



JHSM

JACKSON HOLE
SNOWBOARDER MAGAZINE

2019-2020 SEASON

Media Kit

10.10.19



Long Live Snowboarding

We're still here.

Jackson Hole Snowboarder Magazine is a legendary & beloved independent snowboarding magazine with a storied history. It's also one of the premiere snow publications in the world: beautifully designed, perfect-bound, and filled with incredible adventure stories & gripping photos. We produce one issue every winter season and distribute it free on stands, racks, and in hotel rooms throughout Jackson Hole, as well as online. Each issue lives on coffee tables for months and often finds a permanent spot on bookshelves.

Our Community

MAGAZINE STAFF

EDITOR
Heather Hendricks

PHOTO EDITOR
Ben Gavelda

CREATIVE DIRECTOR
Olaus Linn

ADVERTISING DIRECTOR
Deidre Norman

ADVERTISING SALES
Jon Grinney

STAFF PHOTOGRAPHER
Ryan Dee

ADVISORY BOARD

Our Advisory Board of passionate Jackson Hole riders keeps JHSM innovative, soulful, and dedicated.

Rob Kingwill

Bryan Iguchi

Mark Carter

Julie Zell

Halina Boyd

Lance Pitman

Mikey Franco

Jeff Moran

Jen Fox

CONTRIBUTORS

Ben Gavelda

Scott Serfas

Aaron Blatt

Chad Chomlack

Andrew Miller

Wade Dunstan

Blake Paul

Rob Kingwill

Alex Yoder

Aaron Lebowitz

Josi Stephens

and many more...



Jackson Hole is one of the epicenters of snowboarding.

\$1.2 billion

*Tourist spending in Jackson Hole
in 2018*

200,000

*Winter visitors to Jackson Hole
in 2018*

\$80,000

*Median income of Jackson Hole
winter visitors*

930,000

*Skier days at resorts surrounding
Jackson Hole in 2018*

\$113 million

*Retail spending from tourism
in Jackson Hole in 2018*

40,000

*Snowboarders riding in Jackson
Hole every winter*

One kick-ass issue every winter.

Last season's "Public Lands" cover art by **Mark Dunstan**



For **fifteen years** now JHSM has celebrated shred culture in the Tetons with stories about athlete personalities, epic film projects, backcountry adventures, and close calls. We also delve into issues like gender representation in snowboarding and the fight to save our public lands.

ISSUE FIFTEEN THEME: **HEAT CHECK**

- **climate change**
- **effects of mass tourism**
- **epic snowfall in 2018**
- **the state of snowboarding**
- **stories of triumph & loss**
- **taking positive action**

Our audience is passionate & growing.

