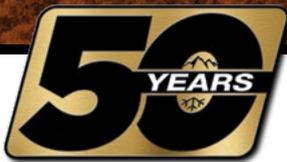
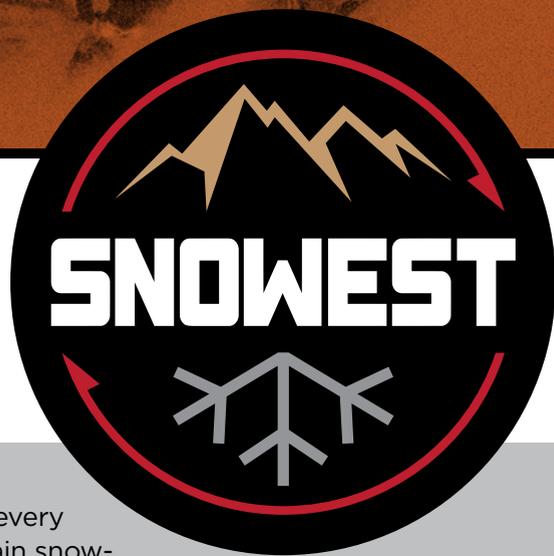


2024 MEDIA KIT

SNOWEST MEDIA GROUP



**WELCOME TO THE
SNOWEST MEDIA
GROUP. AN EXCLUSIVE MARKETING
PRODUCT LINE WITH 50 YEARS IN
THE SNOWMOBILE INDUSTRY.**



WHO WE ARE

SnoWest offers the most comprehensive array of media platforms in the snowmobile and winter powersports enthusiast industries.

Our team of test riders, writers, content creators and marketing specialists can help your company reach snowmobile enthusiasts in the mountain segment.

Our test riders and writing staff have over 200 years combined experience in mountain backcountry riding, hillclimb racing, cross country and snowcross racing and technical understanding. We have

tested every mountain snowmobile model since the mountain segment was created. No other media organization can claim that vast wealth of experience and expertise.

We understand snowmobiling because we are dedicated snowmobile enthusiasts. Facebook, Instagram and Google cannot match the passion and expertise the SnoWest Media Group has for the snowmobile industry.

WHAT WE DO

**1 THE SNOWEST SHOW
PODCAST**

**2 SOCIAL MEDIA
MARKETING**

**3 MAGAZINE
(PRINT AND DIGITAL)**

**4 SNOWEST.COM WEBSITE
AND FORUMS**

**5 E-BLAST EMAIL
MARKETING**

**6 VIDEO PRODUCTION
AND DISTRIBUTION**

**7 PRODUCT
REVIEWS**

**8 ULTIMATE TRAVEL
GUIDE**

**9 CONSUMER
TRADE SHOWS**

**LEARN MORE ABOUT EACH
PLATFORM ON THE
FOLLOWING PAGES.**

**READY TO BUILD YOUR MARKETING
PLAN? HAVE QUESTIONS THAT OUR
HELPFUL STAFF CAN ANSWER?**

Email mediagroup@snowest.com or call 208-542-2237

SNOWEST PODCAST



EPISODE CALENDAR*

About 3 Episodes monthly September through mid-April, 20 episodes minimum per season.

*Episode calendar subject to change

Hosted by Ryan Harris, Publisher/Owner SnoWest

TOPICS:

- MOUNTAIN SLED TEST REVIEWS
- MOUNTAIN SLED COMPARISONS
- GEAR AND EQUIPMENT REVIEWS
- AFTERMARKET MOD SLED RIDE REPORTS
- AFTERMARKET PRODUCT TESTS
- EVENT COVERAGE
- LIFESTYLE
- SNOWMOBILE HISTORY

PODCAST SPONSORSHIP RATES: IN-EPISODE SPONSORSHIP - \$2,000/YEAR

Commercial break read 15 sec, plus logo rotating banner on background TV.

TITLE SPONSOR - \$1,500/EPISODE

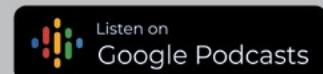
2 minute read at show open. Name in episode title on all platforms. Logo overlay on YouTube video. Link in YouTube description.

CONTROLLED CONTENT

TITLE SPONSOR - \$2,500/EPISODE

You dictate the show content.

THE SNOWEST SHOW PODCAST APPEARS ON:



**OVER 100,000 PLAYS
IN FIRST 15 EPISODES**

KEVIN MALCOM
SNOWEST MEDIA GROUP DIRECTOR OF MARKETING
kevin@snowest.com - 208-542-2237



SNOWEST MAGAZINE



That's 50 years of covering the sport, testing sleds, testing gear and performance parts, working with hundreds of companies and thousands of industry professionals!

