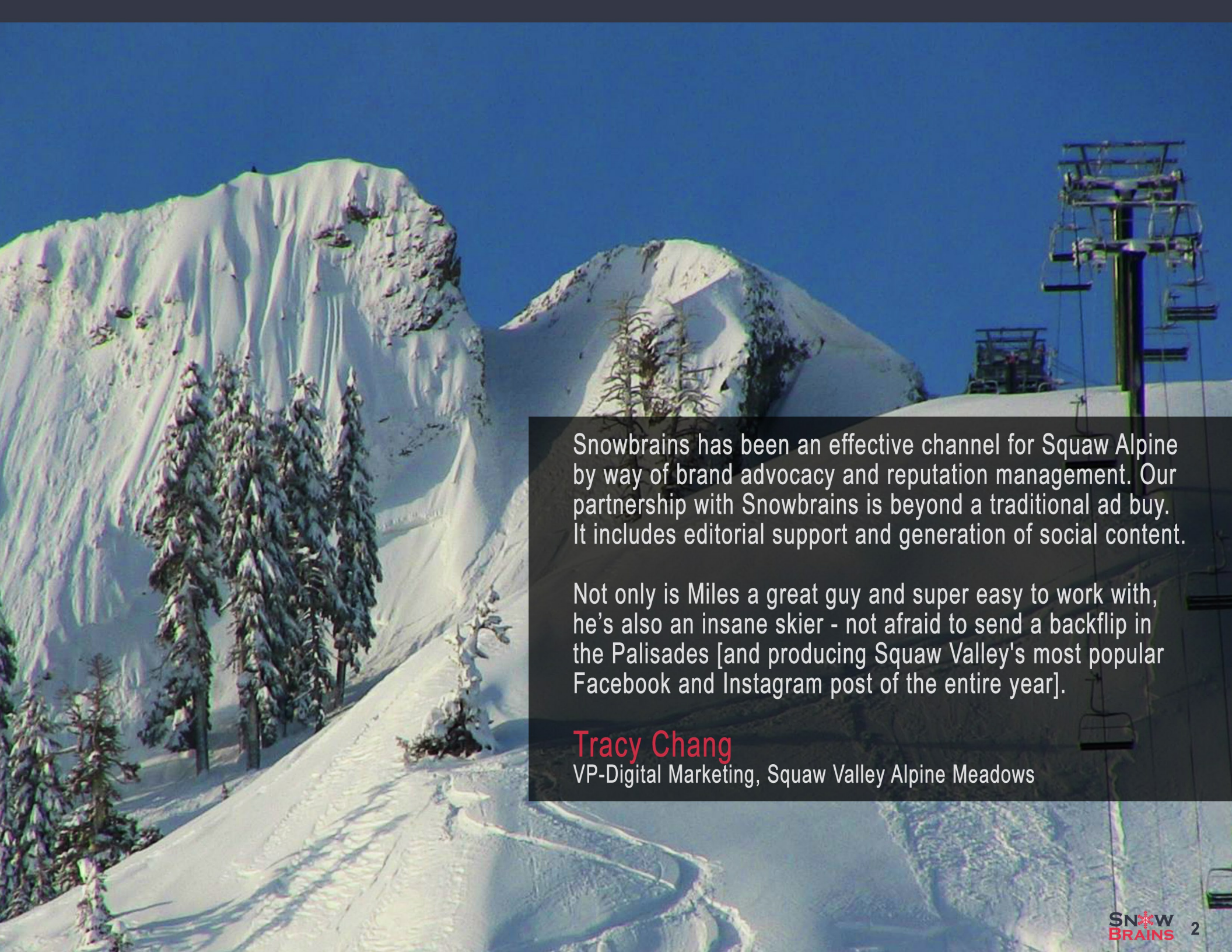


# SNOW BRAINS

MEDIA KIT 2019







Snowbrains has been an effective channel for Squaw Alpine by way of brand advocacy and reputation management. Our partnership with Snowbrains is beyond a traditional ad buy. It includes editorial support and generation of social content.

Not only is Miles a great guy and super easy to work with, he's also an insane skier - not afraid to send a backflip in the Palisades [and producing Squaw Valley's most popular Facebook and Instagram post of the entire year].

