

Snowshoe Magazine

Media Planner 200- -20%\$



Vision

"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. This media planner is our extended hand waiting to take hold of yours."

-Ryan Alford
Publisher, Editor-in-Chief

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 and exhilarating. 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.

We at Snowshoe Magazine understand and embrace the excitement of the sport. Snowshoe Magazine isn't just a Web site and publication, it is the voice of snowshoeing.



"Snowshoe Magazine is the essential resource in a rapidly growing industry. Readers can find all the information they need in one publication. I will continue to read and recommend Snowshoe Magazine to club members."

- Julie Udchachon, Founder, The Alaska Snowshoe Club



Editorial Excellence

Our editorial quality is second to none. Our coverage of the industry is complete. And, 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 our readers. The publication speaks to and connects with those who are first-timers in the sport of snowshoeing, 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 environment, in addition to other areas of interest to snowshoers.

Key partnerships

Snowshoe Magazine has some of the strongest relationships in the snowshoeing community. We support and endorse the following organizations: The United States Snowshoe Association, Snowsports Industries America, KeepWinterCool.org, WinterTrails.org, WinterFeelsGood.org, Winter Wildlands Alliance, Backcountry Trail Patrol Association, The Breast Cancer Fund, The Yeti Mountain Snowshoe Series, the Beaver Creek Snowshoe Adventure Series, The Alaska Snowshoe Club, the Special Olympics, the All American Trail Running Association, the Women's Sports Foundation, Cross Country Ski Areas Association, the Finnish Snowshoe Association, the European Snowshoe Committee, the Japanese Snowshoe Federation, the Canadian Snowshoe Union, and many other diverse organizations. No other magazine - online or print - is as connected and allied with reputable industry organizations such as these.

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 you is unsurpassed.

Core companies chose Snowshoe Magazine and its Web site for their media buy. Snowshoe Magazine is proud to partner with the following advertisers in 2005/2006: Northern Lites Snowshoes; Atlas Snow-Shoe Company; Tubbs Snowshoe Company; HSC Snowshoes; GV Snowshoes; Yukon Charlie's Snowshoes; Redfeather Snowshoes; Snow Leopard Mountain Sports; Fulcrum Publishing; the City of Anchorage, Alaska; SnoCountry Mountain Reports; Backcountry.com; MontanaTest.com, XCSkiResorts.com, Sol Mountain Touring; iRULE; Kahtoola, Fast Strap, Columbia Sportswear, RSN, Telluride Ski Resort, and Girl Powder.

Photo Credits: Cameron Martindell (OffYonder.com), Atlas Snow-Shoe Co., and Tubbs Snowshoes.

"The U.S. Snowshoe Association (USSSA) 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



Snowshoe Magazine / Snowshoemag.com



Thank you for your interest in Snowshoe Magazine. Please note, we no longer publish a print edition. We are an online publication, 100% e-magazine.

As you develop your media plan for the 2009/2010 season, keep Snowshoemag.com in mind. We offer competitive rates and can offer your company a customizable advertising package, depending on your needs.

We offer a free e-mail newsletter, which currently has about 3,000 subscribers. On average, we receive 600 to 800 visitors to the site per day. During the months of December and January, the site can experience 1,500+ daily visitors. Our Web site hits number into the thousands, daily.

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 of a majority of the snowshoe races in the United States and Canada. Our audience includes first-time snowshoers, people looking for recreational options, the elite athletes and everybody in between.

We provide updated content once per month, sometimes twice per month. Our season generally starts in October and ends in April. We offer limited content during the summer months. However, all advertising packages we offer last up to one year.

Contact us to inquire about advertising packages: info@snowshoemag.com. Our advertising packages can include four different banner ad sizes (468x60, 120x60, 100x100 and 120x400), advertorials, and full and half page ads in our electronic/PDF magazine (www.snowshoemag.com/pdfmag.cfm). We look forward to working with you. Thanks for your support!

