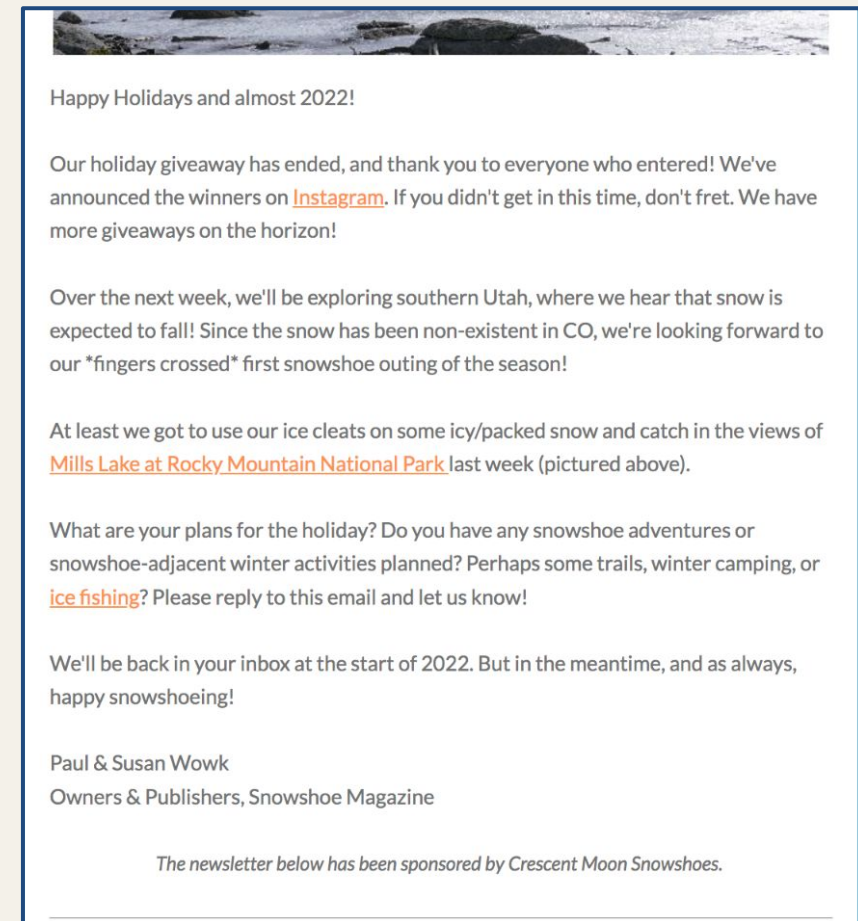
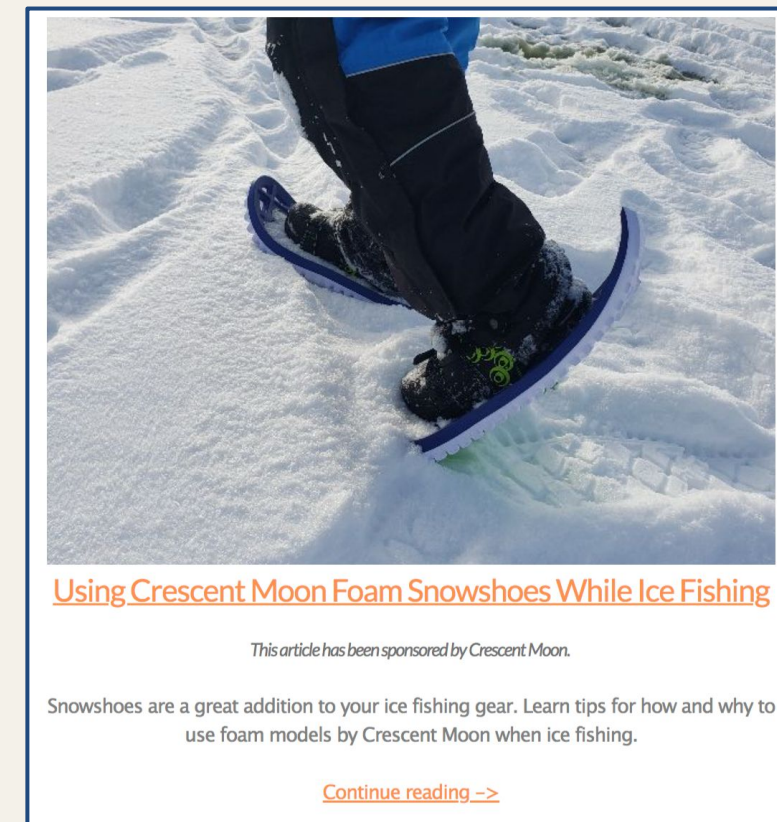
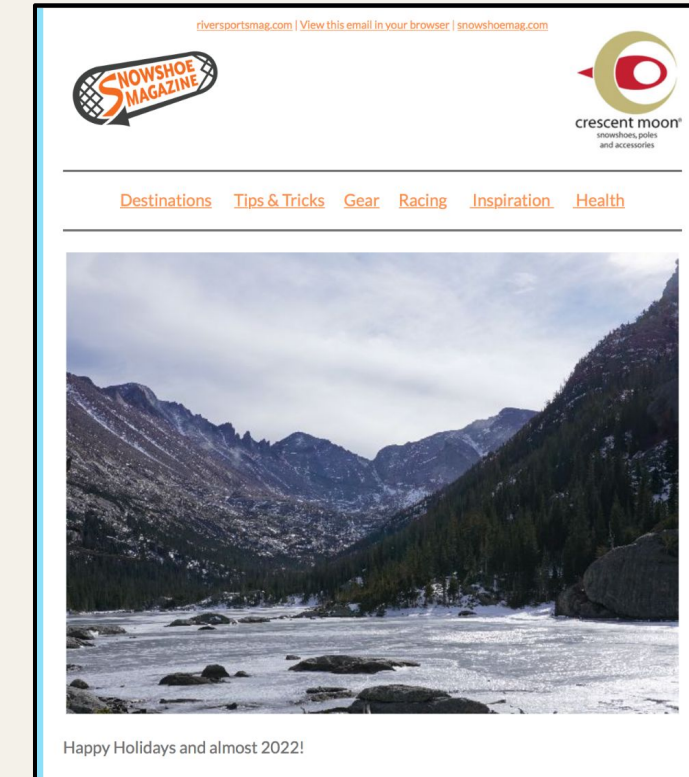
SUBSCRIBERS

