



snews

WE KNOW OUTDOORS



2018-2019 MEDIA INFORMATION

**Where Buyers and Sellers
in the Outdoor Industry
Learn and Share**





Outdoors: We're the outdoor backpack stuffed with press
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SNEWS Your source for outdoor, snow sports, and adventure travel news



NEWS
Vista Outdoor selling eyewear brands. Is Savage Arms next?



OUTDOOR INDUSTRY NEWS
Industry Buzz: Election Day, trash on Mt. Everest, Camping World, WakaWaka, retail employment data, and more



VIDEOS
Climbing in Puerto Rico for a purpose



OUTDOOR INDUSTRY NEWS
Industry Buzz: Camber, Rocky Mountain Underground, Utah OREC, wildfires, and more



SPONSORED STORY

BioLite: How burning a few sticks ignited an energy revolution

BioLite began with a quest to give campers a better way to cook with wood—but call it a cooking company, and you miss the point. This brand's true focus is developing energy for off-grid living, whether that's in Yellowstone or Kenya. Because while some travelers prefer to unplug...read more



OUTDOOR INDUSTRY NEWS
Camber Outdoors wants equity for all, not just women



OUTDOOR INDUSTRY NEWS
#BlackGirlMagic: Marketing to millennial women of color



THE DAILY FROM OUTDOOR RETAILER
Hot off the press: Get psyched for Outdoor Retailer with The Daily Pre-Show issue

WE KNOW OUTDOORS

Since 1984, SNEWS has been the outdoor industry's most trusted source for trade news, company and retailer profiles, outdoor politics and issues, gear trends, and important interviews with power players.

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SNEWS is the leading industry source of breaking news, retail trends and brand innovations.



New dates for Outdoor Retailer + Snow Show 2019 and beyond

To keep the snow sports industry united in Colorado, Winter Sports Market changes dates back to Denver and OR + IL shifts back by three weeks.

Sign from Colorado state agency Outdoor Retailer announced today that they are shifting the dates of OR + IS 2019 to Jan. 29 - Feb. 1, 2019. Snow sports gear that the original schedule. Also, it's a shift from Winter Sports Market (WSM), an annual trading show put on by Sports Specimens, Inc. (SSI) and Snowsports Merchandising Corp. (SMC). For details on reasons for the decision to move from Denver to Salt Lake City for 2019.

Helly Hansen to be acquired by Canadian Tire

The brands are looking to introduce new categories and expand internationally.

AMERICA'S OUTDOOR GEAR FOR 2018

Canadian Tire Corporation Ltd (CTC) has announced its plans to purchase Helly Hansen, the Oslo, Norway based maker of performance and workwear.

Founded in 1872, Helly Hansen is controlled by the Ontario "Hansen" Pension Plan.

CTC has agreed to purchase the company and brands for U.S. \$771 million and is assuming about U.S. \$40 million of operating debt, net of cash, according to a press release. The acquisition is expected to close later this year.

Helly Hansen's core categories include sailing, hiking, mountain, urban outdoor, snowdays, and workwear. The brand sells to more than 40 countries through wholesale and retail, with key distribution in the U.S. and Netherlands.

Outdoor and workwear categories are also core to CTC's retail business and through Matt's and F&L, the company has had a long history with Helly Hansen as one of its largest customers. The purchase strengthens CTC's core business across multiple seasons, increasing its brand offerings in Canada and its ability to grow its brands internationally.

Toad&Co teams with LimeLoop to cut cardboard waste

The eco-friendly clothing company is the first to use this sustainable shipping program.

WILSON MICHAEL JONES / APR 16, 2018

f t in

With so many specialty outdoor shops now offering online sales, shipping product is a big deal. Back rooms and shipping departments all over the country are overflowing with mountains of cardboard boxes, and that's not good.

