





# WELCOME

For two decades, SNOWBOARDER Magazine has fused insightful commentary with insane imagery to document the high life. Anyone who has linked turns, ollied off a cat track, or slashed their way into the White Room knows that snowboarding is more than just a pastime; it is the pastime of your life. The name says it all: if you are a snowboarder, then SNOWBOARDER is for you.

In the winter of 1988, a new magazine emerged which spoke to a fresh wave of snowgoers who were descending the slopes sideways. Twenty years on, the cover of SNOWBOARDER's premier issue—featuring a spandex-clad Damian Sanders railing a heelside turn at Breckenridge—might seem a little dated, but the honest commentary contained inside set the standard for what has become the most trusted voice in snowboarding media. Rather than focusing on base-level topics more driven by fashion than on-snow relevance, SNOWBOARDER relies on humor, well-researched materials, and unique perspectives to create compelling editorial that is as timely as it is timeless. The authenticity displayed on the page is backed up by the magazine's creators, who spend more time in the cold trenches than just about anyone else out there, including the pro riders they so often cover. This is why environmental initiatives like mandating the use of recycled paper throughout the whole winter sports industry are so important to the individuals who create SNOWBOARDER. Like everything else that is relevant to our sport, we feel obligated to lead by example. Especially on powder days!

Throughout Volume 20, SNOWBOARDER will be revisiting the riders, locations, and moments that shaped our sport. From Kidwell to Kass, Mt. Baker to Big Bear, the Breckenridge Worlds to the Olympics, snowboarding has gone from being the “Worst New Sport of 1988” to the savior of the ski industry, and all the while SNOWBOARDER has thoroughly documented the evolution. This ride down memory lane will coincide with content that will influence snowboarding for the next twenty years. Trick tips that instruct future generations, interviews that inspire the masses, and topical pieces which unveil truths about our sport's subtleties will incite, inspire, and entertain as only SNOWBOARDER's voice can.

—Pat Bridges, Editor



1988



2007



I remember studying SNOWBOARDER as a young grom and looking at all the great photos, reading the guest editor issues, and hoping one day to grace those same pages. Eventually, I became one of the featured pros, and now I am the Associate Publisher. I've always admired SNOWBOARDER for documenting our sport from the riders' perspective; what we do, how we do it, how we think, and where we board. This being our twentieth anniversary year, SNOWBOARDER will look back at its past while continuing to document the here and now of snowboarding, as new technologies evolve as fast as snowboard tricks. SNOWBOARDER is committed to providing the stories and info that affect our lives in the media formats we use every day—digital or print. SNOWBOARDER is snowboarding, and by advertising with SNOWBOARDER, you'll reach that coveted core demographic of early adopters and influencers. Thanks for being a part of SNOWBOARDER.

—Chris Engelsman, Associate Publisher



Pat Loken by Espen Lystad

“SNOWBOARDER IS COMMITTED TO PROVIDING THE STORIES AND INFO THAT AFFECT OUR LIVES IN THE MEDIA FORMATS WE USE EVERY DAY—DIGITAL OR PRINT.”



# EDITORIAL ELEMENTS — VOLUME 20

**TWENTIETH ANNIVERSARY LAUNCH/SUMMER ISSUE:** This reader favorite returns to kick off SNOWBOARDER’s twentieth volume with in-season content so current, the Internet is jealous.

**BUYERS GUIDE:** The Ultimate showcase for your boards, boots, bindings, clothing and accessories is back. A new on-sale date directly targeting the peak selling season means that more open-to-buy consumers receive a fresh impression of your offerings than ever before.

**GUEST EDITOR:** SNOWBOARDER passes the editorial reins to an icon for this always-memorable issue. Past participants include Mikey Leblanc, Peter Line, Todd Richards, Shaun Palmer, and Danny Kass.

**PHOTO ANNUAL:** A stand-alone issue with unique size, format, stock, and advertising specifications.

**TWENTY PACES:** Legends of shred-dom face off, one-on-one, in order to get their stories straight.

**SLASH AND BURN:** SNOWBOARDER’s monthly column on global warming and environmental preservation.

**SNOWJOBS:** It’s not a vacation; it’s a vocation.

**LIFTOFF:** Your ticket to the best lifts in the world.

**DÉJÀ VIEW:** Influential places from snowboarding’s formative years, shown then and now.

**TALL TALES:** Serial fiction by the best scribes in snowboarding. The ridden word has never been better.

## A NEW LOOK FOR 2007/2008



“I JUST CAN’T EXPLAIN IT”  
—Milton Glaser

“UNPRECEDENTED TYPOGRAPHY”  
—Josef Müller Brockman



## “TRUE PHOTO ANNUAL FOR 2008”

ASK YOUR SALES REPRESENTATIVE FOR MATERIAL SAMPLES AND AD RATES



## SNOWBOARDER MAGAZINE ONLINE

Keyboarders can use their keyboards to stay up to date on the latest riding, news, conditions, gear, and gossip by visiting snowboardermag.com. Original feature content, contest coverage, opinionated blogs, and grassroots reader interaction all combine to make snowboardermag.com the site to see and be seen on in 07.