6.7%

AVERAGE CLICK THROUGH RATE

42.8%

AVERAGE OPEN RATE





Partnership Opportunities

Banner Ads

- Display your ads on the homepage, posts, and pages to reach a new community of customers
- Sizes: 728 x 90, 300 x 250, 468 x 60
- JPG or GIF format, not exceed 75 KB
- Ads are linked to any URL of your choosing
- Investment: \$15 CPM

\$500-1000

INVESTMENT

2.37M

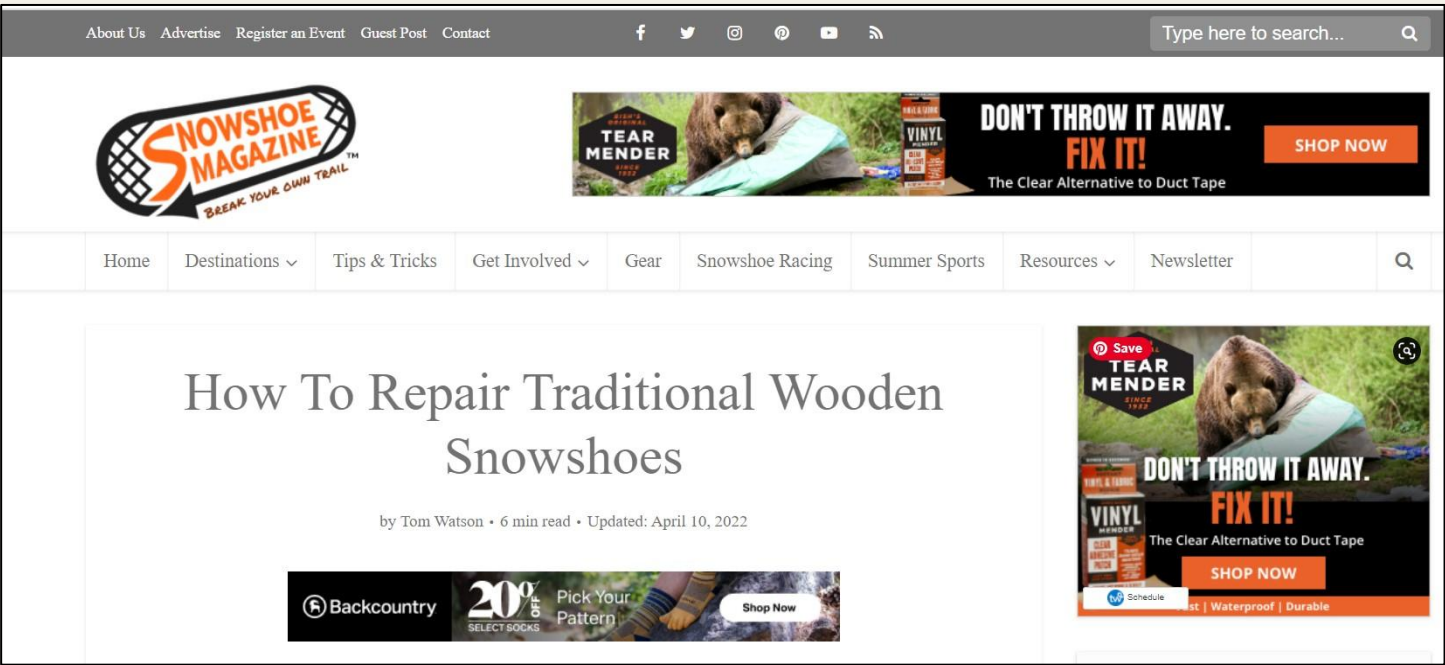
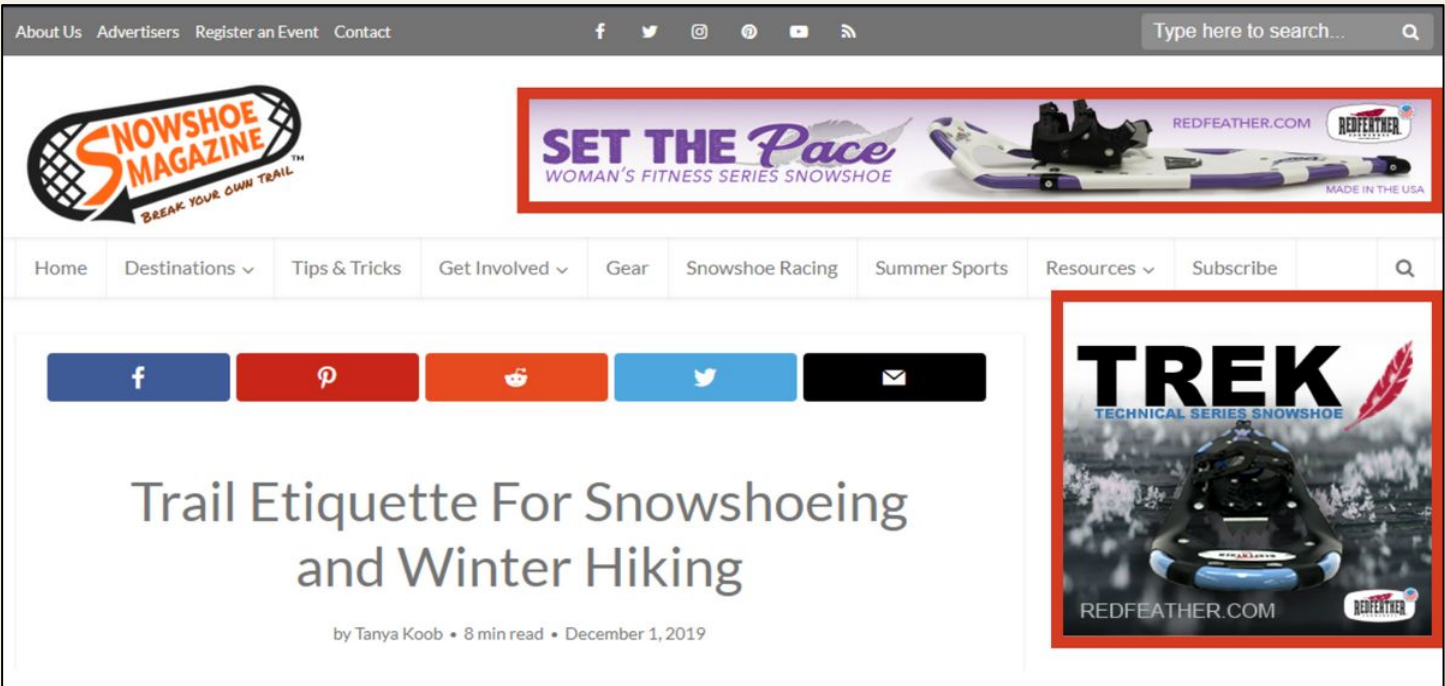
TOTAL YEARLY IMPRESSIONS

