# Jh5H

JACKSON HOLE SNOWBOARDER MAGAZINE

2020-2021 SEASON

Media Kit

10.28.20



## 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: <a href="beautifully designed">beautifully designed</a>, perfect-bound, and filled with incredible <a href="adventure stories">adventure stories</a> & <a href="gripping photos">gripping photos</a>. 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

SALES DIRECTOR
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.



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

Jhsm 6

# 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

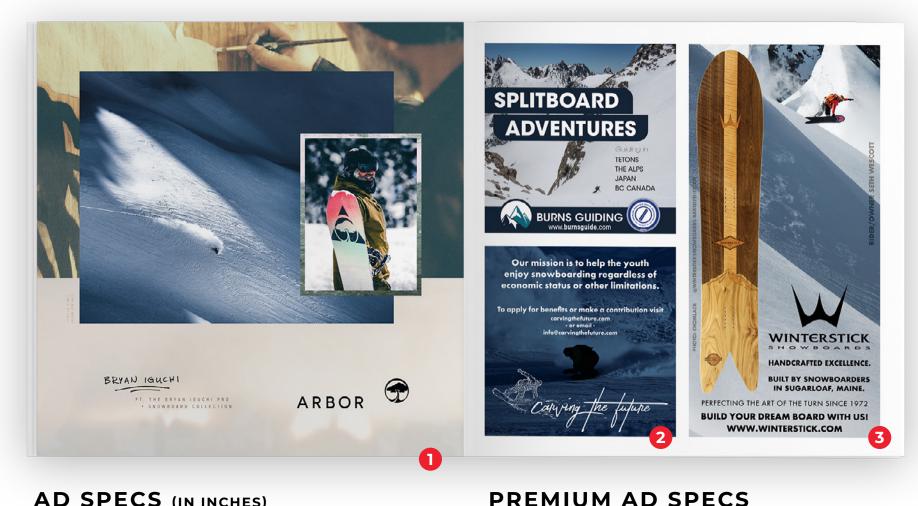


# We're also reaching some new folks:

1,000

Physical copies will be printed in Spanish in 2020

### **Ad Layout & Pricing**



### AD SPECS (IN INCHES)

1	Full-Page	8.5 x 8.5	\$2,000	2-Page Spread	17 x 8.5	\$3,500
2	Vert. Half-Page	3.625 x 7.5	\$1,250	Inside Cover Spread	17 x 8.5	\$4,000
3	Quarter-Page	3.625 x 3.625	\$700	Back Cover	8.5 x 8.5	\$5,250
	Horiz. Half-Page	7.5 x 3.625	\$1,250	Full-Page Front 1/3	8.5 x 8.5	\$2,750

## Award-winning custom content.



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

- 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 exhilirating 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** 