### HIGHLIGHTS INCLUDE:

- PRINT STORY EXTENSIONS.
- MULTIMEDIA INTERACTIVITY INCLUDING VIDEO DOWNLOADS, PODCASTS, AND MP3 ACCESS.
- EXTENSIVE BLOGGING THAT SHOWCASES KEY REGIONS AND PERSONALITIES IN A CURRENT AND FRANK FORUM.



**MALE: 78%**  
**FEMALE: 22%**  
**MEDIAN AGE: 22**

UNIQUE MONTHLY USERS: 131,524

MONTHLY PAGE VIEWS: 565,499

AVERAGE VISIT TIME: 7 MIN.

AVERAGE HOUSEHOLD INCOME: \$65,000

## ONLINE ADVERTISING OPPORTUNITIES

728X90 BANNER

160X600 SKYSCRAPER

300X250 BOX

RICH MEDIA

VIDEO PRE-ROLL

\*CUSTOM PACKAGES AVAILABLE  
PLEASE WORK WITH YOUR SALES REPRESENTATIVE

SNOWBOARDERMAG.COM



## CIRCULATION + DEMOGRAPHICS

With some publications circulation is just a number, but at SNOWBOARDER, our readers are our lifeblood. This is why we alleviate the smoke and mirrors of distribution to provide our advertisers with the most accurate representation of viewership in winter sports media. No abstract placements such as doctors' offices or unsolicited subscriptions are counted below, because imaginary people don't read and, more importantly, they don't ride!



by Espen Lynd

# MALE: 80%

# FEMALE: 20%

# MEDIAN AGE: 18

TOTAL DISTRIBUTION: 100,000

TOTAL PAID CIRCULATION: 68,000

PAID SUBSCRIBERS: 50,000

PAID NEWSSTAND/SHOP COPIES: 18,000

TRADE & EVENT COPIES: 10,000

PASS-ALONG RATE OF SNOWBOARDER: 6.7

ON AVERAGE, 6.7 PEOPLE OTHER THAN THE BUYER READS EACH ISSUE OF SNOWBOARDER, WHICH TRANSLATES INTO NEARLY A HALF MILLION IMPRESSIONS EVERY ISSUE.

OWN A COMPUTER: 90%

MAKE ONLINE PURCHASES: 93%

OWN A GAMING DEVICE: 81%

OWN A PERSONAL MUSIC DEVICE: 93%

AVERAGE YEARS SNOWBOARDING: 6

VISITED A RESORT OUT OF THE STATE LAST YEAR: 60%

AVERAGE TIME SPENT WITH THE MAGAZINE: 2.4 HRS.

FULL TIME STUDENT (HIGH SCHOOL / COLLEGE): 41%

FAVORITE CROSSOVER SPORT IS SKATEBOARDING: 41%

BUY MOST OF THEIR SNOWBOARD EQUIPMENT AT

A LOCAL SNOW/SKATE/SURF SHOP: 75%





4 COLOR PROCESS

PAGINATION	1X	4X	8X	12X	18X	24X	36X
FULL	\$10,502	\$9,978	\$8,143	\$7,827	\$7,375	\$7,004	\$6,656
2/3	\$7,887	\$7,482	\$6,441				
1/2	\$6,308	\$5,984	\$4,814				
1/3	\$4,593	\$4,472	\$3,768				

BLACK & WHITE

PAGINATION	1X	4X	8X	12X	18X	24X	36X
FULL	\$7,353	\$6,993	\$5,709	\$5,489	\$5,260	\$4,999	\$4,747
2/3	\$5,516	\$5,251	\$4,500				
1/2	\$4,425	\$4,196	\$3,616				
1/3	\$3,235	\$3,052	\$2,648				

