

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	
Spreads	\$14,000	
	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 Summer issue of *The Voice* will be distributed at the June Outdoor Retailer Show.

EDITORIAL HIGHLIGHTS

Is China Worth the Trouble? Forget the coronavirus. There are plenty of other reasons it might be time to get out of China. We dive into supply chain vulnerability, growing labor costs, pollution, counterfeiting, human rights, and more.

The Very Best Outdoor Companies to Work For From workplace culture and perks, to leadership opportunities and pay, from health and wellness to service and volunteering, these are the cutting-edge outdoor companies that might have you updating your resume.

Investigation: Fake Pro Deals Rampant pro deal abuse has tremendous trickle down effects on specialty outdoor brick and mortar retailers, especially in outdoor meccas like Boulder, Bozeman, Seattle, and Portland. We go undercover to see how easy it is to score deep outdoor gear discounts from both 3rd party pro-deal companies and brands. And find out from retailers exactly how this is cutting into their bottom lines.

The Disruptors The outdoor industry is changing fast, here are 5 people disrupting the normal course of business. Learn from them or get out of their way.

TV50 & Trends Our curated list of the most promising 50 products of Spring 2021, plus a look at some of the biggest over-arching trends in the outdoor industry: durability, transparency, and affordability.

Other Topics Include:

- A report about the health and efficacy of OIA
- A debate about implementing a Backpack Tax
- A hard look at the sustainability efforts of trade shows
- Human resources advice for small companies
- And more!

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

CLOSE DATES

JUNE 2020

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

JANUARY 2021

Ad Close: 11/6/20
Ad Materials Due: 11/13/20
Issues Delivered: 1/25/21

“*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