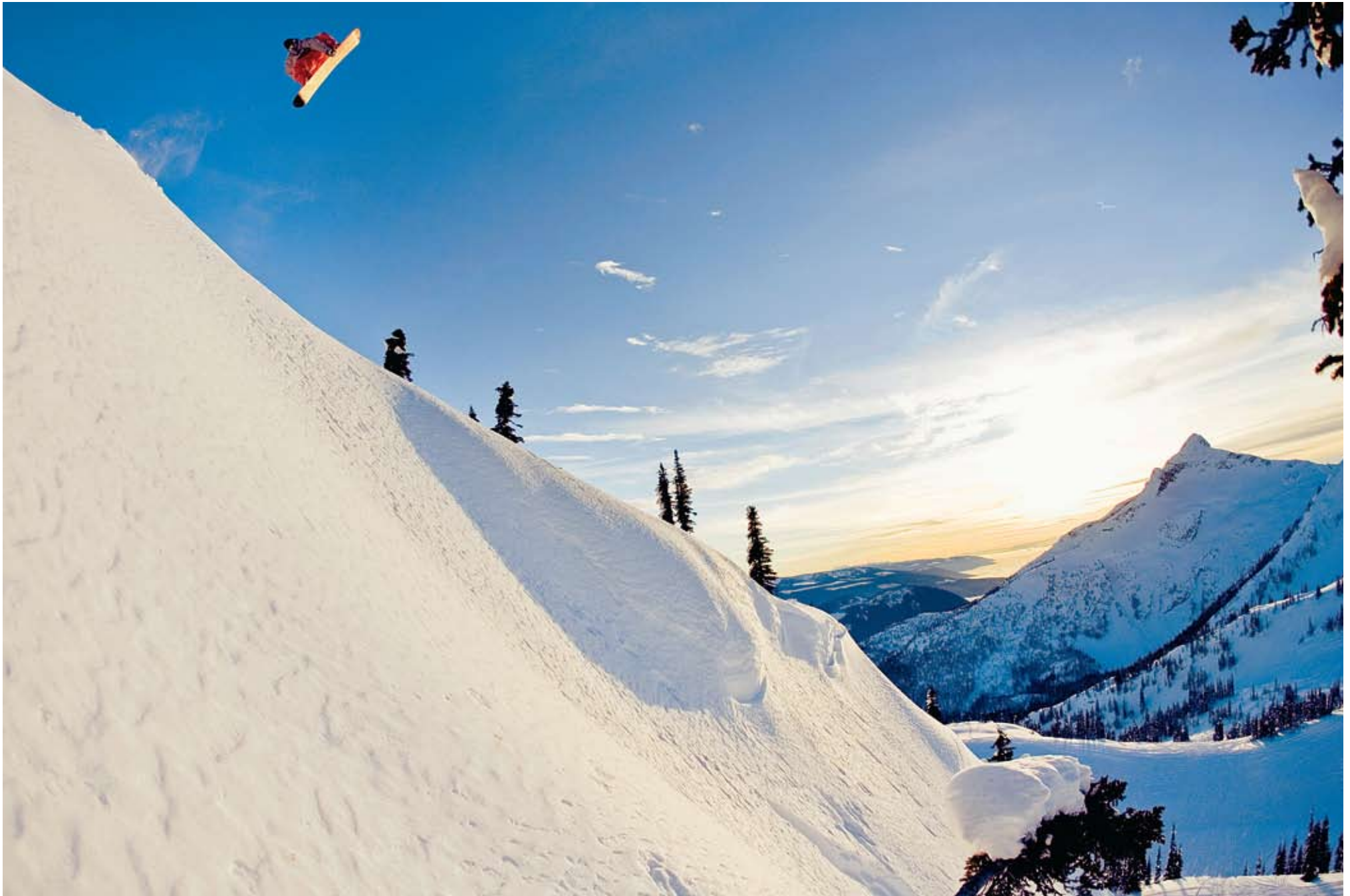




2008-09 MEDIA KIT/MULTI-PURPOSE CALENDER
EST. 1988 - PROUDLY MADE IN THE U.S.A.
SNOWBOARDERMAG.COM

snowboarder
magazine



Benji Ritchie, P: Oli Gagnon.