**Tracy Chang**

VP-Digital Marketing, Squaw Valley Alpine Meadows



# INTRODUCTION

## What is **SNOWBRAINS** ?

Our philosophy is "Positive, Original, Intelligent."

SnowBrains is a ski and snowboard website that provides original thought-provoking content that skiers and riders can relate to.

SnowBrains is run by Miles Clark: professional freeskiier, mountain guide, UC Berkeley Graduate, and former Editor-In-Chief of UnofficialNetworks.com where he grew there website from a mere 30,000 pageviews/month to an impressive 1.8 million pageviews per month in his first 16-months there.

SnowBrains' original, intelligent, fun articles are potent and will bring your brand to life.

### SnowBrains content includes:

The latest industry news

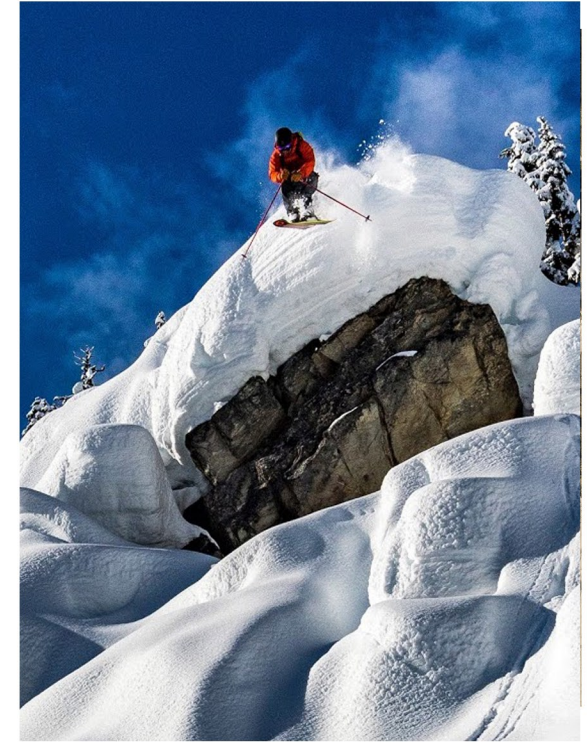
Original editorials

Authentic ski videos

Detailed conditions updates

Comprehensive weather reports

Thought invoking "brain posts"



*The potential for original, intelligent articles and fun content with SnowBrains.com is enormous. The vast majority of skiers and snowboarders are highly educated, hold professional jobs, and are looking for stimulating snow information that will challenge them and get their brains cranking. They want content that they can relate to and articles that get their brains working and spark conversations. Whether it's snow forecasts, snow-science articles, original ski videos, industry news or intelligent, thought-provoking editorials, the space for a media company that meets these demands is here and SnowBrains was made to fill it.*

**MILES CLARK**  
Editor-In-Chief  
SnowBrains.com

# AUDIENCE

In six years of existence, SnowBrains.com has amassed a large, loyal audience of passionate skiers and riders, reaching 3 million users and 6 million pageviews in the past year.

With our steady growth of dedicated followers, we are looking to far exceed these numbers in 2019-20.

## 2018 Metrics

### Unique Visitors

**3**  
million



Peak of season views  
**1,500,000+** Pageviews per month  
**500,000+** Users per month

### Average time on site



**1:44**

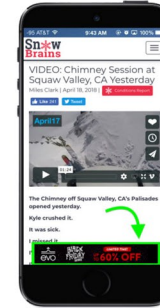
### Community



**15,000** comments

## Traffic Breakdown

### Mobile



**73%**

### Desktop



**27%**

## Facebook



Weekly FB outreach: **1,200,000**

Number of fans: **65,000+** & growing!

## Global Reach (top 4 countries)



USA = **3,120,000**



UK = **210,000**



Canada = **300,000**



Australia = **100,000**



# OUR DEMOGRAPHICS

**AGE** 31 years old

**HOUSEHOLD INCOME** \$105 k

**MALE** 75%

**MONEY SPENT** \$3,200  
on gear/travel per year

**AVERAGE OVERNIGHT** 5.8 days  
ski trip(in days)

## SKIER INFO

**Expert** 85%

**Season pass** 75%

**Days skied per year** 45 days

**Years of skiing** 15 years

**Advised on buying ski gear** 88%

**Advised on where to ski** 85%

Source: 2018 Internal SnowBrains Survey





# Who's Talking About SNOWBRAINS

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The  
Washington  
Post

San Francisco  
Chronicle

Outside

MAGAZINE – TELEVISION – ONLINE

Teton  
GRAVITY RESEARCH

powder  
THE SKIER'S MAGAZINE



# TESTIMONIALS

---

Passion.Stoke. Bringing the story to life. Miles and crew live and breathe snow and they go above and beyond to share it over and over in a powerful, fun and engaging way. If your into billboards then this is not for you. If your into raw, authentic story telling then you'll love it! Let Miles move into your mountain town and see what happens. I think you'll like it.

