Jh5A

JACKSON HOLE SNOWBOARDER MAGAZINE

2021-2022 SEASON Media Kit

06.30.21



Celebrate shred culture.

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: <u>beautifully designed</u>, perfect-bound, and filled with <u>incredible adventure stories</u> & gripping photography. We produce one issue every winter and distribute it for free throughout Jackson Hole. We also have a rapidly growing base of paid subscribers across the United States and Canada. Every issue lives on coffee tables for months and often finds a permanent spot on bookshelves.

We do one epic issue every winter.



For seventeen years now JHSM has celebrated shred culture in the Tetons. We always strive to explore tough issues in addition to stories of shred adventure and adrenaline. We're devoting our next issue to exploring the lost season of the pandemic.

ISSUE SEVENTEEN THEME: SEASON OF SURVIVAL

- Surreal: snowboarding during a global pandemic
- Exploring the effects of tourism on Jackson Hole
- Personal stories about a tragic winter in the backcountry
- Where do we go from here? Hopes for an epic future!

Our audience is passionate & growing.

45,000

Magazine readership in 2020

10,000

Physical copies planned for 2021/22

57,716

Social & Web Engagements in 2020

150%

Instagram growth rate 2020

15,000

Current followers on social media

5%

Engagement rate on Instagram

Waxing our subscriber base.

In the winter of 2020/21 we launched <u>paid subscriptions</u> for the first time, and the results were incredible. Our readers responded to our request for direct support by opening their wallets: our most popular subscription option was our top tier at \$25.

115

Current # of Paid Subscribers

40%

Subscriber Monthly Growth Rate in 2021 24

of States/Provinces where our subscribers reside



Jackson Hole is an epicenter of snowboarding.

\$1.3 billion

Revenue from tourism in Jackson Hole in 2019 \$120,000

Average family income of Jackson Hole winter visitors

\$138 million

Retail spending by tourists in Jackson Hole in 2019

950,000

Resort days at resorts surrounding Jackson Hole in 2019 240,000

Winter visitors to Jackson Hole in 2019 45,000

Snowboarders ride in Jackson Hole every winter

Ad Layout & Pricing



AD SPECS (IN INCHES)

\$2,000	8.5 x 8.5	Full-Page	0
\$1,250	3.625 x 7.5	Vert. Half-Page	2
\$700	3.625 x 3.625	Quarter-Page	3
\$1,250	7.5 x 3.625	Horiz. Half-Page	

PREMIUM AD SPECS

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

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

Issuu Online Magazine

integration included in every print ad package



MORE BANG FOR YOUR BUCK

We publish every issue of JHSM in PDF form on the Issuu platform. Every print ad automatically gets a free link back to your site for deeper brand interaction.

< SEE LATEST

JHsnowboarder.com





AD UNITS (SOLD AS TAKEOVER)

- Full-Width Custom Responsive Header
- Custom Responsive Interstitial Banner

SNOWBOARDING YEAR-ROUND

Every story from every issue, plus in-season event coverage and web exclusives. We custom-code our ad banners so they are completely responsive (and escape most adblockers). Connect your brand to our highly engaged audience.

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: The Temple of Snowboarding</u>.

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

< READ NOW





Jackson Hole Snowboarder Magazine has always been based around promoting and supporting snowboarding in our community. For the 2020/21 winter season JHSM launched a new pilot program to pay a local riders to do what they do best: go shred. The talented folks on our roster provided exclusive content for our subscribers accessed through an inviteonly Instagram account. We call this new community the <u>Shred Coalition</u>.

TEAM ROSTER:

Randy Strand | Alex Isley | Emilé Zynobia Aaron Hallenbeck | Neo Emery | Cam Fitzpatrick | Jake Johnson | Meg Matheson | Ryan Cruze | Patrick Rice

CHECK IT OUT

Sponsorship opportunities available

CUSTOM SOCIAL MEDIA

Come ride with us!

We go snowboarding as much as possible, and we take <u>tons of photos and video</u> so we can share those experiences with our audience. We also offer custom social media 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 <u>Launch Party</u> 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 pre-event marketing

STARTS AT \$1,000



Print Ad Requirements

Ad sales close on November 9th

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

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"

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

BLEED?	BLEED / SAFE ZONE
Yes	.125" / .25"
No	0" / .25"
No	0" / .25"
No	0" / .25"
Yes	.125" / .25"
Yes	.125" / .25"
Yes	.125" / .25"

our Community

MAGAZINE STAFF

EDITOR Heather Hendricks

PHOTO EDITOR Ben Gavelda

CREATIVE DIRECTOR Olaus Linn

ADVERTISING DIRECTOR Deidre Norman

> SALES DIRECTOR Jon Grinney

SENIOR DESIGNER Ryan Dee

GRAPHIC DESIGNER Sarah Wilson

PHOTOGRAPHER Mark Epstein

ADVISORY BOARD

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

> Halina Boyd Mark Carter Mikey Franco Bryan Iguchi Rob Kingwill Jeff Moran Lance Pitman Julie Zell

CONTRIBUTORS

Alex Showerman Forrest Shearer Zeppelin Zeerip Sofia Jaramillo Keegan Rice Oli Gagnon Aaron Blatt Scott Davidson Randy Strand Katie Lozancich Jessica Kaplan and many more...

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JACKSON HOLE SNOWBOARDER MAGAZINE

Sales Close: Nov. 9th | Creative Due: Nov. 15th | On Stands: Dec. 20th

SALES DIRECTOR: JON GRINNEY

jon.grinney@jhsnowboarder.com (303) 588-6281