DEMOGRAPHICS

{ 00 }

MALE 80%
 FEMALE 20%

MEDIAN AGE 28
 MEAN AGE 18

CORE AGE DEMOGRAPHIC 13-24

SEASON PASSHOLDERS WHO RIDE 30+ DAYS 58%
 HAVE BEEN SNOWBOARDING FOR 6+ YEARS 44%

EDUCATED READERSHIP

82% of the 16 -18 year olds will be attending college
 80% of the 19 – 21 year olds are attending college
 82% of the 24 + year olds have attended college

71% own a gaming device
 30% play a couple times per week

74% own a digital camera

43% own a video camera

88% own an MP3 player
 47% listen to music while snowboarding

41% Favorite crossover sport is skateboarding

CIRCULATION

TOTAL DISTRIBUTION 100,000
 TOTAL PAID CIRCULATION 70,000
 PAID SUBSCRIBERS 55,000
 PAID SINGLE COPY SALES 15,000
 TRADE & EVENT COPIES 10,000

PASS ALONG RATE 7X

On average, 7 people other than the buyer reads each issue of SNOWBOARDER, which translates into nearly half a million impressions every issue.

For non-subscribers the #1 place for people to see SNOWBOARDER is a friend's copy.

*All stats from 2007 Reader Surveys

BUYING POWER

{ \$ }

SNOWBOARDER has the largest qualified ready to buy audience of any snowboard publication.

The majority of our demographic has been riding 6+ years, average 30+ days on snow, and over 50% buy new gear each and every year!

Our readership has \$56.1 million in qualified dollars to spend on new gear.

Advertise with SNOWBOARDER and capture this buying audience.

PERCENT OF AUDIENCE WHO NEED NEW PRODUCTS THIS YEAR

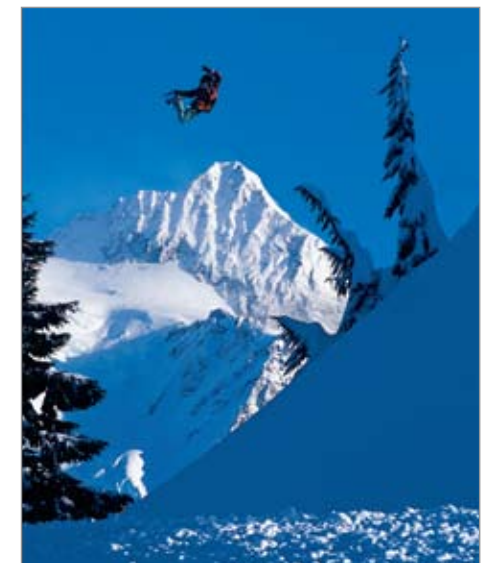
BOARD	61%	{ \$400 x 42,700 }	\$17.1 Million
BOOTS	60%	{ \$210 x 42,000 }	\$8.8 Million
BINDINGS	57%	{ \$210 x 39,900 }	\$8.4 Million
JACKET	56%	{ \$190 x 39,200 }	\$7.4 Million
PANTS	56%	{ \$212 x 39,200 }	\$8.3 Million
GOGGLES	50%	{ \$80 x 35,000 }	\$2.8 Million
GLOVES	59%	{ \$80 x 41,300 }	\$3.3 Million

Total \$56.1 million

72% say magazines have the most impact on their purchasing decision.
 85% of our readers say they help their friends make purchasing decisions.

Advertise with SNOWBOARDER and influence our readers who influence their friends!

*All stats from 2007 Reader Surveys



Zac Marben, P: Scott Sullivan.

DIGITAL



Internet video is becoming more important to our demographic than television. SNOWBOARDER has grown to lead the online snowboard video market. Just Google snowboard videos and the results will show that we are #1 & #2 in the organic search results. Ask any online retailer how hard it is to obtain the #1 status and you'll understand why we are so excited.

Advertise with SNOWBOARDERMAG.COM and influence this growing demographic.



DIGITAL METRICS

MONTHLY UNIQUE USERS	70,000
MONTHLY PAGE VIEWS	597,000
DAILY UNIQUE USERS	2,333
DAILY PAGE VIEWS	19,900
AVERAGE PAGE IMPRESSION/USER SESSION	5.4

