



FREESKIER

2015/16 MEDIA KIT

For almost 20 years, FREESKIER has been the cornerstone of the youth segment of skiing, connecting skiers age 18-34 with unmatched credibility and efficiency. Today, the brand remains the industry leader in both print and digital media, reaching the largest and most influential segment of skiers in the sport.

As FREESKIER's digital and social channels have exploded, so too has our audience size and our social media reach. Every month, FREESKIER reaches more than 2 million unique skiers through the magazine, websites, social media channels and events.

Such massive audience growth has enabled FREESKIER to cast an even wider net, garnering an audience that skis all over the mountain. From park and pipe enthusiasts to backcountry purists, devoted skiers look to FREESKIER as their most trusted source for fun, credible and trend-setting content.

02 FREESKIER AUDIENCE

DEMOGRAPHICS

Median Age: **26**
 Median HHI: **\$74,000**
 Percent Male: **88%**

FREESKIER's audience is comprised of the most coveted trendsetters and influencers in the snow industry. From professional skiers and shop techs to hardcore enthusiasts and weekend warriors, our readers are peer group influencers who are loyal supporters of the FREESKIER brand. Once viewed as a ski subculture, freeskiers now represent the largest and most influential segment of our sport.

Today, freeskiers represent the majority of all skiers in North America, and skiers under the age of 34 now comprise almost 2/3 of all ski participants, and 5.4 million of these skiers identify themselves as "freeskiers" (2013 SIA/Physical Activity Council Snow Sports Participant Study).

No other media in the industry owns the relationship and loyalty of this coveted audience like FREESKIER. These tastemakers demand authentic content from authentic brands, and for 18 years they've turned to FREESKIER as their most trusted media source.



TOTAL AUDIENCE/MONTH: 1.5 MILLION+

FREESKIER Magazine: 325,000/issue
 Freeskier.com: 700,000 unique monthly visits
 Facebook: 225,000+ likes
 Twitter: 52,000+ followers
 Instagram: 100,000+ followers
 E-Newsletters: 70,000+ subscribers

COMMITTED SKIERS

86% advanced / expert skiers
14% beginner / intermediate skiers
72% purchase a season pass
43 days skiing / year
19 years skiing

COMMITTED CONSUMERS

\$2,687 avg spent on ski gear & travel
5.36 avg overnight ski trips
3.2 avg hours per issue
70% never throw away FREESKIER

INFLUENCERS

90% consider themselves extremely active on social media
86% have advised others in a purchase of ski gear
78% have attended college or earned an advanced degree
80% 18-34 years old

03 FREESKIER MAGAZINE CIRCULATION

Since its inception, FREESKIER has refused to embrace the old-world model of bloated distribution, opting instead for a natural level of circulation targeted at the most influential segment of the sport.

Our strategy has always been to connect with the most qualified audience in the industry through the most efficient channels possible. Thus, our circulation model has more integrity, more authenticity and more quality than any other mag in the game.

RETAIL SHOP PROGRAM:

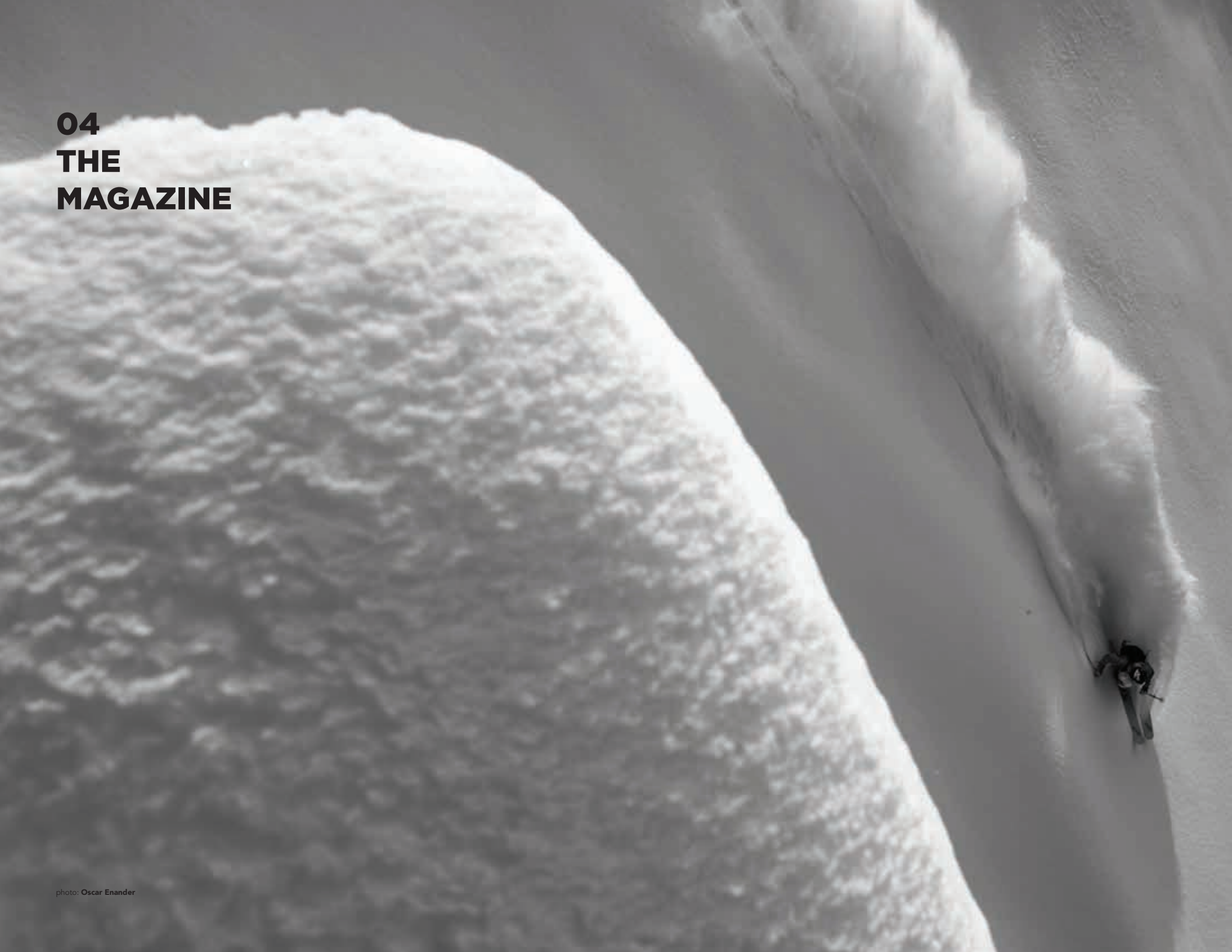
FREESKIER has built the largest and most powerful retail shop distribution program in the industry, with over 1,000 subscribing shops receiving 10 copies each. Distribution of these 10,000 copies reaches nearly 100% efficiency, resulting in the most potent distribution channel in publishing. Through FREESKIER you will reach your customers and industry influencers in the buying environment – the shop floor.