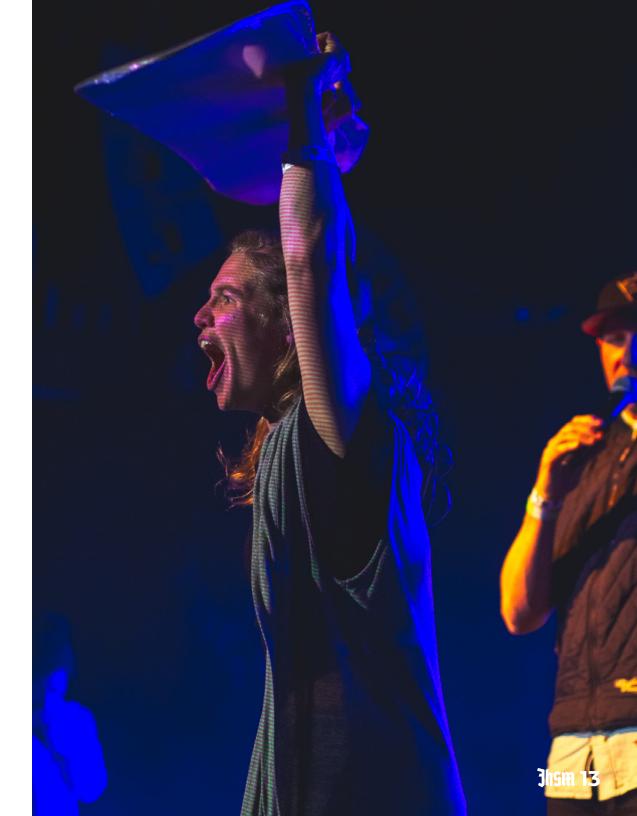
### **CUSTOM CONTESTS**

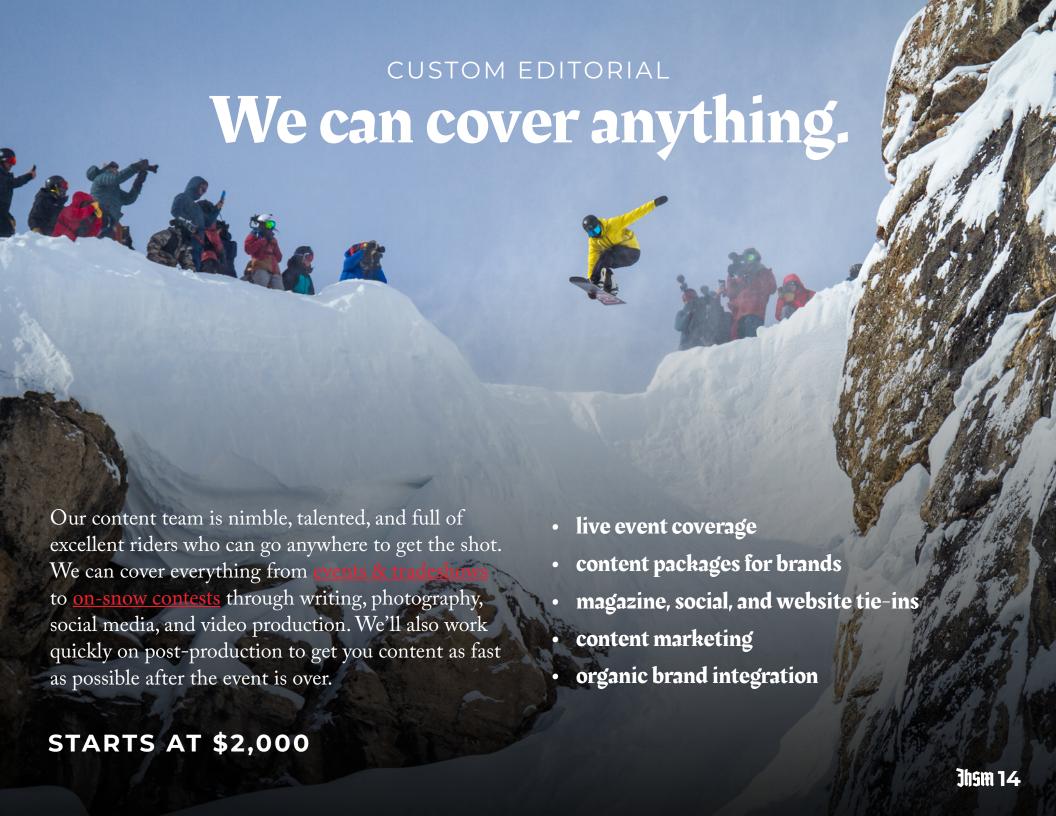
# Let's give stuff away!

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.

