

SNORIDERS RIDERSWEST

MEDIA KIT 2018

OUR READERS:

"Keep up the great work on your excellent magazine. It's great to get the monthly online issue and I look forward to the actual paper magazine. I have actually been in the Hot Shots a couple of times and to a snowmobile addict like myself, it was a big deal." —**Barry Guindon**



SNORIDERS RIDERSWEST

Welcome to **SnoRiders** magazine, Western Canada's official magazine of organized snowmobiling in B.C., Alberta, Saskatchewan, Manitoba, Nunavut, Northwest Territories and Yukon. **SnoRiders** and **RidersWest** are devoted to motorized recreation: snowmobiling, ATVing, motorcycling, off-road riding, touring and racing.

The exclusive alliance of **SnoRiders/RidersWest** with all the Western Canadian snowmobile associations/clubs and members of ATVBC, AOHVA, SSA and ATV Manitoba brings unparalleled targeting and reach to your marketing message.

The demographics of our readers represent the prime buyers in your market. Our readers are dedicated, focused and affluent, with high disposable incomes. They invest heavily in their sport in time spent, frequent participation and engagement.

SnoRiders/RidersWest offers a highly targeted, direct-mail distribution system. This will utilize your marketing investment by delivering your message directly to these buyers, who are avid snowmobilers and motorsports enthusiasts across Western Canada.

Remember, our related websites (www.snoriderswest.com and www.riderswestmag.com) and our monthly e-Newsletters are not just any digital and print platform— they're dedicated to enthusiasts with tremendous buying power. With our exclusive and highly targeted distribution list, we get your important message into the hands of readers who really count.

So put the power of subscription-based direct mail reach to use and draw on the exclusive reach of the **SnoRiders/RidersWest** total media package in print, online and via e-Newsletter.



A stylized, handwritten signature in black ink that reads "KEITH G. POWELL".

KEITH G. POWELL, Publisher
SnoRiders/Riderswest magazines

ENHANCE YOUR IMPACT

Total Annual Market Impact = **1,471,643** – this includes print (620,000), digital & social media (851,643)

Total SR/RW Website

616,318

page views.

SR Website 471,903 page views annually
42% increase over last year.
RW Website 145,009 page views annually
15% increase over last year.

SR/RW Social Media

69,276

social media
annual engagement



SR/RW eNewsletters

155,076

subscribers annually
75% increase over last year.

SR/RW Magazine

620,000

readers annually

SR/RW Digital Magazine

35,452

page views



eMagazine

website

eNewsletter

Print

58 %

TOTAL DIGITAL COVERAGE

851,643 industry readers

Increase your total marketing impact by including our Website, monthly eNewsletter, and our Social Media involvement.

42 %

TOTAL PRINT COVERAGE

620,000 industry readers

30,000 copies of SR/RW magazines (35,000 Fall issue) are read by 4 people, for a readership of approximately 120,000 per issue! 620,000 readers annually (5 issues per year).

MAXIMIZE YOUR CAMPAIGN BY BUNDLING

Build an integrated marketing campaign. When you include more platforms, audience reach and effectiveness increases and investment decreases.

OUR READERS YOUR CUSTOMERS

Dedicated enthusiasts with tremendous buying power

// Resorts, attractions and tourism:

Our readers are planning to spend

\$59 MILLION

on riding trips this season

The math: \$248.41 (average amount our readers spend per day on a trip) x 3 day trips (average amount our readers travel) = \$745.23 x 79,560 (number of trips our readers plan to take) = \$59,290,499

68%

of readers used SnoRiders/
RidersWest to plan a trip

Our readers plan to make

79,560

trips this season

The math: 30,000 (copies per issue) x 68% (readers who used SnoRiders/RidersWest to plan a trip) = 20,400 x 3.9 (average number of out-of-town trips our readers take per year) = 79,560

47% of our readers do off-road
& street motorcycling

45% of our
readers fish

84% of our readers enjoy
watersports
(Boating = 65%, PWC = 19%)

36% of our
readers golf

Our readers:

Take 3.9 out-of-town trips per year

Travel with 4.9 people on average per trip

Spend \$248.41 per day on a typical snowmobile trip

Spend \$221 per day on a typical ATV trip

Reader gender

Male **70%**

Female **30%**

// Dealers and manufacturers:

\$373 MILLION

What readers are planning to spend on
new trucks

The math: 30,000 (copies per issue) / 3.21 (our readers buy new trucks once every 3.21 years on average) = 9,346. 9,346 (readers who will buy a new truck) x \$40,000* (average price of a new truck) = \$373,840,000. *Average price of a range of models from 11 major truck manufacturers.