Circulation	70,000
Subscribers/Controlled	45,000
Total Reach	325,000/Issue*

*Includes pass-along readership



04
THE
MAGAZINE



05 SEPTEMBER 2015 BUYER'S GUIDE

FREESKIER produces the largest and most definitive Buyer's Guide in the industry. Rankings of all the best skis, in addition to reviews of all the best boots, bindings, outerwear and accessories from today's top manufacturers make it the go-to resource for discerning consumers. Catering to our audience's thirst for knowledge, this issue also includes educational sections to bring them up to speed on the industry's latest technology, enabling them to make informed purchasing decisions.

IMPORTANT DATES

Space Closes	Materials Due	On Sale
7-4-2015	7-10-2015	9-1-2015



SKIING'S LEADING BUYER'S GUIDE

- Combined print & digital audience of more than 1.5 million viewers
- Increased magazine distribution & extended newsstand shelf life
- Bonus distribution at your most critical point of sale - the shop floor (1,000+ shops)
- Skiings's best products, showcased in the industry's premier editorial environment

Special Advertising Sections

Brand Directory: Two-page advertorial section highlighting products. (See page 6 for details)

Gear Up: This collaborative editorial department highlights the latest and greatest gear from our valued partners. (See page 11 for details)

Price: \$2,000 - \$7,000



06 SEPTEMBER 2015 BUYER'S GUIDE BRAND DIRECTORY

Spotlight your brand & products in a 2-page spread

This advertorial section offers advertisers a 2-page platform to highlight 3 new and exciting products through compelling words and imagery.

Each product gets an MSRP along with a 50-word writeup by the editor of FREESKIER. Additionally, we will visually call out exciting new features that make the products stand out. We will work with your team so that the tone and verbiage perfectly represents your brand.

IMPORTANT DATES

Space Closes	Materials Due	On Sale
7-4-2015	7-10-2015	9-1-2015



Special Advertising Sections

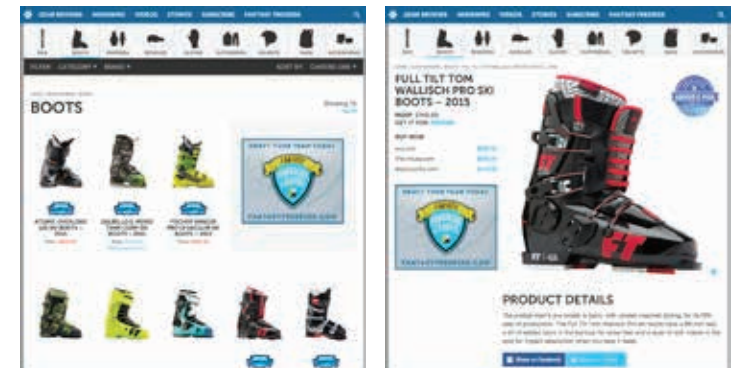
Two-page brand guide: Two-page spread in our Brand Guide advertorial section, highlighting your company along with three key products of your choice.

All Product in FREESKIER's Buyer's Guide will also be featured in our newly redesigned Online Gear Guide, the most trafficed section of our freeskier.com.

Online "Buy Now" links allow our readers (your consumers) direct access to point of sale.

