

Snowshoe Magazine

Media Planner 2006-2007



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



Research/Demographics

According to the 2004 Outdoor Recreation Participation Study, there are 5.9 million snowshoeing participants in the United States (over the age of 16). There are millions more worldwide.

Growth: Since 1998, the sport has grown about 93%.*

Age: In 2004, the majority (53%) of snowshoers are under the age of 35. Also in 2004, about one-half of participants are between the ages of 16 and 34 (53%) and 35 years of age or older (47%).*

Household Affluence: Nearly eight in 10 (77%) of snowshoers report incomes of \$40,000 or more, a continuing trend for the sport.*

A Stronghold: 44% of snowshoers are women (2004 Outdoor Recreation Participation Study).

Average Snowshoe Cost: \$150 (retail price according to Atlas Snow-Shoe Co.)

Health Facts: When snowshoeing, 420 to 1,000 calories are burned per hour (45% more than walking or running at the same speed).**

Crossover Participation: Hiking is a popular activity among snowshoers. Other activities of interest include fishing, bicycling (paved road), trail running, canoeing, bicycling (single track), bicycling (dirt road), cross-country/Nordic skiing, backpacking, and camping (away from car).* Surprisingly, skiing and snowboarding were not mentioned as crossover sports among snowshoers. This illustrates the loyal following the sport has garnered over the many years in the winter sports industry.

*Source: Outdoor Industry Foundation (2005)

**Source: Ball State University/University of Vermont

Circulation

Total Magazine Readership: 25,000

(2.5 readers per copy – the average per United States household)

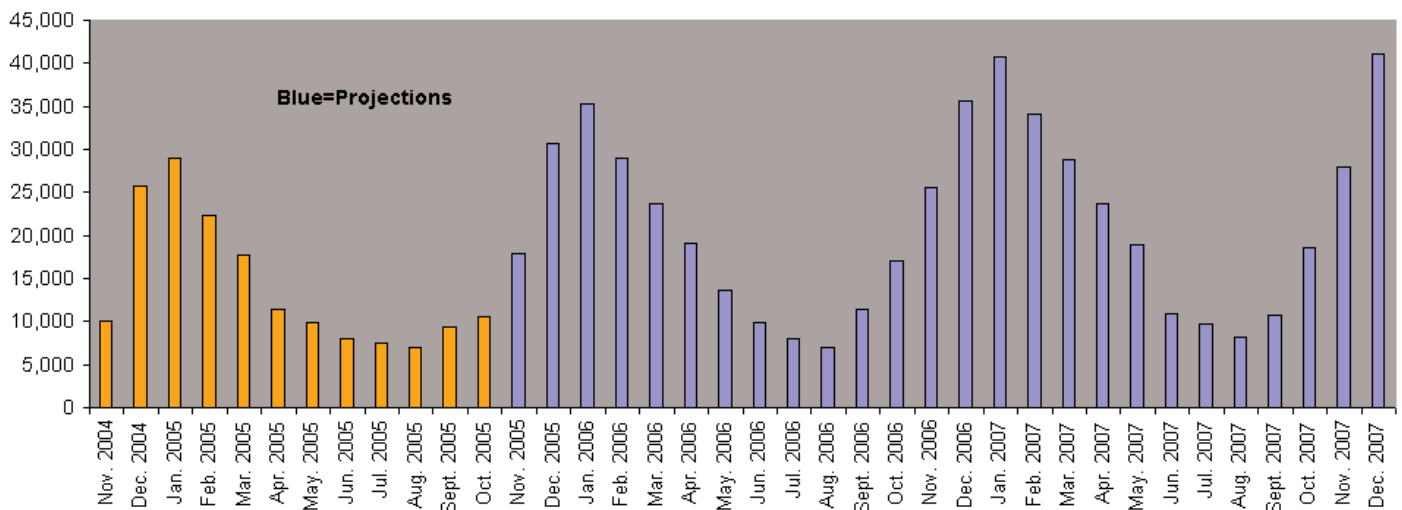
Paid subscribers: 2,000 (estimates for the 2005/2006 season)

Free circulation – United States Snowshoe Association nationwide events and membership; the Beaver Creek Snowshoe Adventure Series; WinterTrails nationwide events; the Backcountry Sports Alliance membership; snowshoe shipments through Snow Leopard Mountain Sports; the Yeti Mountain Snowshoe Series; All American Trail Running Association membership; Cross Country Ski Areas Association membership; Girl Powder events; the SnowSports Expo; Outdoor Retailer (winter market); and many others.

Currently, we have about 1,500 subscribers to our free e-mail newsletter. Our newsletter is fully interactive, providing our subscribers the ability to click on a number of banner ads (468x60) and content.

Our Web site is receiving thousands of hits and hundreds of unique visitors per month. Here is a chart that details Snowshoemag.com's past hits and visits, and our projected hits and visits.

