

03 THE MAGAZINE



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Volume 11 Issue 1 The Product Collection

In This Issue: An evolution of our annual Buyer's Guide, The Product Collection embodies a "quality over quantity" philosophy featuring SNOWBOARD'S Platinum Picks, Editor's Picks and Natural Selections handpicked by our edit team and photographed by SNOWBOARD'S renown photographer Tim Peare. Additionally we explore the world of powder boards from the Jackson Hole PowWow.

Columns: MFG. (Chuck Barfoot), Unexpected Journey (Chris Roach), The Way I See It (Pete Saari).

IMPORTANT DATES

| Space Closes | Materials Due | On Sale |
|--------------|---------------|----------|
| 7-4-2014 | 7-11-2014 | 9-2-2014 |



photo: Peare

SNOWBOARDING'S LEADING PRODUCT GUIDE

- Combined print & digital audience of more than one million viewers
- Increased magazine distribution & extended newsstand shelf life
- Bonus distribution at your most critical point of sale - the shop floor (1,000+ shops)
- Snowboarding's best products, showcased in the industry's premier editorial environment



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Volume 11 Issue 1 Behind The Brand

Special Advertising Section

Spotlight your Brand & 3 Products in a 2-Page Spread

New this year, we launch Behind the Brand, an advertorial section that offers advertisers a 2-page platform to highlight their brand story with an action image, along with three products of choice.

Our edit team will work with yours to help shape a compelling story that will resonate with our passionate readership.

IMPORTANT DATES

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| Space Closes | Materials Due | On Sale |
| 6-20-2014 | 6-27-2014 | 9-2-2014 |

Company Name
Address

Years in Business

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Team List

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\$1000.00

Website URL

Photo Caption

Social Media

Website URL

“Sleep late, have fun, get wild, drink whiskey and drive fast on empty streets with nothing in mind but falling in love and not getting arrested.”

- pull quote from brand story

2-PAGE PREMIUM BRAND SECTION

Two-page magazine brand story in our “Behind The Brand” advertorial section, highlighting your company along with three key products of your choice

ONLINE GEAR GUIDE INCLUSION

All Product In SNOWBOARD’S Product Collection will also be featured in our newly redesigned Online Gear Guide, the most trafficed section of our website.

Online Retailer links allow your our readers (your consumers) direct access to point of sale

VIDEO PRODUCT REVIEW INCLUSION

Our video team will produce product review videos of your three “Behind The Brand” featured products

These videos will be showed and distributed in SNOWBOARD’S Online Gear guide, our iPad edition and our YouTube page

Online Gear Guide Preview



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Volume 11 Issue 2

In This Issue: Feature interview with Jeremy Jones, who completes his Deeper, Further, Higher trilogy in 2014. Writer Colin Whyte interviews a selection of riders including Kazuhiro Kokubo, Frederik Kalbermatten, Jake Welch and Laura Hadar, who've gone about professional snowboarding their own way in Against the Grain. Jesse Huffman documents artist, Scott Lenhardt's Brooklyn to Baker journey while our own crew covers the 29th Annual Legendary Baker Banked Slalom.

Destination Column: A Southern Colorado guide to help readers make the most of their Colorado adventures.

Columns: Product Reserve, Gear Up, Jones' Journal, Mtn Life Design, Artist Profile, Soundboard, Unexpected Journey, The Way I See It

IMPORTANT DATES

| | | |
|--------------|---------------|------------|
| Space Closes | Materials Due | On Sale |
| 8-15-2014 | 8-22-2014 | 10-14-2014 |



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Volume 11 Issue 4

In This Issue: We honor legend Jamie Lynn with a feature interview as he celebrates his two-decade long snowboard career. The journey of a single snowflake, the skate-influenced Holy Bowly and a Jake Blauvelt interview will also be included in January's pages.

Destination: Jackson Hole will give readers insight into what makes the Tetons so grand.

Columns: Product Reserve, Gear Up, Jones' Journal, Mtn Life Design, Artist Profile, Soundboard, Unexpected Journey, The Way I See It

IMPORTANT DATES

| Space Closes | Materials Due | On Sale |
|--------------|---------------|------------|
| 10-24-2014 | 10-31-2014 | 12-23-2014 |

