

SNOWEST

Since 1974

The world's authority on how-to-ride, what-to-ride and where-to-ride in the West.

Everyone who rides the west reads *SnoWest*

The *SnoWest* editorial staff logs more miles of mountain riding than all other snowmobile journalists combined. It's this exclusive, experienced journalism that makes *SnoWest* the favorite and undisputed authority of western snowmobilers, plus an increasing number of Midwest and eastern snowmobilers who travel west to ride.

What makes riding in the West so special?

Deep snow, magnificent mountains and amazing scenery for starters. That's why sledders from all over head west to ride. And we're lucky enough to call the West home. We don't just live and work here, we snowmobile all over the West. That gives us the unique advantage of knowing where to ride, how to ride the mountains and what works best here.

Longer season and consistent snow generates more sales

The typical snowmobile season in the West is November to April, plus the West always has snow. This means more sales opportunities for you.

Advertiser index makes finding your ad a snap

Every issue features an advertiser index to quickly direct readers to your ad.

SnoWest editorial staff marks 70 years of sledding experience

Our readers can count on the seasoned, hands-on editorial of Steve Janes, Lane Lindstrom and Ryan Harris.

YOUR MICROCLIMATE: COLD FACTS ON RIDING COMFORTABLY



TOTAL READERSHIP	259,386*
Subscribers	15,578
Controlled	65,342
Newsstand	20,429
	(34% avg sell through)
Bulk/Dealer	3,034
Online Unique Viewers	2,008
Advertisers	450
*2.8 readers per copy	

MAGAZINE	ISSUE	SPACE DEADLINE	MATERIAL DEADLINE	MAIL DATE	EDITORIAL CALENDAR
<i>SnoWest</i>	September	8-Jul-11	22-Jul-11	16-Aug-11	Mountain 800 class - an in-depth look at the 800cc sleds from each manufacturer, Travel Feature, Tech Tip, Product Review, Pre-Season Workout Tips
<i>SnoWest</i>	October	5-Aug-11	19-Aug-11	14-Sep-11	Mountain 800 class shootout - which 800 is the best for 2012, Mountain 600 class - an in-depth look at the 600cc sleds from each manufacturer, Travel Feature, Tech Tip, Product Review, Intermountain Snowmobile Show Preview
<i>SnoWest</i>	November	2-Sep-11	16-Sep-11	17-Oct-11	Four-stroke mountain sleds, Mountain 600 class shootout - which 600 is best for 2012, Idaho Snowmobile Show Preview, Travel Feature, Tech Tip, Product Review
<i>SnoWest</i>	December	30-Sep-11	14-Oct-11	15-Nov-11	Mountain Freeride class - an in-depth look at the freeride sleds from each manufacturer, Western Canada travel guide, Tech Tip, Product Review
<i>SnoWest</i>	January	4-Nov-11	18-Nov-11	23-Dec-11	Sneak Peek at <i>SnoWest</i> Project Sled, Travel Feature, Tech Tip, Product Review, In depth look at Yamaha Phazer
<i>SnoWest</i>	February Online Only	9-Dec-11	23-Dec-11	23-Jan-12	Hottest products from the fall snow shows, Mountain Freeride class shootout - which mountain freeride is best for 2012, Travel Feature, Tech Tip, Product Review
<i>SnoWest</i>	March	9-Jan-12	20-Jan-12	9-Mar-12	Deep Powder Challenge, Sneak Peek at 2013 model year sleds

*Dates are subject to change without notice

MAIL ORDER RATES

September - October - November - December - March

BLACK/WHITE					FOUR COLOR				
	1x	3x	6x	9x		1x	3x	6x	9x
Full page	8234	7822	6727	5785	Full page	10474	9950	8557	7359
Two Thirds-page	5681	5397	4642	3992	Two Thirds-page	7227	6865	5904	5078
Half Vertical-page	4858	4615	3969	3413	Half Vertical-page	6179	5870	5049	4342
Half-page	4364	4146	3565	3066	Half-page	5551	5273	4535	3900
Third-page	2964	2816	2422	2083	Third-page	3771	3582	3081	2649
Quarter-page	2306	2190	1884	1620	Quarter-page	2933	2786	2396	2061
Sixth-page	1622	1541	1325	1140	Sixth-page	2063	1960	1686	1450
Eighth-page	1276	1212	1043	897	Eighth-page	1623	1542	1326	1141
Twelveth-page	930	884	760	654	Twelveth-page	1184	1124	967	832
Twenty Fourth-page	593	563	484	417	Twenty Fourth-page	754	716	616	530
Covers 2nd and 3rd	8646	8213	7064	6075	Covers 2nd and 3rd	10997	10447	8985	7727
Spread	16468	15645	13454	11571	Spread	20947	19900	17114	14718
					Back cover	11521	10945	9413	8095

