



Backcountry

'14-'15 MARKETING PROGRAMS

Cutting Through The Noise

A note from the managing editor.

In a powder turn, all is quiet. The workweek grind, the exhaustion and binding-clack of the climb, the blur of everyday all fade upon cutting into blower. Sinking into powder is submerging in the moment, completely focused on the core of what matters, cutting through the noise.

At *Backcountry Magazine* we believe in bringing the essence of a powder turn to our readers. Through words and imagery, *Backcountry* doesn't just capture the experience, it *is* the experience. And by focusing on the core, celebrating backcountry culture, reviewing gear with integrity and providing a constant message of education and safety, *Backcountry Magazine* is cutting through the noise.

Today, as touring grows bigger than ever, the noise has become louder. But in our 20th production season, we'll bring two decades of passion, quality and safety skills to every page and every powder turn, going deep and rising above. Skiing and riding the backcountry are all about seeking out quality among the noise. Shouldn't a magazine do the same? **—Tyler Cohen**



THE EXPERIENCE

“For the definition of the real backcountry experience, one need look no farther than *Backcountry Magazine*. Every month, in pictures and prose, you guys lay it out for the world to see.” —*Chris Bruhl, subscriber*

2014-2015 Backcountry MAGAZINE



Sept. 2013



Oct. 2013



Nov. 2013



Dec. 2013



Jan. 2014



Feb./Mar. 2014

■ Editorial Calendar Volume 20

| ISSUE | FOCUS | RELEASE DATE | SPACE DEADLINE | MATERIAL DEADLINE |
|---|--|----------------|----------------|-------------------|
| September '14 Issue 98 GEAR GUIDE [On Sale All Season] | While magazines fill their publications with gear reviews written by manufacturers, we do things differently. For more than a decade, <i>Backcountry</i> has run an unbiased test that, in recent years, has become the industry's largest. That means our Gear Guide stands out as the most comprehensive and detailed available, with volumes of uncensored feedback from our fleet of more than 75 veteran ski and snowboard testers. This March, we head back to Powder Mountain, Utah and Crested Butte, Colorado to begin the months of work that go into the 2015 Gear Guide. | Aug. 12, 2014 | June. 12, 2014 | June. 19, 2014 |
| October '14 Issue 99 VAGABOND ISSUE | Ski vacations, at least those your rich uncle used to take, might cost your life savings. But skiing and riding the backcountry aren't about the glitzy hotels and fancy cigar bars. With countless years of travel experience, our staff and contributors understand travel on the cheap, and offer up a comprehensive look at ski travel the affordable way—all in the name of chasing untracked snow. PLUS: Huts, lodges and yurts—a guide to North America's best backcountry getaways. | Sept. 16, 2014 | July. 17, 2014 | July. 24, 2014 |
| November '14 Issue 100 20TH ANNIVERSARY ISSUE | For two decades now, <i>Backcountry Magazine</i> has been the leading source for all things off piste. And with our 100 th issue comes reason to celebrate. We'll go back through the archives, revisit our most memorable stories and connect with editors past and present. Also in this commemorative issue, we'll break down the convoluted and fascinating 20-year evolution of skiing and riding beyond boundaries and celebrate the legends who've made it all possible. | Oct. 14, 2014 | Aug. 14, 2014 | Aug. 21, 2014 |
| December '14 Issue 101 PHOTO ANNUAL | Even though we know our stories paint pictures of their own, we decided long ago to dedicate the majority of at least one issue to glossy, high-definition images that bring you deep into the backcountry. The shots we handpick for our Photo Annual represent the environment we escape to, capture the feeling of a powder turn and embody the soul of backcountry skiers and riders. The Photo Annual <i>is</i> the backcountry. PLUS: In the 2015 Apparel Guide we'll review time-tested jackets, pants and puffers and highlight next year's best outerwear. | Nov. 11, 2014 | Sept. 11, 2014 | Sept. 18, 2014 |
| January '15 Issue 102 THE RESCUE ISSUE | Backcountry travel is intrinsically risky. And when the scales tip for the worse, we rely not only on ourselves for rescue, but total strangers. Our Rescue Issue will focus on all the essential backcountry skills to keep you safe and manage risk, and we'll tell the dark and heroic stories of patrols and rescue outfits that are adapting to the backcountry's rising popularity. PLUS: The 2015 Accessories Guide—packs, safety gear and travel essentials for your next trip. | Dec. 9, 2014 | Oct. 9, 2014 | Oct. 16, 2014 |
| February '15 Issue 103 BACKCOUNTRY PEOPLE | We've compiled and published lists of the backcountry's all-time greatest influencers and the sport's most noteworthy women. But those individuals are far too complex to sum up in a paragraph or two. So we'll go deep with profiles of the skiers and riders who've shaped our sport, from those setting the bar today to the legends who broke trail before them. PLUS: Our third-annual Craft Beer Guide will quench your thirst | Jan. 13, 2014 | Nov. 13, 2014 | Nov. 20, 2014 |