Price: \$18,350

Online Gear Guide Preview

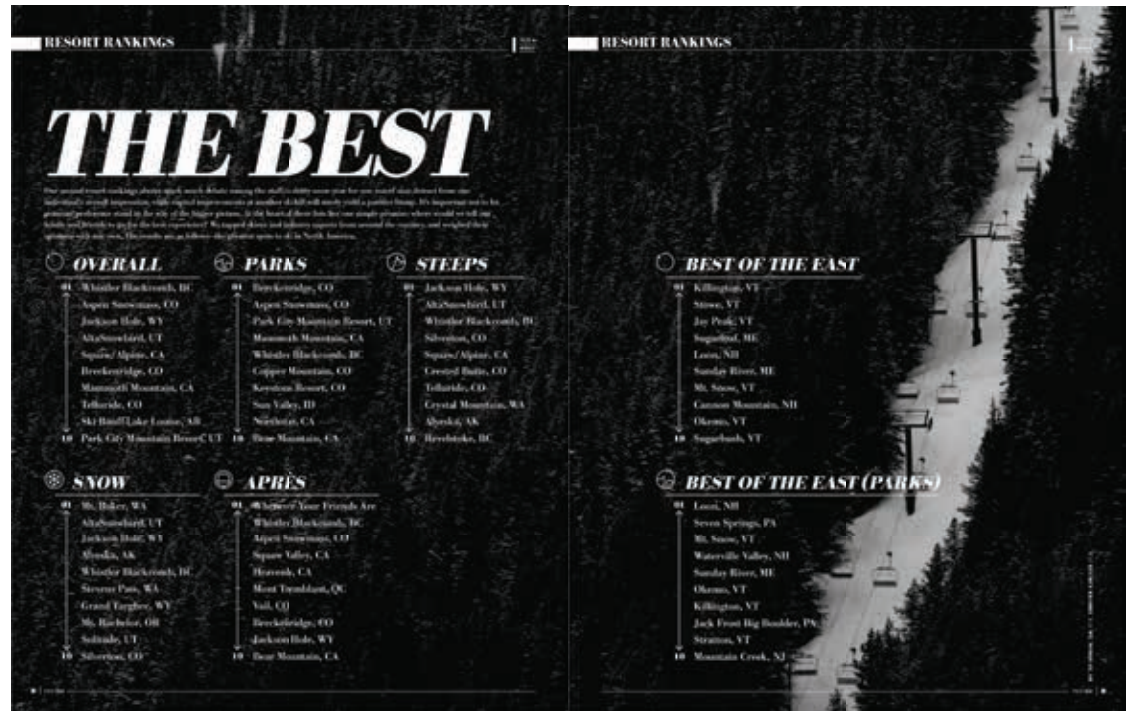


07 NOVEMBER 2015 RESORT GUIDE

The November issue features the best of ski resort stories, travel pieces and our highly anticipated annual FREESKIER Resort Rankings. We call out the best destinations in multiple categories and give readers the inside scoop on secret stashes as well as new and noteworthy resort upgrades. This issue hits subscribers' mailboxes and newsstands just in time for fall season pass sales and opening days.

IMPORTANT DATES

Space Closes	Materials Due	On Sale
8-1-2015	8-7-2015	9-29-2015



Special Advertising Sections

This year we offer 3 different ways to showcase the terrain, setting and noteworthy upgrades that make your resort unique. These sections will be built by our edit team, include your captivating imagery to pull the reader in, and are available as single pages or two-page spreads. Price: Single - \$9,500, Spread - \$13,900

Inside Line: We'll jazz up your trail map to give our readers a look at the best places to ski on your mountain. Additionally, you can direct them to your most enticing eateries and apres spots.

Local Beta: Give readers the latest beta on your resort and surrounding area through the voice of a local athlete. Our editors will interview the athlete of your choosing and present it Q&A style along with compelling action or scenic imagery.

Chairlift Chatter: Has your resort gone through some recent changes or upgrades that you'd like our readers to know about? Our editors will work with you to tell the story and present it with stunning imagery to convince readers to take the trip.

Gear Up: This collaborative editorial department highlights the latest and greatest gear from our valued partners. (See page 11 for details)
Price: \$2,000 - \$7,000



Example of "Inside Line"

08 DECEMBER BACKCOUNTRY ISSUE

The FREESKIER reader has evolved from what was once a dedicated park and pipe skier to what is now the most well-rounded skier on the mountain. As our audience becomes more backcountry-oriented, they crave the gear and stories that go along with their passion. This issue introduces readers to the latest backcountry gear and includes riveting stories of industry personalities in the backcountry.

IMPORTANT DATES

Space Closes	Materials Due	On Sale
9-12-2015	9-18-2015	11-10-2014



Special Advertising Sections

Cat/Heli Guide: Our cat and heli ski guide is second to none. A full spread of impressive imagery, stats about your operation and the inside story as told by our editors will pull readers in and have them booking their next trip in no time.

Price: \$13,900

Gear Up: This collaborative editorial department highlights the latest and greatest gear from our valued partners. (See page 11 for details)

Price: \$2,000 - \$7,000



09

JANUARY 2016

PHOTO ANNUAL &

FREESKIER 50

Just as winter reaches full stride, the Photo Annual delivers some of the best images that skiing has to offer. FREESKIER taps its vast network of talented photographers to put together a feature gallery that leaves readers stunned. Around this gallery are various feature stories and gear reviews that pull the reader in and have them reading cover to cover.

IMPORTANT DATES

Space Closes	Materials Due	On Sale
10-17-2015	10-23-2015	12-15-2015



Special Advertising Sections

FREESKIER 50: Just before the holiday season, FREESKIER will release a guide to the 50 best products of the 2015-2016 season. This 10-page magazine feature will be simultaneously released on freeskier.com with it's own tab on the home page. It will live on the website for the duration of the season, with heavy social promotion driving a large volume of traffic.

Exclusive Sponsorship: Contact your rep for details

Gear Up: This collaborative editorial department highlights the latest and greatest gear from our valued partners. (See page 11 for details)

Price: \$2,000 - \$7,000



10 FEBRUARY 2016 SKIER OF THE YEAR & SPRING EVENT ISSUE

In our final issue of the publishing cycle, which is also released at SIA, we highlight spring events at our favorite resorts and name the top male and female skiers of the year. Over 20,000 readers cast their votes for Skier of the Year and are eagerly awaiting the results. Additionally, we take a look at the people and personalities that make our industry unique and include reviews of the latest and greatest gear.

