

media
kit

MOUNTAIN SLEDDER MAGAZINE

the voice of mountain
sledding.

**MOUNTAIN
SLEDDER**
snowmobile magazine

stats

10 Years of
Publication

16.5k Instagram
Followers

17k Facebook
Followers

30k Copies
Printed
Annually

250.344.3645
sales@sleddermag.com

ABOUT US

We are the Voice of Mountain Sledding. We tell our stories our way. We showcase the athletes and the people who make mountain sledding amazing.

Our publication can be found on coffee tables, in truck door consoles and on the counters of the finest snowmobile dealerships in Canada - all the places that your consumers are.



STAPLES OF THE MAGAZINE

YOUR AD APPEARS WITH:

AVALANCHE SAFETY

GEAR GUIDE

TRAILHEAD NEWS

RIDE ZONES

PHOTO GALLERY

RIDER PROFILES

RIDING TIPS

WWW.SLEDDERMAG.COM

250.344.5060

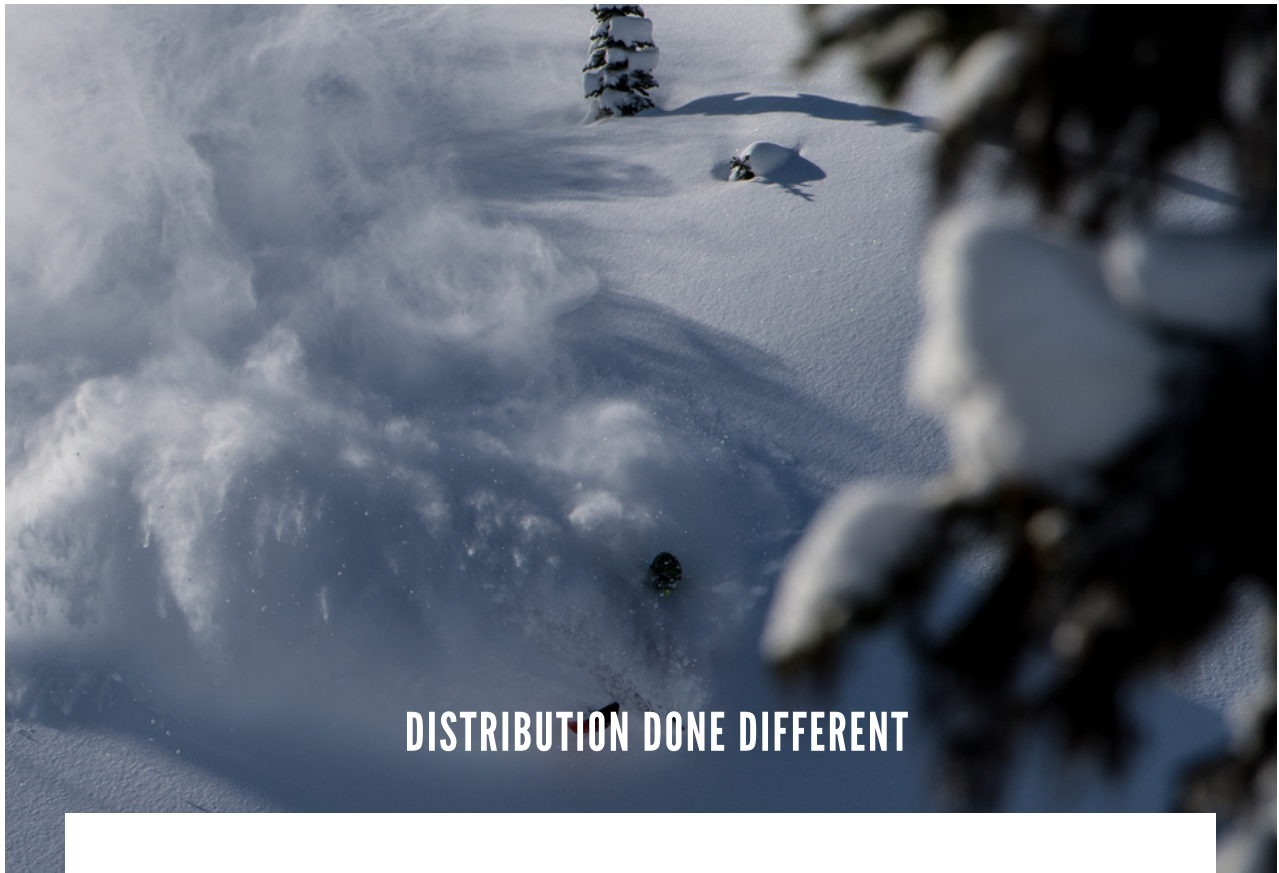
SALES@SLEDDERMAG.COM

DISTRIBUTION

