



2012 Media Kit

Off-Piste \off-pēst\ *n.* the backcountry skier's magazine

Off-Piste Magazine offers a soulful perspective on backcountry skiing and related mountain culture. Our roots are firmly planted in touring for turns and the lifestyle of dedicated skiers. Editorial content focuses on the celebration, promotion, and documentation of backcountry ski culture and equipment. We inform and inspire people to get out and explore!

Our unique distribution strategy ensures a geographically widespread and highly targeted distribution. Our goal is to make **Off-Piste** easily available by targeting locations our readers regularly visit. Available free at over 220 specialty retail outlets, backcountry huts, and mountain town coffee houses throughout the mountainous west, our distribution is over 7,000 copies per issue including paid subscriptions. Our 11x17 tabloid format and stout paper stock set us apart from all other ski publications.

In addition to the print magazine, we maintain a high quality blog style website that includes regularly updated content highlighting gear, events, conditions, and breaking stories related to backcountry skiing and mountain culture.

The print magazine's regular departments cover ski-related news, portraits of core skiers, backcountry safety and etiquette, avalanche education, destination profiles, tales of adventure as well as quality in-depth gear reviews and images of skiing from around the world.

Off-Piste strives to inspire, inform and entertain readers.

Principals

Based in Hood River, Oregon near the base of Mt. Hood and in the heart of the Columbia Gorge recreation corridor, **Off-Piste** represents a collective of outdoor writers, photographers, illustrators, and designers from around the country, all of whom are dedicated backcountry skiers at their core.

David Waag - Publisher/Editor

David Waag is the founder and editor of **Off-Piste**. A dedicated backcountry skier with nearly three decades of ski adventure under his hat, Waag brings 15-plus years of editorial experience as well as a great network of writer and photographer relationships to **Off-Piste**.

Off-Piste is a different type of ski magazine. Distributed free to specialty outdoor shops, backcountry huts and select coffee houses throughout North America, **Off-Piste** speaks to dedicated backcountry enthusiasts. Our readers are people who get out and ski - the folks who make skiing and mountains part of their lifestyle. **Off-Piste** showcases the culture and equipment that surround backcountry skiing and mountain culture. If you want to advertise in a magazine that stands apart from the crowd of homogenized ski publications, **Off-Piste** is the place.



Our Mantra

Like backcountry skiing, our mantra is quality over quantity. Just as a day filled with five or six high quality, untracked runs is superior to a day of 20 runs in tracked-out, ski hill terrain, a magazine filled with thoughtful, well chosen content is superior to one that tries to review everything and cover all aspects of ski culture.

Demographics

The **Off-Piste** reader is everywhere.

He is the 35-year-old Seattle software professional on a weekend tour; the 26-year-old college graduate preparing for her first all-woman backcountry skills workshop; the 32-year old ski town resident touring for turns before work; the 43-year-old San Francisco businessman daydreaming about his week-long hut trip with buddies; the 40-year-old urban refugee on vacation with his family and always looking to extend his skiing experience.

Every year tens of thousands of skiers renew and extend their circle of backcountry adventure on daily tours, hut trips, and resort accessed backcountry. The **Off-Piste** reader has a ski quiver, knows his or her local haunts by name, and stays current with gear. These are the readers who make up **Off-Piste's** target market; 20 to 55-year-old dedicated skiers, of both genders, who live in the mountainous west and beyond.