## MATT MOSTELLER

Resorts of the Canadian Rockies  
Senior Vice President, Marketing & Resort Experience

---

Working with Snowbrains.com with our digital media is a perfect fit for Mt. Bachelor to reach our key markets. The quality content distributed through Snowbrains.com has a high level of engagement and a quickly growing audience, which is a great venue for our content and digital promotions. Snowbrains.com has also been a great media partner in working with unique campaigns and customizing content that is of value to their audience while promoting Mt. Bachelor - a great fit and win/win scenario!

## ANDY GOGGINS

Director of Marketing and Communications  
Mt. Bachelor Ski Resort

---

SnowBrains has been great to work with. They not only help us promote our own videos and posts, but they produce their own professional, honest, and engaging original content that reaches the end-user in an unbiased fashion.

Something every skier & rider - and every resort working hard to put out a good experience - truly appreciates

## JOHN MONSON

Director of Marketing  
Sugar Bowl Ski Resort

---

Working with the crew at Snowbrains has been a great experience. Easy to work with, responsive, and neve had to worry about things getting done on their end.The Snowbrains crew has a true passion for the activities they do and that really shines through the content they present through their site.

## JON KISER

Marketing  
evo.com

---

In an era where just about everyone and his or her mother is blogging, as a skier it's refreshing gettingcontent from Snowbrains--guys who actually live to ski.

They're out there getting after it on a routine basis and then telling it like it is without sugar coating.

## SCOTT GAFFNEY

Editor and CoFounder  
Matchstick Productions

---

Snowbrains gets to the heart of what people in mountain culture want to tune into. Its grass roots approach appeals to true soul skiers and rider because we can identify with the content as it seamlessly weaves right into the lives we lead.

## ROBB GAFFNEY

Author Squallywood

---

In a day where mindless click-bait fosters a majority of internet traffic, it's nice to see thoughtful, original and ski centric content become the forefront of SnowBrains.com. From entertainment to analysis, Snowbrains is a high quality blog that is easy to read and easier to come back to time and again.

## CODY TOWNSEND

Professional Freeskier  
Matchstick Productions



# Companies Who Trust SNOWBRAINS





# Why work with SNOWBRAINS

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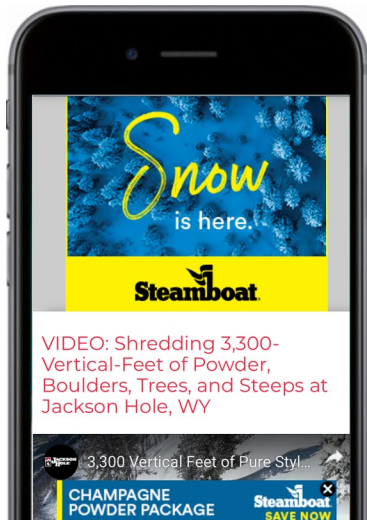
- SnowBrains has grown from zero to 3+ million unique users per year in only 5 seasons
- We are built on **Authenticity** gained from living this lifestyle and working in this industry for the past 20 years.
- SnowBrains users are the most affluent, influential, and well traveled in the industry.
- We work with the biggest names in the industry.