JANUARY ISSUE RATES

BLACK/WHITE					FOUR COLOR				
	1x	3x	6x	9x		1x	3x	6x	9x
Full page	4670	4483	4304	4132	Full page	5940	5703	5475	5256
Two Thirds-page	3222	3093	2970	2851	Two Thirds-page	4099	3935	3777	3626
Half Vertical-page	2755	2645	2539	2438	Half Vertical-page	3505	3365	3230	3101
Half-page	2475	2376	2281	2190	Half-page	3148	3022	2901	2785
Third-page	1681	1614	1549	1487	Third-page	2138	2053	1971	1892
Quarter-page	1308	1255	1205	1157	Quarter-page	1663	1597	1533	1472
Sixth-page	920	883	848	814	Sixth-page	1170	1123	1078	1035
Eighth-page	724	695	667	640	Eighth-page	921	884	849	815
Twelveth-page	528	507	486	467	Twelveth-page	671	644	619	594
Twenty Fourth-page	336	323	310	297	Twenty Fourth-page	428	411	394	378
Covers 2nd and 3rd	4904	4707	4519	4338	Covers 2nd and 3rd	6237	5988	5748	5518
Spread	9340	8966	8608	8263	Spread	11880	11405	10949	10511
					Back cover	6534	6273	6022	5781

FEBRUARY ONLY ISSUE RATES

FOUR COLOR		VIDEO	
	1x		
Full page	1467	Video link	100
Two Thirds-page	1012		
Half Vertical-page	866		
Half-page	778		
Third-page	528		
Quarter-page	411		
Sixth-page	289		
Eighth-page	227		
Twelveth-page	166		
Twenty Fourth-page	106		
Covers 2nd and 3rd	1540		
Spread	2934		



SNOWEST

Meet the *SnoWest* reader

97% Male
 79% Married (70% of spouses snowmobile, and 67% have their own sled)
 75% Have household incomes over \$60,000
 44% Have household incomes over \$90,000
 91% Have a personal computer
 88% Have access to the internet from home
SnoWest readers average age: 46
 Average years snowmobiling: 21

VACATIONS

SnoWest readers like to travel

52% Took from 1-3 overnight snowmobile trips last year
 48% Took 4 or more overnight trips
 34% Of snowmobile trips lasted 4 days or more
 74% Plan their trips from September to January

READERS REPLY

What do readers think of *SnoWest*?

86% Save their copies for future reference;
 53% of those for over 2 years
 3.0 Average readers per copy

What readers are interested in reading in *SnoWest*:

New Products	80%
800 Mtn Sled Articles	74%
Sled Performance Upgrades	71%
How To's	67%
Tech Tips	66%
700 Mtn Sled Articles	56%
Riding Tips	56%
Custom Sled Projects	51%
Avalanche Product Info	47%
1000 Mtn Sled Articles	47%
Clothing Buyer's Guide	47%
Hottest Product Buyer's Guide	47%
900 Mtn Sled Articles	45%
600 Mtn Sled Articles	41%
Hybrid/Crossover Sled Articles	26%
Truck Accessories Buyer's Guide	25%
Truck Aftermarket Products	25%
Trail Sled Articles	22%
Women's Riding Articles	16%
Entry Level Sleds	12%

SNOWMOBILE OWNERSHIP

Why do they buy a particular sled?

1 - Dependability
 2 - Weight
 3 - Engine Size
 4 - Climbing Ability
 5 - Price
 6 - Brand Name
 7 - Dealer Support
 8 - High Performance Model
 9 - Looks
 10 - Warranty
 40% Buy sleds during spring promotions
 34% Buy their sleds in the fall
 25% Buy sleds every one or two years
 84% Will make their next sled 700cc or over
 97% Use their sleds in the mountains
 79% Use their sleds on the trails

SNOWMOBILE MODIFICATION

SnoWest readers are performance enthusiasts and do-it-yourselfers

86% Modify their sleds
 38% Spend from \$100-\$500 per year on mods
 56% Spend over \$500 per year on mods
 37% Have modified engines

Top 25 Modifications

Ice Scratchers	44%
Skid Plate	42%
Clutching	41%
Pipes	41%
Skis	41%
Handlebars/Riser	40%
Left Hand Throttle	37%
Silencers	31%
Air Box/Filters	27%
Reeds	24%
Tracks	23%
Seats	20%
Windshield	19%
Shocks	18%
Hand Guards	17%
Fuel Rack Storage	17%
Idler Wheels	16%
Gauges	14%
Heads	12%
Porting	10%
Running Boards	10%
Drivers	8%
Big Bore Kit	8%
LW Hood	7%
Turbo/Supercharger	7%

SNOWMOBILERS NEED TRUCKS

SnoWest readers are "truck" people
 82% Own pick-up trucks
 39% Own SUVs
 17% Plan to buy trucks within 3 years
 5% Plan to buy SUVs within 3 years

Which of these truck-related aftermarket products do you purchase?