.06%

AVERAGE CLICK THROUGH RATE

373K

TOTAL YEARLY SITE PAGEVIEWS





Partnership Opportunities

Homepage Takeover

- Display your ads on the homepage to reach a new community of customers
- Your ad will be the only ad displayed on the homepage during a specific time period
- Sizes: 728 x 90, 300 x 250, 468 x 60
- JPG or GIF format, not exceed 75 KB
- Ads are linked to any URL of your choosing

\$1000

INVESTMENT

100K

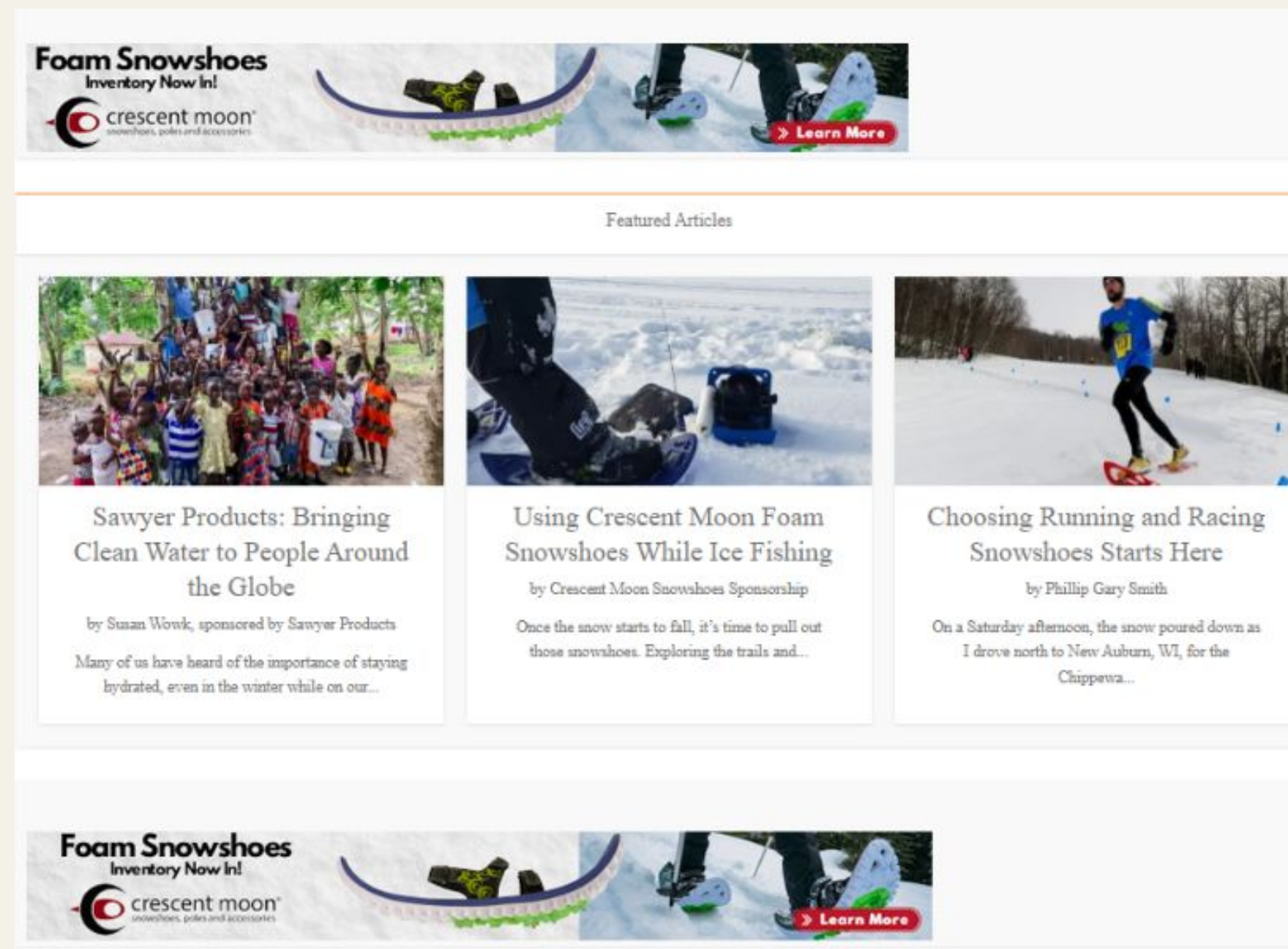
AVERAGE IMPRESSIONS

.12%

AVERAGE CLICK THROUGH RATE

3

AD SIZES





Partnership Opportunities

Custom Guide

- Custom page created by our staff that includes a comprehensive guide featuring your gear, accommodation, or service
- Tailored to include images, descriptions from your website, and price (if desired)
- Direct link to your site and page (marked as sponsored)
- Examples:

