

OutdoorsNW

S N O W G u i d e

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your space now!
**Deadline:
Oct. 18, 2013**



Sun Peaks Photo

2013-14 Media Kit

(206) 418-0747 * Price Media, Inc. * www.OutdoorsNW.com



YOUR REACH

winter snow magazine

of its kind in the Pacific Northwest.



Lookout Pass Photo

Reach

- 120,000 print readers (*35,000 print copies*)
- 8,000 opt-in Enews subscribers
- 6,000 Twitter and Facebook followers
- 115,00 page views/year

Distribution

- Warren Miller Films: (*Seattle, Portland, Bellevue, Bellingham, Bremerton*)
- Seattle *Ski Dazzle* Expo
- Portland SkiFever Show
- AAA travel offices in Washington, Oregon, Idaho
- Northwest Mountain Resorts
- Ski and Mountain Shops, Northwest REI stores
- NW Ski Swaps, Ski Parties, Winter Festivals

OutdoorsNW is the cornerstone of our full-service media company

CULTURE

(Web, Social Media and Enewsletters)



Randy Meyerson Photo

We are dedicated to the local snow-sports community, of all ages and abilities to experience the joy of winter fun in the Northwest.

Our readers look to this annual issue for the best in NW

winter *travel*, latest in outdoor *gear*, and new ideas for outdoor *adventure*. We seek to promote an active Northwest lifestyle, with top-notch coverage of people, places, environmental issues, trends and events.

Our writers and staff are all fans of winter in the Northwest.

We know where to find the *best powder stashes on the slopes*, the best groomed Nordic tracks, the coolest snowshoe routes, and *where to relax with a Northwest microbrew*. We know who has the *friendliest lifties*, and where to get the best gear. Our photographers capture Northwest snow fun so you can feel like you're part of the action.

Our magazine goes directly into the hands of our *target audience*. They pick it up at a *wide-range of local outdoor shops*, from REI to small ski shops, as well as going straight to the source at the *NW ski shows* and *Warren Miller films*.

OutdoorsNW is the hyper-local choice for NW targeted advertising.

RATES



Lance Parrish Photo

Print (35,000 copies)

- Full page, \$2,950
- Half page, \$1,850
- Quarter page, \$1,250
- Eighth page, \$650
- Back cover, \$3,750
- Inside cover. \$3,500

Web (Monthly pricing):

- Video \$350
- Leaderboard (728x90), \$275
- Large Square (300x250), \$200
- Small Square (125x125), \$125

Enewsletter (Published 30x/year; prices are per Enewsletter)

- ROADBLOCKS!, \$750
- Top Banner, Feature Banner, \$250
- Copy Ad (50 words + picture or logo, URL), \$250
- Sponsor Logo, \$100



EDITORIAL and DEMOGRAPHICS

OutdoorsNW  *works with*
the outdoor industry travel, retail and
event partners *to get the best information and
resources to our readers.*



Jeff Caven Photo

Our Stories

- Ski/Board
- Backcountry
- Food/Drink
- Cross-country/Snowshoes
- Kids/Family
- Travel
- Winter Festivals
- Lodging/Resorts
- New Gear

OutdoorsNW Reader Profile*

- Average age 42
- 62% save the magazine for reference through the season
- 60% female; 40% male readership
- \$75,000 Household income; 72% own homes

NW Market Profile**

- 2nd in country for drinking microbrews
- 2nd for reading or contributing to Blogs
- 3rd in country for buying airline tickets online
- 3rd for Volunteer Work
- 3rd for online investment stock trading

Sources: *Price Media, Inc. Reader Survey; **The Seattle Times Co. Corporate Web site

High-Profile Companies in our Backyard

Expedia, Microsoft, Amazon.com, Starbucks, REI, T-Mobile, Nordstrom, Fred Hutchison Medical, Boeing, Nintendo, Alaska Airlines, Nike, K2 Sports

WHO YA GONNA CALL?



Lookout Pass Photo

Call
OutdoorsNW  to put together
Your winter marketing plan!

Carolyn Price

Carolyn@OutdoorsNW.com



Greg Price

Greg@OutdoorsNW.com



Patty Holmquist

PattyH@outdoorsNW.com



Frankie O'Rourke

Frankie@OutdoorsNW.com