37,000

Magazine readership in 2019

8,000

Physical copies distributed annually

592,000

Online reach in 2019

256%

Social media growth rate in 2019

10,000

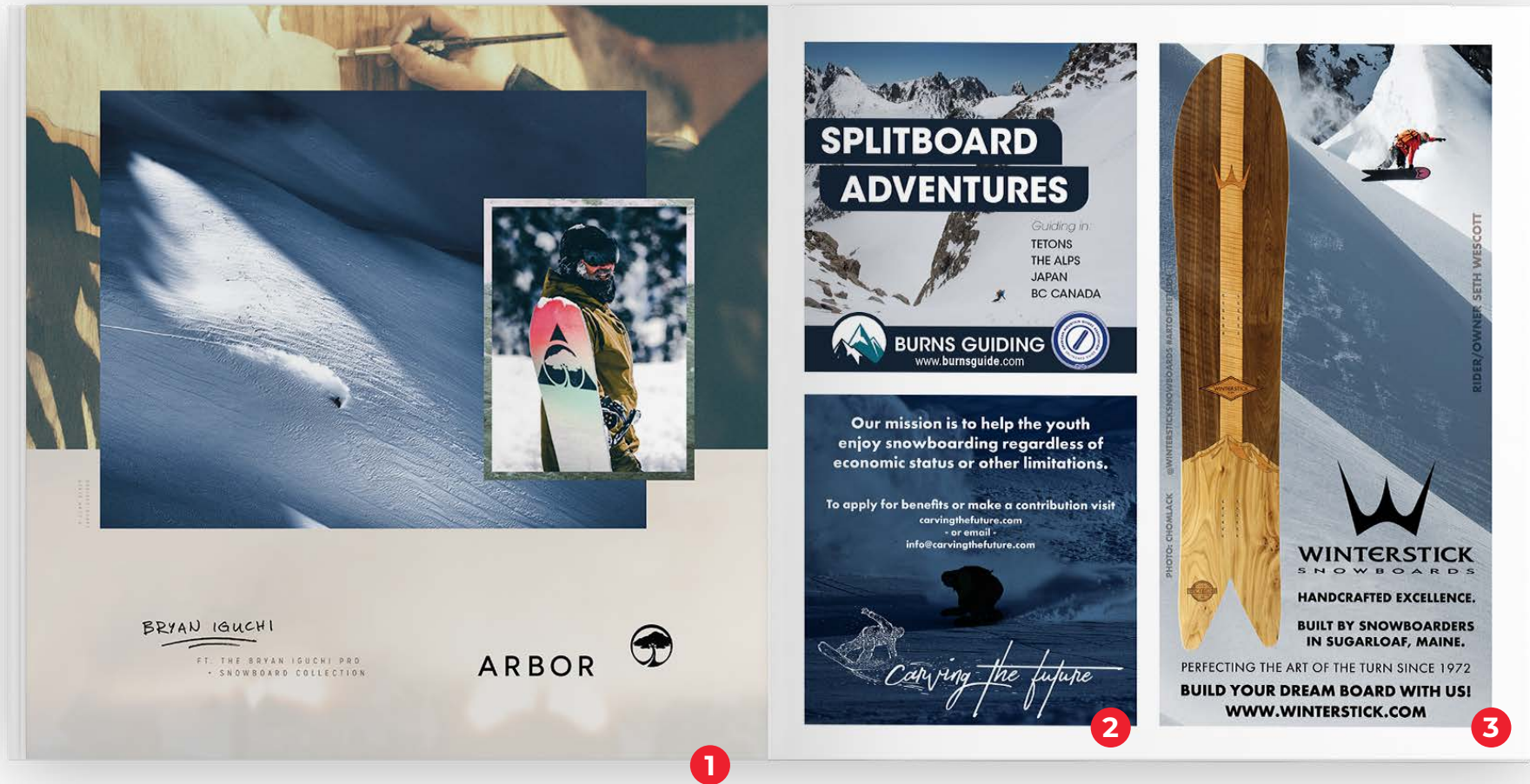
Followers on social media

15%

Engagement rate on Instagram

Ad Layout & Pricing

Ad sales close on October 15th



AD SPECS (IN INCHES)

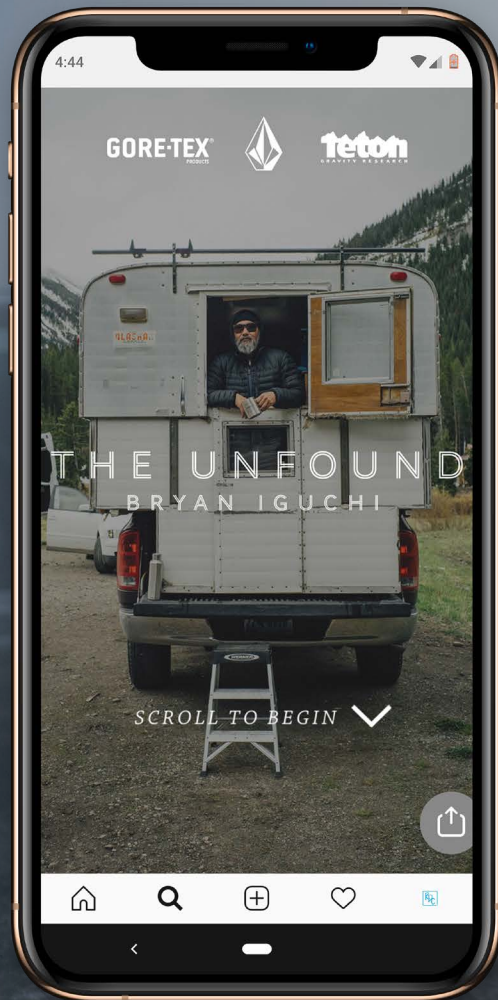
1	Full-Page	8.75 x 8.75	\$2,250
2	Vert. Half-Page	3.625 x 7.5	\$1,250
3	Quarter-Page	3.625 x 3.625	\$700
	Horiz. Half-Page	7.5 x 3.625	\$1,250

PREMIUM AD SPECS

2-Page Spread	17.5 x 8.75	\$3,500
Inside Cover Spread	17.5 x 8.75	\$4,000
Back Cover	8.75 x 8.75	\$5,250

All ads must include .125" bleed and .25" safe area

Award-winning custom content.



JHSM is published by Sharp Eye Deer, a full-service creative studio and the team behind award-winning content projects like Teton Gravity Research's *The Unfound Bryan Iguchi* and *Baldface: The Temple of Snowboarding*.