IMPORTANT DATES

Space Closes	Materials Due	On Sale
11-14-2015	11-20-2015	1-12-2016



SKIER OF THE YEAR

lynsey DYER

PEOPLE'S CHOICE

...the... (text continues)



SKIER OF THE YEAR

gus KENWORTHY

PEOPLE'S CHOICE

...the... (text continues)

Special Advertising Sections

Gear Up: This collaborative editorial department highlights the latest and greatest gear from our valued partners. (See page 11 for details)

Price: \$2,000 - \$7,000



11 GEAR UP

Showcasing our partners' latest & greatest

This collaborative editorial department highlights some of the hottest new products, brands and technologies in the industry.

The Gear Up department includes product imagery, 50 words of copy, MSRP and web address. Inclusion in Gear Up gives your company the opportunity to earn an Editor's Badge of approval, as well as grabbing the attention of hundreds of thousands of readers in print and digital.

Get Involved

- \$2,000: 1 Product/issue
- \$4,000: 3 Products/issue
- \$7,000: 5 Products/issue (Exclusive)

Available Issues

- September: Buyer's Guide (released - Aug. '15)
- November: Resort Guide (released - Oct. '15)
- December: Backcountry Issue (released - Nov. '15)
- January: Photo Annual (released - Dec. '15)
- February: Profile Issue (released - Jan. '16)

What's Included

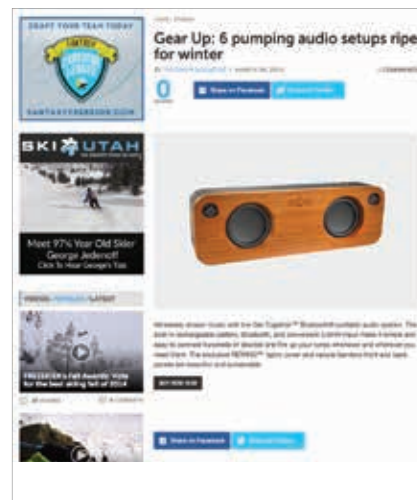
- Print: High resolution product imagery, 50 words of descriptive copy, MSRP and website address
- Digital: Featured editorial on freeskier.com with POS buy now links
- Online Buyer's Guide: Season-long exposure in FREESKIER'S Online Gear Guide with POS buy now links
- Social: Facebook and Twitter promotion of Gear Up inclusion linking back to featured content on freeskier.com
- 100% Category Share of Voice

Overall Impact

- 325,000 Views/issue
- 700,000 Unique Monthly Visitors on freeskier.com
- 223,000+ Likes
- 52,000+ Followers



Online Buyer's Guide Inclusion



Freeskier.com Editorial Inclusion



Facebook Promotion



Twitter Promotion

12 FEBRUARY 2016 TREND BOOK

Now in its 3rd year of production, the FREESKIER Trend Book fills a void in the ski media and provides a portal for the industry news, profiles and gear to be disseminated through the ranks. This oversized book has become the go-to for attendees of the annual SIA trade show and is distributed to specialty shops and VIPs throughout the country.

IMPORTANT DATES

Space Closes	Materials Due	On Sale (Shops)
12-23-2015	12-30-2015	2-15-2016

Print Circulation	10,000
Digital Circulation	20,000
Total Distribution	30,000

**Includes pass-along readership*

Special Advertising Sections

Brand Guide: The advertorial section offers advertisers a 2-page platform to highlight 3 new and exciting products through compelling words and imagery.

Each product gets an MSRP along with a 50-word writeup. Additionally, we will visually call out exciting new features that make the products stand out. We will work with your team so that the tone of the verbiage also represents your brand well.

Price: \$12,500



Special Advertising Example

13 FREESKIER DIGITAL

Display Advertising

In the digital realm, FREESKIER leads across every channel. Not only does the brand have more fans, but they're also far more engaged thanks to the channels being grown organically, not with gimmicks. We speak to our audience and they respond.

VISITORS

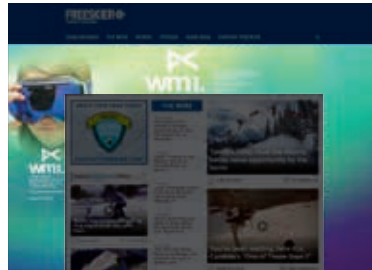
- Annual Visits: **7 million**
- Unique Annual Visitors: **3.5 million**
- Monthly Visits: **1,000,000**
- Unique Monthly Visitors: **700,000**

GROWTH (2013 to 2014)

- Unique Visitors: **109%**
- Visits: **83%**
- Pageviews: **38%**
- Mobile: **260%**
- Tablet: **108%**

Custom Digital Solutions

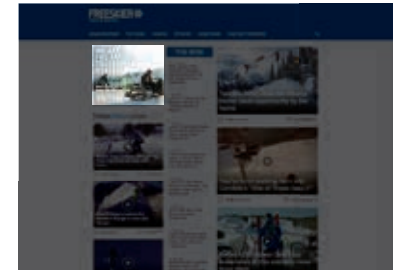
As a digital leader in snow space, FREESKIER offers a variety of custom digital solutions that will fit your campaign and target our core ski audience. Contact your rep for more information.



1. 1200 x 2000 BACKGROUND SKIN
This run of site display unit (ROS) has the most visibility and best performance of any unit we offer. This asset is ideal for a strategy that includes brand awareness and retail conversion goals.



2. 300 x 600 DISPLAY UNIT
Also called a "Half Page" unit, this display unit is extremely visible, clickable and can be used for brand awareness & retail conversion. Additionally, this display unit is one of three assets visible on all devices (desktop, tablet & mobile).



