

# JHSM

JACKSON HOLE  
SNOWBOARDER MAGAZINE

2020-2021 SEASON

# Media Kit

07.16.20



A scenic winter landscape featuring a snow-covered mountain slope in the foreground, a valley with a frozen lake in the middle ground, and a range of rugged, snow-capped mountains in the background under a clear blue sky. The scene is bathed in the warm, golden light of late afternoon or early morning.

# Long Live Snowboarding

# Still going strong.

*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

## CONTRIBUTORS

Ben Gavelda

Scott Serfas

Aaron Blatt

Chad Chomlack

Andrew Miller

Robyn Vincent

Blake Paul

Katie Lozancich

Rob Kingwill

Alex Yoder

Josi Stephens

*and many more...*





# Jackson Hole is the epicenter 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**

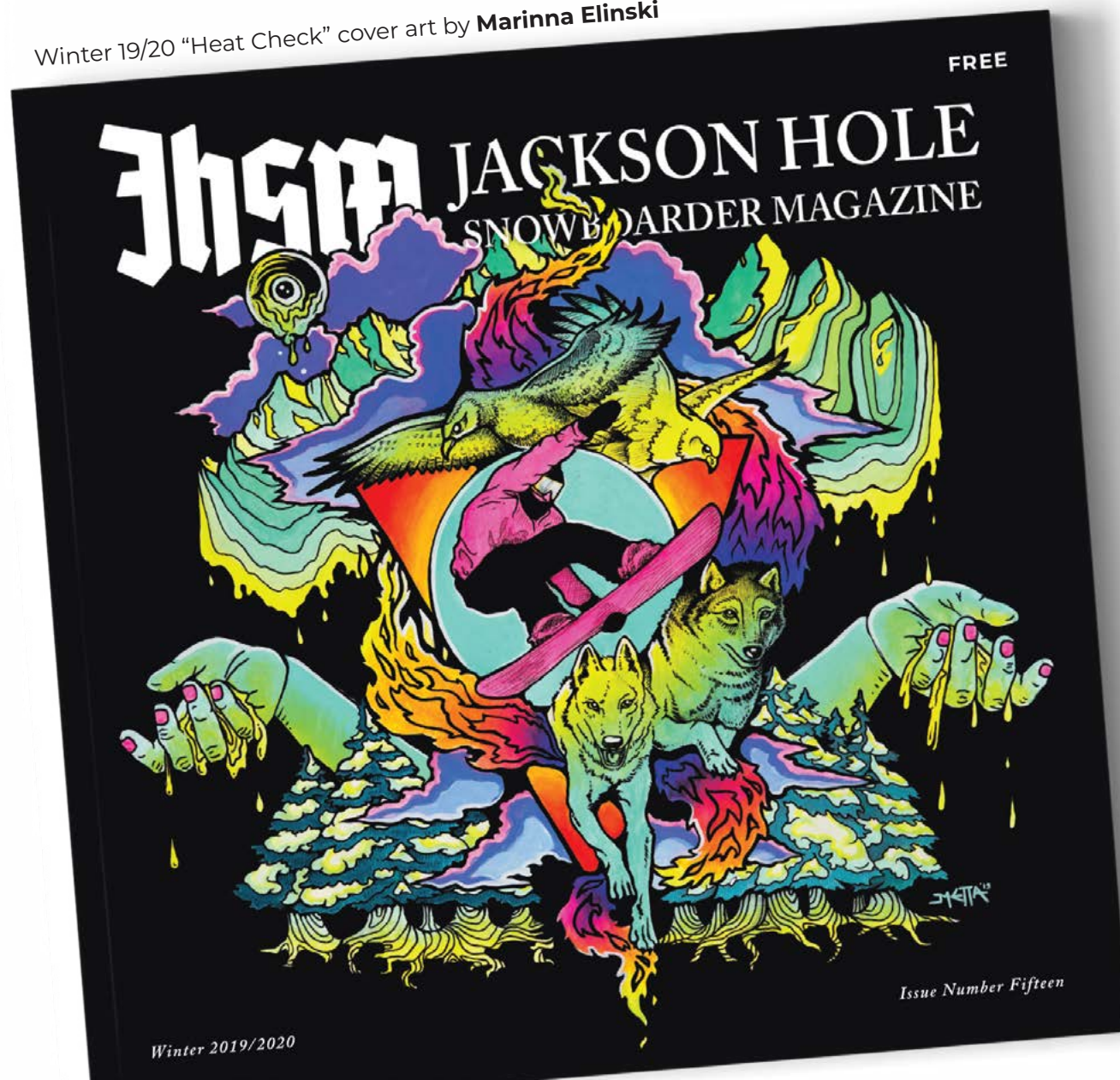
*Retail spending from tourism  
in Jackson Hole in 2018*