[Redfeather Snowshoes Gear Guide](#)

[Komperdell Gear Guide: Snowshoes, Accessories, and Poles](#)

[MSR Gear Guide: Snowshoes and Snowshoe Accessories](#)

\$2000

INVESTMENT

20

PRODUCTS

1m 20s




AVERAGE ENGAGEMENT TIME

700+


AVERAGE PAGEVIEWS/YR



Snowshoe Magazine @SnowshoeMag
Since 1922, **Komperdell** has been manufacturing **#snowshoes**, poles, protectors, and related products, so they know what's up. For some great gear this season, be sure to check out what they have to offer!
#sponsored
<https://www.snowshoemag.com/komperdell-snowshoes-gear-guide/> ...
pic.twitter.com/66VyhGx6UC



December 20, 2022 at 8:40 AM



Home Destinations ▾ Tips & Tricks Get Involved ▾ Gear Snowshoe Racing Summer Sports

Komperdell Gear Guide: Snowshoes, Accessories and Poles


by Snowshoe Mag Staff, sponsored by Komperdell • 13 min read • Updated: December 2, 2022

f t p 1 in


Komperdell has been making snowshoes, poles, protectors, and related products since 1922. They originally started in Vienna, Austria, before moving to Mondsee in 1983. Their long history has been dedicated to developing and producing high-quality products that are ahead of the trends for a variety of outdoor activities.

Komperdell has expanded their range since their founding, and they're still dedicated to providing both great products and great service. Their 100% Austrian-made products come with 3 years of free service repairs. Furthermore, Komperdell's products are trusted by beginners and experts alike, and they have an option that works for everyone, no matter what they're looking for in their outdoor gear.

[riversportsmag.com](#) | [View this email in your inbox](#)



Destinations Racing Tips & Tricks Inspiration



Komperdell Gear Guide: Snowshoes, Accessories, and Poles

Sponsored by Komperdell

Komperdell's passion for their craft has allowed them to become pioneers in the industry and incorporate the latest technology into their products. From lightweight, all-carbon snowshoes to self-deploying poles, Komperdell innovates at every turn, and they're always looking for the next big thing in every market.

[Continue reading ->](#)



Komperdell has made snowshoes, poles, protectors, and related products since 1922. Their long history has been...

Published by Loomly • March 15 •

Carbon Air Frame 25 Snowshoe
Composite Air Frame Snowshoe
Peakmaster Snowshoes
Snowshoe Accessories
D'scent Poles
Ultralight Poles
Titanal (Mountaineering) Poles
Aluminum Poles

KOMPERDELL
www.komperdell.com



Some of the links in this article may contain affiliate links. When you purchase using these links, part of the proceeds go to Snowshoe Magazine. Additionally, as Amazon Associates, we earn from qualifying purchases. Please see our [disclosure](#) for more details.

Komperdell Snowshoes

Check out their carbon, carbon composite, and aluminum snowshoes below.

Carbon Air Frame 25



These snowshoes offer the perfect combination of a lightweight design and tough traction for ice and hard-packed snow. With an all-carbon frame and carbon decking, these snowshoes are 50% lighter than other options making it easier to traverse the winter terrain. In total, this 'shoe weighs 691 g per piece (1.5 lbs).

They also feature an easy step-in binding that makes them simple and quick to put on your foot. The bindings are available in S, M, or L to accommodate a wide range of shoe sizes and provide a more exact fit. Additionally, they come with a toe cover for additional insulation.

The Carbon Air Frame also has an elevated heel lift that makes tackling inclines even easier. Overall, these snowshoes can support up to 120kg or 260 pounds, including the wearer and any baggage. They retail for \$95.

Features:

- Hollow-core carbon frame
- Quick fastener
- Ice-rail claws
- Heel lift
- Toe cover

[Shop the Carbon Air Frame](#)