\$83 million

What readers plan to spend on new sleds

The math: 30,000 (copies per issue) / 4.13 (our readers buy new machines once every 4.13 years on average) = 7,264 sleds (readers who will buy a new machine) x \$11,429 (average price of a new machine) = \$83,020,256

\$83 million

What readers plan to spend on new ATVs

The math: 30,000 (copies per issue) / 4.6 (our readers buy new machines once every 4.6 years on average) = 6,522 ATVs x \$12,827 (average price of a new machine) = \$83,657,694

// Products:

\$746

What readers spend on after-market parts
& accessories

\$22 MILLION

Average amount RidersWest/SnoRiders readers
will spend on after-market parts & accessories

The math: 30,000 (copies per issue) x \$746 (average amount spent on after-market parts & accessories) = \$22,380,000

Readers also intend to buy:

- Trailers >> our readers love to travel
- Fuel >> additions, lubrications, oil and more
- Riding Gear >> helmets, snowmobiles, boots and more
- Hitches >> and much more

This information was compiled from our RidersWest and SnoRiders survey results. Not all participants answered every question—in such cases percentages were calculated individually to ensure accuracy.

OUR DISTRIBUTION PERSONALLY DELIVERS YOUR MESSAGE

To Western Canada's largest group of active riders



REACH ACTIVE RIDERS WHERE THEY ARE SURE TO FIND IT—IN THEIR MAILBOX

We directly mail to over 30,000 serious riders.

SnoRiders/RidersWest goes out by direct mail to serious riders in Western Canada, providing a targeted market for your message.

We publish official newsletters for the western provincial/territorial snowmobile associations, sending each member's household a personally addressed magazine that includes their organization's newsletter.

British Columbia

- British Columbia Snowmobile Federation

Alberta

- Alberta Snowmobile Association
- Alberta Off-Highway Vehicle Association

Saskatchewan

- Saskatchewan ATV Association
- Saskatchewan Snowmobile Association

Manitoba

- Manitoba ATV Association
- Snowmobilers of Manitoba

Yukon

- Klondike Snowmobile Association

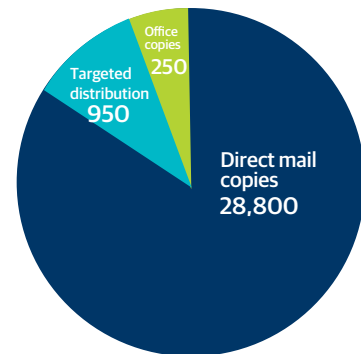
Nunavut

- Nunavut Snowmobile Association

Other

- Trade shows, dealers and high-traffic areas

Magazine Distribution



Direct mail copies	96% - 28,800
Targeted distribution	
Trade shows, dealers and info centres	950
Promo distribution (office copies)	250
Total	30,000

Magazine Readership

Annual audience	620,000
Minimum copies per issue	30,000
Fall issue	35,000*
5 issues annually	155,000 (copies)
Average readers per copy (survey data)	4
Total readers per issue	120,000
Number of readers annually	620,000

*The Fall issue includes bonus trade show distribution.

Magazine Calendar



FIVE ISSUES COVER SLEDDING ALL WINTER AND ATVing THROUGH TO THE SUMMER

Fall Winter	Mid-Winter Spring	Summer
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Contact your sales representative for more information on advertising opportunities

SNORIDERS RIDERSWEST



Give us a call today » **TOLL FREE 1.800.663.8555**
Ph: 250.426.7253 » Fax 250.426.4125 » info@kpimedia.com

www.SnoRidersWest.com

www.RidersWestmag.com

ROBIN BELL
robin@kpimedia.com
(250) 426-7253 Ext. 246
Sales Representative

CARRIE WARTHMAN
carrie@kpimedia.com
(250) 426-7253 Ext. 236
Sales Representative