**40,000**

*Snowboarders ride in Jackson Hole  
every winter*

# One epic issue every winter.

Winter 19/20 "Heat Check" cover art by **Marinna Elinski**



For **sixteen years** now JHSM has celebrated shred culture in the Tetons. We always strive to explore tough issues in addition to stories of adventure and adrenaline. We're devoting this issue to shining a light on **race & diversity** in snowboarding, media, and life in Jackson Hole.

## ISSUE SIXTEEN THEME: **THE COLOR OF SNOWBOARDING**

- **black, latino, and indigneous snowboarders**
- **stories about life in jackson hole by people of color**
- **diversity issues in snowboarding media**
- **influence of black culture on snowboarding**





# Our audience is passionate & growing.

40,000

*Magazine readership in 2019*

10,000

*Physical copies distributed annually*

592,000

*Online reach in 2019*

256%

*Social media growth rate in 2019*

12,000

*Followers on social media*

15%

*Engagement rate on Instagram*



**We're also reaching  
some new folks:**

**1,000**

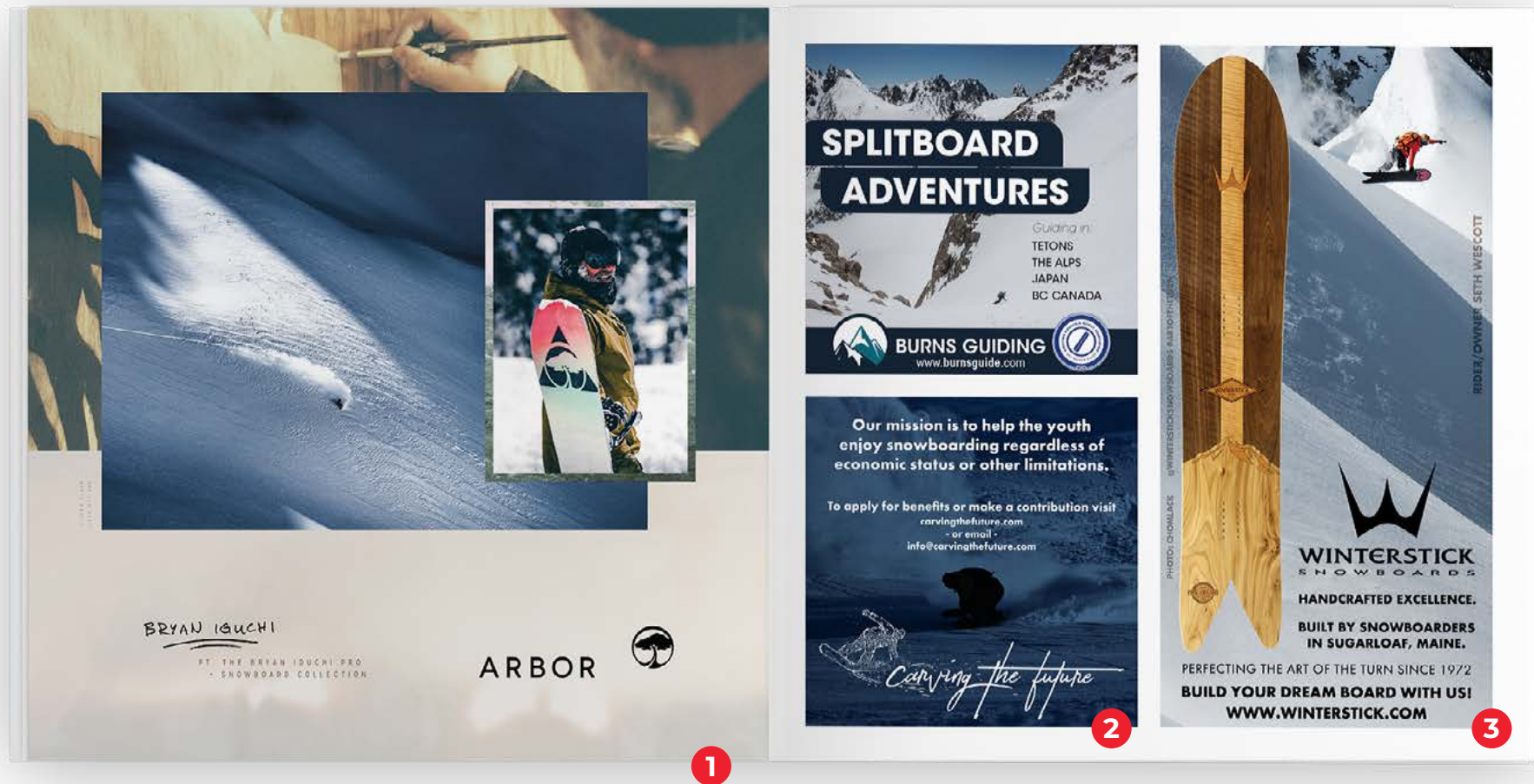
*Physical copies will be printed  
in Spanish in 2020*