What's the key to SnoWest's longevity and success? Authenticity. We don't have to act like we know what we're talking about, because we know what we're talking about! Our test staff has ridden and tested every mountain snowmobile since the segment was created in the early '90s. Plus, everything else dating back to 1974!

SnoWest Magazine is published in two formats: Traditional print and our industry-exclusive vertical-scrolling digital editions.

BETWEEN PRINT AND DIGITAL EDITIONS, EACH ISSUE OF SNOWEST MAGAZINE REACHES OVER 256,000 VIEWERS

PRINT EDITIONS ARE DISTRIBUTED TO:

- PAID SUBSCRIBERS
- WESTERN-US DEALERSHIPS
- CONTROLLED CIRCULATION
- TRADE SHOWS
- INDUSTRY BUSINESSES

PRINT MAGAZINE ADS RATE CARD

SIZE	
SPREAD	36,742
FULL PAGE	18,371

SIZE	
HALF-PAGE	10,405
THIRD-PAGE	6,349

ISSUE DATES

ULTIMATE TRAVEL GUIDE, WINTER 2023-2024
SEPTEMBER 2023
OCTOBER 2023
NOVEMBER 2023
DECEMBER 2023
JANUARY 2024
FEBRUARY 2024 (digital only)
MARCH 2024

DIGITAL EDITIONS OF SNOWEST MAGAZINE ARE DISTRIBUTED TO:

- Premium subscribers
- Social media
- Marketing campaigns
- Email blasts
- Premium SnoWest Forum members

KEVIN MALCOM

SNOWEST MEDIA GROUP DIRECTOR OF MARKETING

kevin@snowest.com - 208-542-2237



SNOWEST E-BLAST

E-BLASTS

Email Blasts are one of the hottest marketing trends in any industry, and SnowWest has over 76,000 snowmobile enthusiast users on tap that have double opted-in to receive deals and emails about snowmobile products and services.



**SNOWEST E-BLASTS HAVE AN
AVERAGE 67% OPEN RATE.**

We have five banner ad sizes available with multiple placement options to maximize your company's exposure! All names are double-optimized in via MailChimp list management software. Our list has been collected and cultivated through magazine subscribers and readers, snowmobile show attendees, social media followers.

E-BLASTS RATE CARD

TIMES	PRICE
1	2,000
MULTIPLE	1,600

SNOWEST ONLINE

WEB BANNERS

We have five banner ad sizes available with multiple placement options to maximize your company's exposure!



WEB BANNER ADS RATE CARD

SIZE	PRICE
300x600	550/MO
300x600	550/MO
320x50	475/MO
728x90	800/MO
970x90	800/MO

KEVIN MALCOM

SNOWEST MEDIA GROUP DIRECTOR OF MARKETING

kevin@snowest.com - 208-542-2237

SNOWEST SOCIAL MEDIA



SnoWest Media Group excels in social media content creation and user interaction. Our social media following and reach is by far the largest in the industry among media.

262 MILLION SNOWEST FACEBOOK AND INSTAGRAM ESTIMATED AUDIENCE SIZE *(Source: Meta)*

FACEBOOK

126,000 FOLLOWERS
90% MALE
10% FEMALE
65% UNITED STATES
23% CANADA
3% SCANDINAVIA

INSTAGRAM

PEAK SEASON 4.2 MILLION ACCOUNTS REACHED OVER 30 DAY PERIOD* *(source: Meta)*
155,000 FOLLOWERS
92% MALE
8% FEMALE
56% UNITED STATES
25% CANADA

YOUTUBE

11,200 SUBSCRIBERS
98% MALE
45% UNITED STATES
23% CANADA

TIKTOK

22,500 FOLLOWERS

PAID CONTENT RATE CARD

\$10 CPM
\$2,000
STORIES AND POST
4 story panes with link, plus follow upstory pane with link 2 days later Post with up to 5 carousel images

\$2,600
STORIES AND REEL
4 story panes with link, plus follow up story pane with link 2 days later Reel up to 60 seconds

Pinned post for extra \$1,500/month

KEVIN MALCOM

SNOWEST MEDIA GROUP DIRECTOR OF MARKETING

kevin@snowest.com - 208-542-2237

SNOWEST CONSUMER TRADE SHOWS

SNOWEST PRODUCES THE
FOLLOWING CONSUMER
TRADE SHOWS:



UTAH SNOWMOBILE SHOW

October 18-19 2024

Mountain America Expo Center, Sandy, Utah



IDAHO SNOWMOBILE SHOW

November 22-23 2024

Ford Idaho Sport Complex, Nampa, Idaho



BOOTH RATES

UTAH SNOWMOBILE SHOW

\$600 for first 10x10 — \$550 for additional 10x10

IDAHO SNOWMOBILE SHOW

\$550 for first 10x10 — \$500 for additional 10x10

SPONSORSHIP PACKAGES AVAILABLE:

PLATINUM — GOLD — SILVER

Contact Kevin Malcom for show sponsorship information

KEVIN MALCOM

SNOWEST MEDIA GROUP DIRECTOR OF MARKETING

kevin@snowest.com - 208-542-2237

SNOWEST VIDEO

SnoWest Media Group offers full-scale video production services (through its sister



company Harris Media Services) for any of your company video needs. We can produce YouTube content, social media content, commercials and short films.