By Region - Pacific - 45%, Rocky Mountains - 27%, New England - 15%
Canada - 8%, Midwest - 5%

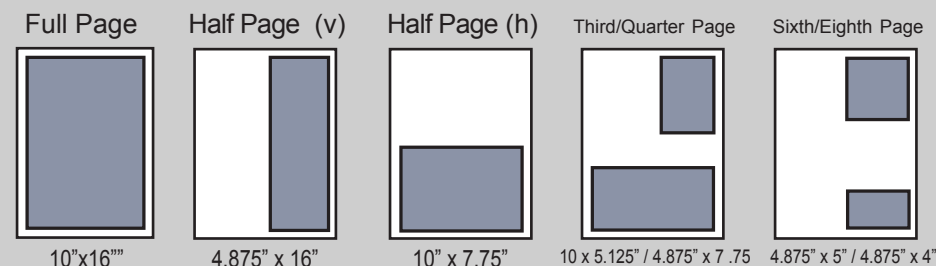
Print Advertising

Readership Numbers

Print Circulation

Total Readership = 21,645 (Average of 3 readers per copy)

Total Distribution = 7,215



2012 Rates				
Frequency (% discount)	4x (15%)	3x (6%)	2x (3%)	1x
Full Page	\$1,395	\$1,500	\$1,550	\$1,700
Half Page	\$749	\$799	\$839	\$875
Third Page	\$544	\$600	\$620	\$640
Quarter Page	\$410	\$460	\$475	\$490
Sixth Page	\$299	\$339	\$349	\$365
Premium Positions	Inside cover add \$200 Full page only	Back cover add \$200 Full page only	TOC Page add \$100 Half (h) page only	

ADDED VALUE FOR 4x FREQUENCY AD BUYS

Web banner included with 4x ad buys for full, half, third, and quarter pages. Banners are displayed on all pages of the website. *Full Page* = 200x200 pixels, *Half Page* = 200x100 pixels, *Third Page* = 200x75 pixels, *Quarter Page* = 200x50 pixels

Issue #	Release Date	Space Close/Copy Due
Issue 54	10/15/12	09/01
Issue 55	12/01/12	10/15
Issue 56	01/15/13	12/01
Issue 57	02/28/13	01/15

Online Advertising

Web Traffic (all numbers on the rise)

Average monthly visits - 18,000
 Average monthly unique visitors - 9,500
 Average monthly page views - 80,000

Web Banners - \$300-\$500

All rates are for full season September 1 - June 1. All banners are located on all pages. Banner location on page rotates randomly with each page load.

Size (pixels width x height)	Location	Rate
200x200	all pages	\$500
200x100	all pages	\$400
200x75	all pages	\$350
200x50	all pages	\$300

E-Mail Newsletter Sponsor Banners - \$200

We publish seven e-mail newsletters each season - one per month September through March.

200x200 Banner in one newsletter	\$200
200x200 Banner in all seven newsletters	\$1,000

Copy and Contract Information

-Contracted copy will be used consecutively unless new copy is provided by copy due date. All advertising payable in U.S. dollars. No cancellations are accepted after the space closing date.

-New advertisers are required to pre-pay for the first insertion. Subsequent advertising is invoiced net 15 days upon approved credit. Past due accounts forfeit all frequency discounts. - Positioning of advertising is at the discretion of the Publisher, except where special positioning is guaranteed by contract.

-Contracted copy cancelled before space close date subject to 25% cancellation fee. No cancellations will be accepted after the space-closing date for each issue. The advertiser and its agency assume full liability for all content, including text and/or illustration of any advertisement printed, and will assume full responsibility for any claims made against the publication.

-All advertising material subject to the Publisher and the Editor's approval.

-Overdue accounts will be assessed a 2% per month (24% annum) finance charge. In the event that a delinquent account is turned over to a licensed collector or attorney, the advertiser and or agency will pay all costs, collection, and attorney fees.

Editorial Calendar 2012-13

Issue	Focus	Release Date
#54	Annual Ski Review and more TBA	October 15, 2012
#55	Alpine Touring Boots and more TBA	December 1, 2012
#56	TBA	January 15, 2013
#57	TBA	February 28, 2013
All Issues	Avalanche Safety, Backcountry Beta, Dedicated BC Skier Profiles, Books and Films.	All Season
Online	Regularly updated content highlighting gear, events, conditions, and breaking stories related to backcountry skiing and mountain culture.	Year Round