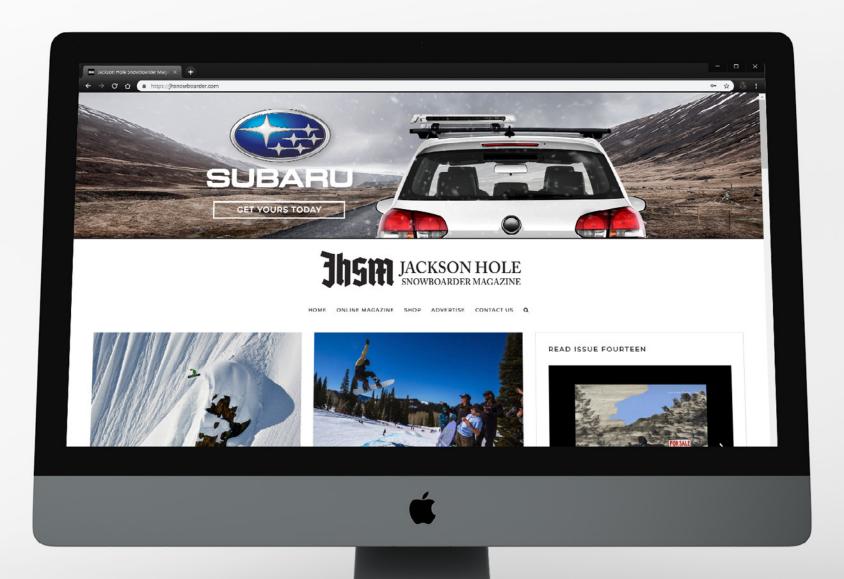
- brand & product activation
- content tie-ins
- massive brand goodwill
- data collection & list building
- cross-channel marketing
- hosted by us or self-hosted

**STARTS AT \$2,000** 





## JHSM Website Sponsorship



AD UNITS (SOLD AS MONTHLY TAKEOVER)

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

STARTS AT \$500 /MONTH

100% Share of Voice

< READ NOW

### Issuu Online Magazine



### 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.



### **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:

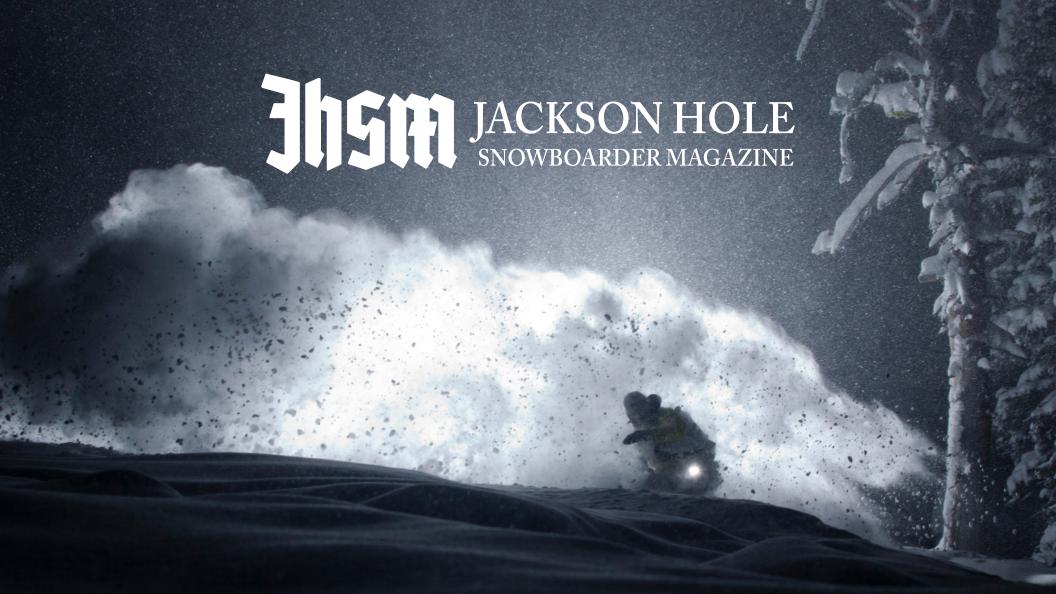
- Fonts must be properly embedded or outlined. MISSING FONTS WILL REQUIRE CORRECTIONS
- Do not apply type styles to basic fonts, use the actual font
- Fonts should always be vectors. Use a program like InDesign or Illustrator to add type to ad not Photoshop.
- Single color type and line art should not 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 for additional information.

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

### **DESIGN FILE QUESTIONS?**

Ryan Dee - ryan.dee@jhsnowboarder.com

ZONE



Sales Close: Nov. 9th | Creative Due: Nov. 23rd | On Stands: Dec. 15th

SALES DIRECTOR: JON GRINNEY jon.grinney@jhsnowboarder.com
(303) 588-6281