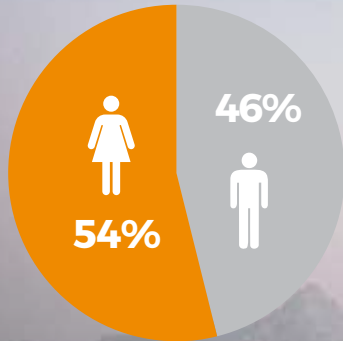
What if your business could cut cardboard waste by applying the same principles of reusable water bottles and grocery bags to online orders?

Toad&Co is making it happen through a sustainable shipping pilot program with LimeLoop.

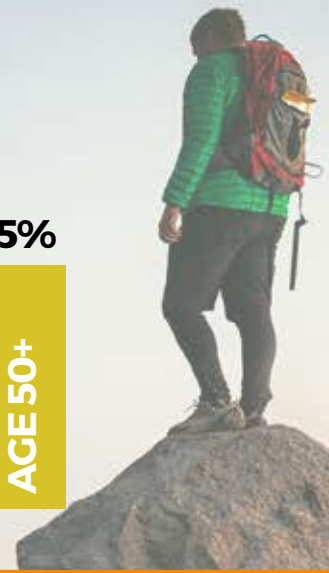
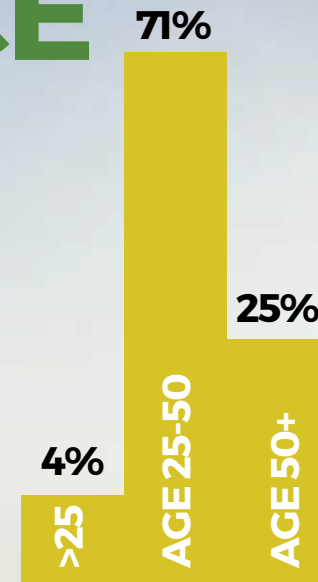
In 2015, the cardboard industry produced 374.4 billion square feet of material, according to the Corrugated Packaging Alliance, and most of it was used for shipping.

Starting soon, customers shipping at Toad&Co.com can opt-in to have their purchases shipped in a bag made of recycled vinyl from oilblends with a zipper and

OUR AUDIENCE

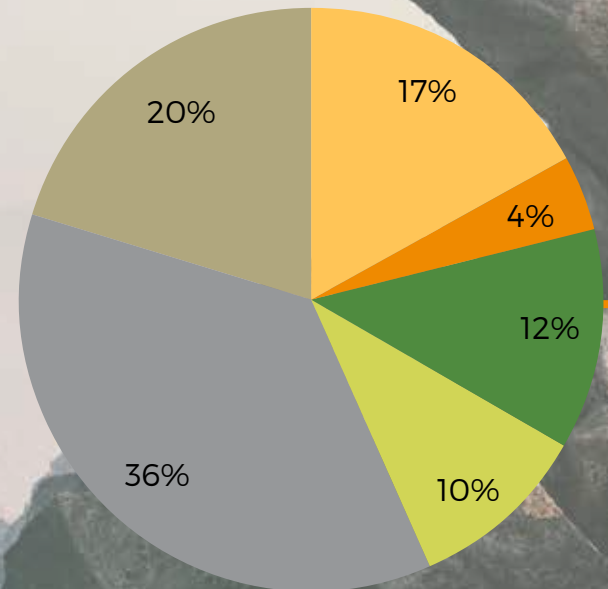


OUR AUDIENCE IS MADE UP OF A WIDE VARIETY OF INDUSTRY INFLUENCERS



ANOTHER **41%** READ 3-5 ARTICLES A WEEK

OUR AUDIENCE FAVES:
#CoolShop
Elevator Pitch
We Tried It
Q & A's
Op Eds
Hot/Not
Polls



Partnering with SNEWS puts your brand in the middle of our daily industry gathering... where decision makers discuss ideas, share successes and brainstorm challenges.



SPONSORED STORY

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SPONSORED STORY

50 shades of green

SHANNON DAVIS · JUN 3, 2018

Little Hamner / BioLite

Like many responsible outdoor companies, GoLite uses recycled bottles in its fabrics. But unlike other brands, GoLite embraces the green ones that nobody else wants.

f t p in

She cradles a plastic bottle in her hands like it's a precious living thing. Her gloved hand turns the bottle over so she can inspect it. Then, with lightning precision her other hand raises a set of clippers, and she removes the colored plastic ring from the bottle's neck. With a swipe the bottle wrapper is gone too. Then she sets the bottle gently in a basket alongside a hundred others. "Recycling is good for everyone," she says. "We must love the earth and do our part."

