



MEDIA KIT

Snowshoe Magazine, Alford Publishing, Inc.
10285 Sedalia Street,
Commerce City, CO 80022

303.332.4993 | www.snowshoemag.com
info@snowshoemag.com

Photo: MSR/Peter Mathis



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ABOUT SNOWSHOE MAGAZINE

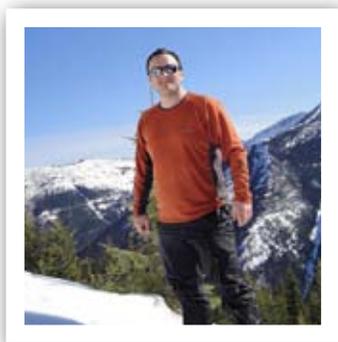
Snowshoe Magazine is the only worldwide publication that focuses completely on the sport of snowshoeing. We provide a comprehensive selection of content, including feature articles (destinations, health/fitness, etc.), gear reviews, and coverage on a majority of the snowshoe races in the United States, Canada, and Europe. Our audience includes first-time snowshoers, people looking for recreational options, the elite athletes, and everybody in between. Our website also hosts the industry's only buyer's guide centered completely on snowshoes and a selection of related accessories.



EDITORIAL MISSION

Our editorial quality is second to none. Our coverage of the industry is complete. Our outlook on the future is strong. As an independently owned publication and one that has been carefully constructed from the ground up, Snowshoe Magazine is dedicated to providing a clear, concise and unbiased message to readers. The publication speaks to and connects with those who are first-time snowshoers, recreational enthusiasts who love hiking through the snow-covered backcountry, and the competitors who race in snowshoe events worldwide.

Although we emphasize the importance of equipment and see opportunities abound for the future of the industry, we also focus our content on the following: destinations, health/fitness, competitive snowshoe racing, protection of the outdoors, in addition to other areas of interest to snowshoers.



ABOUT THE FOUNDER: RYAN ALFORD

As a graduate of Abilene Christian University's English program and the University of Denver's Publishing Institute, Ryan started his career as a freelance journalist for several community newspapers and online publications in the Denver area. Later, he worked on several trade publications as a reporter representing the satellite TV and consumer electronics industries. This is where he found his passion for online publishing and content strategy. So, like the typical entrepreneur, Ryan launched Snowshoe Magazine. He later supercharged his writing career with a job in corporate communication for Quiznos. His experience with a large, worldwide brand enabled him to gather high-profile experience in corporate messaging and writing for an audience of restaurant franchise owners. Taking cues from his social media success with Snowshoe Magazine, Ryan helped create a digital marketing plan for InsightSoftware.com. Coming full circle, he later took his experience in communication, marketing, writing, and editing and landed a highly rewarding job with Inspirato—a luxury, members-only destination club based in Denver.

“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.”

— Ryan Alford Owner/Founder



OUR ALLIANCES

Snowshoe Magazine has some of the strongest relationships in the snowshoeing community. We support and endorse the following organizations:

- The United States Snowshoe Association
- WinterTrails.org
- Winter WildLands Alliance
- American Trail Running Association
- SnowSchool
- Leave No Trace
- acidotic RACING

As our partnerships and alliances grow, your branding will as well. Investing in our involvement with the snowshoe industry will provide you with a sense of knowing your advertising dollars are well spent and well directed. Not only is our editorial second to none, our care for your brand is unsurpassed.

“*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, the United States Snowshoe Association



Photo: MSR/Peter Mathis

ABOUT SNOWSHOEING

So much has changed since the pioneer days of snowshoeing—it's no longer just a means of travel. Snowshoeing is a passionately followed sport with millions of participants worldwide.

Athletes compete to win cash prizes and sponsorship recognition. Families are pursuing outdoor snowshoeing adventures and enjoying the health benefits. Retired-age folks find the sport to be simple, exhilarating, and highly accessible. Snowshoeing boasts a majority following from women. Kids are snowshoeing at school. Backcountry skiers and snowboarders need snowshoes to trudge through deep snow to get to the extreme runs. Each year, more and more people find snowshoeing to be a cost-effective and an invigorating pursuit.

Based on research from the Outdoor Industry Association and SnowSports Industries America, snowshoeing has the potential of overtaking cross country skiing to become the third most popular winter sport in the United States.

According to the OIA, snowshoeing participation in the United States increased by 7.5 percent in 2011 (to 4.1 million) from the prior year. However, this represents the very strong 2011 winter season and not the very weak 2012 winter.