Partnership Opportunities

Social Media Spotlight

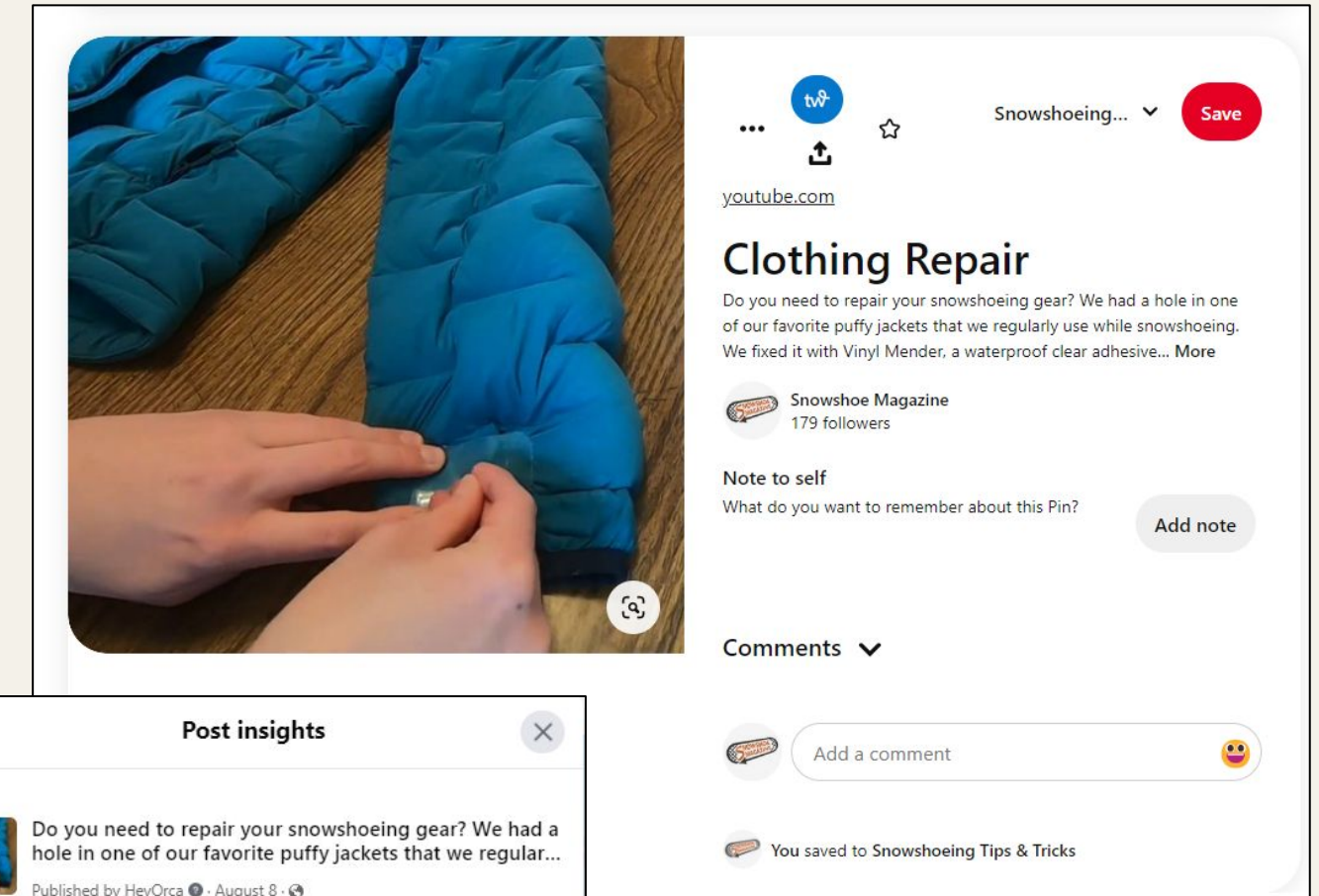
- Share your products, services, or events on Snowshoe Mag social media channels
- Facebook, Twitter, Instagram, Pinterest all @snowshoemag
- Schedule the post based on your needs and interest
- May use predetermined hashtags to promote the brand and/or event
- Option to include a dedicated Pinterest board for your brand

\$500-1000
INVESTMENT

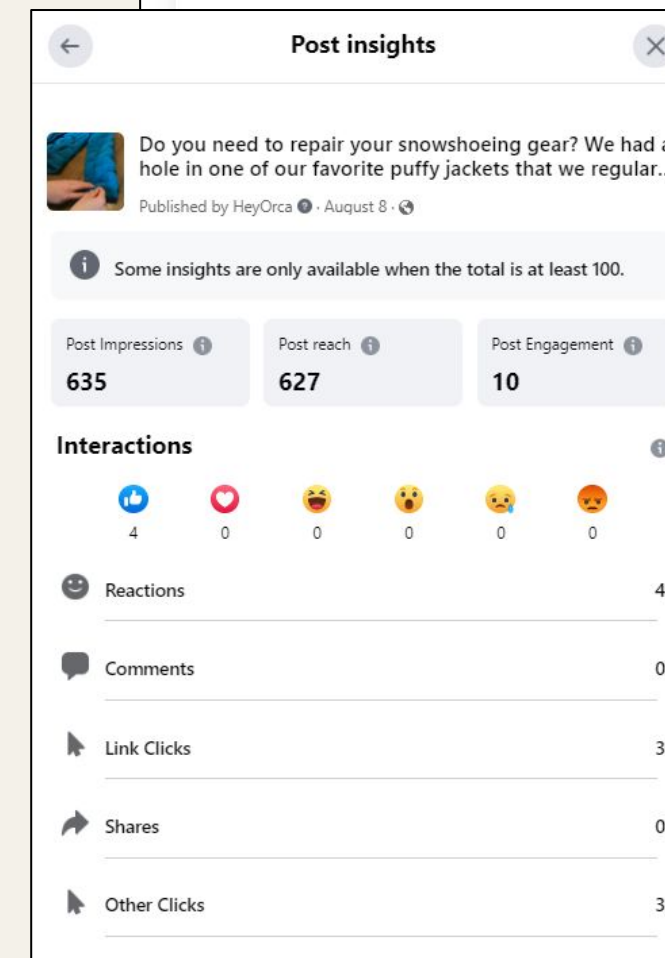
16K+
FOLLOWERS

4
PLATFORMS

8%
AVERAGE ENGAGEMENT RATE



<https://www.youtube.com/watch?v=IOL9GhYK1PQ>





Partnership Opportunities

Annual Photo Competition

- Participate in this user-generated content initiative, where readers submit their photos from the winter season and then vote for their favorites
- Sponsorship includes byline on the competition landing page and on submission platform (EasyPromos)
- As an optional add, donate a prize for one of our winners
- Competition is promoted on social channels, Snowshoe Mag homepage and newsletters
- Examples:

[2022 Photo Competition](#)
[2023 Photo Competition](#)