3. 300 x 250 DISPLAY UNIT
The 300 x 250, or "Medium Rectangle," is our most popular ad asset, and for good reason. It is ideal for quick hitting video creative. Additionally, this display unit is one of three ad assets visible across all devices (desktop, tablet & mobile).



4. 728 x 90 DISPLAY UNIT
This "Leaderboard" display is the most standardized and effective online advertising unit. The dimensions are perfect for brand messaging and/or retail offers that aim to drive sales.



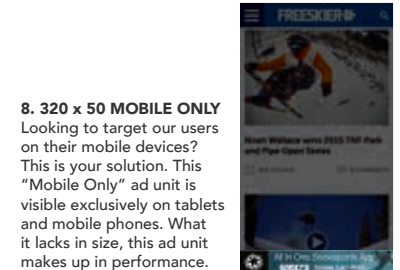
5. 300 x 100 DISPLAY UNIT
Our "Small button" display units are among our most affordable, and enable advertisers to focus on a pure impression strategy. Additionally, this display unit is one of three ad assets visible on all devices (desktop, tablet & mobile).



6. 640 x 90 VIDEO DISPLAY UNIT
This Video Display Unit takes center stage beneath our video player. This unit is an ideal way to promote your message in the highest traffic area of our site - the video section.



7. 300 x 350 VIDEO
Looking to rack up views of your latest video project? Our 300x350 video player will put you in front of our core audience on every single visit to the site.



8. 320 x 50 MOBILE ONLY
Looking to target our users on their mobile devices? This is your solution. This "Mobile Only" ad unit is visible exclusively on tablets and mobile phones. What it lacks in size, this ad unit makes up in performance.

14 FREESKIER SOCIAL



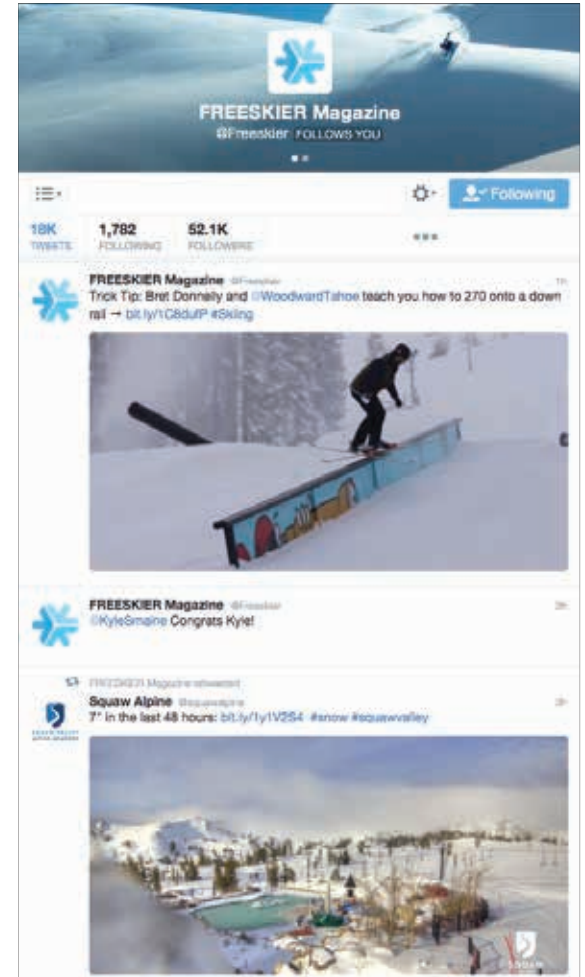
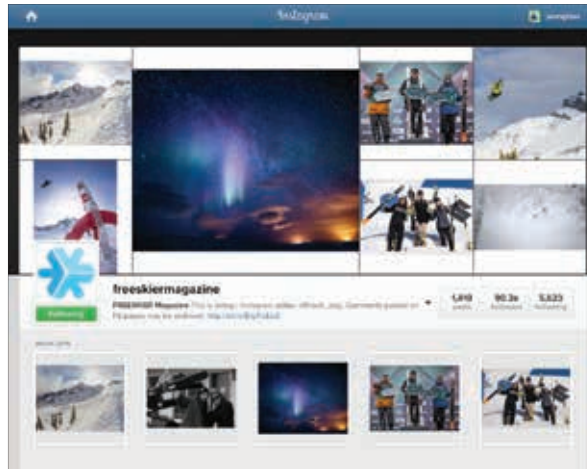
Social Media Audience



1. FREESKIER
2. Powder
3. TGR
4. Skiing
5. Newschoolers
6. Ski

FREESKIER's social channels are unmatched in the ski space. We've built our followers and likes by earning them organically, not through paid gimmicks. This has enabled us to gain unmatched loyalty from this audience, which in turn has resulted in one of the most powerful channels in the snow landscape.

Whether our users engage with Facebook, Twitter, Instagram or a combination of all channels, we communicate with them daily and keep track of what resonates with them, as well as what doesn't. This has allowed us to create compelling content that garners significant impressions.



Social Media Partnerships

Our massive audience provides us with the flexibility to offer an array of different social media partnerships that will drive quality impressions for your brand. These dynamic programs are built on a case-by-case basis to cater to your specific needs.

Contact your rep for details.

