

# MOUNTAIN SLEDDER

SNOWMOBILE MAGAZINE

*MOUNTAIN SLEDDER REPRESENTS THE MOST DEDICATED,  
AFFLUENT AND ENTHUSIASTIC COMMUNITY OF SNOWMOBILERS*



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2019-20  
MEDIA KIT

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# OUR CONTENT

Killer content is still king and we make sure we keep things fresh and relevant to our niche audience of snowmobilers.

## 2019-20 ADVERTISING CALENDAR

### FALL ISSUE (October 2019)

2020 Sled models  
New Gear for 2020

### WINTER ISSUE (December 2019)

#### REGULAR SECTIONS

Trailhead - News / Updates  
Ride Zones  
Exposure - Photo Gallery  
Riding Tips  
Snowmobile Film Reviews  
Rider Profiles  
Avalanche Safety



## GEAR REVIEW SECTION



### OUR GEAR GUIDE: THE BEST WAY TO SHOWCASE YOUR PRODUCTS.

Every year we hand-pick the best snowmobile gear we know our riders will love. We get behind the lens and come up with creative and engaging concepts to showcase the gear so that our readers look for the products online and in the stores.

Contact us to discuss your product placement opportunities.

## BOOKING DEADLINES

Issue	Reservations	Artwork	Payment Due	On Shelves
Fall	August 1	August 15	October 30	October 1
Winter	October 20	November 3	December 30	December 1

# OUR PRINT PUBLICATION

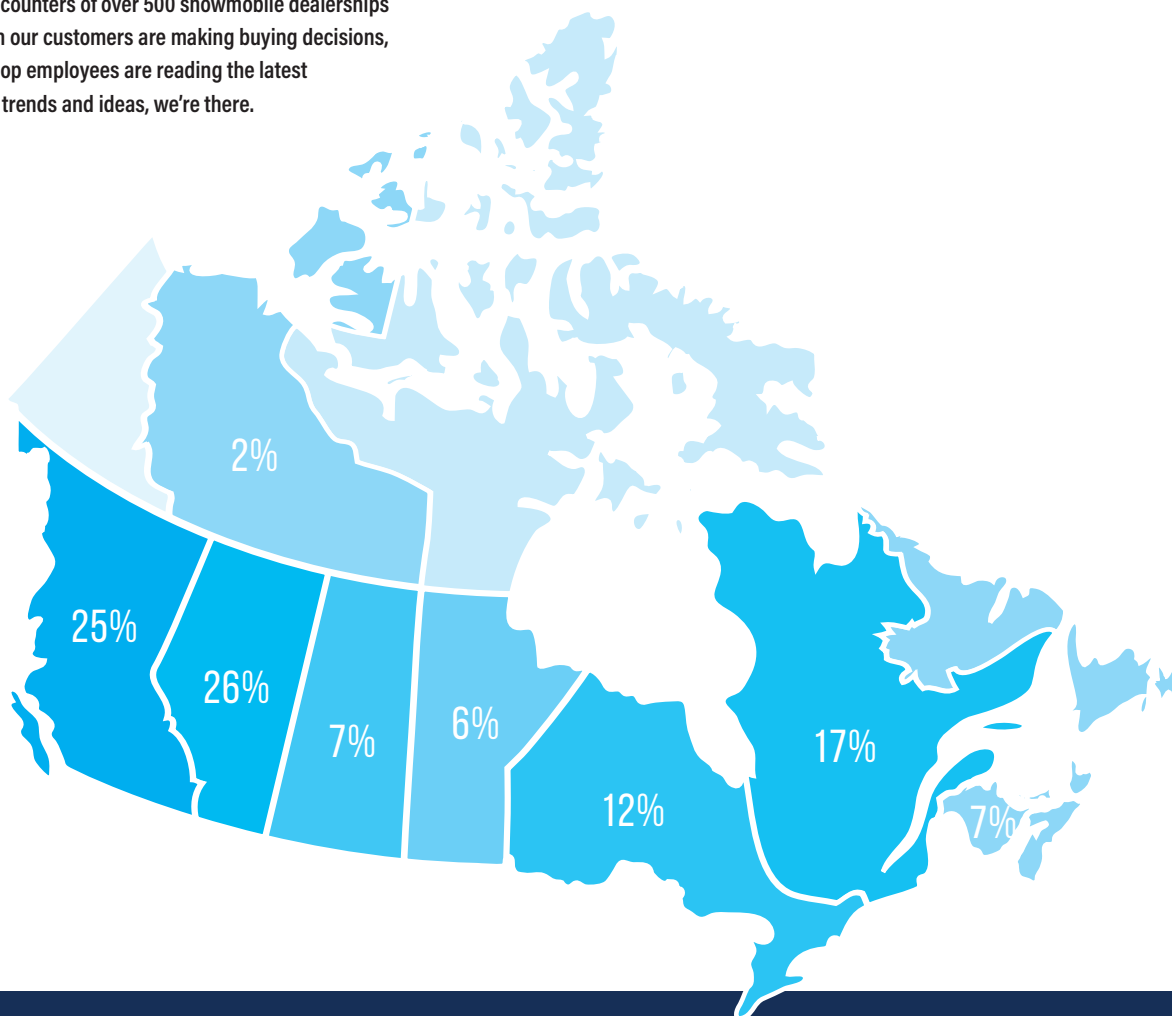
*On the counters of  
over 500 snowmobile  
dealerships in Canada*