\$500

INVESTMENT

2,500+

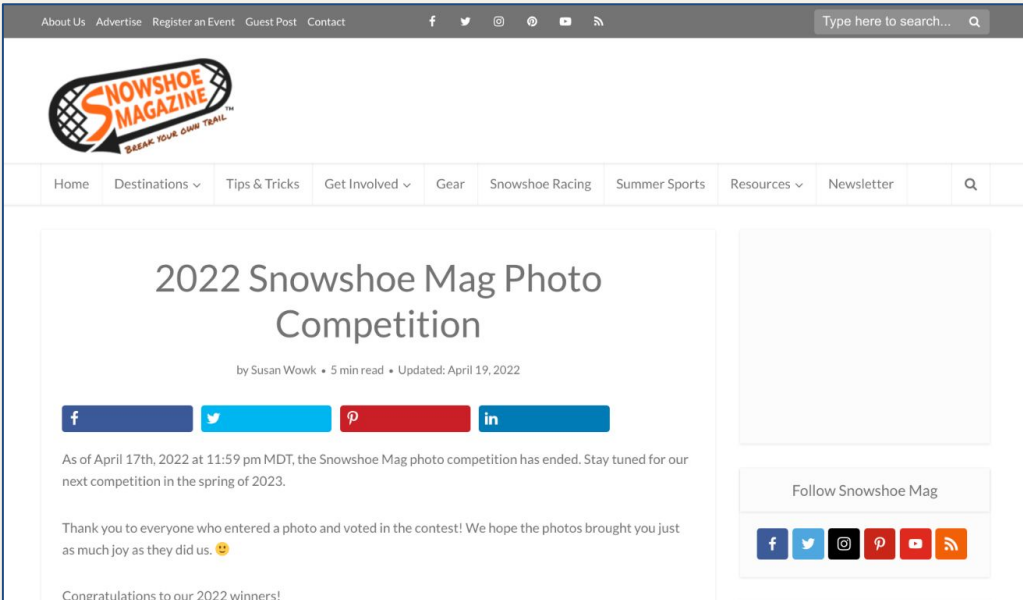
AVERAGE VIEWS

10%+

AVERAGE ENGAGEMENT RATE

300+

COMBINED VOTES/ENTRIES





Partnership Opportunities

Holiday

Gift

Giveaway

- Feature your up-and-coming product or service
- Giveaway runs throughout the month of December and is hosted via the EasyPromo platform
- Sponsorship includes byline on the giveaway landing page and on EasyPromos giveaway entry
- As an optional add, donate a prize for one of our winners
- Giveaway is promoted on social channels, Snowshoe Mag homepage and newsletters



\$500

INVESTMENT

200

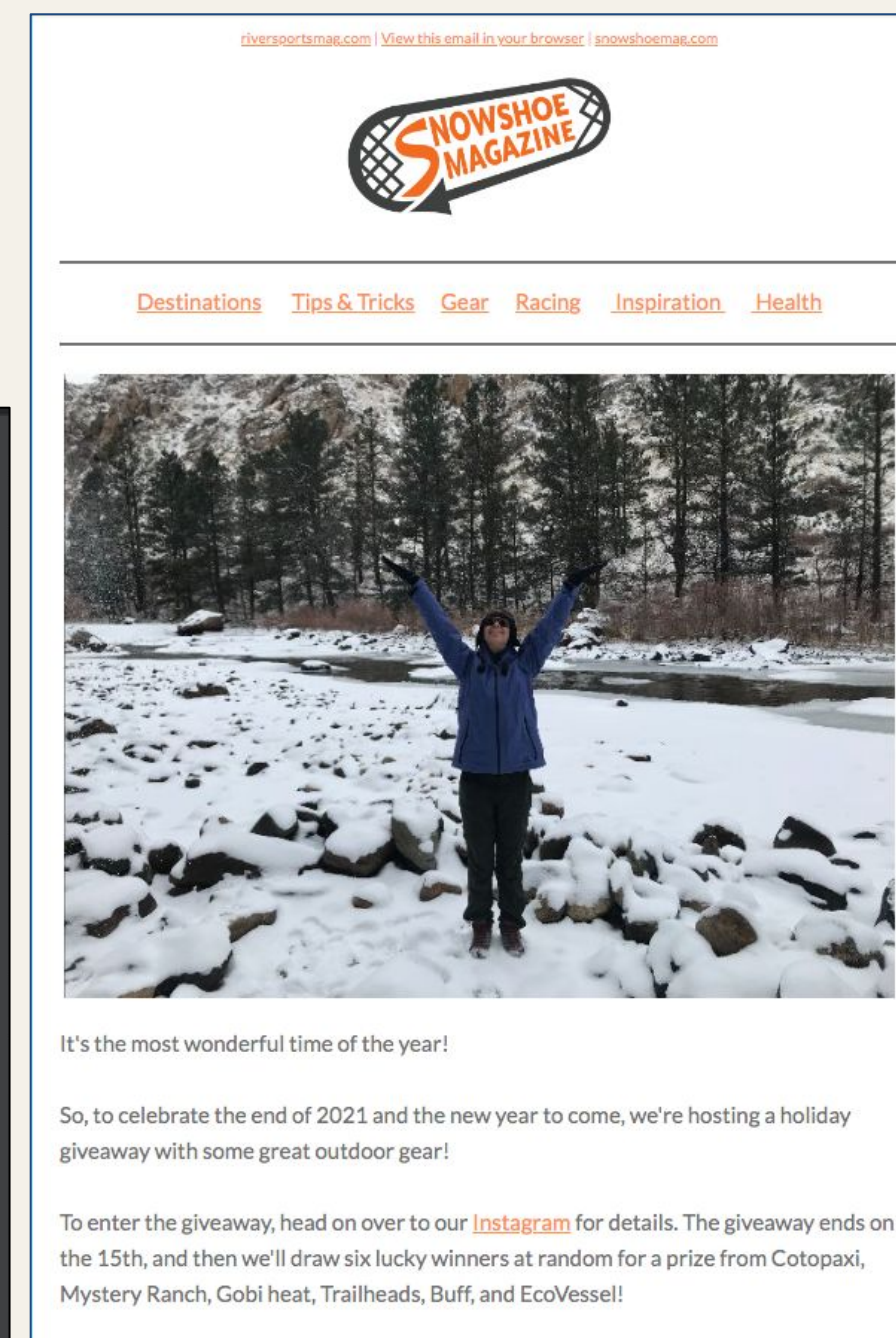
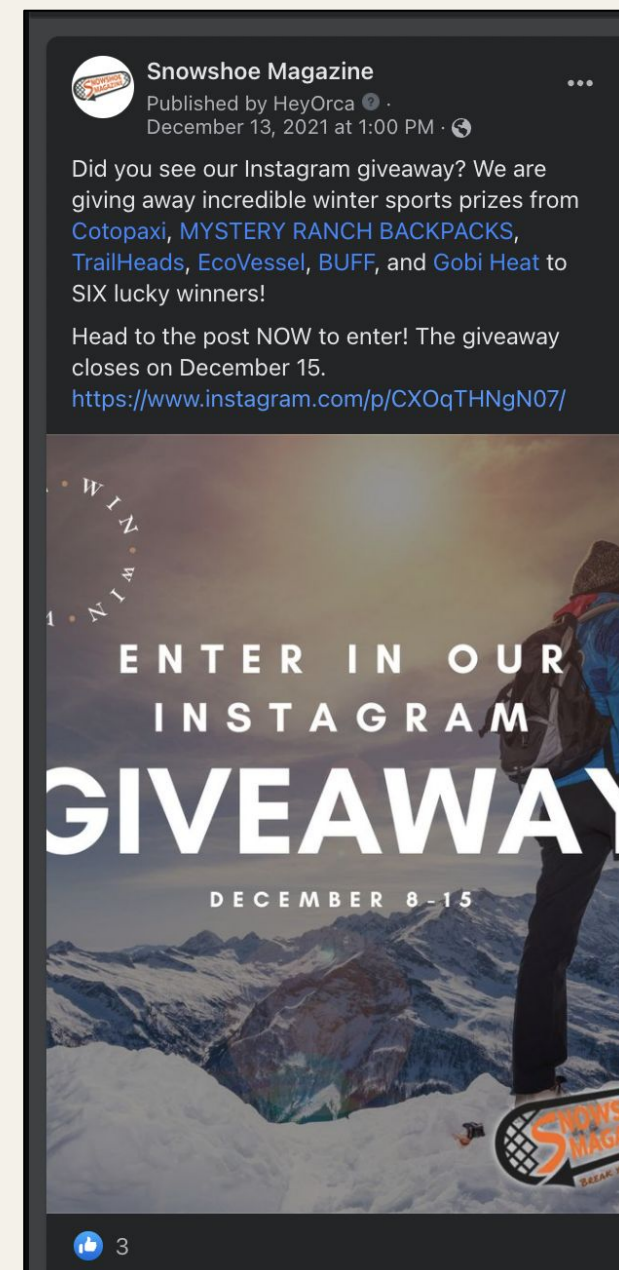
AVERAGE PARTICIPANTS