# Ad Layout & Pricing

Ad sales close on October 15th



## AD SPECS (IN INCHES)

<b>1</b>	Full-Page	8.5 x 8.5	<b>\$2,000</b>
<b>2</b>	Vert. Half-Page	3.625 x 7.5	<b>\$1,250</b>
<b>3</b>	Quarter-Page	3.625 x 3.625	<b>\$700</b>
	Horiz. Half-Page	7.5 x 3.625	<b>\$1,250</b>

## PREMIUM AD SPECS

2-Page Spread	17 x 8.5	<b>\$3,500</b>
Inside Cover Spread	17 x 8.5	<b>\$4,000</b>
Back Cover	8.5 x 8.5	<b>\$5,250</b>
Full-Page Front 1/3	8.5 x 8.5	<b>\$2,750</b>

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 Unfown 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 \$6,000**

[< 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**
- **custom posts & stories**
- **video/photo content for brand use**
- **be part of everything we do!**

**STARTS AT \$2,000**





## 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 \$2,000**





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.

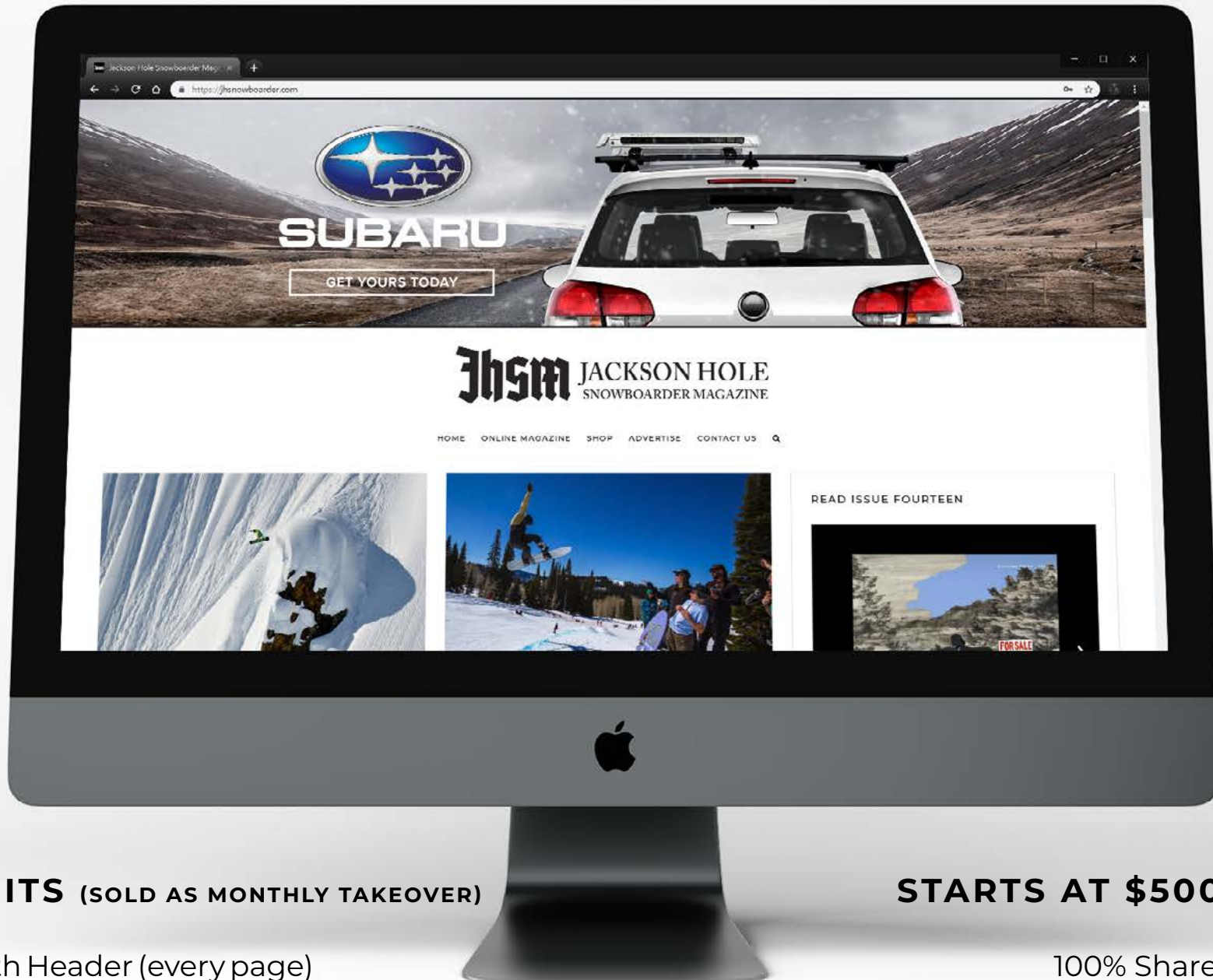
- **live event coverage**
- **content packages for brands**
- **magazine, social, and website tie-ins**
- **content marketing**
- **organic brand integration**

**STARTS AT \$2,000**



# JHSM Website Sponsorship

*packages available year-round*



## AD UNITS (SOLD AS MONTHLY TAKEOVER)

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

**STARTS AT \$500 /MONTH**

100% Share of Voice

# 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: 8.5" X 8.5" (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](http://www.swop.org) for additional information.

*We charge a \$200 fee for all ad corrections*

## DESIGN FILE QUESTIONS?

Ryan Dee - [ryan.dee@jhsnowboarder.com](mailto:ryan.dee@jhsnowboarder.com)

## AD SIZE

## TRIM SIZE

Full-Page	8.5 x 8.5
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 x 8.5
Inside Cover Spread	17 x 8.5
Back Cover	8.5 x 8.5

## BLEED?

Yes	.125" / .25"
No	0" / .25"
No	0" / .25"
No	0" / .25"
Yes	.125" / .25"
Yes	.125" / .25"
Yes	.125" / .25"

## BLEED / SAFE ZONE



# **jhs** JACKSON HOLE SNOWBOARDER MAGAZINE

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

**SALES DIRECTOR: DEIDRE NORMAN**

**[sales@jhsnowboarder.com](mailto:sales@jhsnowboarder.com)**

**(415) 439-3483**