Doing good, then doing business: GoLite donated 14,000 tech shirts to Ugandan humanitarian aid workers.

SPONSORED STORY

14,000 shirts

Uganda is an east African country just a bit smaller than Oregon, and odds are you didn't think of it the last time you geared up for a hike. That's about to change. More than a million refugees have crossed the border into Uganda. Most are Sudanese and Congolese, and their ...[read more](#)

BY SHANNON DAVIS · JUN 25, 2018



Grab a seat at our table to share and learn from the most passionate business people behind the success of our industry.

Partnership Opportunities

Brand Advertising

Reach industry influencers & retail ambassadors with targeted digital brand messaging (web, social, newsletter).

Brand Spotlight

Native content, written by SNEWS, crafting a relevant brand story and delivering it to an influential audience.

Press Release Distribution

Efficient and effective delivery of your latest brand news to the largest gathering of the industry in one place.

#CoolShop

Our #CoolShop series profiles some of the most unique and innovative specialty outdoor retail shops in North America to learn how they stay relevant in today's omni-channel retailscape.

#ShopStars

Reward the stewards of the retail shop floor who stand out among their peers as dedicated and inspiring champions of the outdoor industry.

#ShopTalk

Spread the word through longer form storytelling video with retail greats visiting shops that defined and reformed the way outdoor enthusiasts buy gear.

"Finally a sports and outdoors news source that covers lifestyle, trends, and gear while being cutting edge and relevant in today's mobile landscape."

Eric Henderson, owner,
Meteorite PR

I trust SNEWS. No other media brand is tapped into the outdoor space like them."

Dave Petri, VP of marketing,
Farm to Feet

Thoughtful, honest writing and reporting that arms my team with knowledge that helps us grow."

Betsy Bertram
marketing manager,
Townsend Bertram & Co.



Digital Specs

STANDARD BANNERS

NAME	DIMENSIONS
Leaderboard	728 x 90
Rectangle	300 x 250
Pencil	970 x 90
Billboard	970 x 250
Half Page	300 x 600
Mobile	320 x 50
Channel Roadblock	970 x 250 728 x 90 300 x 250 300 x 600 320 x 50 (Includes desktop & mobile adhesion unit)
Desktop Adhesion	320 x 50
Mobile Adhesion	320 x 50

ACCEPTED FILES
JPG, GIF, 3RD Party

MAX FILE
200KB or less

HTML MAX FILE
200KB total for all files combined including external files. Subsequent user-initiated file loads of up to 2.2MB is accepted.

ANIMATION
3 loops max
15 seconds max

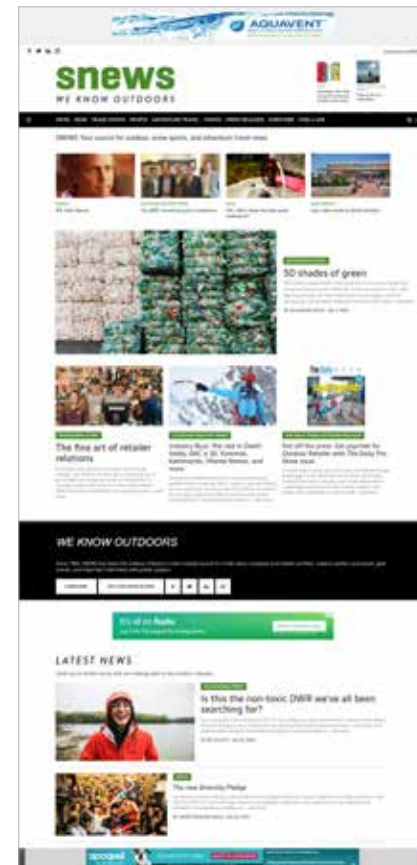
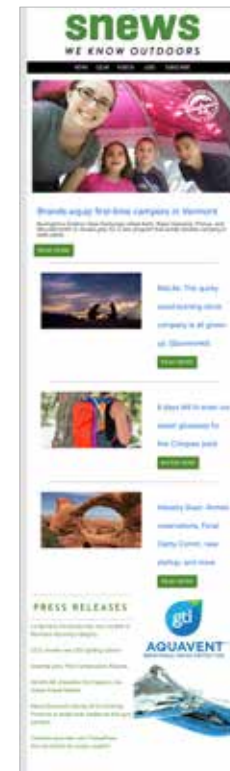
LEAD TIME
10 business days