10

PRIZES DONATED

2,000+

AVERAGE VIEWS





Partnership Opportunities

Cindy Brochman Person of the Year

- Sponsor this annual award given to an individual for their dedication and advocacy for the sport of snowshoe racing and running
- Sponsorship includes your brand's name and logo on the recipient certificate and in the accompanying article announcing the winner
- Example: Cindy Brochman Memorial Person of the Year Award



\$500

INVESTMENT

100

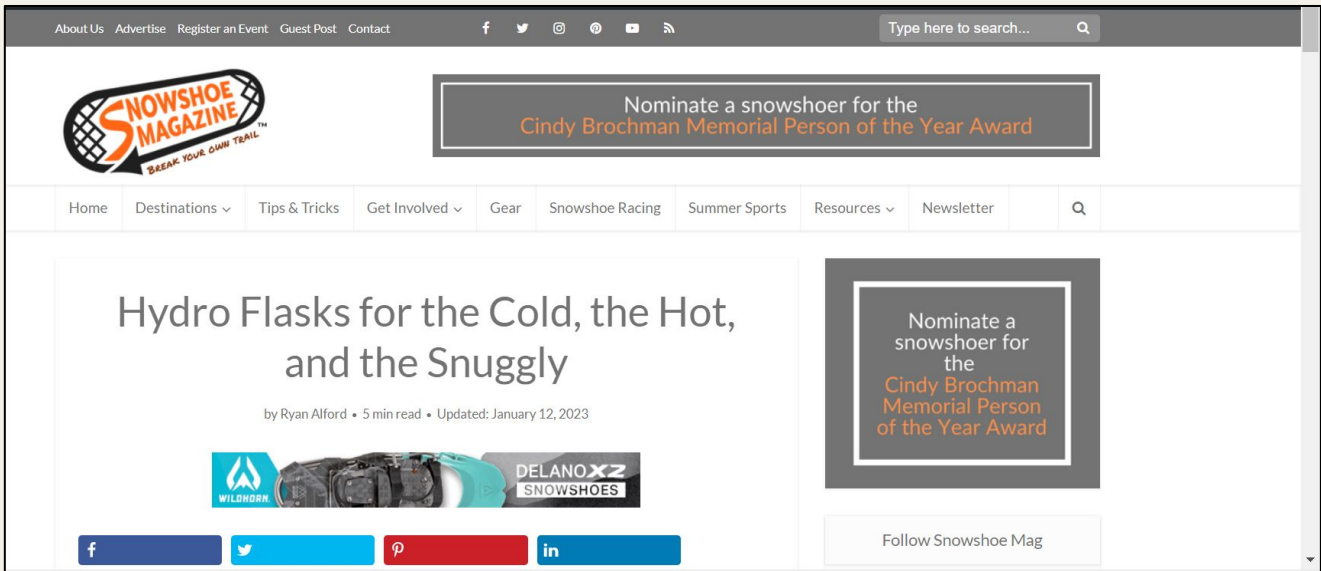
AVERAGE PAGEVIEWS

7

NOMINEES

200K+

AVERAGE IMPRESSIONS




Cindy Brochman Memorial Person of the Year Award

The Person of the Year Award was first awarded in 2007 by Snowshoe Magazine to honor an exemplary member of the snowshoeing community. The first recipient of this award was Cindy Brochman, a devoted snowshoe racing competitor, event organizer, outstanding athlete, and advocate for our beloved sport of snowshoeing. In 2009, the award was renamed to remember Cindy, who sadly passed away from liver cancer.