# Sponsorship Opportunities

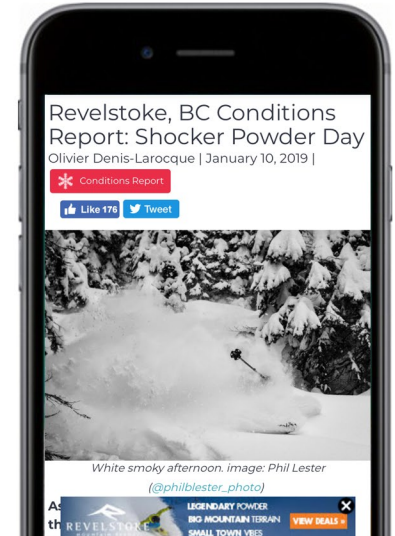
## Homepage Takeovers



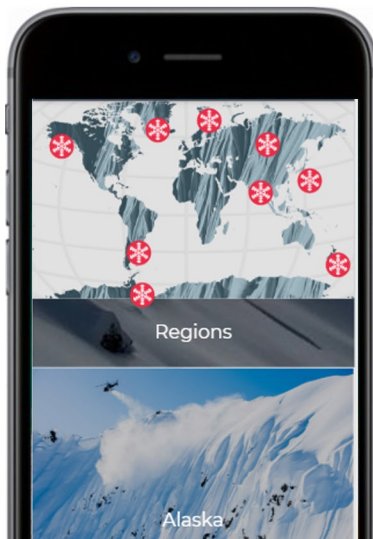
## Custom Editorial Content



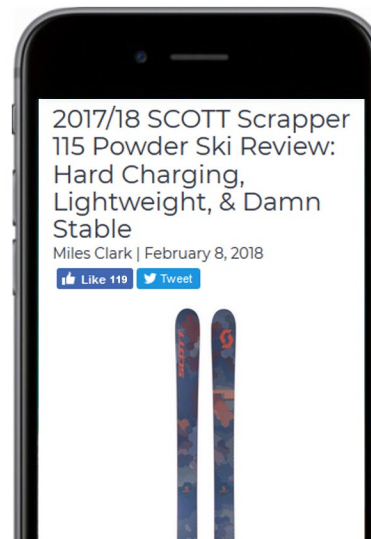
## Authentic Ski Resort Conditions Reports



