

JHSM

JACKSON HOLE
SNOWBOARDER MAGAZINE

2023-2024 SEASON

Media Kit

08.11.23



The Deep One Issue

Long Live Snowboarding

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 gripping adventure stories & incredible photography. We produce one big issue every winter and distribute it for free throughout Jackson Hole and the Tetons. 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.

Winter 22/23 "Races To Dornans" cover art by **Valerie Black**



For **nineteen** years now JHSM has been the annual chronicle of snowboarding in the Tetons. We explore tough issues right next to stories of adventures and stoke. This season we're devoting our issue to **celebrating the best winter of all time.**

ISSUE NINETEEN THEME: **THE DEEP ONE**

- **The joy of a truly epic winter**
- **Natural Selection leaves town**
- **Too much of a good thing? Snow damage.**
- **Style shift: the 90's are back baby!**



Jackson Hole is the epicenter of snowboarding...

\$1.3 billion

*Revenue from tourism
in Jackson Hole in 2021*

950,000

*Resort days at resorts surrounding
Jackson Hole in 2021*

\$138 million

*Retail spending by tourists
in Jackson Hole in 2021*



...and we have
all the eyeballs here.

50,000

Magazine readership in 2022

175

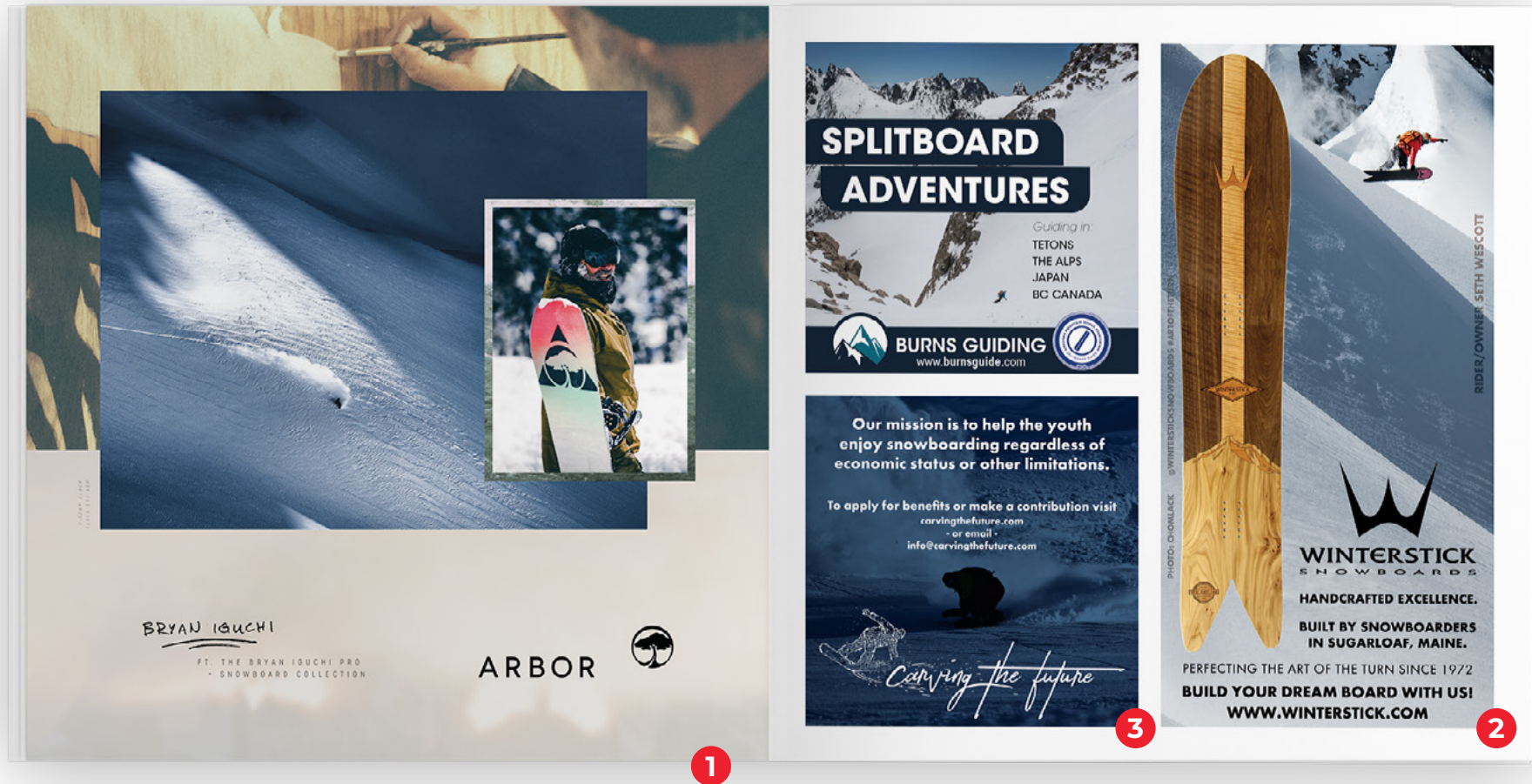
Distribution points in Jackson Hole

100,000

Social & Web Engagements in 2022

Ad Layout & Pricing

Ad sales close on Nov 1st



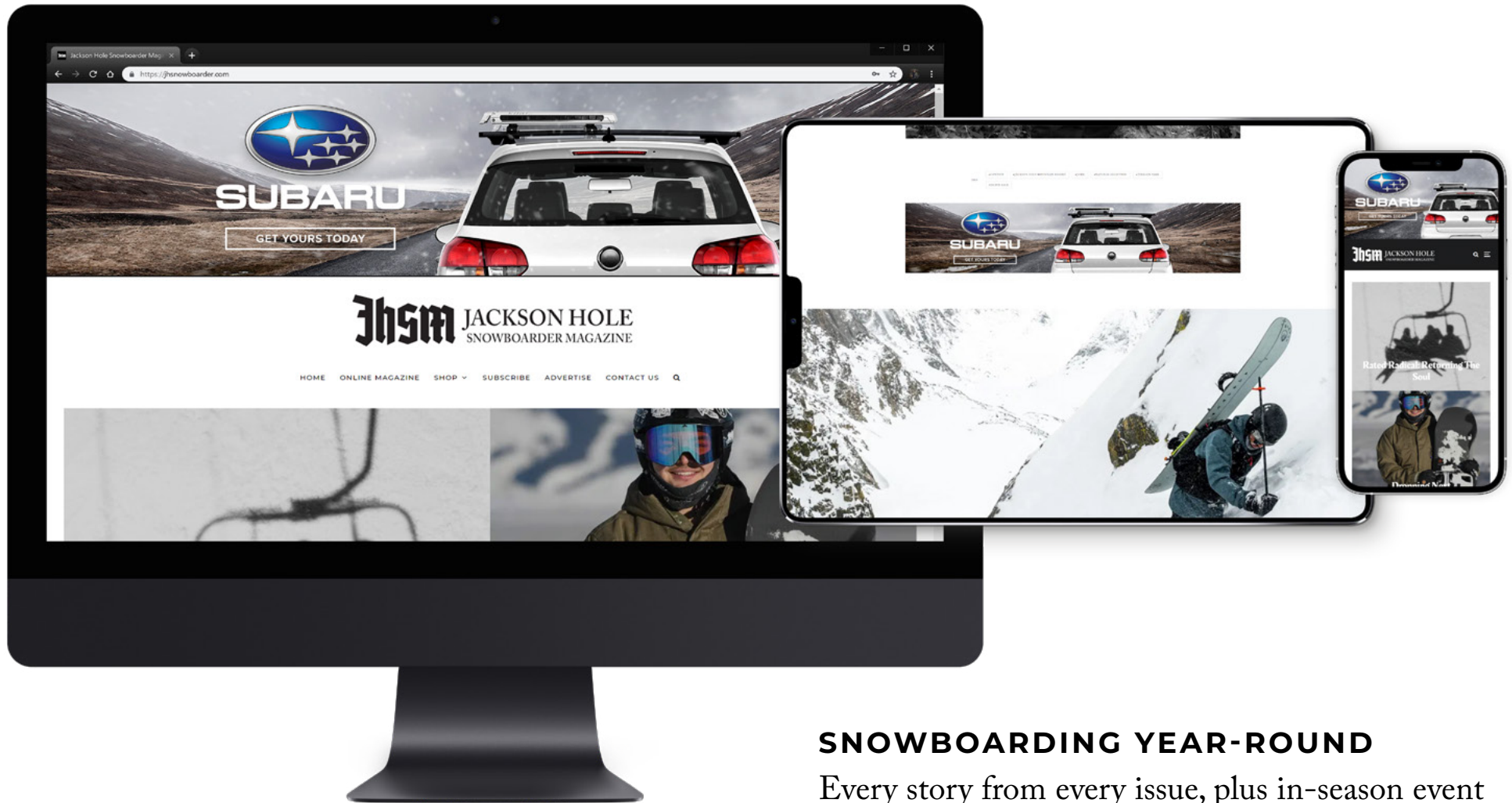
AD SPECS (IN INCHES)

