



# Snowshoe Magazine

## 2019-2020 MEDIA KIT

### About Us

Snowshoe Magazine was created in 2003 by former owner, Ryan Alford and sold to Paul and Susan Wowk in 2015. It is the only worldwide publication that focuses on the sport of snowshoeing.

We strive to give voice to the sport by offering a comprehensive selection of content, including snowshoeing tips, destinations, gear, and events. We are true winter lovers that enjoy publishing and sharing content for our readers all year round!

### Our Editorial Mission

As an independently owned publication, we are dedicated to providing a clear, concise and unbiased message to readers. Snowshoe Magazine speaks to and connects with those who are first-time snowshoers, recreational enthusiasts who love the snow-covered backcountry, and the competitors who race in snowshoe events worldwide.

### From Our Founder, Ryan Alford

"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."

Photo by Taylor Kipfer

15,750+

FOLLOWERS ON SOCIAL  
MEDIA

OVER 2500

ARTICLES PUBLISHED

45,000+

AVERAGE MONTHLY  
PAGEVIEWS NOVEMBER-  
MARCH





# Audience & Partners

"THANK YOU for being there for us.

I was just a recreational snowshoe enthusiast , but your magazine gave me the encouragement to purchase racing shoes and try my first competition in February!"

-Bob Young, Snowshoe Mag Reader

## Our Readers

- Diverse audience of singles, families, and couples who enjoy the outdoors at all recreation levels
- 54% of readers are male
- 46% of readers are female
- 71% of readers in the U.S. and 19% in Canada
- Readers of all ages 25-65+

## We Support

- United States Snowshoe Association
- Leave No Trace
- American Trail Running Association

"The U.S. Snowshoe Association 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, United States Snowshoe Association





# Partnership Services

## Gear Guide:

- Comprehensive guide for your specific gear and/or accessories that you would like featured for the season
- Listing never expires and includes a picture of the gear, description from your website, and price (if desired)
- Direct link to your site and gear page for each listing to enhance SEO

## Native Ads:

- Article written by the Snowshoe Mag team featuring your brand, products, destinations, or events, typically 500-1000 words
- Designed to flow with content and not obviously an ad
- Article content owned by your brand
- Shared on Snowshoe Mag social media and/or newsletter

## Exclusive Newsletters:

- Newsletter dedicated solely to your brand & feature based on your needs
- May include copy, images, and/or video
- Reach all or segments of our 4,900 subscribers with an avg open rate of 23%

## Social Media Spotlight:

- Share your products, services or events on Snowshoe Mag social media channels (Facebook, Twitter, Instagram, Pinterest)
- May use predetermined hashtags to promote brand and/or event
- Option to include a dedicated Pinterest board for your brand

## Contests and Giveaways:

- Offer giveaway of products or services to promote your brand to readers
- Contest or giveaway could be newsletter specific, reaching over 4,900 subscribers

## Reviews:

- Snowshoe Mag staff can review your product, service, tour, or accommodation
- Article will be a minimum of 500 words with at least 2 photos
- Reviews shared on social media platforms
- All opinions shared will be the unbiased, honest views of the writer

## Race or Event Coverage:

- Provide coverage and results of your event to our readers
- Article will be a minimum of 500 words
- Coverage can be provided by Snowshoe Mag staff or your agency.



Large Horizontal - 728 x 90

Small Horizontal - 468 x 60

Square - 300 x 250

Skyscraper  
120  
x 400

#### Banner Ads:

- Display your ads throughout our site to reach a new community of customers
- Multiple sizes available to be featured on the site or newsletter
- Must be JPG or GIF format and size should not exceed 75 KB
- Any of your company's webpages can be linked to the ad

Free and unlimited press release uploads and inclusion available with advertising purchase. Package deals are also available. Contact us for pricing details.

Photo by Pixabay



## Contact Us

<https://www.snowshoemag.com/>

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