## Trip Finder



## Gear Reviews



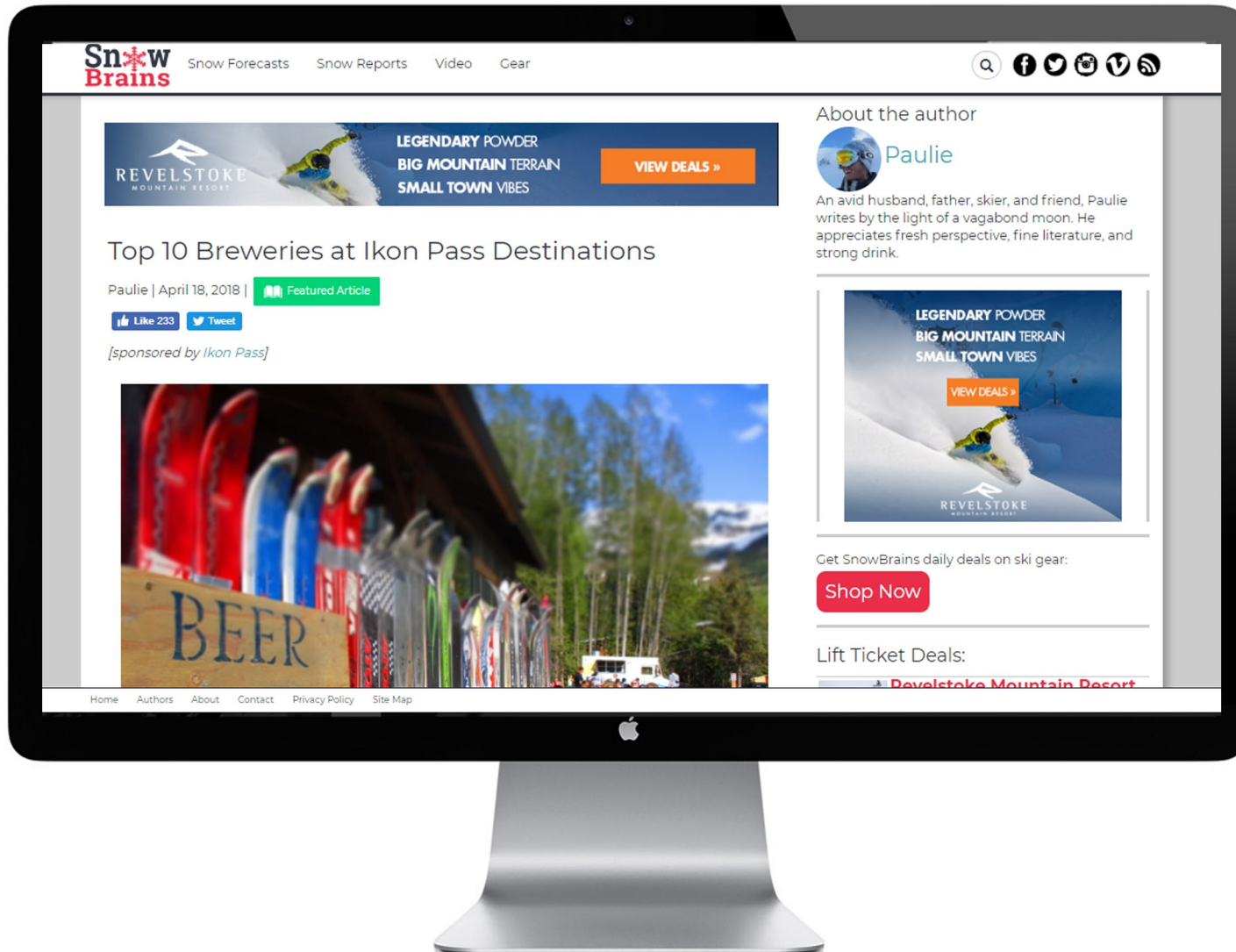
## Instagram Story





# CUSTOM EDITORIAL CONTENT

SnowBrains' team of professional, dedicated, highly-vetted writers delivers intelligent, custom content formulated around your brand's values and messaging.