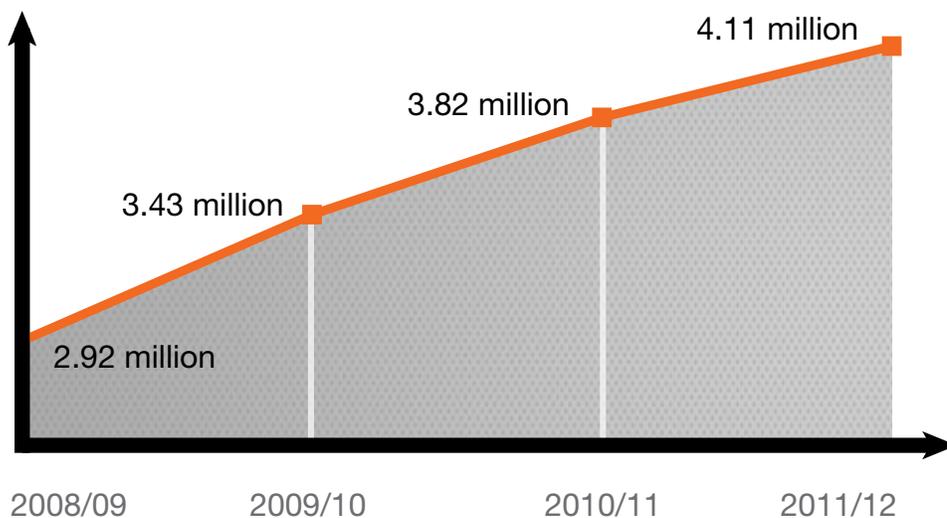
Overall, snowshoeing is gradually increasing in popularity throughout the United States. Since 2008, snowshoeing participation has grown 40.7 percent—based on OIA's data.

“Last season, 4,111,000 persons in the U.S. went snowshoeing at least once during the 2011/2012 winter. Participation increased 7.5 percent from the 2010/2011 season. In fact, snowshoeing was one of the only snow sports categories that enjoyed growth last season,” explained the SIA in its 2012 Participation Study.

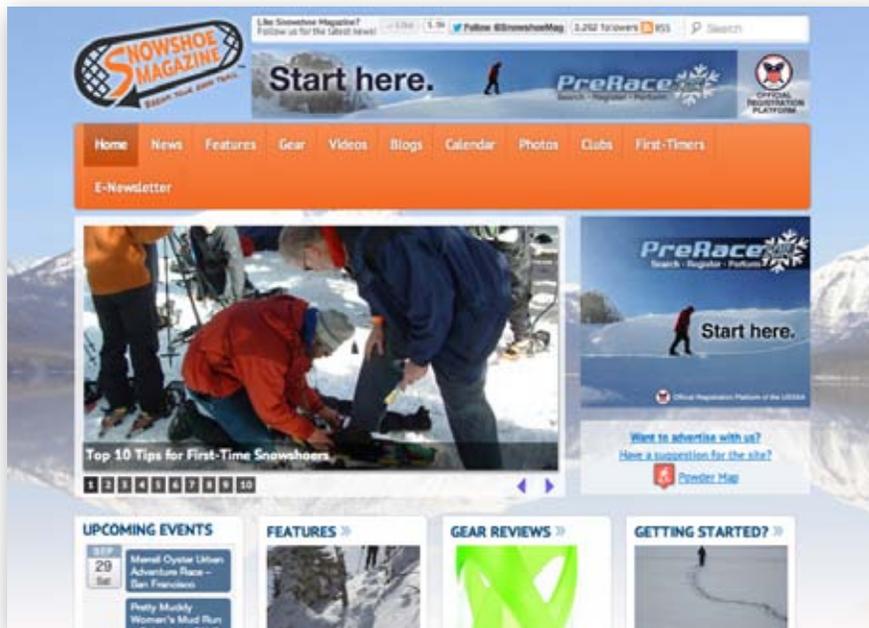
If the 2012/2013 winter season brings a healthy snowfall nationwide, snowshoeing can most certainly see big gains in participation and sales.

We at Snowshoe Magazine understand and embrace the excitement of the sport. Snowshoe Magazine isn't just an online publication; it is the voice of snowshoeing.