COVERS

COVER 2	\$13,452
COVER 3	\$11,873
COVER 4	\$13,452

CLASSIFIEDS

1/6	\$1,040
1/12	\$520



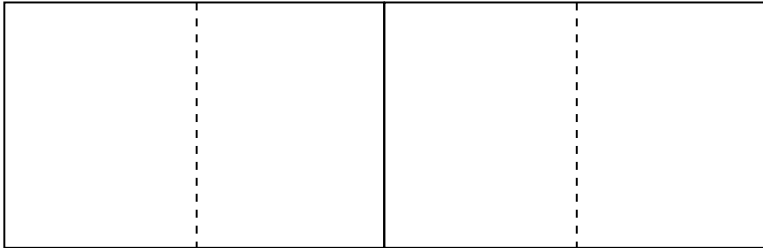
Mikea Bang by Joel Muzzey

SPECIAL CAPABILITIES

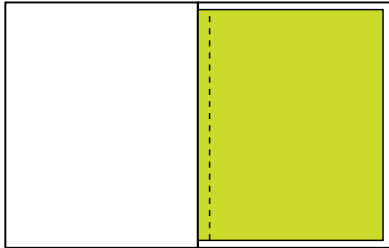
Nothing makes your brand or product stand out like a custom insert, gatefold, or poster. Projects can be distributed globally or targeted down to a specific region, state, or zip code. If you can dream it, we can build it. Contact your sales rep for details.



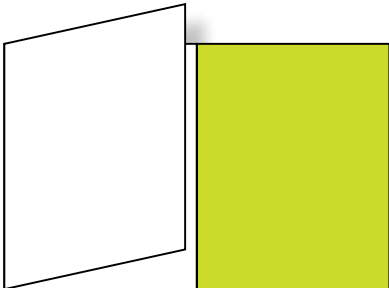
ISSUE 19.3, OCTOBER 2006  
Gatefold example



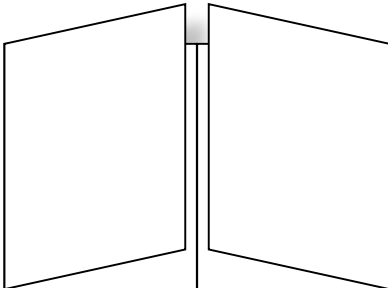
8 PAGE ROLL FOLD



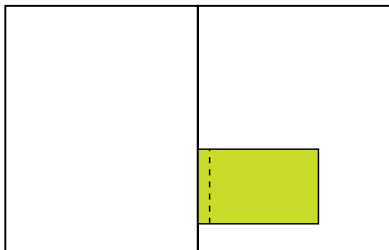
TEAR-OUT POSTER



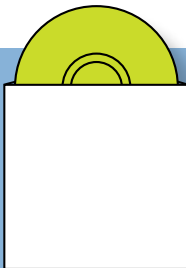
4-PAGE LEFT HANDED GATE FOLD



8-PAGE BUTTERFLY GATE FOLD



TEAR-OUT MINI CATALOG



INSERTED DVD

\* Inserted into our 2005/2006 Photo Annual, the *91 Words for Snow* DVD helped achieve the second best selling issue of SNOWBOARDER to date. Inserts and additional features in the magazine create more readership interest and better sell-through. Try something new ... mini product round-ups, scratch & sniff posters, pull-out stickersheets, the possibilities are endless. Give a call to our in-house creative team and we'd be happy to roundtable ideas with you!

“POLY-BAGGED DVD INSERT”