Today, the Cindy Brochman Memorial Person of the Year honors an individual that embodies Cindy's passion, dedication, and advocacy for the sport of snowshoeing and commitment to fitness and healthy living.


Nominations for 2023 are currently closed. Stay tuned for presentation of the 2023 award in collaboration and sponsorship with Performance Medicine®.


Post Insights




January 23 at 3:30 PM

22

3

3

1

Overview ⓘ

Accounts reached

328

Accounts engaged

26

Profile activity

4

Post insights

Do you know a snowshoer who is dedicated to snowshoeing and/or advocates for the sport? Do they...

Published by HeyOrca · January 23 · 🌐

Some insights are only available when the total is at least 100.

Post Impressions ⓘ

503


Post reach ⓘ


498


Post Engagement ⓘ


17


Interactions ⓘ


7

0

0

0

0

0

Reactions

7

Comments

1

Link Clicks

3

Shares

0

Other Clicks

6



Partnership Opportunities

Clean-Up

Initiatives

- Clean-ups hosted each September for National Clean-Up Day and each April for Earth Day
- Readers and staff are encouraged to join local clean-ups via the promotion of educational materials on social media, campaign article(s), and in the newsletter
- Example:

[Join Us for National and World CleanUp Day 2020](#)
[Clean Up Our Trails: The Why and How](#)

\$500

INVESTMENT

2

EVENTS/YEAR

1,700+

PAGE EVENTS/YEAR

300+

PAGEVIEWS/YEAR

Clean Up Our Trails: The Why and How

by Susan Wowk • 6 min read • Updated: August 25, 2022



Like our health, our environment must be taken care of to thrive. So as we head outside, we think about everything we have to be thankful for – sunshine to bask in, trails to hike, and trees to climb.

So, twice a year, Snowshoe Magazine celebrates our natural lands by cleaning up our favorite outdoor spaces, and we would love for you to join us!

ber, we partake in [National CleanUp Day](#), an initiative by Clean Trails to draw attention to finding a or litter. In April, we contribute to Earth Day. Since 1970, [Earth Day](#) has represented our ent and reminded us of the importance of caring for and supporting the place we call home.

ecome passionate about this topic, we encourage you to give back to our natural lands by cleaning cal area this season.



Even if you feel strange about trash pick-up, give it a small try! You may feel good and clean the Earth! Photo: Paul and Susan Wowk

Tips to get started

If picking up trash feels overwhelming, here are a few tips to get started.

Start small

A location for trash pick-up can be in your own neighborhood! For example, take a solo walk to your local park and bring a trash bag. Or, go hiking in your local natural area with a few friends and pick up trash while on the trail. Any tiny bit helps!

[Read More: Snowshoeing in Your Own Backyard: Options Close to Home](#)



Celebrate your natural lands by picking up trash on the trail. Photo: Susan Wowk

Snowshoe Magazine
Published by HeyOrca • April 19 •
Do you take pride in your local natural areas? Want to see them thrive and remain beautiful? Consider taking some time on your next visit to clean up. Ps. #Friday
Susan has some tips for you in this article: [Clean Up Our Trails with These Tips.](#)
<https://www.snowshoemag.com/2021/04/20/clean-up-tips/>



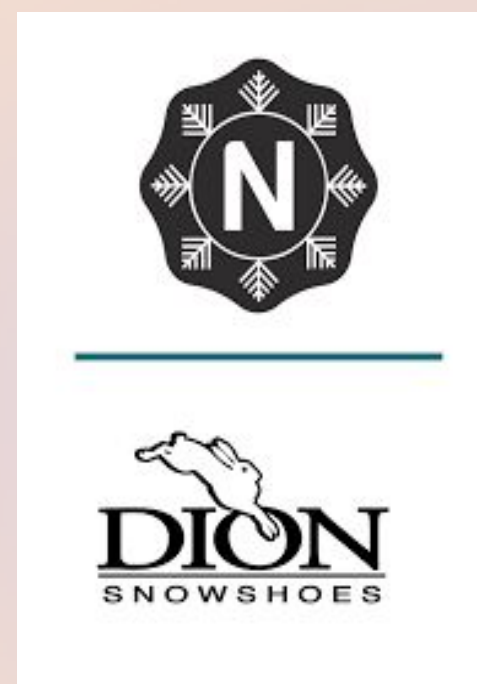


Thank You to our Partners

KOMPERDELL
www.komperdell.com



WILDHORN.



Sawyer®



Success Stories



"We noticed an immediate, and consistent, uptick in our site traffic while running banner ads on snowshoemag.com"

-Victoria Iverson, Iverson Snowshoes

"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



Contact Us

Thank you for considering Snowshoe Magazine as your advertising and marketing partner.

We look forward to helping you reach your audience in the 2023-2024 season and beyond!

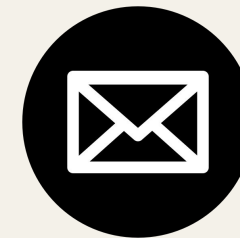
-Susan & Paul Wowk, Owners of Snowshoe Mag



snowshoemag.com



[@SnowshoeMag](https://www.instagram.com/SnowshoeMag)



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For Partnerships:

[Rina Katchur: rina@snowshoemag.com](mailto:rina@snowshoemag.com)



Susan Wowk: susan@snowshoemag.com

Rina Katchur: rina@snowshoemag.com