Unique Web Site Visits Per Month



Snowshoe Magazine 2006/2007 Rate Card

Thanks for considering Snowshoe Magazine as part of your marketing campaign. We appreciate your business.

Businesses running a 1/4 page ad or larger qualify for a complimentary Web banner placement for one month. Businesses that purchase 10,000 monthly banner ad impressions or more qualify for a complimentary one-time creative banner design.

2006/2007 Production Schedule

Issue	Ad Close/Materials Due
Nov. 2006	10/13/2006
Dec. 2006	11/17/2006
Jan. 2007	12/15/2006
Feb. 2007	01/19/2007

Material Specs

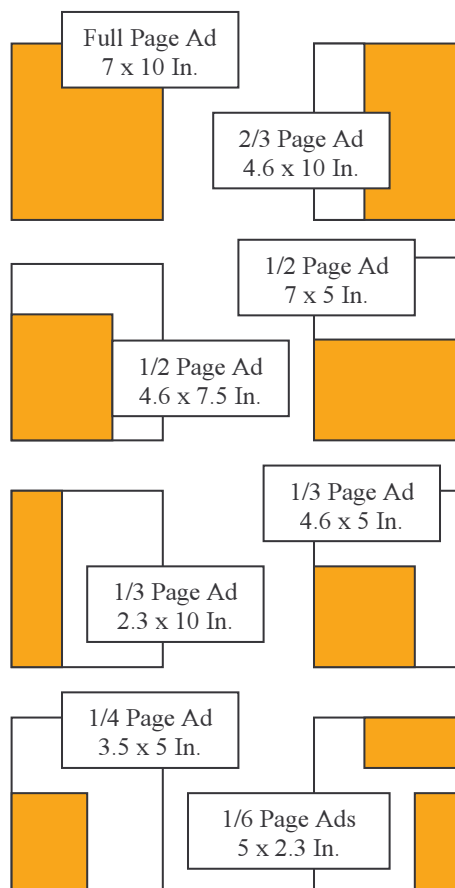
Snowshoe Magazine works in a PC compatible environment. We prefer our advertising to come in an electronic form (uploads, CDs, diskettes). We support the following programs: PhotoShop 7.0, Illustrator CS, and Adobe. All images must be high resolution (300 DPI or greater) TIFF, EPS vector, or PDF. All color images must be in CMYK mode (24-bit minimum). All black and white images must be gray scale. For Web ads, save as a GIF image in 72 DPI resolution. Call 303.332.4993 if you have questions.

Full Color PDF Advertisement

Print Ad Size	Four Color	Spot Color	B/W
Back Page (premium)	\$625	\$600	\$550
Inside Front Page (premium)	\$600	\$575	\$525
Inside Back Page (premium)	\$600	\$575	\$525
Full Page	\$500	\$425	\$400
2/3 Page	\$450	\$400	\$350
1/2 Page	\$400	\$350	\$300
1/3 Page	\$350	\$300	\$250
1/4 Page	\$300	\$250	\$200
1/6 Page	\$250	\$200	\$150

Online Banner Advertisement (Displayed on <http://www.snowshoemag.com>)

Web Ad Size	Monthly Impressions	Cost Per 100
468 X 60 (horizontal banner)	5,000	\$3.00
120 X 400 (vertical banner)	5,000	\$2.90
120 X 600 (vertical banner)	5,000	\$2.75
100 X 100 (square banner)	5,000	\$2.50



Snowshoe Magazine is an independently owned and operated snowshoeing magazine.

Every issue of the publication is built by snowshoers, for snowshoers.

(We are in the process of seeking complete circulation review by the Audit Bureau of Circulation.)

Insertion Order Form – Snowshoe Magazine

Please fill-out the entire form and fax it to 303.635.0392.
If you have questions, please call 303.332.4993.

Company Name _____

Contact Name _____

Telephone _____

Address _____

E-mail _____

Ad Agency Contact _____

Telephone _____

Read this section in its entirety before signing...

Print Ad Hard Copy Proofs

Accurate hard copy proofs are vital to ensure the integrity of the final product. We cannot process your electronic file without furnished hard copy proofs.

1. Hard copy laser proofs.
2. Print file name on your proofs.
3. Hard copy proofs MUST match the supplied electronic files.

Contract and Copy Regulations

All content of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time, for any reason. Advertiser is solely responsible for all ad content.

Cancellations

Cancellation of any ad must be in writing and received 30 days prior to publication/start date. If cancellation occurs prior to the ending of issue stated in contract, Advertiser will be billed at the earned frequency rate.

Shipping Instructions

All advertising artwork and material should be addressed and sent to: Alford Publishing, Inc., Snowshoe Magazine, P.O. Box 860, Golden, CO, 80402, USA.

Sign _____

Date _____