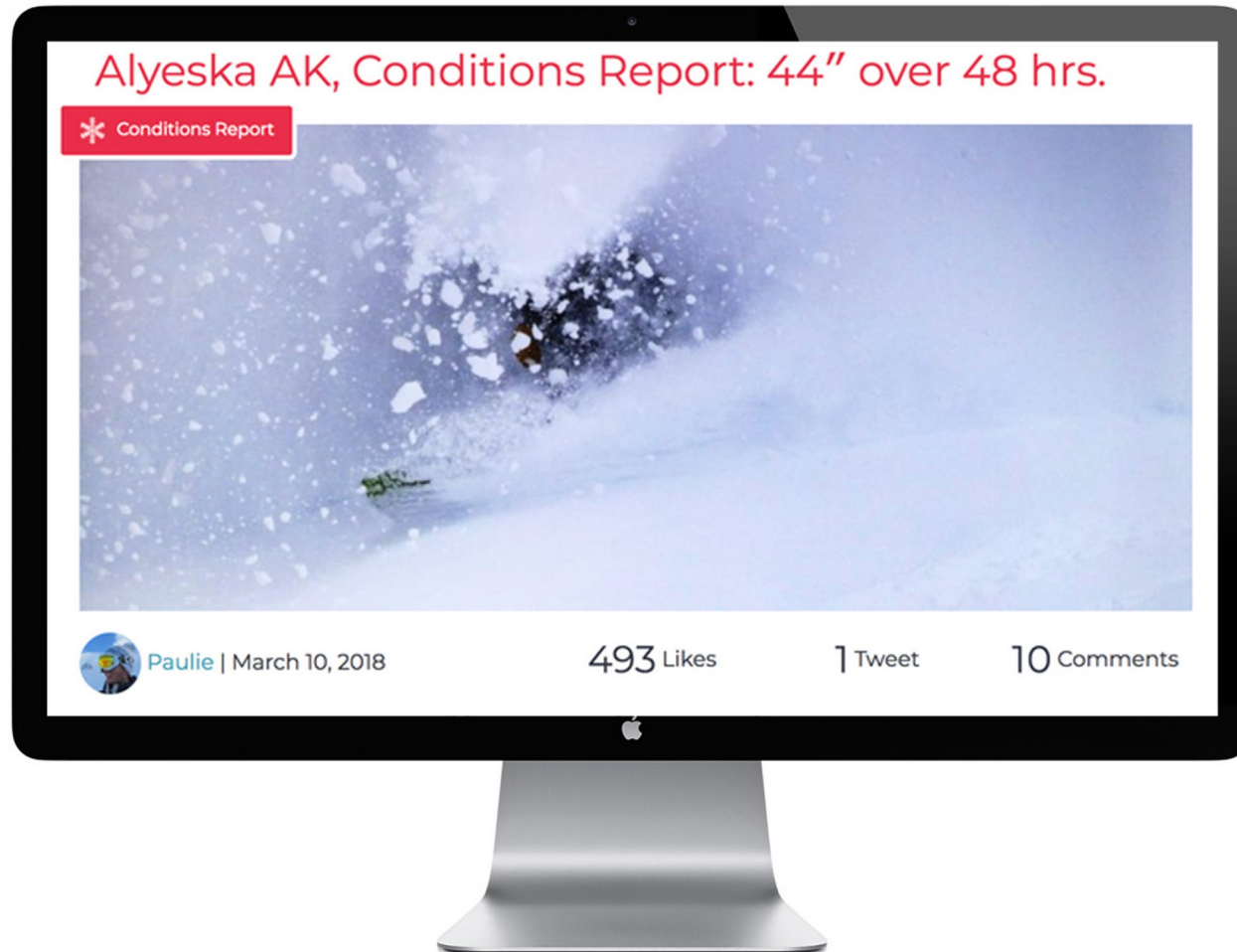




# AUTHENTIC SKI RESORT CONDITIONS REPORTS

—  
SnowBrains team of “Boots-on-the-Ground” reporters create real-time, positive, honest conditions reports with strong photos, quality write-ups, and detailed snow numbers to spread the stoke and get snow lovers in cars and planes on the road to your ski resort on Friday afternoons.

These trusted, third party conditions reports give your marketing team real-time, high quality ammunition via photos, videos, and articles to share on your websites and social networks from an authentic voice other than your marketing team.



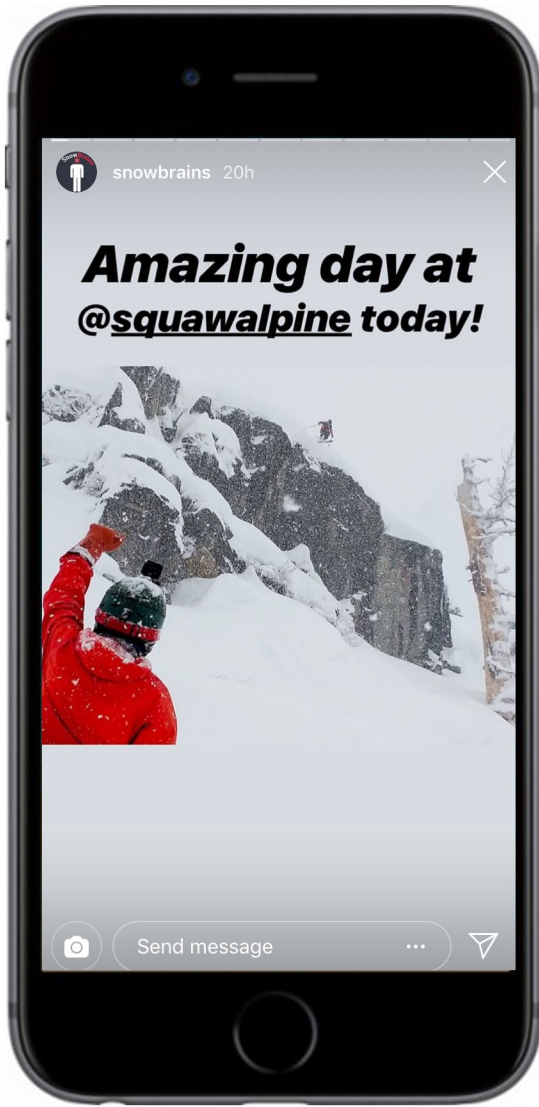






# HANDS DOWN THE BEST INSTAGRAM STORY IN SKIING/RIDING

*No one else even comes close*



- SnowBrains has the best instagram story in skiing and riding.
- We capture and publish strong imagery and video of this lifestyle everyday.
- We report on skiing and riding everyday.
- We ski and ride everyday.
- We live this lifestyle to the fullest everyday.
- Co-founder Miles Clark skis 220+ days per year and captures this lifestyle in a way that our users understand and our competitors will never touch.

