



# media**kit**

Steez Magazine \ 09-10

R: Shawn Murphey P: Ian Pouliot

# 20,000 readers per issue

As we enter our fourth season in the winter sports industry, I believe I can say with more confidence than ever; "Steez is here to stay." Some might remember when Steez was a very simple, low-quality, local publication. Some might not. Either way, I'm sure that no matter which issue people first picked up, they felt that there was something special about it. Steez isn't just another magazine or trendy brand. It's a group of

# 85%

of Steez readers are  
**12-24 years old**

extremely passionate, enthusiastic and motivated writers, photographers, illustrators, and above all – riders. We absolutely love this sport, which is why it's so easy for us to transfer our intensity into our magazine. Yes, we have grown over the past four years, and we will continue to do so in the next four years and beyond. One thing is for certain though; our overall commitment will never stray. In these

trying economic times, we're proud to be a positive outlet, not only for our readers, but for our industry and all that it represents. We give thanks to everyone who has been there in the past, and look forward to building with you all in the future.

editor in chief *Andrew J. Babler*

More face to face interaction than almost any other magazine

# core information

- 40% Retail shops / chain stores
- 20% Ski resorts
- 15% Colleges
- 15% Mailings / points of interest
- 10% Events and comps

**OVER 150 DISTRIBUTORS NATIONWIDE**  
**FASTEST GROWING MAGAZINE IN THE EAST**



THE FACTS

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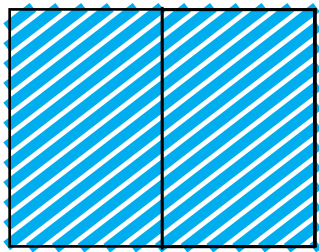
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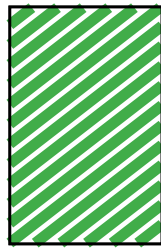
**5/1** Tuckerman's Ravine **4/5** All For One Jam @ Sunapee **4/4** Reggae Pond Skim @ Wildcat **3/28** The Weekend with 382 @ Loon **3/25** Last Call @ Loon **3/23** Rome World @ Stratton **3/21** U.S. Open @ Stratton **3/14** Big Air 6000 @ Crotched **3/7** MYT Premier @ Packing House **2/29** Huck to Future @ Gunstock **2/28** Main Event Finals @ Loon **2/26** Video Premier @ Mt. Snow **2/21** Ribbon Jibbin @ Cranmore **2/14** Down Town Snow @ Powder Mill **2/13** Cold Wars @ Stratton **2/1** Snowscaper @ New England Snow @ Stratton **1/31** Lutter Cup @ Sunday River **1/30** The Party @ Gunstock **1/17** Big Steezy @ Smugglers **1/11** Crotched Mountain **1/10** Dew Tour @ Mount Snow Winter Event @ Wachusett **12/28** Open Season @ Loon **12/22** Winter Jam @ Stratton **1/11** The Party @ Whaleback **12/6** Rails to Riches @ Killington **11/29** Kittery Rail Jam **11/23** Mount Snow Opening Day **11/22** Boston Expo **11/13** Get out of Bed and Shred **11/7** Oakley Revolution Tour **11/1** UNH Video Premiers **10/11** Fun in the Sun @ Wachusett **9/20** Boston Underground Jam **8/24** Eastern Border Get Paid

STEEZ ATTENDS  
**OVER 50**  
 EVENTS A YEAR!

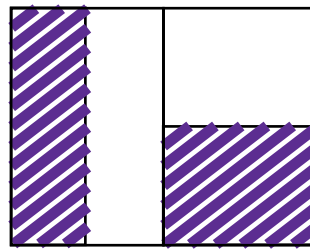
**NO EVENT IS TOO BIG OR SMALL**  
**STEEZ IS EVERYWHERE**



**2 Page Layout**  
\$1000.00



**1 PAGE OPTIONS**  
**Back Cover** \$1000.00  
**Inside Front / Back** \$700.00  
**Full Page** \$600.00



**1/2 Page Layout**  
\$400.00

 **WEB (Winter Season - Logo on Home Page)**   
100px W x 100px H \$100.00

## Become a Partner:

A partner is someone that believes 100% into the ideals of Steez. Anyone placing a full seasons worth of consecutive ads is considered a partner. Not only will you receive awesome advertising in every issue, you'll also get;

- A free home page web link for the season (representation on our other sites as well).
- Representation at most Steez events (you decide how involved you'd like to be, from passing out stickers and brochures out to actual product as well)
- Your company logo on all Steez Street Teams Boards
- Product endorsement (conditional)
- The DL and special offers on exclusive events etc.

**\*BEST VALUE - You're crazy not to!\***

### PRINT DATE

February 1st  
April 15th  
October 15th  
December 15th

### AD DEADLINE

January 22nd  
April 1st  
October 5th  
December 5th

**Expected Files** PDF, AI, or EPS files ,(all text must be outlined) PSD, TIFF files (all files should be 300 dpi or higher. Image should be flattened).

*\*All other files formats should be approved by Steez.*



09-10  
AD OPTIONS

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Date: \_\_\_\_\_

■ Company Representative: \_\_\_\_\_

■ Company Name: \_\_\_\_\_

■ Contact #: \_\_\_\_\_

■ City: \_\_\_\_\_ ■ State: \_\_\_\_\_

■ Zip: \_\_\_\_\_

■ **SELECT ISSUE THAT BEST SUITS YOU** \_\_\_\_\_

**4.1**     **4.2**

**ALL** (15% off season)

**4.3**     **4.4**

■ **SELECT AD PLACEMENT** \_\_\_\_\_

**Half Page \$400**

**Two-Page Spread \$1000**

**Full Page \$600**

**Back Cover \$1000**

**Inside Front / Back \$700**

**BECOME A PARTNER** (ask us how)

**WEB (Winter) \$100**

\*\* price varies with involvement

**Advertiser Signature:** \_\_\_\_\_

**TOTAL:** \_\_\_\_\_

**Representative Name:** \_\_\_\_\_

PLEASE SEND THIS FORM IN WITH PAYMENT  
Please make all checks payable to Steez Magazine

Steez Magazine is not responsible for the outcome of any rush artwork in it's final printed form. Any artwork received after advertisement deadlines or artwork requiring any additional revising, preceding deadlines, is not guaranteed of quality by Steez Magazine. All late art or advertisements, are the senders responsibility and regardless of printed outcome, Steez Magazine will in no way be held accountable. Steez Magazine reserves the right to reject any ad, artwork, or media coverage deemed unsuitable for publication. Positioning of ads is at the discretion of the publisher unless preferred position is approved in writing by the publisher. All advertisement, artwork, or media coverage payment should be paid in full no later than 30 calendar days after final print date of each issue, unless otherwise agreed upon. **AT LEAST 50% OF AD, MEDIA, OR ARTWORK PAYMENT SHOULD BE RECEIVED PRIOR TO FINAL PRINTING DATE, UNLESS OTHERWISE AGREED UPON.**

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