■ Brand Extensions



Backstory



Letter of the Month



Mountain Account



Marketplace

PRINT PRODUCTION INFORMATION

- NO RGB OR PANTONE COLOR SPACES
- Preferred formats for all ads are: PDF, EPS, or TIFF.
- Source files accepted: InDesign / Illustrator / Photoshop
- Advertisement materials that do not meet requirements will be converted to specifications at the advertiser's expense. *Backcountry Magazine* reserves the right to make any corrections necessary to proceed with production.
- On all submissions please include: Contact name, email address, and phone number, Issue/month for intended placement.

FTP INSTRUCTIONS - USING FTP SOFTWARE:

- ftp host address: ftp.holpub.com
- User ID: backcountry@holpub.com
- Password: telemark

TERMS AND CONDITIONS:

- New advertisers are required to pre-pay for the first insertion. Subsequent advertising is invoiced net 30 days upon approved credit and is payable in U.S. dollars. Overdue accounts will be assessed a 2% per month (24% annum) finance charge. Past due accounts will forfeit all frequency and agency discounts.
- Positioning of advertising is at the discretion of the Publisher, except where special positioning is guaranteed by contract.
 - Verbal commitments to advertise are legally binding.
 - No cancellations will be accepted after the space-closing date for each issue.
 - The advertiser and its agency assume full liability for all content, including text and/or illustration of any advertisement printed, and will assume full responsibility for any claims made against the publication.
 - All advertising material subject to the Publisher and the Editorial Director's approval.

■ 2014-2015 Circulation (proj.)

Total Distribution = 31,000
 Total Paid/Requested = 23,229
 Average per copy digital sales = 2013
 Multiplier: 95% of *Backcountry* readers share or pass along each issue!

72% Have been reading *Backcountry* for more than 3 years.

39% Archive old issues.

■ Reader Demographics

An opinion-leading, affluent, active audience

89% Male | **11%** Female

Average Household Income: \$115,000

Age Demographics:

19-24: 12%
 25-35: 18%
 36-44: 33%
 45-54: 24%
 55+: 13%

U.S. Circ by Region:

Mountain: 32%
 Pacific: 31%
 Northeast: 23%
 Central: 8%
 Atlantic: 6%

81% Use the *Backcountry Gear Guide* when purchasing equipment.

76% Believe that not all gear reviews are created equally.

85% Own more than one ski or snowboard setup.

84% Took a ski vacation last winter.

71% Look at backcountry accessibility when planning a vacation.

A healthy, outdoor lifestyle

42 Average reader's on-snow days
Backcountry: 19, Resort: 23

79% Have been riding for more than 15 years.

72% Would describe themselves as an advanced or expert skier or rider.

Other Interests

96% Hiking
79% Mountain Biking
78% Backpacking
66% Road Biking
57% Cross Country Skiing
57% Mountaineering
47% Rock Climbing
18% Ice Climbing

Choice of Equipment

38% Alpine Touring
32% Telemark
12% Alpine
8% Splitboard
3% Light touring

■ Rates

| Size | 4-color | Size | 4-color |
|-----------|---------|---------------------|---------|
| Spread | \$6,315 | Marketplace | \$425 |
| Cover 2 | \$4,560 | Backstory | \$985 |
| Cover 3 | \$4,385 | Mountain Account | \$755 |
| Cover 4 | \$4,735 | Letter of the month | \$985 |
| Full Page | \$3,500 | | |

■ Print Specs

| Ad size | Trim | Bleed |
|--------------------|---------------|------------------|
| Spread | 18" x 10.875" | 18.25" x 11.125" |
| Full Page | 9" x 10.875" | 9.25" x 11.125" |
| Marketplace | 3.4" x 3.4" | NO BLEED |
| Holiday Gift Guide | 3.75" x 2.25" | NO BLEED |

TRIM:

The size your ad will be trimmed to [edge of page].

BLEED:

The area that extends off the page and will be trimmed.

LIVE AREA: (1/4" INSIDE TRIM)

Safety area for text inside trim edge to insure no important information gets trimmed off.