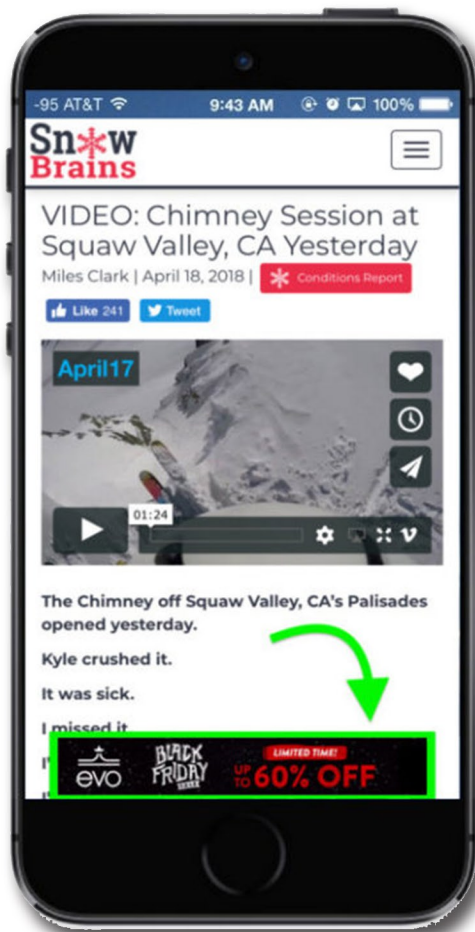


# DISPLAY ADVERTISING

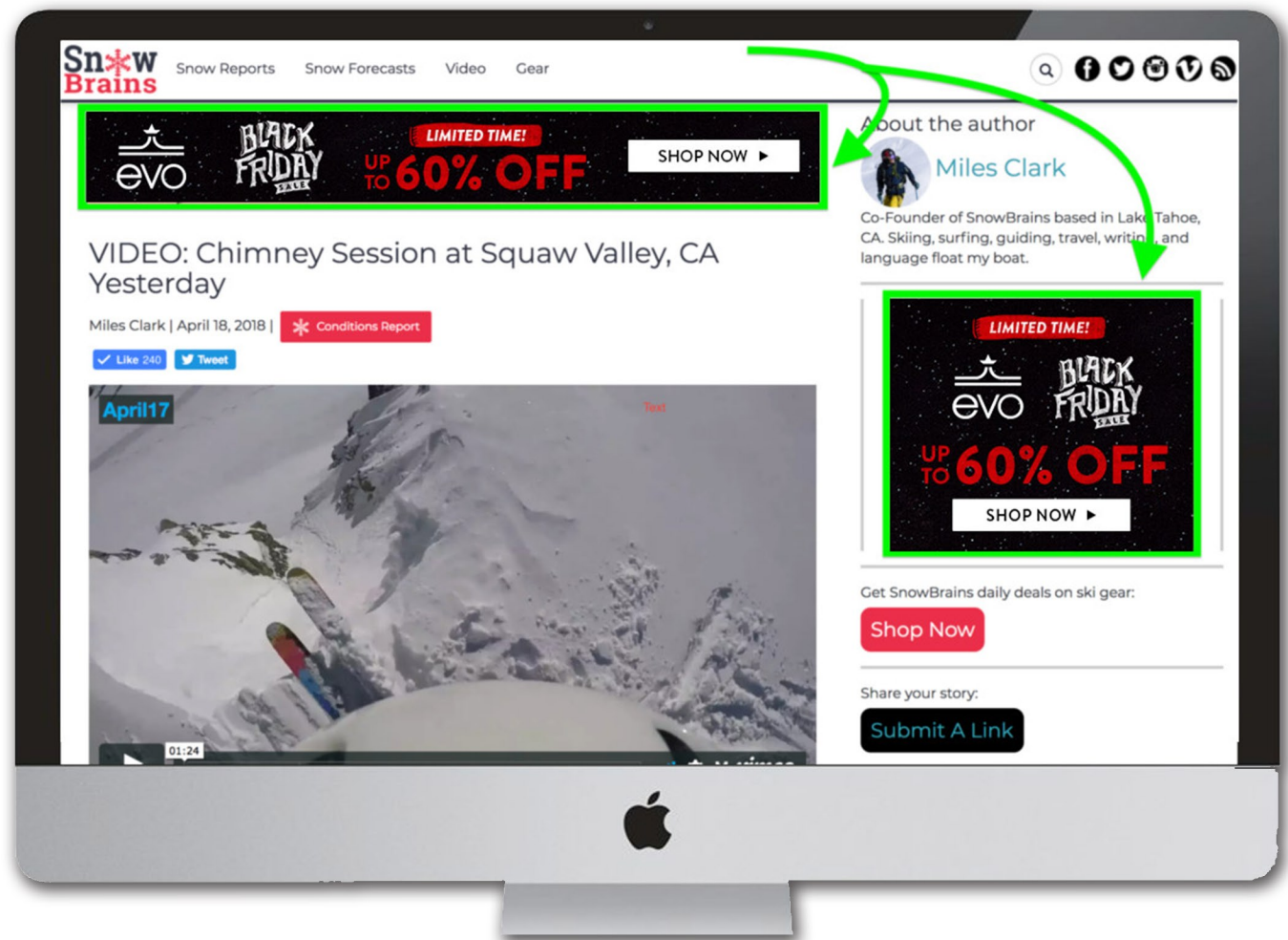
Front and center display ads on SnowBrains to back up your company's message and provide strong branding.