- concept, production, and execution
- writing, photo, video, design
- websites & interactive platforms
- 360 degree content marketing
- organic brand integration

STARTS AT \$8,000

[< READ NOW](#)



CUSTOM SOCIAL

Come ride with us.

Is there anything more exhilarating than a deep powder day in Jackson Hole? We go snowboarding as much as possible, and we take tons of photos and video so we can share those experiences with our audience. We also offer custom social media sponsorship packages so your brand can come along for the ride.

- **product & brand mentions**
- **gear reviews**
- **cutom posts & stories**
- **video/photo content for brand use**
- **be part of everything we do!**

STARTS AT \$3,000



EVENT ACTIVATION

We throw great parties.

Every winter we throw our legendary blow-out Launch Party when we release the latest issue. It always features great music, gear giveaways, hordes of riders stoked for the upcoming season, and opportunities for brands to participate directly in the fun.

- booth spaces available
- gear raffle & giveaways
- snowboard silent auction
- banner space throughout venue
- sponsor pre-roll on stage
- tons of event marketing

STARTS AT \$1,000



CUSTOM CONTESTS

Let's give stuff away!

Everyone loves free gear and extravagant snowboarding trips. We put together custom contests to help our partners engage with our audience, whether that's through a simple giveaway on social media or a sweepstakes with a huge grand prize.

- **brand & product activation**
- **content tie-ins**
- **massive brand goodwill**
- **data collection & list building**
- **cross-channel marketing**
- **hosted by us or self-hosted**

STARTS AT \$1,000





CUSTOM EDITORIAL

We can cover anything.

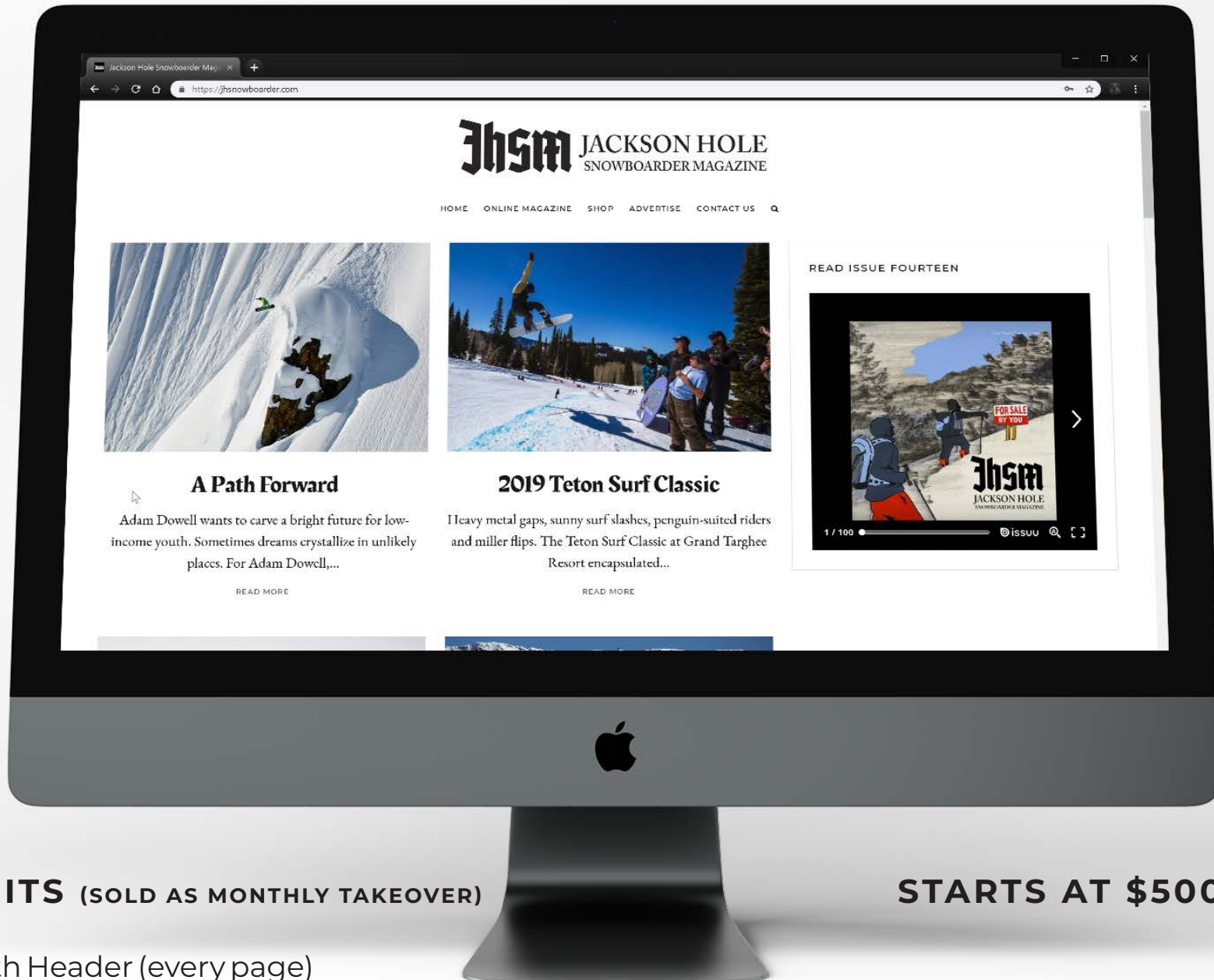
Our content team is nimble, talented, and full of excellent riders who can go anywhere to get the shot. We can cover everything from [events & tradeshows](#) to [on-snow contests](#) through writing, photography, social media, and video production. We'll also work quickly on post-production to get you content as fast as possible after the event is over.

