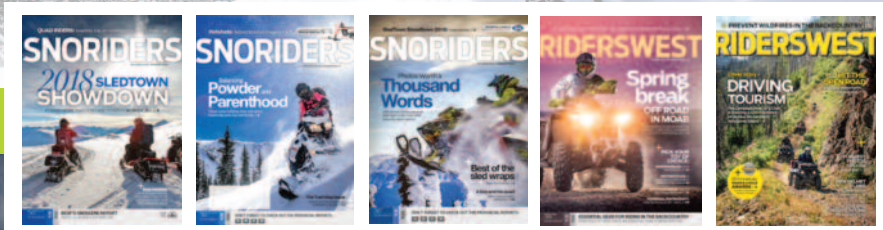


SNORIDERS RIDERSWEST

MEDIA KIT 2019

From one of our readers:

"Keep up the great work on your excellent magazine. It's great to get the 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.

SnoRiders/RidersWest has an exclusive alliance with all the Western Canadian snowmobile associations/clubs and ATV organizations. Therefore, members of ASA, BCSF, SSA, SnoMan, KSA, ATVBC, AOHVA, SATVA and ATVMB receive our magazines, which 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 = 1,676,281 – this includes print (600,000), digital & social media (1,076,281)

Total SR/RW Website
671,867
page views.

SR Website 469,694 page views annually
RW Website 202,173 page views annually

SR/RW Social Media
237,420
social media
annual engagement



SR/RW Digital Magazine
31,214
emails sent promoting
the digital magazine

SR/RW eNewsletters
135,780
subscribers annually

SR/RW Magazine
600,000
readers annually



64 %

TOTAL DIGITAL COVERAGE

1,076,281 engaged readers

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

36 %

TOTAL PRINT COVERAGE

600,000 engaged readers

30,000 copies of SR/RW magazines are read by 4 people, for a readership of approximately 120,000 per issue! 600,000 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 increase 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

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 motorsports enthusiast 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
- Quad Riders ATV Association of British Columbia

Alberta

- Alberta Snowmobile Association
- Alberta Off-Highway Vehicle Association

Saskatchewan

- Saskatchewan Snowmobile Association
- Saskatchewan All Terrain Vehicle Association Inc.

Manitoba

- Snowmobilers of Manitoba
- ATV Association of Manitoba

Yukon

- Klondike Snowmobile Association

Nunavut

- Nunavut Snowmobile Association

Other

- Trade shows, dealers and high-traffic areas

SOCIAL MEDIA



Monthly Social followers engaged19,785
Social Media 2018 engaged followers.....237,420



WEBSITE USAGE

Yearly trackable page views671,867

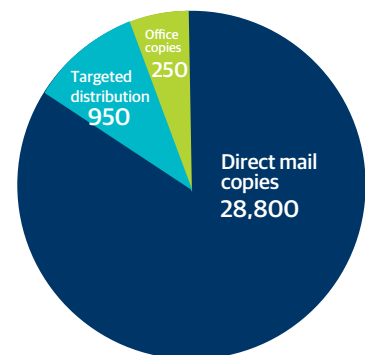


eNEWSLETTER

Monthly eNewsletter subscribers11,394
Audience per year (2018)135,780
Annual digital magazine emails31,214

- Continually increased subscribers
- Only sent to willing subscribers

Magazine Distribution



Direct mail copies 96% - 28,800
Targeted distribution
Trade shows, dealers and info centres ..950
Promo distribution (office copies) 250
Total30,000

Magazine Readership

Annual audience 600,000
Minimum copies per issue 30,000
5 issues annually 150,000 (copies)
Average readers per copy (survey data) ...4
Total readers per issue120,000
Number of readers annually 600,000

*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



Contact your sales representative for more information on advertising opportunities

SNORIDERS RIDERSWEST



Give us a call today » **TOLL FREE 1.800.663.8555**
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