TOTAL SOCIAL FOLLOWING: 375,000+

		
#1 on Facebook 225,000+	#1 on Twitter 52,000+	#1 on Instagram 100,000+

FACEBOOK

- 225,000+ Total Likes
- 7.6 Million unique people reached Peak Month
- 29.4 Million total impressions Peak Month
- 155% Growth Year Over Year

INSTAGRAM

- 100,000+ followers
- 1.2 Million+ likes received

TWITTER

- 52,000+ followers
- 18 Million+ Impressions

15 FREESKIER NEWSLETTERS



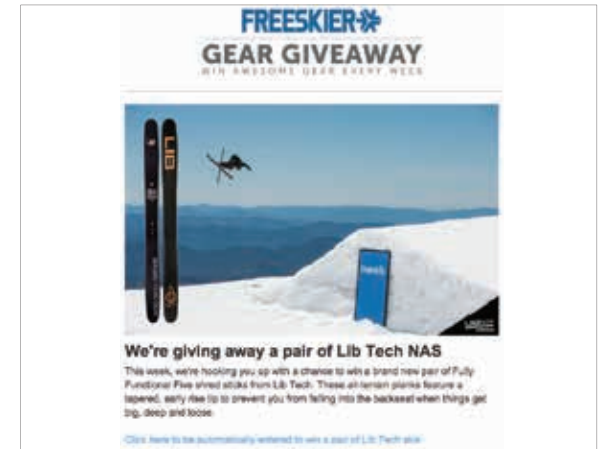
Sunday Edit Newsletter



Tuesday Exclusive Newsletter



Wednesday Powder Forecast Newsletter



Thursday Gear Giveaway Newsletter

Weekly Newsletters sent to 70,000+ Core Skiers

EDIT NEWSLETTER

Avg Opens: 19% (of sends)
Avg Clicks: 14% (of opens)

POWDER FORECAST

Avg Opens: 20% (of sends)
Avg Clicks: 9% (of opens)

EXCLUSIVE NEWSLETTER

Avg Opens: 18% (of sends)
Avg Clicks: 10% (of opens)

GEAR GIVEAWAY

Avg Opens: 21% (of sends)
Avg Clicks: 22% (of opens)

SUNDAY EDIT NEWSLETTER

Our Sunday Funday Newsletter highlights the very best of our editorial content from the previous week. This Newsletter blast is a one-stop shop for what's hot in skiing right now.

Featured Inclusion: \$2,500

TUESDAY EXCLUSIVE

The Tuesday Email hits our audience with an exclusive message crafted with the help of our editors. Our team will work with yours to design and code your exclusive Newsletter, ensuring that it resonates with the FREESKIER audience and results in high engagement and open rates.

Exclusive: \$4,500

WEDNESDAY POW FORECAST

Our audience doesn't want to know where it has snowed; they want to know where it's going to snow. This Newsletter gives them the inside scoop on where Mother Nature is going to unload her treasure next.

Featured Inclusion: \$2,500

THURSDAY GEAR GIVEAWAY

Every Thursday, we partner with our Gear Giveaway Newsletter sponsor to drive thousands of clicks to a corresponding product page on freeskier.com. These product pages drive great retail conversion through our "Buy it Now" links to our online retailer partners.

Exclusive: \$4,500

16 FREESKIER CONTESTS AND SWEEPSTAKES

FACEBOOK CONTESTS

We work with your social media team to develop and install a custom application on your Facebook fan page.

These contest platforms require entrants to upload videos, photos or stories to enter. Once an entry is up, the platform is designed to encourage sharing and voting, adding an interactive element to the contest. We concept, design and administer the contest for you.

WEBSITE & FACEBOOK SWEEPSTAKES

If acquiring fans while racking up brand impressions is your goal, hire us to create an online sweepstakes promotion. We keep the barrier to entry low by only requesting (and capturing) personal information including email, zip code, age and name.

This promotion can be installed on your Facebook fan page for a simultaneous fan acquisition or on freeskier.com for mass impressions.

MULTI-PLATFORM CONTESTS

This style of contest promotion comprises nearly every possible marketing point - print, online, video, social, mobile, E-newsletter and more. If your goal is massive engagement with impressions, this is the option for you. We can rack up millions of impressions over an extended period of time, while simultaneously creating a strong bond between the *FREESKIER* brand and yours.

Contact your rep for pricing information.

The image shows a website banner for a promotion by CMH Heli-Skiing. At the top left is the Freeskier logo with the tagline 'THIS IS SKIING'. To its right is a 'LAKELAND FREERIDE LEAGUE' logo. Further right is the text 'DRAFT YOUR TEAM TODAY FANTASYFREERIDE.COM'. Below this is a navigation bar with links: 'GEAR REVIEWS', 'NEWSWIRE', 'VIDEOS', 'STORIES', 'SUBSCRIBE', 'FANTASY FREERIDE', and a search icon. The main banner features a snowy mountain background. In the center, there is a red triangle logo with 'CMH' inside, followed by 'HELI-SKIING'. Below that, the text reads 'WIN A HELI-SKIING TRIP WITH CHRIS DAVENPORT'. There is an email input field with the placeholder 'Enter your email' and a dark blue button labeled 'ENTER NOW'. Below the input field is a link for 'OFFICIAL RULES'. At the bottom of the banner, a box lists the 'PRIZE INCLUDES': '3.5 Days of Guided Heli-Skiing', '4 Nights of Accommodation at CMH Revelstoke', 'Ski Rentals – No Need to Bring Your Own', 'Daily Meals to Keep You Nourished', and 'Roundtrip Airport Transportation'. A small note at the bottom of the prize list says '*Airfare Not Included – Dates: March 26 – 30, 2015'. At the very bottom of the banner, there is a link: 'To learn more about CMH or to receive special offers, sign up for emails here'.