- **live event coverage**
- **content packages for brands**
- **magazine, social, and website tie-ins**
- **content marketing**
- **organic brand integration**

STARTS AT \$2,000

JHSM Website Sponsorship

packages available year-round



AD UNITS (SOLD AS MONTHLY TAKEOVER)

STARTS AT \$500 /MONTH

Full-Width Header (every page)
Interstitial Banner (infinite scroll)

JHSM 14

Issuu Online Magazine

integration included in every print ad package



MORE BANG FOR YOUR BUCK

We publish every issue of JHSM online via the Issuu platform. Every ad gets links added to it for deeper brand interaction.

< READ NOW

Print Ad Requirements

MAGAZINE TRIM SIZE: 8.75" X 8.75" (SQUARE)

BINDING: PERFECT BOUND

FILE TYPES AND DELIVERY:

- Print-optimized PDF files
- Prepare files to JHSM's specs in accordance with SWOP specifications. If the below guidelines are not met, the color and quality of print reproduction may vary

FILE SPECIFICATIONS/GENERAL GUIDELINES:

- Include/embed all fonts and artwork
- Max density (total area coverage) is 300%
- Image resolution is 300 dpi *minimum*
- CMYK color only. No spot colors. RGB elements must be converted to CMYK
- Files must be single pages or spreads, no multipage files
- Do not nest PDF files in other PDFs, EPS files in other EPSs
- Do not use illegal characters such as ("()*&^%\$#@'{}[]\|',;: in file names

DOCUMENT SETTINGS:

- Ads should be built at 100% trim size
- Bleed should be set to 1/8" (.125") on all sides
- Keep all content 1/4" (.25") inside trim dimensions on all sides (SAFE AREA)
- Do not save files with any printers marks (crop marks, etc)
- 2-Page Spread Ads: keep all text and important content 1/4" (.25") away from either side of center or 1/2" total across the gutter

FONTS:

- Fonts must be properly embedded or outlined. MISSING FONTS WILL REQUIRE CORRECTIONS
- Do not apply type styles to basic fonts, use the actual font
- Fonts should always be vectors. Use a program like InDesign or Illustrator to add type to ad - not Photoshop.
- Single color type and line art should not be less than .004" at the thinnest area. General guideline is nothing thinner than the equivalent of a hairline rule.

PROOFS:

- JHSM does not accept color proofs. SWOP proofing standards are used Press side for publication printing. Advertisers should calibrate their proofing devices to Industry SWOP Standards for Publication Printing. Refer to www.swop.org for additional information.

We charge a \$200 fee for all ad corrections

FILE QUESTIONS?

Ryan Dee - ryan.dee@jhsnowboarder.com

AD SIZE

TRIM SIZE

Full-Page	8.75 x 8.75
Vertical Half-Page	3.625 x 7.5
Horizontal Half-Page	7.5 x 3.625
Quarter-Page	3.625 x 3.625
2-Page Spread	17.5 x 8.75
Inside Cover Spread	17.5 x 8.75
Back Cover	8.75 x 8.75

BLEED?

Yes
No
No
No
Yes
Yes
Yes

BLEED / SAFE ZONE

.125" / .25"
0" / .25"
0" / .25"
0" / .25"
.125" / .25"
.125" / .25"
.125" / .25"



jhs JACKSON HOLE SNOWBOARDER MAGAZINE

Sales Close: Oct. 15 | Creative Due: Nov. 1st | On Stands: Dec. 15th

SALES DIRECTOR: DEIDRE NORMAN

sales@jhsnowboarder.com

(415) 439-3483