## DISTRIBUTION

Snowmobiling's Most-Read Free Publication. *Mountain Sledger* magazine is available for FREE at every major snowmobile dealership in Canada, and most of the not-so-big-ones, too. We put our magazine on the counters of over 500 snowmobile dealerships across Canada. When our customers are making buying decisions, we're there. When shop employees are reading the latest snowmobiling news, trends and ideas, we're there.

## CIRCULATION

	Issue 14	Issue 15
Available	October 2018	December 2018
Print Run	30,000	25,000
Tradeshows	5,500	0
Dealerships	20,825	21,325
Newsstands	3,675	3,675





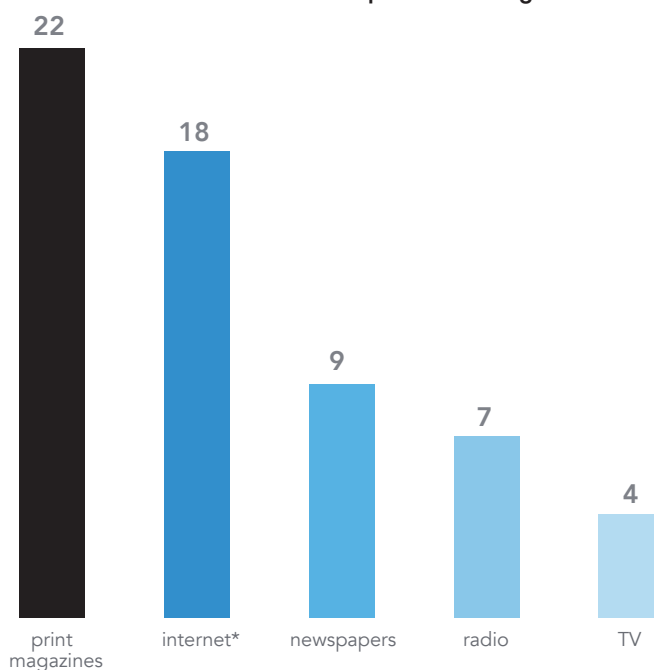


**"Being part of *Mountain Sledder Magazine's* print and digital program has been an essential part of our advertising strategy. The ad campaigns, paired with the engaging content have allowed us to reach our target audience of snowmobile enthusiasts and increase our sales."**

- Tom Delanoy, President of 509

***Print magazines are no. 1 in reaching affluent influential consumers in more categories than other media.***

Number of times medium ranks #1 among affluent influential consumers across 60 product categories



\*Includes internet magazine activity.

Base: Top quintile of users of each medium among adults with HHI of \$75K+.

Category influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

Source: GfK MRI, Spring 2017

Sleddermag.com is the premier online destination for all the latest information and action in the world of mountain sledding.

Sleddermag.com posts stories and photos from the biggest names in professional snowmobiling on a daily basis during the winter season to ensure we keep our faithful readers interested and returning to the site multiple times a week. We also post fresh content weekly during the off season including the latest news, video edits, stories and gear reviews. The content is driven by riders, our readers and the mountain sledding community in general.

Make Sleddermag.com part of your ad buy and increase your reach and brand awareness.