91 WORDS FOR SNOW — PHOTO ANNUAL, 2006





## 2007 / 2008 PRODUCTION CALENDAR

### 20th ANNIVERSARY ISSUE:

ON SALE	06/26/2007
MATS DUE	04/30/2007
SPACE CLOSE	04/23/2007

### SEPTEMBER ISSUE:

ON SALE	08/07/2007
MATS DUE	06/11/2007
SPACE CLOSE	06/04/2007

### OCTOBER ISSUE / BUYERS GUIDE:

ON SALE	09/04/2007
MATS DUE	07/09/2007
SPACE CLOSE	07/02/2007

### NOVEMBER ISSUE:

ON SALE	10/02/2007
MATS DUE	08/06/2007
SPACE CLOSE	07/30/2007

### DECEMBER ISSUE:

ON SALE	10/30/2007
MATS DUE	09/03/2007
SPACE CLOSE	08/24/2007

### JANUARY ISSUE:

ON SALE	11/27/2007
MATS DUE	09/28/2007
SPACE CLOSE	09/20/2007

### PHOTO ANNUAL SPECIAL ISSUE:

ON SALE	12/11/2007
MATS DUE	10/12/2007
SPACE CLOSE	10/05/2007

### FEBRUARY ISSUE:

ON SALE	12/25/2007
MATS DUE	10/25/2007
SPACE CLOSE	10/18/2007

### MARCH ISSUE:

ON SALE	01/29/2008
MATS DUE	11/27/2007
SPACE CLOSE	11/20/2007



Wally Nyvelt by Danny Zapalac

## PRINT PRODUCTION SPECIFICATIONS



**TRIM SIZE**  
SNOWBOARDER'S TRIM SIZE IS 8.125" X 10.5" ANYTHING OUTSIDE THIS SIZE WILL BE TRIMMED OFF.

**LIVE AREA/SAFETY**  
THIS IS THE AREA WHERE NOTHING WILL BE TRIMMED OFF. THE AREA IS .25" IN FROM TRIM. IT IS A GOOD IDEA TO KEEP ALL VITAL INFO WITHIN THIS AREA.

**BLEED**  
THIS IS REQUIRED ON ALL FULL BLEED IMAGES. IT IS PULLED AT .125" FROM TRIM. THIS IS TO MAKE SURE YOU HAVE A CLEAN TRIM AND NO UNPRINTED PAPER SHOWS.

### PREFERRED FILE TYPES

PDF/X-1a  
Illustrator 8.0+ EPS  
TIFF/IT-PI

### ACCEPTED FILE TYPES

Illustrator 8.0+ EPS  
Photoshop 6.0+ EPS

### GUIDELINES FOR PAGE LAYOUT DOCUMENTS

#### MEDIA

Files can be sent on CD, Zip disk, or by FTP

#### TO SEND FILES TO US

Use Fetch or Transmit  
Host: ftp.west.primedia.com  
Login: snowboarder  
password: alr  
Directory: ads  
OR:  
ftp://surfer@206.155.33.2/ads/  
Login: surfer  
password: tub3

File names can only contain letters and numbers. NO spaces, or symbols. The only symbol the name can contain is an underscore \_ . ALWAYS INCLUDE A LO-RES JPG FOR OUR REFERENCE.

Also there MUST be a file extension appended to the end of the file name. (ie. .jpg)

#### PROOFS

A content proof MUST be submitted with every ad—no exceptions! For color ads, a properly calibrated SWOP-standard proof with color bar should be included for color guidance on press. A list of SWOP-certified systems is available at:  
<http://swop.org/certification.html#cert>.

#### PHOTOGRAPHIC

Should be saved in TIFF or EPS format, (not JPEG) and when saving use Binary encoding (not JPEG encoding) and must not contain extra channels.

The effective resolution of images should be between 250 and 300 dpi.

#### COLORS

No RGB or Pantone color spaces. Please check your color palletes in Quark, Illustrator, InDesign, etc. to make sure there are no RGB or Pantone defined color spaces. EXCEPTION: if you paid for a fifth color in your ad, it must be from a Pantone library and set to Spot. If you have purchased a fifth color, you must provide a fifth color separation proof.

PLEASE REFER TO OUR WEB SITE FOR COMPLETE DIGITAL REQUIREMENTS AND QUESTIONS AT:

[www.primediaads.com](http://www.primediaads.com)



