



Snowshoe Magazine

2020-2021 MEDIA KIT

About Snowshoe Mag

Only publication focused on snowshoeing
Dedicated readers of all ages and fitness levels
Over 16 years of engaging content
Family owned and operated

Our Editorial Mission

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

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

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We also are a resource to the snowshoeing industry as we work together to further promote the sport. This includes partnering with brands for tailored advertising campaigns that may include digital ads, custom content, reviews, giveaways, and more!

Photo by Taylor Kipfer

15,900+

SOCIAL MEDIA FOLLOWERS

OVER 2,600

ARTICLES PUBLISHED

177,000+

YEARLY VISITORS



Our Audience

"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

53% of readers are male; 47% of readers are female

70% of readers in the U.S; 19% in Canada

Readers of all ages 25-65+ with 1/3 of our audience between 25-34

Site Stats

Snowshoe Season (Oct-Mar)

Avg Monthly Visitors: 17,800+

Avg Monthly Page Views: 37,200+

Avg Time on Page: 3:41

Year Round

Avg Monthly Visitors: 14, 800+

Avg Monthly Page Views: 22,700+

Avg Time on Page: 3:35

Domain Authority: 51

Facebook Fans: 8,950+

Instagram Followers: 140+

Twitter Followers: 6,650+

Pinterest Monthly Impressions: 7,100+

Newsletter Subscribers: 4,900

YouTube Subscribers: 90+



Partnership Services

Services designed for resorts, tour operators, and gear manufacturers

Custom Guide:

- Custom page created by our staff that includes a comprehensive guide featuring your gear, accommodation, or service
- Listing is tailored and may include images, description from your website, and price (if desired)
- Direct link to your site and page

Native Ads: (New!)

- Article written by the Snowshoe Mag team featuring your brand, products, destinations, or events, typically 500-1000 words
- Designed to flow with content and not obviously an ad
- Article content owned by your brand
- Shared on Snowshoe Mag social media and/or newsletter

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 will be the unbiased, honest views of the writer

Exclusive Newsletters: (New!)

- Newsletter dedicated solely to your brand & feature based on your needs
- May include copy and static images
- Reach all or segments of our 4,900 subscribers with an avg open rate of 23%

Contests and Reader Giveaways:

- Offer giveaway of products or services to promote your brand to readers
- Product can be promoted on social media, directly through website, or as part of our annual photo competition
- Contest or giveaway could be newsletter specific, reaching over 4,900 subscribers



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

Social Media Spotlight: (New!)

- Share your products, services or events on Snowshoe Mag social media channels (Facebook, Twitter, Instagram, Pinterest)
- May use predetermined hashtags to promote brand and/or event
- Option to include a dedicated Pinterest board for your brand

Snowshoe Clinic (New!)

- Consult with Snowshoe Mag on building and improving your snowshoe program
- Snowshoe Mag can host a guided tour in your area for guests
- Learn industry trends and test a variety of snowshoe brands and designs to help with purchasing decisions

Packages

Bronze

Budget: \$250-\$1000

Please reach out and we can discuss details and services to meet your needs

Gold

Budget: \$2500-\$3500

Native Ad

Social Media Spotlight

Banner Ads

Reader Giveaway

Exclusive Newsletter

Custom Guide

Silver

Budget: \$1000-\$2500

Native Ad

Social Media Spotlight

Banner Ads

Reader Giveaway

Exclusive Newsletter

Diamond

Budget: \$3500-\$5500+

Native Ad

Social Media Spotlight

Banner Ads

Reader Giveaway

Exclusive Newsletter

Custom Guide

Priority Reviews

Dedicated Pinterest Board

**Packages can be tailored to your interests and needs.
Individual services can be sold separately, Please contact us for more details**

Photo by Susan Wowk



Contact Us

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@SnowshoeMag
Instagram
Pinterest