LIKE LUXURY

“In a time of cutbacks of all things classified as luxury, *Backcountry Magazine* shines so that the consideration of letting my subscription lapse seems silly.” —*Chris McMullan, subscriber*

Backcountrymagazine.com

Impressions:

Average monthly unique visitors: 25,680
 Average monthly page views: 80,190
 Email List: 40,000

Rates:

Banner ads: \$11 cpm
 Department sponsorship: \$1,000 /mo
 e-newsletter sponsorship: \$750/mo
 Video ads: inquire

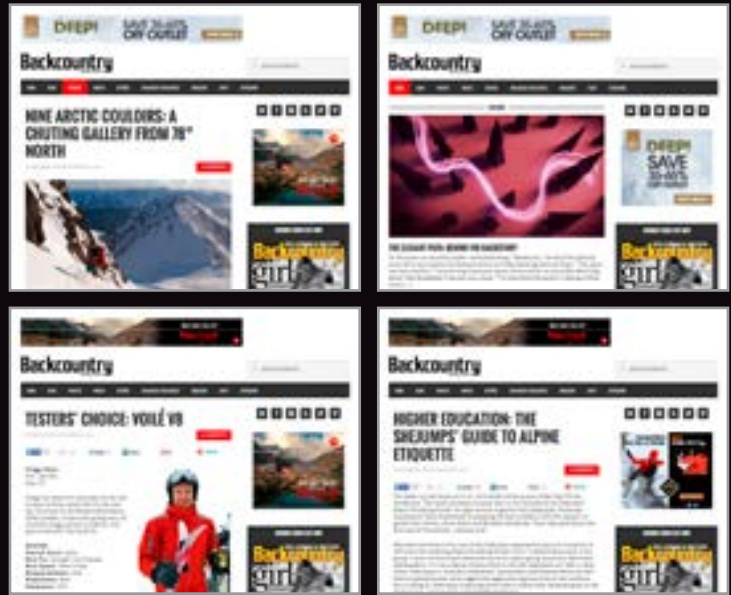
Discounts

Frequency discounts for regular insertions: 2x(3%), 4x(8%), 6x(18%).

15% agency discount applied to recognized independent agencies.

Ad Sizes (in pixels)

728 x 90 Leaderboard
 160 x 600 Wide Skyscraper
 300 x 250 Medium Rectangle



Social Media

Reach:

Facebook: 14,986
 Twitter: 5,388
 Instagram: 3,348

e-newsletter:

e-Mail List: 43,000
 Rates: \$750/mo
 Ad Sizes: 143x112 plus 80 character blurb

Online Giveaways:

Rates: \$500/mo. plus \$300 of wholesale product
 Specs: product image, description and retail price



2014 Backcountry BASECAMP

A national resort-based tour providing the resort community with a showcase of all things backcountry—hard goods, soft goods, safety equipment and education. At the event, the *Backcountry Magazine* staff will partner with retailers and gear manufacturers to offer skiers and riders firsthand knowledge of our growing market through product displays and demo equipment.

Sponsorship Opportunities

Headline Sponsors (2)

A co-branded opportunity which will be featured as “Presented by” with one non-competing industry partner in the following marketing campaign:

- **Print:** Full-Page Ad in *Backcountry*; take-home resource guide summarizing the Basecamp with additional resources on what to buy, where to buy it, who to hire and where to go to learn more.
- **Online:** Unique landing page on Backcountrymagazine.com, Monthly E-blast from *Backcountry*, headline sponsor and presenting sponsors, follow-up stories on Backcountrymagazine.com and in e-newsletters.
- **Social Media:** Weekly posts throughout the month leading up to the event.
- **Grassroots:** Posters distributed in local area through partnering retailer and resort.
- **event:** Banners, product display, optional booth space.
- **Cost:** \$50,000

Tour Sponsors (15)

Exclusive category sponsorship in following categories: AT skis, AT tech binding, plate AT binding, AT Boots, telemark skis, NTN bindings, 75mm bindings, telemark boots, snowboard, snowboard binding, snowboard boots, backpack, avalanche beacon, probe/shovel and skins. Representation will be through product placement at each venue and logo placement in following marketing campaign:

- **Print:** Full-Page Ad in *Backcountry*; take-home resource guide summarizing the Basecamp with additional resources on what to buy, where to buy it, who to hire and where to go to learn more.
- **Online:** Unique landing page on Backcountrymagazine.com, Monthly E-blast from *Backcountry*, headline sponsor and presenting sponsors, follow-up stories on Backcountrymagazine.com and in e-newsletters.
- **Social Media:** Weekly posts the month prior to event.
- **Grassroots:** Posters distributed in local area through partnering retailer and resort.
- **Cost:** \$6,000 plus two of pieces of product from category of sponsorship for Grand Prize raffle winner.

Expected Impressions

Print:

660,000 through posters, subscribers, newsstand and pass along.

Online/Social:

Approximately 210,000 (depending on sponsors' capabilities). E-mail list development through Grand Prize Raffle

Event:

30,000 skier visit impressions

Total Impressions:

900,000

2014 Schedule

February 2014:

Jackson Hole, WY

March 2014:

Crested Butte, CO
Smugglers' Notch, VT





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