AUGUST—2006



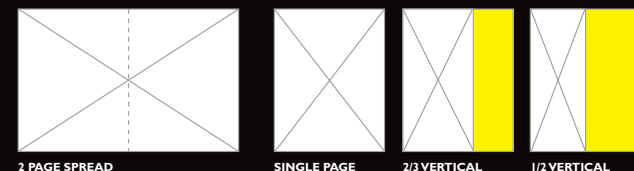
NOVEMBER—2006



DECEMBER—2006



FEBRUARY—2007

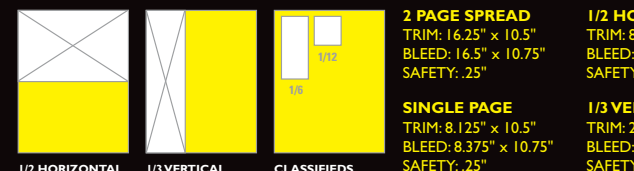


2 PAGE SPREAD

SINGLE PAGE

2/3 VERTICAL

1/2 VERTICAL



1/2 HORIZONTAL

1/3 VERTICAL

CLASSIFIEDS

**2 PAGE SPREAD**  
TRIM: 16.25" x 10.5"  
BLEED: 16.5" x 10.75"  
SAFETY: .25"

**SINGLE PAGE**  
TRIM: 8.125" x 10.5"  
BLEED: 8.375" x 10.75"  
SAFETY: .25"

**1/2 HORIZONTAL**  
TRIM: 8.125" x 5.187"  
BLEED: 8.375" x 5.316"  
SAFETY: .25"

**1/3 VERTICAL**  
TRIM: 2.875" x 10.5"  
BLEED: 3.125" x 10.75"  
SAFETY: .25"

**2/3 VERTICAL**  
TRIM: 5.1875" x 10.5"  
BLEED: 5.4375" x 10.75"  
SAFETY: .25"

**CLASSIFIEDS**  
1/6: 2.249" x 4.618"  
1/12: 2.3" x 2.02"

\*\*FOR ALL NON-BLEED ADS PLEASE BUILD LIVE AREA WITHIN SAFETY

**1/2 VERTICAL**  
TRIM: 4.1875" x 10.5"  
BLEED: 4.3125" x 10.75"  
SAFETY: .25"



# MAKE CONTACT:

**snowboarder**  
magazine



## **PUBLISHING STAFF**

ASSOCIATE PUBLISHER Chris Engelsman  
[chris@snowboardermag.com](mailto:chris@snowboardermag.com)

SALES & MARKETING MANAGER Ryan Field  
[ryan@snowboardermag.com](mailto:ryan@snowboardermag.com)

ACCOUNT EXECUTIVE Amy Gebhard  
[amy@snowboardermag.com](mailto:amy@snowboardermag.com)

## **ADVERTISING SALES**

ACCOUNT EXECUTIVE Kevin Back  
[kevin.back@primedia.com](mailto:kevin.back@primedia.com)

ACCOUNT EXECUTIVE Tony Perez  
[tony.perez@primedia.com](mailto:tony.perez@primedia.com)

ACCOUNT EXECUTIVE Jeremy Schluntz  
[jeremy.schluntz@primedia.com](mailto:jeremy.schluntz@primedia.com)

ACCOUNT EXECUTIVE Adam Warren  
[adam.warren@primedia.com](mailto:adam.warren@primedia.com)

ADVERTISING OPERATIONS MANAGER Inna Cazares  
[inna.cazares@primedia.com](mailto:inna.cazares@primedia.com)

## **NATIONAL SALES**

VP OF NATIONAL SALES James Lynch  
[james.lynch@primedia.com](mailto:james.lynch@primedia.com)

DIRECT SALES PLANNING & RESEARCH Ron Solomon  
[ron.solomon@primedia.com](mailto:ron.solomon@primedia.com)

## **ACTION SPORTS GROUP MANAGEMENT**

SVP GROUP PUBLISHER Al Crolus  
[al.crolus@primedia.com](mailto:al.crolus@primedia.com)

DIRECTOR OF FINANCE Ken Lockwood  
[ken.lockwood@primedia.com](mailto:ken.lockwood@primedia.com)

DIRECTOR OF PRODUCTION Kasey Booher  
[kasey.booher@primedia.com](mailto:kasey.booher@primedia.com)

## **EDITORIAL STAFF**

EDITOR Pat Bridges  
[pat@snowboardermag.com](mailto:pat@snowboardermag.com)

PHOTO EDITOR Joel Muzzey  
[joel@snowboardermag.com](mailto:joel@snowboardermag.com)

DESIGN DIRECTOR Mark Michaylira  
[mark@snowboardermag.com](mailto:mark@snowboardermag.com)

ASSOCIATE EDITOR Ben Fee  
[ben@snowboardermag.com](mailto:ben@snowboardermag.com)

ASSOCIATE EDITOR Joe Prebich  
[joe@snowboardermag.com](mailto:joe@snowboardermag.com)

SALES MARKETING COORDINATOR Bryan Crosscup  
[bryan@snowboardermag.com](mailto:bryan@snowboardermag.com)

## **SNOWBOARDERMAG.COM**

VP. OF INTERNET AND NEW MEDIA Jake Hefner  
[jake.hefner@primedia.com](mailto:jake.hefner@primedia.com)

DIRECTOR OF ON LINE SALES Mark Chu

MULTIMEDIA DIRECTOR Kevin McCormick  
[kevin.mccormick@primedia.com](mailto:kevin.mccormick@primedia.com)

DIRECTOR OF DIGITAL PLANNING Marc Kozai  
[marc.kozai@primedia.com](mailto:marc.kozai@primedia.com)

MULTIMEDIA SPECIALIST Scott Alexander  
[scott.alexander@primedia.com](mailto:scott.alexander@primedia.com)

ONLINE EDITOR Joe Prebich  
[joe.prebich@primedia.com](mailto:joe.prebich@primedia.com)