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.
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!

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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*

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*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*