Ad sizes: 728x90, 300x250, 320x50

Mobile



Desktop





# STANDARD AD UNIT SAMPLES

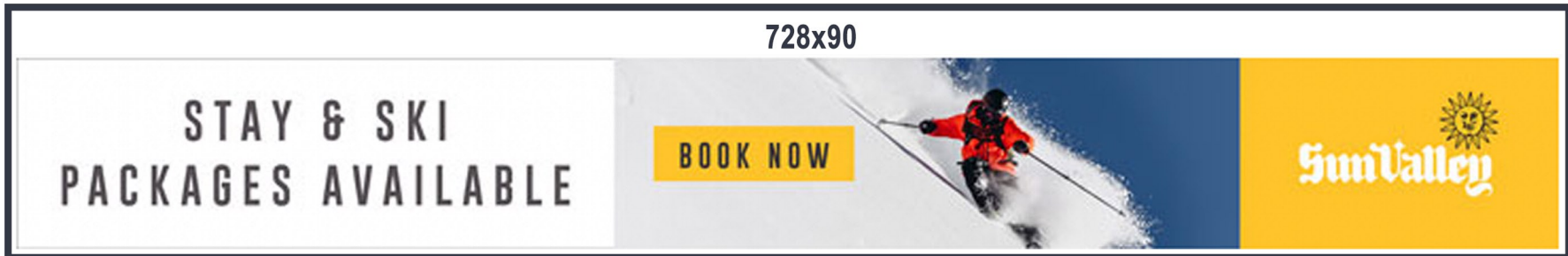
300x250



1600x1000



728x90



320x50





# ADVERTISING SPECIFICATIONS

## Ad Unit Types

- Standard static image (jpg, png, etc)
- Animated image (gif)
- Google Publisher/Campaign Manager Tags
- 3rd party tags (javascript, HTML5)

## Ad Unit Sizes

- Header: 728x90
- Sidebar: 300x250
- Mobile Header: 320x50

## Desktop Wallpaper

- Dimensions: 1600x1000
- Max File size: 500kb
- It is recommended to provide customized 728x90, 300x250, and 320x50 ad units to match the theme of the desktop skin and create a cohesive unit.

## General Information

- All ads will be served via Google AdManager
- Advertisements should adhere to IAB advertising guidelines
- **SNOWBRAINS** is a secure website, all 3rd party assets should be served from a secure (https) connection
- Max file size for standard unites should not exceed 50kb
- We appreciate 5 business days advanced notice for creative asset updates (however we do understand sometimes things don't always work out that way and we are happy to try our best to accomodate)
- **SNOWBRAINS** reserves the right to revoke ads due to a violation of contract guidelines
- Not finding the display type you're looking for? We'd love to chat and see how we can make your dream advertising campaign become a reality!

# CONTACT

**SNOWBRAINS**.COM

To advertise or partner with SnowBrains, please contact Miles Clark.



**MILES CLARK**

Editor-In-Chief



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MEDIA KIT 2019

| [SNOWBRAINS.com](http://SNOWBRAINS.com)