SNOWSHOE PARTICIPATION



Source: SIA/Physical Activity Council 2012 Snow Sports Participation Study



ABOUT THE WEBSITE

Before SnowshoeMag.com's inception in September of 2003, there was a severe lack of information about the sport of snowshoeing on the Internet. So, the online magazine started as a sophisticated blog—providing a calendar of events and “getting started” information for first-timers.

Today, the goal of Snowshoe Magazine focuses on helping the sport grow by promoting its benefits as a lifestyle, rather than its potential as a niche winter sport. The magazine also prides itself on introducing snowshoeing to thousands of outdoor enthusiasts each year—primarily through its heavily trafficked page, “First-Timers Guide to Snowshoeing.” This one page receives more than 100,000 unique views per year and boasts an “average time on page” of more than nine minutes.

In 2005, the first and only print edition of Snowshoe Magazine was published; however, it exists today as an online magazine (or e-zine). Partnering with several organizations—such as the United States Snowshoe Association, WinterTrails.org, SnowSports Industries America, and others—the e-zine has grown exponentially over the years.

During the prime winter season in the northern hemisphere, the website receives more than 2,000 unique visitors per day (on average), more than 500,000 pageviews per season, an “average time on site” of about two minutes, and more than 4,000 e-newsletter subscribers.

In the past few seasons, Snowshoe Magazine has attracted advertisers such as Atlas Snow-Shoe Company, Tubbs Snowshoes, Mountain Safety Research, Columbia Sportswear, L.L. Bean, KEEN Footwear, Yukon Charlie's Winter Systems, Easton Mountain Products, GV Snowshoes, Wilderness Athlete, and many more.

There's a reason for SnowshoeMag.com's influence among snowshoers, worldwide. The site has five major traffic motivators: First-timer's guide, feature articles, calendar of events, gear reviews, and the buyer's guide for snowshoes. Combined, these five pages offer the information about the sport and lifestyle of snowshoeing that website visitors crave.

Additional traffic motivators include general news articles, videos, blogs, photo albums, and snowshoe club listings.



Photo: Tubbs Snowshoes

ABOUT OUR READERS

Readers of Snowshoe Magazine are affluent outdoor enthusiasts who pursue activities beyond the boundaries of trails and resorts.

Our readers are backcountry explorers, mountaineers, climbers, skiers, snowboarders, hikers, mountain bikers, cyclists, kayakers, standup paddleboarders, tri-athletes, ultrarunners, and all-around recreational fanatics. They pursue life to the fullest—no matter their age or occupation. They're educated. They're health conscious. They know how to access information on the Internet and use it to enhance their everyday lives. Most important, Snowshoe Magazine readers are families, couples, and independent thinkers who thrive on discovery, adventure, and enjoying the finer things in life. They work hard to play hard.

Some key facts about Snowshoe Magazine's readership (according to a recent readership survey and Google Analytics results):

- Male/Female ratio – 62%/38%
- 41% are college graduates
- 35% possess an advanced degree
- 71% are married
- 34% are between the ages of 50 to 59
- 28% are between the ages of 40 to 49
- 19% are between the ages of 30 to 39
- 24% earn an annual salary between \$100,000 and \$150,000
- 70% live in the United States
- 20% live in Canada
- During the 11/12 season, 80% of the website traffic came from new visitors



MEDIA COVERAGE

To provide more information about the sport of snowshoeing, Snowshoe Magazine has helped contribute to numerous news articles, features, videos, blogs, guides, and more. Publications and websites include:

- *Subaru's Drive magazine* (international)
- *Chicago Tribune*
- *L.A. Times*
- *The New York Times*
- *Sunset Magazine*
- *Best Health Magazine*
- *Running Times Magazine*
- *Resort + Recreation*
- *Men's Health*
- *Reuters*
- *The Denver Post*





Photo: MSR/Peter Mathis

ADVERTISING

Snowshoe Magazine experienced record-breaking traffic results during the previous year. During the 2010/11 winter season, the website averaged about 800-1,200 unique visitors a day. The most recent season (2011/12), we've averaged 1,400-2,200 unique visitors a day. We saw 2,400 spikes in daily traffic, especially in December and January.

Our hits number into the hundreds of thousands per month. Our free e-mail newsletter has about 4,000 subscribers and we rarely see unsubscribe requests. We send an e-newsletter about twice per month—once per month at the very least during the off-season.

Because SnowshoeMag.com is very seasonal, traffic starts to drop in April. We'll begin to see 400-600 unique visitors per day around that time. During the summer, we'll average about 400 visits per day.