Get on board, because it's a bit different. Mountain Sledder Magazine is distributed on the countertops of 500+ snowmobile dealerships across Canada.

Dealerships receive 1-5 boxes of each magazine and are encouraged to distribute them to their customers.

We also do some newsstand distribution for those customers eager to pay for our content.



FREE IS BETTER.

ISSUE 20 DISTRIBUTION

Snowmobiling's Most-Read Free Publication. Mountain Sledder 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.

Available // October, 2022

Print Run // 30k

Free Tradeshow Issues // 6k

Free Dealership Issues // 21k

Issues sold on newsstands // 3k

AUDIENCE

We've grown.

Once a "mountain only" world, the world of mountain sledding has expanded its influence into Central and Eastern Canada. Your brand will be seen alongside our curated ads and content by sledders across Canada.

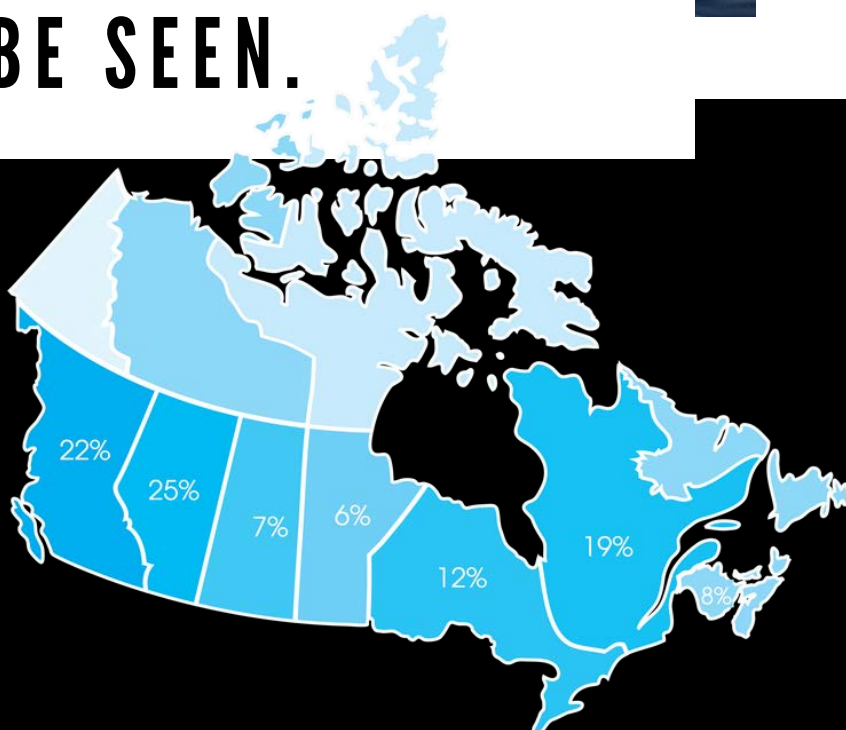


OUR AUDIENCE IS YOUR AUDIENCE

BE SEEN.

OF OUR 30,000 COPIES...

