

FREESKIER

THIS IS SKIING

THE TREND BOOK 2015

YOUR NEW CONSUMER:
**FIND OUT WHAT THE
NEXT GENERATION
OF SKIERS IS BUYING**

ALL HOPPED UP ON GEAR:
**SEE THE BEST OF WHAT
NEXT YEAR HAS
TO OFFER**

NOT-SO-IMMINENT DEMISE:
**LEARNING FROM
THE MISTAKES OF
SNOWBOARDING**



FREESKIER.COM

Welcome to the ski industry's newest and most cutting-edge trade magazine – the FREESKIER TREND BOOK.

Launched at the 2014 SIA Snow Show, the premier issue of the TREND BOOK gained thunderous applause for its unrivaled coverage of the brands, products, people and trends driving the sport today. Anchored by FREESKIER's massive audience and survey capabilities, the TREND BOOK compiles survey

results from more than 10,000 unique respondents. The result is an incredibly accurate snapshot of which brands and products are most coveted by skier under the age of 34 – which represent almost 2/3 of all ski participants today.

The FREESKIER TREND BOOK has become the new benchmark by which snow sports trade magazines are measured. And the 2015 edition looks to raise the bar even higher – with more pages, stories, product and analysis of the hottest brands in skiing today.

AUDIENCE

Freeskiing has become the largest and most influential segment of the skiing market. Today, skiers under the age of 34 represent almost 2/3 of all ski participants. Given the size and influential power of these skiers, companies can't afford to overlook them, or worse yet, insult them. These consumers have a BS alarm that triggers instantly if something feels disingenuous. The FREESKIER TREND BOOK is here to help ensure that your company knows what's hot, and what's not, for 2015 and beyond.

RANKINGS COMPRISED OF SURVEY RESULTS FROM 10,000+ UNIQUE RESPONDENTS

SIA SNOW SHOW ATTENDEES REPRESENT:

- 80% of retail buying power* in the snow sports industry
- 96% of supplier market share (ski, snowboard, apparel, backcountry)
- 1,000 snow sports brands presenting their collections
- 850 media/press in attendance

(Sources: SIA Snow Show Fact Sheet; *Buying Power index measured by Leisure Trends Group)

MARKET

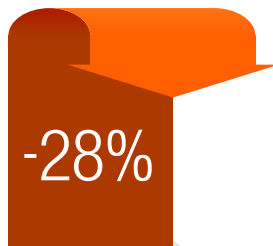
FROM 2010/11 TO 2012/13, SKIERS WHO IDENTIFIED THEMSELVES AS:

FREESKIERS



INCREASED A WHOPPING 47%
(FROM 3.6M TO 5.4M)

ALPINE SKIERS



DECLINED BY 28% (FROM
11.5M TO 8.2M)

SNOWBOARDERS



DECLINED BY 10% (FROM
8.2M TO 7.4M)

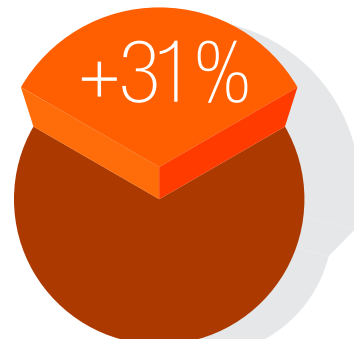
TWIN-TIP SKIS



ALMOST 2/3 OF ALL SKI PARTICIPANTS
ARE AGES 34 & UNDER



TWIN-TIP SALES IN 2012/13,
UP 56% FROM 2009/10



TWIN-TIP REPRESENTED 31.45%
OF ALPINE SKI SALES IN 2012/13

(Sources: SIA Snow Sports RetailTRAK™ Data; SIA/Physical Activity Council 2013 Snow Sports Participant Study)

Custom Advertorial Design Sample from 2015 Trend Book.

STANDARD ADVERTISING

The FREESKIER TREND BOOK offers full-page and spread ads. No partial ads accepted.

BRAND DIRECTORY ADVERTISING

The FREESKIER TREND BOOK features a custom advertorial section comprised of two-page advertorial spreads, highlighting the product stories that you want shared with the industry. The right-hand page showcases up to three new products, and the opposing page a story about your company, written by the editors of the FREESKIER.

(Note: companies must be invited to participate in this advertorial section)

RATES

INSIDE FRONT COVER SPREAD	\$9,500
INSIDE BACK COVER SPREAD	\$8,500
BACK COVER	\$8,000
TWO PAGE BRAND DIRECTORY ADVERTORIAL	\$7,500
TWO PAGE SPREAD AD	\$7,000
ONE PAGE AD	\$4,500

CIRCULATION

The FREESKIER TREND BOOK promotes your brand and products to snow sports manufacturers and retailers - the most valuable segment of the trade industry. Copies are distributed via publication bins at the SIA Snow Show, and hand-delivered to all exhibitor booths. Additional copies are mailed to industry VIPs at the conclusion of the show. A digital edition of the TREND BOOK is released digitally in early spring, garnering up to 20,000 additional views.

TOTAL PRINT COPIES	10,000
SIA SNOW SHOW TRADESHOW	7,000
INDUSTRY/VIP SUBSCRIBERS	2,000
PROMOTIONAL	1,000
TOTAL DIGITAL COPIES	20,000
TOTAL DISTRIBUTION	30,000

NUTS & BOLTS

SPACE CLOSE DATE:	DECEMBER 15, 2014	MATERIALS DUE DATE:	JANUARY 5, 2015	RELEASE DATE:	JANUARY 29, 2015
SAFETY:	9.5" x 11.5"	BODY STOCK:	80 LB, #3	COVER STOCK:	146 LB, #3 MATTE
SINGLE PAGE:	9.5" x 11.5"	BLEED:	10.5" x 12.5"	TRIM SIZE:	10" x 12"
TWO-PAGE SPREAD:	19.5: x 11.5"		20.5" x 12.5"		20" x 12"



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