## ANALYTICS (YEARLY)

**400,000** Page views

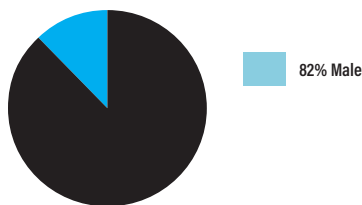
**210,000** Users

**300,000** Sessions

@sleddermag



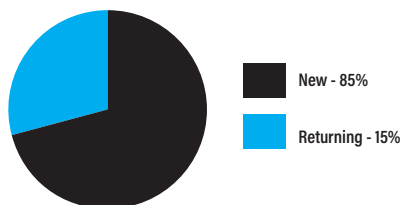
## READERSHIP BY GENDER



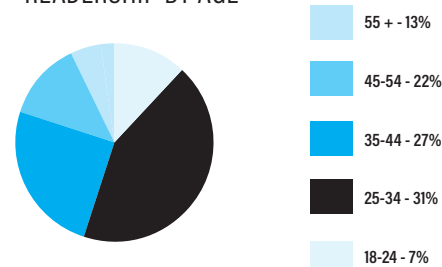
## READERSHIP BY LOCATION



## NEW VS. RETURNING READERS



## READERSHIP BY AGE



Source: Google Analytics May 1, 2018 - May 1, 2019

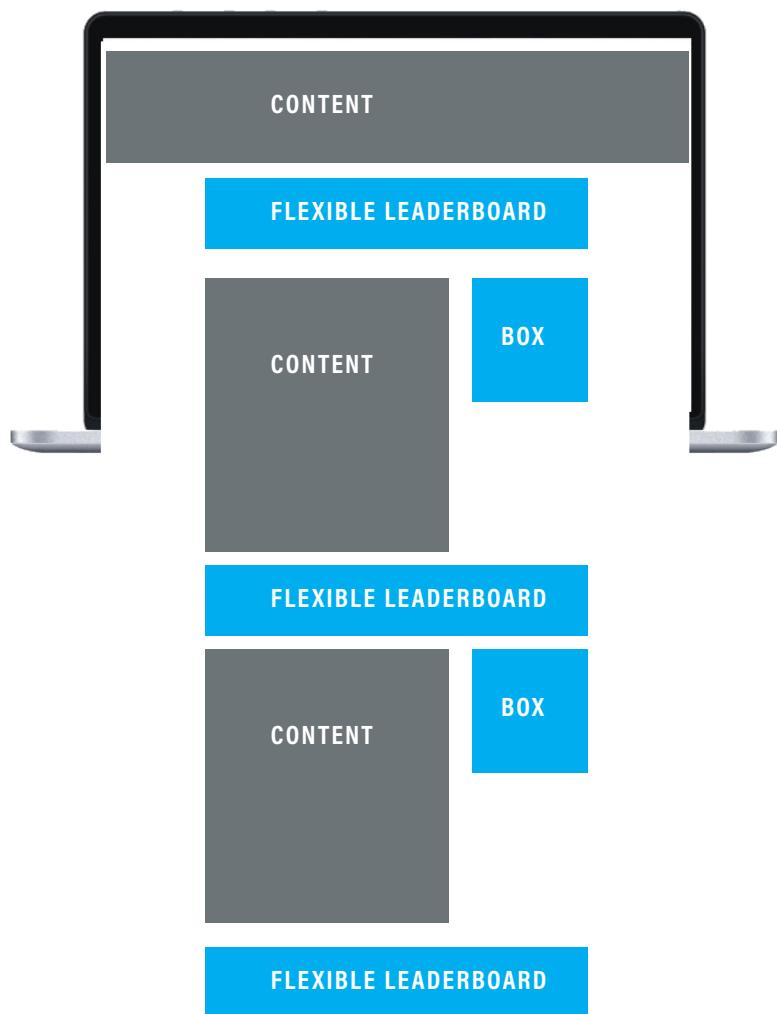
## FLEXIBLE LEADERBOARD

9270x250, 728x90,  
300x50, 300x100, 320x50, 468x60

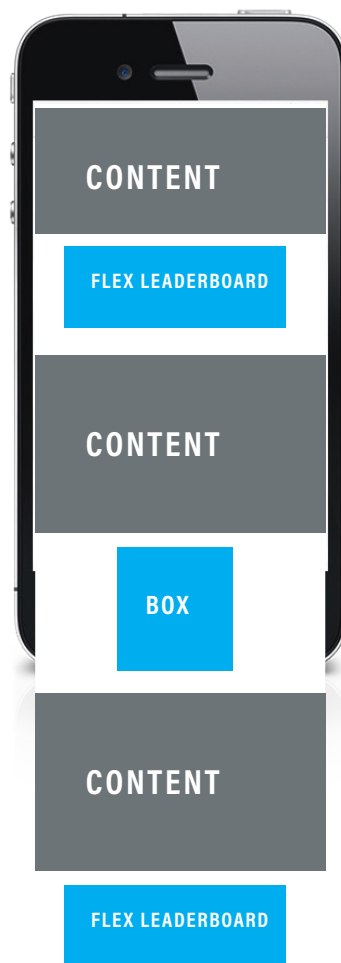
## BOX

300x600  
300x250

RATE SHEET  
AVAILABLE  
UPON REQUEST



CONTINUES WITH SCROLL



CONTINUES WITH SCROLL

## PAGE TAKEOVER

### SPEC SHEET

#### RESPONSIVE BILLBOARD

SINGLE CREATIVE DYNAMICALLY RESIZES ACROSS ALL SCREENS



Desktop & tablet: 1600x350 (responsive)

Mobile: 400x175

Creative: Responsive Billboard creative with option for video.

3rd Party Tracking: Click and impression tags accepted.

1. Ad loads from the billboard, leaderboard or mobile leaderboard position
2. Only the 1600x350 unit (for desktop) may contain a video
3. If a responsive ad unit is not available, 3 units are created in the sizes of 970x250, 728x90, and 320x50
4. All 3 units are trafficked into one tag and display the appropriate sized unit

#### REGULAR UNITS

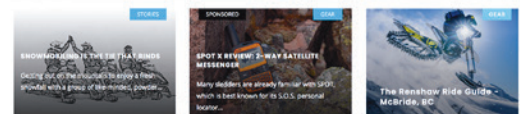
Desktop: 300x600 or 300x250

Mobile: 300x250



970x250 or 728x90

#### FEATURED



#### STORIES



300x600 or 300x250

Footer 970x250 or 728x90





### 2020 Polaris KHAOS First Ride

Mountain Sledder recently had the opportunity to tag along on a VIP demo ride of the 2020 Polaris RMK KHAOS.

[Read Full Article](#)



### Dave Treadway Remembered

Dave was a freeskier, sledder, adventurous soul and family man who was well-known and loved in the community of backcountry enthusiasts in Western Canada.