DIGITAL

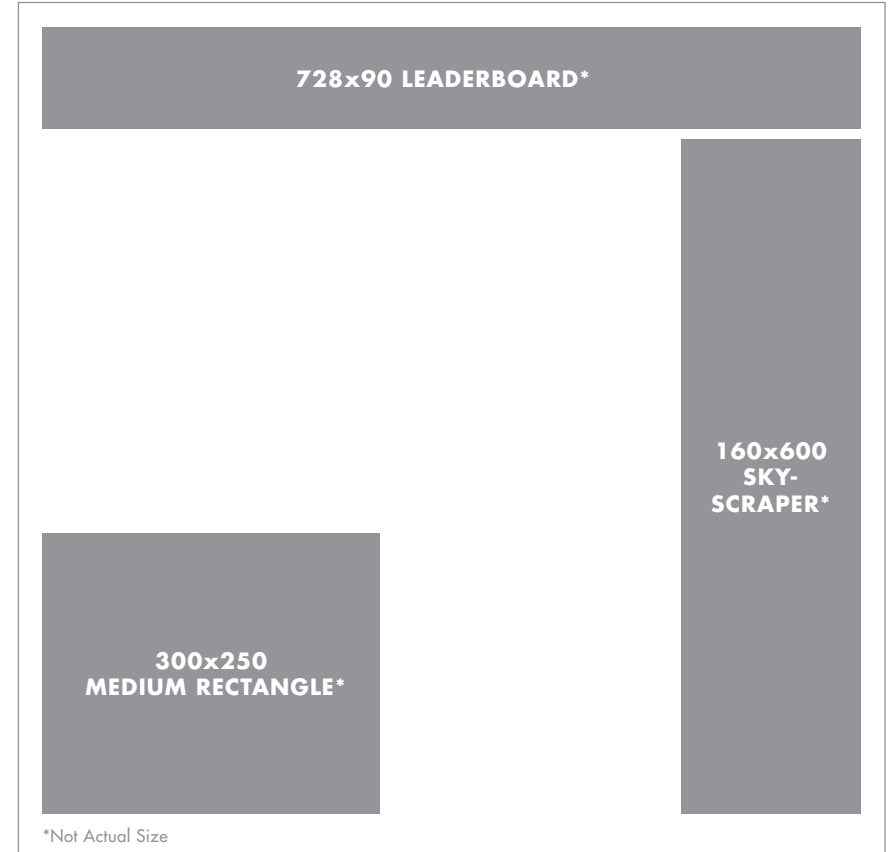


BANNER UNITS:

728x90	LEADERBOARD
125x125	SQUARE
160x600	SKYSCRAPER
125x125	SQUARE
300x250	MEDIUM RECTANGLE

SPECS:

MAXIMUM FILE SIZE	35K
FILE FORMATSGIF .JPG .SWF
RICH MEDIA CAPABLE	YES
ANIMATION LOOP LIMIT	NONE
KEYWORD SEARCH ENABLED	YES

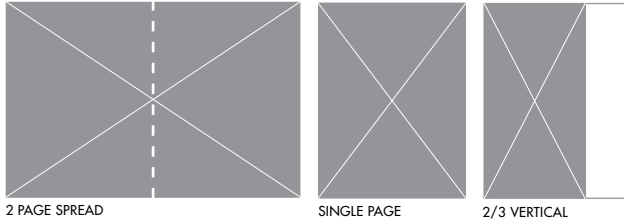


PRINT AD SPECS



2 PAGES SPREAD

TRIM: 16X10.5
BLEED: 16.25X10.75



FULL-PAGE

TRIM: 8X10.5
BLEED: 8.25X10.75

2/3-PAGE VERTICAL

TRIM: 5.125X10.5
BLEED: 5.25X10.75

1/2-PAGE VERTICAL

TRIM: 3.9375X10.5
BLEED: 4.0625X10.75

1/2-PAGE HORIZONTAL

TRIM: 8X5.25
BLEED: 8.25X5.5

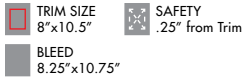
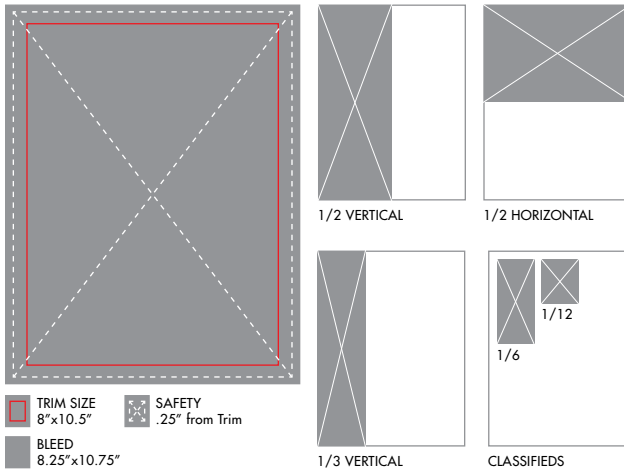
1/3-PAGE VERTICAL

TRIM: 2.75X10.5
BLEED: 3X10.75

CLASSIFIEDS:

1/6-PAGE VERTICAL

TRIM: 2.249X4.618



1/12-PAGE

TRIM: 2.3X2.02

*Safety: Hold all live matter at least .25" inside trim edges.
*Bleed dimensions allow for .125" trim on all sides.

