

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 Summer 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.





STAY TUNED
FOR THE VOICE
PODCAST
IN 2019

RATES

PRINT

COVER 4	\$15,000
COVER 2 SPREAD	\$25,000
COVER 3	\$12,500
FULL PAGE	\$10,000
HALF PAGE	\$6,800
QUARTER PAGE	\$3,500
PRODUCT SPOTLIGHT	\$500

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 Product Spotlight	Please contact your sales rep	

Note: All copy must be .25" inside trim



DIGITAL

FACEBOOK LIVE
Activation at OR
with Editor \$3,500

*Live on both SNEWS & Backpacker

INSTAGRAM
PRODUCT
SPOTLIGHT \$750

SNEWS 1X
EDITORIAL
NEWSLETTER \$600

SNEWS 3X
EDITORIAL
NEWSLETTER \$1,200



AD CLOSE: 5 | 3 | 19 MATS DUE: 5 | 10 | 19 ON SALE: 6 | 17 | 19

*Special Non Profit Rates available, please contact us

IMPACT PROJECT

As a charter partner of *The Voice*, your dollars will make a difference – we'll apply 20% of every dollar invested to content or advertising that promotes a cause of your choice!