We do have some southern hemisphere snowshoers who visit the site, specifically in Australia and New Zealand. However, our core season starts to pick up again in September. Nonetheless, Snowshoe Magazine publishes content during the off-season—just to keep people interested in the outdoors.

Snowshoeing continues to be known as the fastest growing winter sport in the U.S. In addition, Snowshoe Magazine will continue to help in the industry's efforts to help the sport become recognized as an official Olympic Game. We pride ourselves on the most extensive snowshoe racing coverage in the world—with Senior Editor Phillip G. Smith at the helm and organizing what we do best.

There are a few segments within the sport: first-timers, recreational snowshoers, backcountry snowshoers, and snowshoe racers. The racing segment is driving excitement (and youth) to the sport. However, the first-timers and recreational segments are driving the overall growth. We see a lot of first-timers on our website—all via our search engine rankings.

We pride ourselves on solid content that's unique to our site. We have writers all over the world and we don't republish content from other sources (unless it's via a partnership). But our content product is original and can only be found on our site. We're the only publication strictly focused on the sport of snowshoeing that provides this kind of content.



Photo: Tubbs Snowshoes

Here's a typical advertising package:

- All banner ads: 120x400, 468x60, 728x90, 300x250
- Receive top placement on several of our high traffic pages and on the home page
- Five advertorials/articles – Up to 500 words, four pictures each
- Free press release uploads and inclusion (unlimited)
- Top placement in our free e-mail newsletter (all issues)

Custom opportunities:

- Social media – Facebook.com and Twitter.com: Included in our updates via the social media sites. This includes product info tweets, Facebook contests and any other way we can promote the brand. (Translating into 1x/week on Twitter and 1x/week on Facebook.)
- Contests – To promote certain products or brands, we can hold an e-news subscriber contest.
- E-newsletters – Sponsorship of an entire e-newsletter edition. This includes four different 468x60 banner ads within the newsletter.
- Video – Posting up to five videos on our video page is available.
- Up to 20 embedded links in the articles of your choice.

You can send updated ads as often as you'd like.

Based upon previous viewer trends and market analysis, we conservatively estimate a viewer increase of 30 percent over the previous year (2012 vs. 2011).

**Call or e-mail for pricing:
303-332-4993, ryan@snowshoemag.com**

LARGE HORIZONTAL – 728 x 90

SMALL HORIZONTAL – 468 x 60

SQUARE

300 x 250

SKYSCRAPER

120 x 400

ADVERTISING GUIDELINES

- All banner ads should be in either JPG or GIF format. Size should not exceed 75 KB. Animation and Flash are allowable. However, Flash ads aren't available in the e-newsletter.
- Advertorials: Up to 500 words, four pictures each. Examples of advertorials: <http://www.snowshoemag.com/category/features/features-advertorials/>.
- Free press release uploads and inclusion (unlimited). We post general press releases on our news section: <http://www.snowshoemag.com/category/news/>
- Also materials should be sent to snowshoemagazine@gmail.com.



Photo: MSR/Peter Mathis

ADDITIONAL ADVERTISING AND MARKETING OPPORTUNITIES

Reviews of Products – In order to present relevant and informative content for our readers, Snowshoe Magazine accepts products for review from manufacturers and advertisers. We maintain strict editorial standards; submission of product from advertisers **WILL NOT** affect product review outcomes. Check out our gear reviews page: <http://www.snowshoemag.com/category/gear-reviews/>.

Visiting Your Destination – To promote your destination (lodge, bed and breakfast, resort, etc.), Snowshoe Magazine employs a network of journalists who are available for press trips and reviews. Ideally, the destination would provide lodging and meals free of charge to the journalist— and, in some cases, airfare and travel expenses would be covered as well. Snowshoe Magazine would then publish the feature article (with photos) and promote it above other stories on the website and on our social media networks.

Video – Snowshoe Magazine has the capability of producing professional videos. Based on an advertiser's needs and requirements, we are able to travel to nearby locations in the Rocky Mountains that provide ideal backdrops for gear reviews and more. Here's an example of a gear review video: <http://goo.gl/xMplf>.

Events – We have access to some of the best event organizers in the world. Based on an advertiser's or sponsor's needs, Snowshoe Magazine can help organize and plan a snowshoe race or demo event in most locations in the United States. Send us an e-mail for more details about this highly customized offer.

Column and/or Blog Sponsorship — While Snowshoe Magazine reaches a highly coveted demographic, advertisers can target a specific reader segment by sponsoring a column and/or blog.