Upgraded Tires	52%
Bedliners	50%
Hitches	38%
Performance Exhaust	35%
Performance Chips	35%
Running Boards	35%
Custom Wheels	32%
Towing Aids	22%
Tonneau Cover	18%
Lift Kit	18%
Camper Shells	12%
Mirrors	11%
Exhaust Brakes	7%
Turbos	4%
Propane Injection	2%
Nitrous Oxide	.3%

RECREATIONAL & BUYING HABITS

SnoWest readers are active outdoorsman and motorsports hobbyists

67% Go camping
 52% Fish
 57% ATV
 51% Hunt
 48% Go boating
 47% Own avalanche products
 59% Own ATVs
 38% Own motorboats
 72% Have purchased products on the internet

Which of the following products do you plan to purchase in the next:

	1 Year	3 Years
Avalanche Products	21%	10%
GPS	17%	8%
Personal Locator Beacon	14%	6%
Pickup Truck	12%	17%
Enclosed Sled Trailer	9%	14%
ATV	7%	8%
Travel Trailer	5%	3%
Radio Communicators	5%	3%
Helmet Camera	4%	3%
Motorboat	4%	5%
Open Snowmobile Trailer	4%	4%
SUV	3%	5%
Snow Plow	3%	1%

AD SPECS

Materials MUST be submitted in electronic format.

If you need assistance in this matter, please contact your sales rep.

Following are guidelines in supplying your materials:

PHOTOS: Tiff preferred, EPS acceptable. All files RGB. Never CMYK. All photos should be provided at 350 dpi. Internet Web photos at 72 dpi are not acceptable for print media. Artwork: Adobe Photoshop, Adobe Illustrator (Mac, PC) all text converted to outlines.

ADS: InDesign; NO PageMaker. Include ALL fonts (printer and screen). Also send all artwork and photos. All files must be CMYK. No RGB. High-resolution (350 dpi) PDF files are also acceptable. Two color ad material must be supplied as four color process. Magazines are printed at 175 line screen.

MEDIA SUPPORTED: CD, DVD, e-mail, FTP. Contact your account executive for e-mail and FTP address. Harris Publishing, Inc. is not responsible for electronic files that print incorrectly due to problems with your file. We reserve the right to substitute fonts in such cases where the fonts are not supplied with the ad file. Fonts will be chosen to match as closely as possible.

COMMISSIONS: 15 percent to recognized agencies for agency-supplied ads. Note: Publisher will charge for additional make-ready costs, including layout, typesetting and scans. Production will be billed at cost. Publisher will not honor advertising agency's 15 percent commission if any account remains unpaid for 90 days. Inserts/Polybag/Direct Mail/List Rental: Visit with your account executive for details and pricing. Advertiser Online provided for all advertisers.

TERMS & CONDITIONS: Print cancellations not accepted after closing date. Online cancellations can be made anytime subject to short rate and per-day adjustments. All advertisements are subject to acceptance by publisher and the advertising contract is therefore deemed to have been entered into in Idaho Falls, Idaho, and governed by the laws of the State of Idaho. Both publisher and advertiser consent to that jurisdiction. Orders are accepted subject to the terms and provisions of our current Advertising Rate Card, which will prevail in case of any inconsistency or conflict with advertiser's order.

- Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- Publisher is not responsible for the content of advertisements nor for claims arising from contents of advertisements.
- Publisher will not honor advertising agency's 15 percent commission if any account remains unpaid for 90 days.
- Should any monies required to be paid hereunder not be paid as set forth in the invoice, the advertiser shall pay publisher, in addition to the monies owed, a delinquent charge equivalent to the maximum legal rate of interest and expenses of collection including attorney's fees.
- Should reproduction materials for scheduled advertisement fail to arrive by deadline date, publisher reserves the right to repeat most recent material on hand.

PAGE DIMENSIONS

Trim Size	8 x 10.75
Live Area Full Page	7.0625 x 10
Live Area Two-Page Spread	15.125 x 10
Full Page w/Bleed Size	8.25 x 11
Spread w/Bleed Size	16.25 x 11
Binding Method	Saddle Stitched

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 Web Site: www.snowest.com
 FTP Site: ftp.harispublishing.com. Please contact your account representative for login, password and additional information.

AD DIMENSIONS

Two-Page Spread	15.125 x 10
Full Page	7.0625 x 10
2/3 Page Vertical	4.667 x 10
1/2 Page Horizontal	7.083 x 4.833
1/2 Page Vertical	4.667 x 7.333
1/3 Page Rectangular	4.667 x 4.833
1/3 Page Horizontal	7.083 x 3.167
1/3 Page Vertical	2.25 x 10
1/4 Page Horizontal	4.667 x 3.625
1/6 Page Horizontal	4.667 x 2.333
1/6 Page Vertical	2.25 x 4.833
1/8 Page	2.25 x 3.625
1/12 Page	2.25 x 2.333
1/24 Page	2.25 x 1.083