NOTES | Click through URL must be provided for all ads. Flash is NOT accepted.

EDITORIAL NEWSLETTER

NAME	DIMENSIONS	FILE TYPE	MAX FILE
Editorial Newsletter	320 x 50	JPG, GIF	40KB or less

NEWSLETTER NOTES | JavaScript and animated images are NOT accepted.



Digital Specs

SOCIAL MEDIA

NAME	SIZE	CONTENT	ADDITIONAL SPECS
Facebook	Image must be included in site-meta data for standard Facebook Post	<ul style="list-style-type: none">• Up to 25 words of copy for promo post including any @mentions & hashtags• URL provided as a shortened bit.ly• A screenshot of what the post should look like• Links to brand's official FB page and/or people's pages that need to be tagged in the post	<ul style="list-style-type: none">• Facebook no longer allows business pages to customize images and link descriptions for websites they do not own• Here is a guide to help you add the code to your site https://developers.facebook.com/docs/reference/opengraph• You can check your link here https://developers.facebook.com/tools/debug/• Please double check that your link pulls through the appropriate meta data (image and link headline/description) before sending
Facebook Carousel	1200 x 628 (3 Images) Action/lifestyle focused (product images are not recommended)	<ul style="list-style-type: none">• Up to 25 words of copy for promo post including any @mentions & hashtags• URL provided as a shortened bit.ly• A screenshot of what the post should look like• Links to brand's official FB page and/or people's pages that need to be tagged in the post	<ul style="list-style-type: none">• Headlines 40 characters per photo• Descriptions 20 characters per photo• Best practices tell a story as users scroll through images, or feature multiple products linking to different pages• Option call to action button. Choose from: no button, Shop Now, Book Now, Learn More, Sign Up, Send Message• Please double check that your image follows best practices for image-to-text ration before submitting to us https://www.facebook.com/ads/tools/text_overlay
Facebook Video	16:9 (landscape) 9:16 (portrait) Aspect Ratio	<ul style="list-style-type: none">• Up to 25 words of copy for promo post including any @mentions & hashtags• URL provided as a shortened bit.ly• A screenshot of what the post should look like• Thumbnail image (if no usable stop in video)• Links to brand's official FB page and/or people's pages that need to be tagged in the post	<ul style="list-style-type: none">• Max file size 4GB• Max FPS 30• Video cannot contain title cards or logos within the first 3 seconds• Option call to action button. Choose from: no button, Shop Now, Book Now, Learn More, Sign Up, Send Message• Action/lifestyle focused image is best. Product images are not recommended.
Instagram	1080x1080	<ul style="list-style-type: none">• Up to 25 words of copy for promo post including any @mentions & hashtags• URL provided as a shortened bit.ly• A screenshot of what the post should look like• Links to brand's official Instagram page and/or people's pages that need to be tagged in the post	<ul style="list-style-type: none">• SNEWS can request a new image if there is text/logo overlaid; Action/lifestyle focused image is best (product images are not recommended)
Twitter	1024 x 512	<ul style="list-style-type: none">• Tweet copy must start with "Sponsored:"• Additional 130 characters or less (including spaces, URL, image, @mentions, and hashtags• URL provided as a shortened bit.ly	<ul style="list-style-type: none">• SNEWS can request a new image if there is text/logo overlaid; Action/lifestyle focused image is best (product images are not recommended)

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