17 FREESKIER PRINT RATES / SPECS

THE BUYER'S GUIDE

Inside Cover Spread:	\$23,125
Two-Page Spread:	\$19,250
Back Cover:	\$16,875
Full Page:	\$11,750

REGULAR ISSUE

Inside Cover Spread:	\$21,875
Two-Page Spread:	\$17,350
Back Cover:	\$15,625
Full Page:	\$9,750

TREND BOOK

Inside Cover Spread:	\$9,500
Two-Page Spread:	\$7,000
Back Cover:	\$8,000
Full Page:	\$4,500

SPECIAL ADVERTISING SECTIONS

Collaborative, custom content produced by FREESKIER editors.

Buyer's Guide Brand Guide

2-Page Spread:	\$18,350
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Resort Guide

Single Page:	\$9,500
2-Page Spread:	\$13,900

Cat & Heli Guide

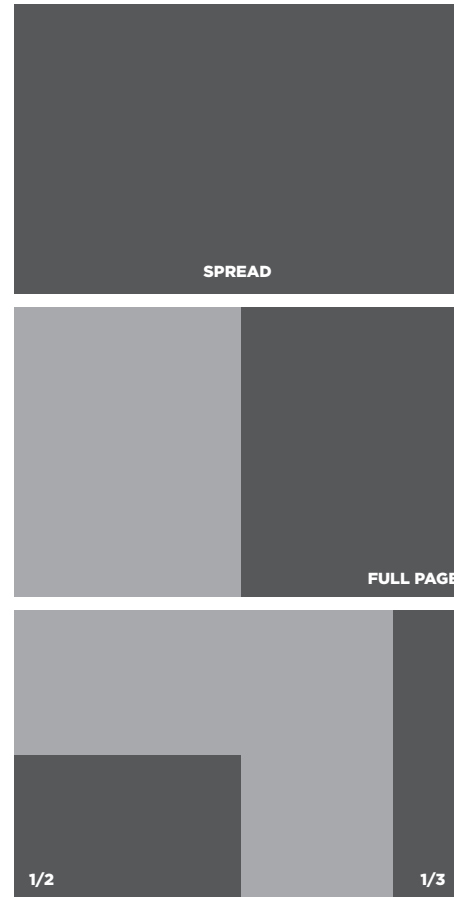
2-Page Spread:	\$13,900
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Gear Up Department

1 Product:	\$2,000
3 Products:	\$4,000
5 Products (Full Page):	\$7,000

Trend Book Brand Guide

2-Page Spread:	\$12,500
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SUBMISSION GUIDELINES

We only accept .PDF/x1-a and .tif file types. We are not responsible for color reproduction of ads that are not supplied with SWOP-standard proofs.

All files must be built in CMYK color at 300dpi. Any changes to or resubmission of ad materials will incur a \$75 charge per change.

FILE DELIVERY

Server: files.smpmags.com
 Username: fsproduction
 Password: fsproduction
 Create and upload files to a folder with your company's name

IMPORTANT DATES

ISSUE	SPACE CLOSE	MATERIALS DUE	ON-SALE
The Buyer's Guide	7-4-2015	7-10-2015	9-1-2015
November	8-1-2015	8-7-2015	9-29-2015
December	9-12-2015	9-18-2015	11-10-2015
January	10-17-2015	10-23-2015	12-15-2015
February	11-14-2015	11-20-2015	1-12-2016
Trend Book	12-23-2014	12-30-2015	2-15-2016

ISSUE SPECS

SIZE	BLEED	TRIM
Spread	18.25" x 11.0625"	18" x 10.8125"
Full Page	9.25" x 11.0625"	9" x 10.8125"

TREND BOOK

Spread	20.5" x 12.5"	20" x 12"
Full Page	10.5" x 12.5"	10" x 12"

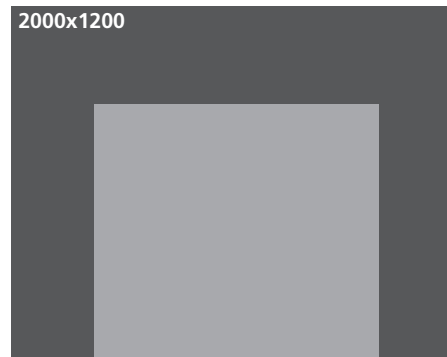
18 FREESKIER DIGITAL RATES / SPECS

SUBMISSION GUIDELINES

File types accepted: .gif, .jpg, .swf, .png
 Please insert this tag into your flash source:
 getURL(clickTAG, "_blank");
 Banner ads should not exceed 1MB in size
 1200x2000 background skins must be submitted
 with our layered .psd template

FILE DELIVERY

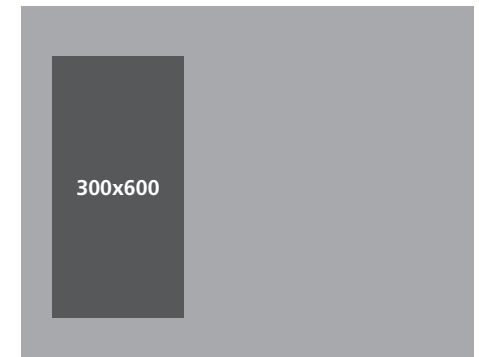
Server: files.smpmags.com
 Username: fsproduction
 Password: fsproduction
 Create and upload files to a
 folder with your company's name



