

THE VOICE



The Voice is an independent outdoor and snowsports trade publication that reflects the strong, diverse opinions and insights of the people of our industry.

Aimed at the brands, retailers, reps, PR companies, and media that make up our many businesses, *The Voice* delivers best-in-industry, actionable category trend information, deep reporting on mission critical topics, and unfiltered opinions, and unbiased analysis on the state of the outdoor industry. Delivered on Day 1 of the OR Show, *The Voice* will arm attendees with everything they need to hit the show with big ideas, expert product knowledge, and a deep understanding of the issues facing our industry.





PRINT RATES

Cover 4	\$10,900	
Cover 1/P1	\$18,150	
Cover 3	\$9,150	
	1x	2x
Full page	\$6,800	\$6,630
½ page	\$3,900	\$3,800
¼ page	\$1,800	\$1,755
HotSheet	\$900	\$800

*Special Non Profit Rates available, please contact us

PRINT AD SIZE	TRIM	BLEED
Full Page	8.375 x 10.875"	8.875 x 11.375"
1/2 Page Horizontal	8.375 x 5.25"	8.875 x 5.5"
1/2 Page Vertical	4 x 10.875"	4.25 x 11.375"
1/4 Page	Please contact your sales rep	
1/9 HotSheet	Please contact your sales rep	

Note: All copy must be .25" inside trim

Reach show attendees and industry influencers. Include your brand message aligned with THE up-to-date gear and industry trends by advertising in *The Voice*. The Fall/Winter issue of *The Voice* will be distributed at the Outdoor Retailer Winter Market, and at the January Outdoor Retailer Snow Show.

EDITORIAL HIGHLIGHTS

The Amazon Package Everything you ever wanted to know about the online juggernaut— proven sales and distribution strategies, debunked myths, and how to beat it at its own game.

How E-bikes are Changing the Face of Outdoor Retail An in-depth look into e-bikes' booming sales—and why and how outdoor retailers must adapt and leverage its huge opportunity.

Gear Trends: The Next Big Thing Go behind the curtain at several top brands for a peek at tomorrow's biggest technology breakthroughs as well as the industry's most pressing gear challenges.

CBD & the Outdoor Industry

CBD sales are booming, but outdoor retailers have been cautious about jumping on the bandwagon. Is CBD the next big business opportunity—or just a lot of hype?

TV 50 Our highly curated guide to the coolest new products for FW20, ranked.

CLOSE DATES

JANUARY 2020

Ad Close: 11/7/19
Ad Materials Due: 11/14/19
Issues Delivered: 1/24/20

JUNE 2020

Ad Close: 5/4/20
Ad Materials Due: 5/11/20
Issues Delivered: 6/18/20



DISTRIBUTION CHANNELS

- Outdoor Retailer
- Regional Rep Shows
- Mailings to Specialty Retail Shops
- Subscriptions
- Key Influencers
- Manufacturers
- Digital Flipbook

HOTSHEET

Products, brands, and services you need to know about.

DIGITAL

For more information about our social and digital options contact Casey Vandenoever, cvandenoever@aimmedia.com

“*The Voice* just gets better with each issue. The editors aren't afraid to uncover the gritty industry stories that need to be told so we can all collaborate and get better. We love the expertly-curated TV50 lists that have already impacted retail partner orders!”

Janine Robertson, GoLite

“You know how flights to and from Outdoor Retailer are full of outdoor industry people? For the last two shows the only publication I've seen people reading on the trip home has been *The Voice*. It dives into topics and ask questions that matter. Do I agree with everything in it? Absolutely not, and that's why it matters, and why people are taking the time to read it.”

Rich Hill, Grassroots Outdoor Alliance