TERMS AND CONDITIONS:

1. Orders are non-refundable after closing date.
2. All contents subject to publisher's approval.
3. Advertiser and agency assume liability for content of advertisements printed and assume responsibility for any claims made against the publisher.
4. Positioning of ads is at the discretion of the publisher except where specific guaranteed pre-preferred positions will be accepted, but position will not be guaranteed.
5. First-time advertisers must pre-pay first three insertions and submit credit application in order to receive credit terms.

FILES



PREFERRED FILE TYPES:

PDF/X-1a
Illustrator 8.0+ EPS
TIFF/IT-P1

ACCEPTED FILE TYPES:

Illustrator 8.0+ EPS
Photoshop 6.0+ EPS

MEDIA:

Files can be sent on CD, Zip disk, or by FTP.

TO SEND FILES TO US:

Use **Fetch** or **Transmit**

Host: ftp.west.primedia.com

User: snowboarder

Pass: a1r

Directory: ads

OR:

Host: surfer@206.155.33.2/ads/

Login: surfer

Pass: tub3

*File names can only contain letters and numbers. NO spaces, or symbols. The only symbol the name can contain is an underscore _ . ALWAYS INCLUDE A LO-RES JPG FOR OUR REFERENCE.

*Also there MUST be a file extension appended to the end of the file name. (ie. .jpg)

PROOFS

A content proof MUST be submitted with every ad. No exceptions! For color ads, a properly calibrated SWOP standard proof with color bar should be included for color guidance on press. A list SWOP-certified systems is available at: <http://swop.org/certification.html#cert>.

PHOTOGRAPHIC

Should be saved in TIFF or EPS format, (not JPEG) and when saving, use Binary encoding (not JPEG encoding) and must not contain extra channels.

The effective resolution should be between 250 and 300 dpi.

COLORS

No RGB or Pantone color spaces. Please check your color palletes in Quark, Illustrator, InDesign, etc. to make sure there are no RGB or Pantone defined color spaces. EXCEPTION: if you paid for a fifth color in your ad, it must be from a Pantone library and set to Spot. If you have purchased a fifth color, you must provide a fifth color separation proof.

Please refer to our website for complete Digital Requirements and Questions:
<http://primediaads.com>

PRODUCTION CALENDAR



	Spaceclose	Art Due	On Sale
AUGUST ISSUE 21.1 Hardgoods Buyers Guide	05/06/08	05/13/08	07/15/08
SEPTEMBER ISSUE 21.2 Superpark Issue	06/04/08	06/11/08	08/12/08
OCTOBER ISSUE 21.3 Accessories Buyers Guide	07/02/08	07/09/08	09/09/08
NOVEMBER ISSUE 21.4 Women's Issue	07/30/08	08/06/08	10/07/08
DECEMBER ISSUE 21.5 The Hit List	08/27/08	09/03/08	11/04/08
JANUARY ISSUE 21.6 Travel Issue	09/24/08	10/01/08	12/02/08
PHOTO ANNUAL (On Newsstands For 90 Days)	10/07/08	10/14/08	12/15/08
FEBRUARY ISSUE 21.7 Guest Editor	10/21/08	10/28/08	12/30/08
MARCH ISSUE 21.8 Rider Of The Year	11/19/08	11/26/08	01/27/08

2008 RATE CARD



4-COLOR	1X	3X	6X	9X	12X	18X
FULL	\$10,502	\$9,978	\$8,143	\$7,827	\$7,375	\$7,004
2/3	\$7,887	\$7,482	\$6,441			
1/2	\$6,308	\$5,984	\$4,814			
1/3	\$4,593	\$4,472	\$3,768			
BLACK & WHITE	1X	3X	6X	9X	12X	18X
FULL	\$7,353	\$6,993	\$5,709	\$5,489	\$5,260	\$4,999
2/3	\$5,516	\$5,251	\$4,500			
1/2	\$4,425	\$4,196	\$3,616			
1/3	\$3,235	\$3,052	\$2,648			
COVERS	1X					
COVER 2	\$13,452					
COVER 3	\$11,873					
COVER 4	\$13,452					
CLASSIFIEDS	1X					
1/6	\$1,040					
1/12	\$520					

*Effective August 2008 Issue



P: Scott Sullivan.