1. 1200X2000 BACKGROUND SKIN



2. 728X90 LEADERBOARD



3. 300X600 HALF PAGE



4. 300X100 SMALL RECTANGLE



5. 300X250 MEDIUM RECTANGLE



5. 300X350 PARTNER VIDEO UNIT

NEWSLETTER RATES

Sunday Edit Newsletter

Featured Inclusion: **\$2,500**

Tuesday Exclusive Newsletter

Exclusive: **\$4,500**

Wednesday Powder Forecast Newsletter

Featured Inclusion: **\$2,500**

Thursday Gear Giveaway Newsletter

Exclusive: **\$4,500**

DISPLAY ADVERTISING

Background - 1200x2000: **\$60 CPM**

Half Page - 300x600: **\$40 CPM**

Medium Rectangle - 300x250: **\$30 CPM**

Leaderboard - 728x90: **\$30 CPM**

Small Rectangle - 300x100: **\$20 CPM**

Mobile Leaderboard - 320x50: **\$40 CPM**

Video Display - 640x90: **\$50 CPM**

Partner Video Player - 300x350: **\$50 CPM**

CUSTOM MEDIA

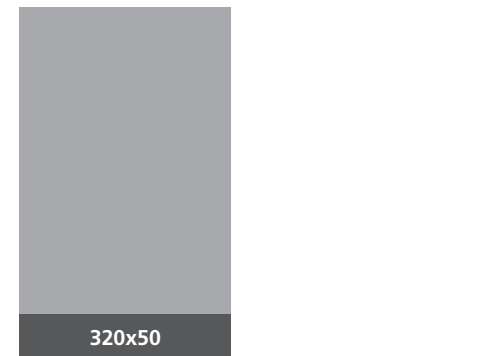
From graphic design and custom content to photo shoots, production, events, branding and more, we can take care of your every custom media need.

Contact your rep for pricing information

CONTESTS

We offer a variety of high-quality social and print contests/sweepstakes that drive massive impressions and exposure.

Contact your rep for pricing information



6. 320X50 MOBILE ONLY

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CONTACTS

EDITORIAL

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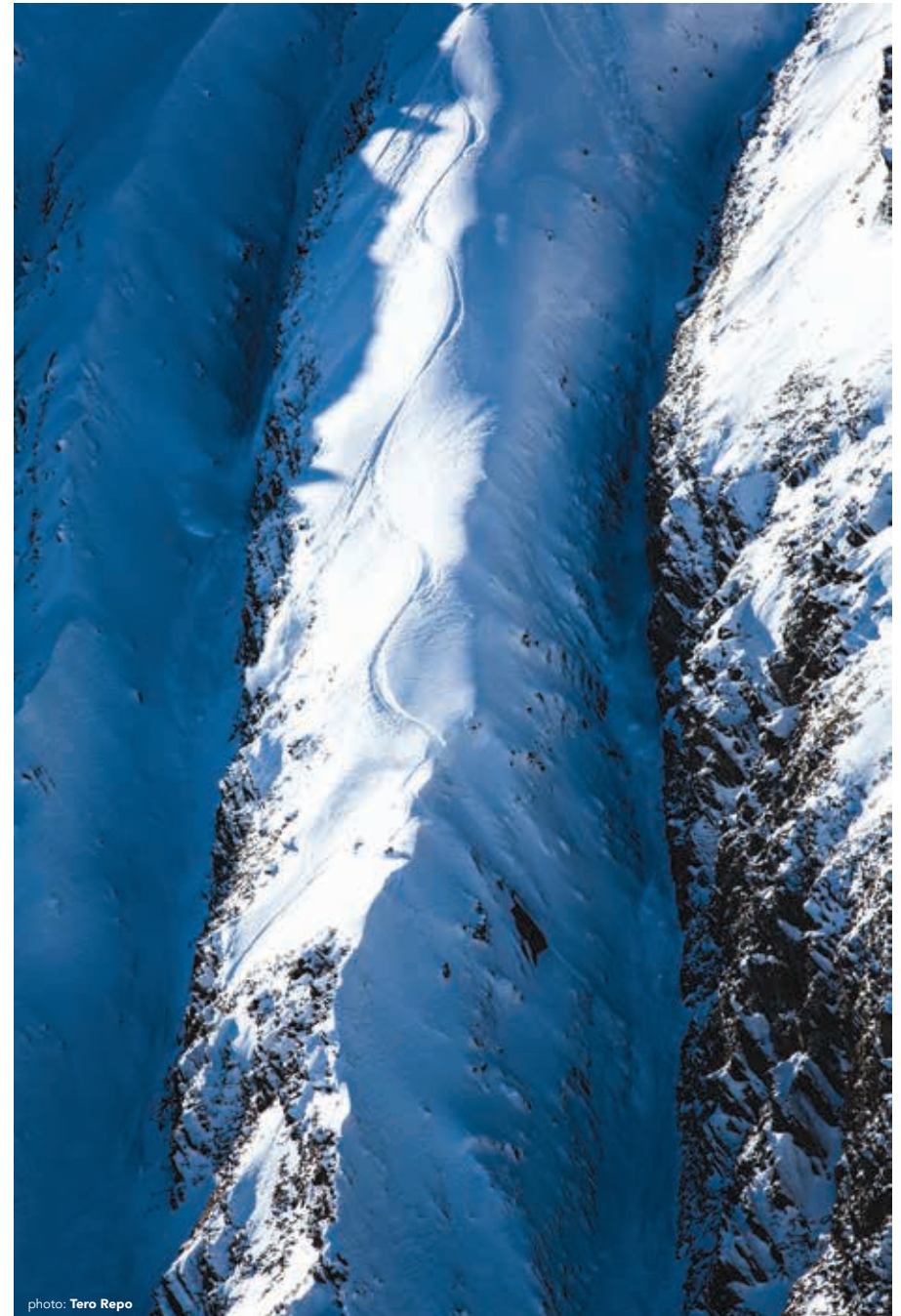


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