



# snews

WE KNOW OUTDOORS



## 2020 MEDIA INFORMATION

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





NEWS  
Giveaway: Win this  
Cotopaxi backpack  
stuffed with prizes



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Sign up for our  
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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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### New dates for Outdoor Retailer + Snow Show 2019 and beyond

AMELIA ARVISEN - APR 10, 2018

Outdoor Retailer

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

f t in

Open those calendar apps again. Outdoor Retailer announced today that they are shifting the dates of OR + SS 2019 to Jan. 30 - Feb. 1, 2019, three weeks later than the original schedule. And, in a quick pivot, Winter Sports Market (WSM), an annual buying show put on by Sports Specialists, Ltd. (SSL) and Snowsports Merchandising Corp. (SMC), has decided to reverse its 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.

AMELIA ARVISEN - MAY 10, 2018

f t in

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

Founded in 1877, Helly Hansen is controlled by the Ontario Teachers' 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 news release. The acquisition is expected to close later this year.

Helly Hansen's core categories include sailing, skiing, mountain, urban, rainwear, baselayers, 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 banners and, through Mark's and F&G, the company has had a long history with Helly Hansen as one of its largest customers. The purchase strengthens CTC's core businesses across multiple banners, 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.

MORGAN MCFAILL-JOHNSON - APR 26, 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 is not cool.

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



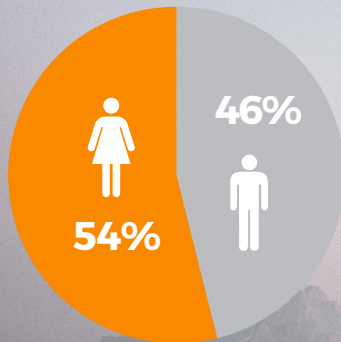
After receiving your order, just flip the shipping

Toad&Co is making it happen through a sustainable shipping pilot program with [LimeLoop](#).

In 2016, the cardboard industry produced 376.4 billion square feet of material, according to the Corrugated Packaging Alliance, and most of it was used for shipping.

Starting now, customers shopping at [ToadandCo.com](#) can opt-in to have their purchases shipped in a bag made of upcycled vinyl (from billboards) with a zipper and

# OUR AUDIENCE



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



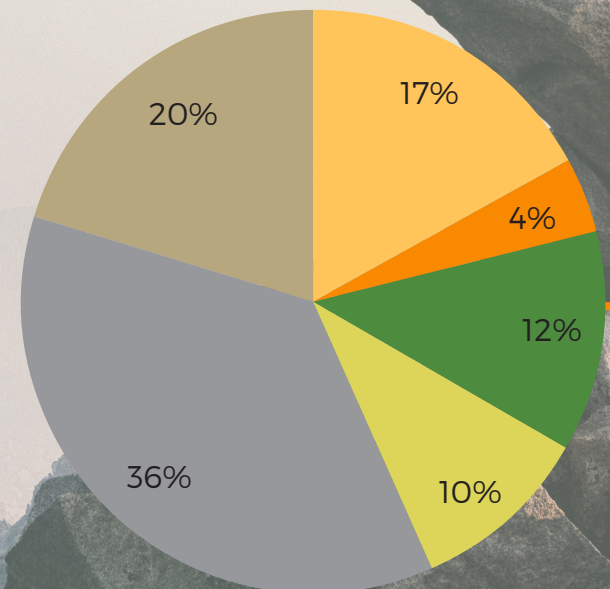
OUR MOST  
PASSIONATE  
READERS CHECK  
THE SITE **DAILY**

**15%**

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



VENDORS NON-PROFIT RETAIL OWNERS SALES REP MEDIA INDUSTRY FRIENDS/WATCHERS



# 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

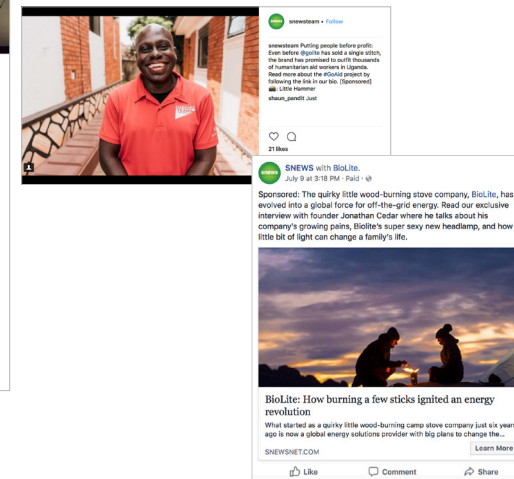
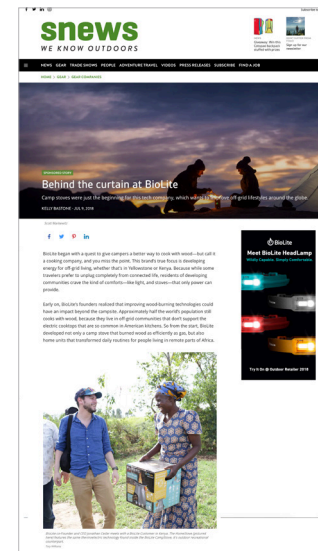
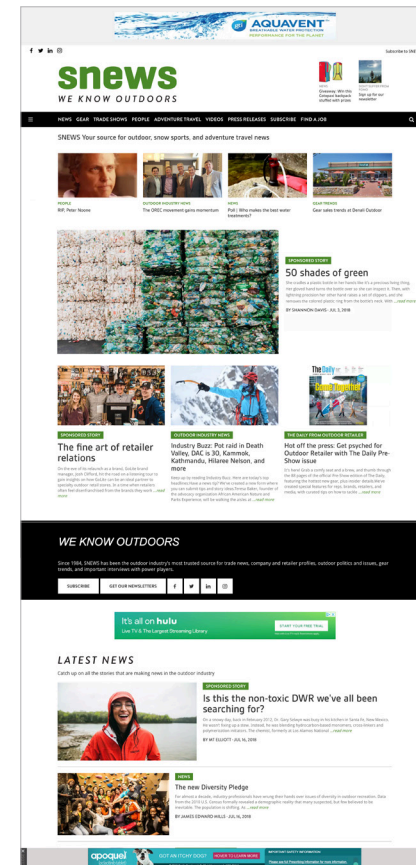
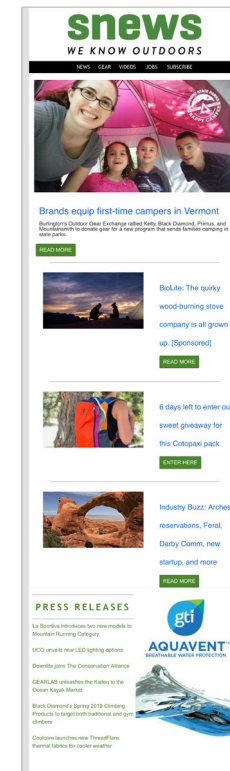
10 business days

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

# The SNEWS Team



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