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MASTHEAD

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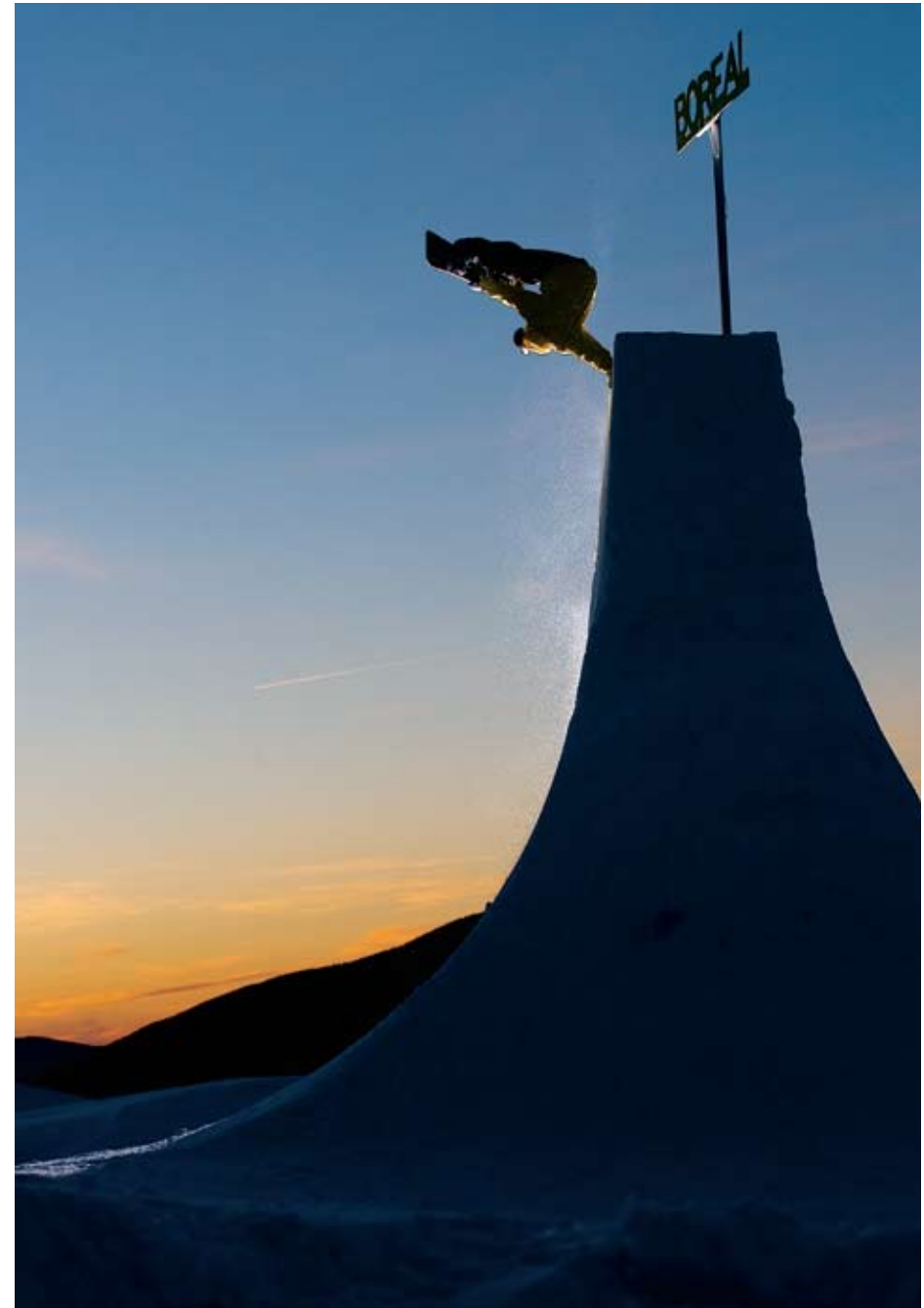
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