ALBERTA // 25%
BRITISH COLUMBIA // 22%
QUEBEC // 19%
ONTARIO // 12%
SASKATCHEWAN // 7%
MANITOBA // 6%
MARITIMES // 8%



PRINT

For the past 10 years, we've been putting our physical publication in the hands of snowmobilers across Canada - at the times when it has the most impact. You'll see our publication at consumer trade shows, on the countertops of dealerships and on the coffee tables of snowmobilers.



DESIGN

- All colours must be converted to CMYK.
- Min. resolution of 400 dpi for all images and logos at 100%.
- All ads, except full page ads, must have a defining border on all sides.
- All bleeds must extend 1/4" on each side—this ONLY applies to full page ads, double page spreads and 1/2 double page spreads. All other ads do not need bleed, but do require a 0.5 point border.
- Ink density levels for all files (in image or graphic element) must not exceed 320%.
- The live area should be 1/2" in from the trim size.
- Use a "rich black" (except for text below 24 point). We suggest 20%C - 20%M - 20%Y - 100%K.
- 100% colour accuracy cannot be guaranteed.

DATES

ON SHELVES // OCTOBER 1, 2022
PAYMENT DUE // OCTOBER 30, 2022
ARTWORK DUE // AUGUST 15, 2022
RESERVATIONS DUE // AUGUST 1, 2022

SPECS

Trim Size // 9 x 10.75

Full Page Ad w bleed (FPC) // 9.5 x 11.25
Trim Area // 9 x 10.75
Live Area // 8 x 9.75

DPS w bleed (DPS) // 18.5 x 11.25
Trim Area // 18 x 10.75

1/2 Page Double Spread w bleed // 18.5 x 5.5
Trim Area // 18 x 5.25
Live Area: Left Hand // 8 x 4.75
Live Area: Right Hand // 8 x 4.75

2/3 Vertical // 5.1875 x 9.8125
1/2 Horizontal // 7.875 x 4.8125
1/2 Vertical // 3.875 x 9.815
1/3 Horizontal // 7.875 x 3.175
1/3 Vertical // 2.5 x 9.8125
1/4 Page // 3.875 x 4.8125
1/6 Horizontal // 3.875 x 3.175
1/6 Vertical // 2.5 x 4.8125

DIGITAL OPTIONS



PACKAGES

- **Digital 1** // 8 month of banner ads (light volume), 1 x newsletter ad, 1 x social media post
- **Digital 2** // 8 month of banner ads (regular volume), 2 x newsletter ads, 1 x week homepage takeover, 2x social posts
- **Digital 3** // 1 year of banner ads (regular volume), 3 x newsletter ads, 1 x custom newsletter, 2 x week homepage takeover, 2x social posts

BANNER ADVERTS

www.sleddermag.com

- Available as one month, eight month or one-year terms.
- Choose from impression level (low, mid, high) depending on budget
- Large variety of ad sizes available

EMAIL ADS

2x monthly emails

- Reach up to 5000 customers directly
- 2x ad sizes available

HOMEPAGE TAKEOVER

www.sleddermag.com

- 20k impressions
- 1-week terms

SPONSORED POSTS

www.sleddermag.com

- your content, our voice
- work with our editorial team to create great content for your brand

OTHER OPTIONS

- **Custom Newsletter** // reach our audience with your content
- **Cross Posts** // we post your content from our page - reach our audience with your post
- **Social Media Post** // a cool post about your brand from our socials

CONTACT

Reach out - we're eager to make it work for you. Whether you're a seasoned advertiser, a media buying firm or an independently owned shop advertising for the first time, we're here to find an option that works for you and your bottom line.



JOIN THE COMMUNITY

CONTACT US

250.344.3645 // SALES@SLEDDERMAG.COM // WWW.SLEDDERMAG.COM

Hit us up for a rate sheet, a custom proposal, for information on a super nitty-gritty stat - whatever you need. We'd be stoked to hear from you.

- **Jessica Joy** // Sales & Marketing Manager // Mountain Sledder