1	Full-Page	8.5 x 8.5	\$2,400
2	Vert. Half-Page	3.625 x 7.5	\$1,400
3	Quarter-Page	3.625 x 3.625	\$800
	Horiz. Half-Page	7.5 x 3.625	\$1,400

PREMIUM AD SPECS

2-Page Spread	17 x 8.5	\$3,600
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	\$2,800

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



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 in a beautiful infinite-scroll experience. We custom-code our ad banners so they are completely responsive (and escape most ad-blockers). Connect your brand to our highly engaged audience.

SEAMLESS ADVERTORIAL

Do you have a story to tell?



NATURAL SELECTION SPECIAL AD SECTION

- 8 prime real estate center-book pages
- NS brand integrated into layout
- Content & design oversight

Our award-winning design team can create custom editorial content around your brand, athlete, or campaign. We can also cover everything from events & tradeshows to on-snow contests. If you've got a great brand story in mind—hit us up!

- **custom magazine advertorial**
- **live event coverage**
- **content packages for brands**
- **magazine, social, and website tie-ins**

STARTS AT \$10,000

CUSTOM SOCIAL MEDIA

Keep the party going.

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 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 \$5,000





EVENT ACTIVATION

We throw great parties.

Every year we throw our legendary blow-out Launch Party. It always features great tunes, crusty pros slinging swag, a snowboard auction, hordes of stoked riders, and secret movie premieres (not to mention opportunities for brands to join the fun). We also help produce other live events like the Shaper Summit and Something Else Monthly.

- **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 \$2,000

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

Full-Page

Vertical Half-Page

Horizontal Half-Page

Quarter-Page

2-Page Spread

Inside Cover Spread

Back Cover

TRIM SIZE

8.5" x 8.5"

3.625" x 7.5"

7.5" x 3.625"

3.625" x 3.625"

17" x 8.5"

17" x 8.5"

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?

Olaus Linn - olaus@jhsnowboarder.com

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"

Our Community

MAGAZINE STAFF

EDITOR

Heather Hendricks

CREATIVE DIRECTOR

Olaus Linn

BUSINESS DIRECTOR

Mark Epstein

ADVERTISING DIRECTOR

Jenelle Linn

GRAPHIC DESIGNERS

Bethany Chambers

Mariana Ferraci Martone

Gastón Porte

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

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Keegan Rice

Oli Gagnon

Aaron Blatt

Tim Zimmerman

Dean "Blotto" Grey

Katie Lozancich

and many more...



jhsn JACKSON HOLE
SNOWBOARDER MAGAZINE

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

ADVERTISING DIRECTOR: JENELLE LINN

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