What sets us apart from other video production services? With SnoWest, you get INCLUDED DISTRIBUTION to the snowmobile industry through our platforms. Source your content production needs through us, and we will share your videos on our social media and YouTube channels.

VIDEO PRODUCTION RATE CARD

15-29 second \$950*

30-59 second \$1,700*

60-120 second \$3,500*

(*plus travel expenses & specialty production requests)

*Want to post your existing video on our YouTube or social media outlets?
Contact Kevin Malcom*

KEVIN MALCOM

SNOWEST MEDIA GROUP DIRECTOR OF MARKETING

kevin@snowest.com - 208-542-2237



SNOWEST PRODUCT REVIEWS

HAVE THE EXPERT
SNOWEST TEST STAFF
USE AND REVIEW
YOUR PRODUCT!



AVAILABLE PLATFORMS:

Magazine review: \$500

Podcast review: \$2,500

Video review: \$2,500

You are welcome to send us free product. Without paying a sponsorship fee, there's no guarantee that your product will be featured.



PRODUCT REVIEW

BCA FOR THE SAVE

SAFETY IS A PRIORITY WITH BACKCOUNTRY ACCESS

BY ERADY L. KAY

When it comes to being safe, this isn't where you want to skip to try and save a little money. If you ride in the backcountry, avalanche beacons (as well as knowledge of how to use them) are considered mandatory and Backcountry Access or BCA is a great place to start if you don't have one or are looking to upgrade. Avalanche transceivers are worn close to the body and continuously emit a radio signal that can be picked up by other transceivers in the area. Other riders with transceivers can switch them to "search" mode to locate a buried person's signal, and with a probe help them pinpoint exactly where to dig.

TRACKER4 BEACON
Known as the BCA workhorse, the 80 SNOWEST FEBRUARY 2023

Tracker4 avalanche transceiver is considered the manufacturer's top-of-the-line beacon and it's one of the toughest you'll find. The triple antenna and easy-to-use design provide real time display and real-time signal locking/unlocking for when every second counts. No one likes to think about avalanches, but not being prepared for one is inexcusable.

MTNPRO VEST

While beacons are considered mandatory in the backcountry, in reality, an avalanche pack should be too. Again, this isn't the time to try and save money even though it's the only product you buy that you hope to never use all of its functions. BCA offers a wide variety of avalanche airbag packs, but the one I was drawn to was the Float MtnPro Vest

that is a lightweight and breathable protective vest that is equipped with the 2.0 airbag system. Compared to the original, it's six percent lighter and more breathable and this latest version is compatible with BCA's 2.0 system that is 15 percent lighter and nearly 30 percent smaller than the original Float 1.0, so you're saving quite a bit of weight.

Designed for high-performance mountain snowmobiling, I like that besides having an airbag and plenty of storage space it also provides protection with 1 mm of hard shell sandwiched between two layers of PE foam. This provides protection from trees, rocks, handlebars, or whatever else you might come across on your sled adventures. Just remember, the Float 2.0 cylinder is sold separately.



KEVIN MALCOM

SNOWEST MEDIA GROUP DIRECTOR OF MARKETING

kevin@snowest.com - 208-542-2237

SNOWEST

ULTIMATE SNOWMOBILE TRAVEL GUIDE

A SNOWEST-EXCLUSIVE GUIDE TO WESTERN RIDING DESTINATIONS AND LODGING.

DIGITAL PLATFORM, EXCLUSIVE VERTICAL-SCROLL FORMAT, EASILY ACCESSIBLE AND SHAREABLE.

FORMAT AND DISTRIBUTION MEANS YOUR CONTENT IS EFFECTIVE AND WORKING FOR YOU FOR THE ENTIRE YEAR!

SNOWEST'S
ULTIMATE SNOWMOBILE
TRAVEL
GUIDE

LOGGING | DINING | SLED RENTAL | DESTINATIONS | GUIDE SERVICE



RATE CARD

SIZE	PRICE
FULL PAGE	1,200
SPREAD	2,250
INCLUDE CUSTOM-VIDEO FOR ADDITIONAL	\$1,000

(created by HMS)

KEVIN MALCOM

SNOWEST MEDIA GROUP DIRECTOR OF MARKETING

kevin@snowest.com - 208-542-2237