[Read Full Story](#)



### Avalanche Research Program Seeks Feedback

Simon Fraser University's Avalanche Research Program (SARP) has just launched a new project in collaboration with Avalanche Canada and several US Avalanche Forecasting centres.

[Read Full Story](#)



### Timbersled 2020: ARO 3 vs RIOT Experience

This spring, Timbersled sent prototype MY2020 bikes to dealers across North America to support demo rides of the new ARO 3 and RIOT systems.

[Read Full Story](#)



### BRP Launches 4th International Design Competition

BRP officially launched the 4th edition of its International Design Competition during Arctic Design Week. This year, BRP is thrilled to expand the competition to include more design schools from around the world that face harsh winter conditions.

[Read Full Story](#)

## E-NEWSLETTER ADVERTISING

**Mountain Sledder Magazine is now offering access twice monthly to our newsletter subscribers!**

Reach our targeted subscriber audience with our bi-weekly e-newsletter where we offer our top stories right to our readers' inbox.

**Only 24 spots available!**

Reserve your spot in advance as spots fill up quick.

### How it works

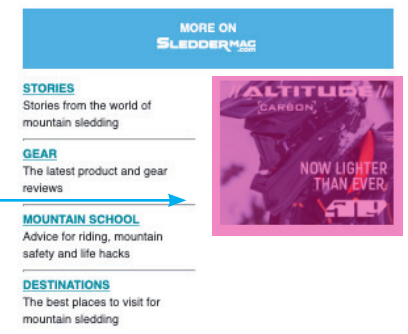
Every two weeks we handpick the most popular and interesting stories on sleddermag.com and sending them to our readers. Your banner ad messaging is inserted within the content and delivered to thousands of inboxes of enthusiastic snowmobilers.

Newsletter Banner Ad	Minimum Reach	Rate
728x90 or 300x250	5,000	\$400 per newsletter

728x90



300x250







# MOUNTAIN SLEDDER

SNOWMOBILE MAGAZINE

## INQUIRIES

For advertising enquiries, please contact:

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