

SNEWS SPECIALTY NEWS

SNEWS[®] Specialty News, is the most reliable outdoor and fitness industry source for late-breaking news, trend reporting, business education and in-depth product reviews. SNEWS utilizes a variety of custom-produced print and online platforms that reach key decision makers and industry insiders in a way that's most effective for your brand.

MEDIA PLATFORMS

- **SNEWSnet.com**
Showcase your brand through the outdoor and fitness industry's most visited online resource for business information.
- **SNEWS Outdoor Magazine**
Reach retailers, suppliers, manufacturers and buyers with this outdoor industry trade magazine distributed at Outdoor Retailer Summer and Winter Markets.
- **SNEWS Fitness**
Target industry decision makers through SNEWS Fitness Magazine—the preeminent magazine designed exclusively for the specialty fitness industry and distributed at the Health and Fitness Business Expo—and eFitBiz, a retailer-focused digital business journal with breaking reports on trends and changes at retail.

SNEWSNET.COM

Showcase your brand through the outdoor and fitness industry's most visited online resource for business information. With seven distinct sponsorship opportunities, your brand will be at the forefront of what fitness and outdoor retailers use to make smart, educated and informed purchasing decisions.

ONLINE SPONSORSHIP OPPORTUNITIES

- **SNEWS Digest Sponsorship.** Subscribers receive a SNEWS News Update email with the latest news headlines. Partners will receive a 150 x 80 logo banner and a 500 x 75 ad banner within the email, along with a 500 x 75 banner on the SNEWS Digest, the online version of the SNEWS News Update email available at SNEWSnet.com.
\$2,750 net per month
- **Podcasts.** SNEWSnet.com features podcasts of the latest stories in the active lifestyle arena. Partners receive podcast pre-roll and post-roll, along with a rotating 500 x 75 banner on the Podcast Home Page.
4 podcasts for \$5,000 net 10 podcasts for \$10,000 net
- **Press Releases.** The Press Release section on SNEWSnet.com is the hot spot for the latest industry news and information. Partners receive a 150 x 330 rectangle on all the releases within the category of their choosing, along with a rotating 500 x 75 banner on the Press Release Home Page.
Sponsorships begin at \$1,000 net per month
- **How to Sell Centers.** Reach retailers and their staff via our How to Sell pages, the education center for retail sales employees representing and selling your gear. Partners receive a 500 x 75 banner ad for one full year at the top of your choice of How to Sell articles.
\$1,250 net per article per year
- **Trade Show Center.** SNEWS Trade Show Center offers preview reports, trade show information updates and post-show news for the major outdoor and fitness trade shows in the U.S. and Europe. Partners receive a 500 x 75 banner ad on the Trade Show Center home page and within every article in the Center.
\$1,475 net per quarter
- **Training Center.** Training Center e-clinics are a popular retailer resource for those who represent your brand and products on the selling floor. Partners receive a 500 x 75 banner ad on the Training Center Home Page and within all the Sales Techniques, Business 101 and PR/Marketing Know How articles.
\$1,475 net per quarter
- **Merchandising Center.** SNEWS subscribers log onto the Merchandising Center for the ins and outs of retail merchandising. Partners receive a 500 x 75 banner ad on the Merchandising Center Home Page and within every article in the Trade Show Center.
\$1,475 net per quarter

SNEWS OUTDOOR MAGAZINE

Reach retailers, suppliers, manufacturers and buyers with this outdoor industry trade magazine featuring late-breaking news, product reviews and business advice.

AUDIENCE **A total of 10,000 qualified readers**

- 5,000 qualified outdoor industry decision makers receive SNEWS Outdoor Magazine in the mail.
- 5,000 retailers, manufacturers and buyers receive SNEWS Outdoor Magazine at the Outdoor Retailer Summer and Winter Markets and at a number of regional Outdoor Reps Association trade shows across the country.

CLOSE DATES **Summer Issue, July 2008**

Advertising Close: June 6, 2008
Materials Due: June 16, 2008

Winter Issue, January 2009

Advertising Close: December 1, 2008
Materials Due: December 10, 2008

AD RATES

Open Rates	1x	2x		Package Rates*	1x	2x	
Spread	\$6,694	\$6,025		Spread	\$5,280	\$4,752	
Full Page	\$4,265	\$3,838		Full Page	\$2,835	\$2,552	
2/3 Page	\$3,800	\$3,420		2/3 Page	\$2,350	\$2,115	
1/2 Horizontal	\$3,459	\$3,113		1/2 Horizontal	\$2,045	\$1,841	
1/3 Square	\$2,906	\$2,615		1/3 Square	\$1,590	\$1,431	
1/4 Vertical	\$2,694	\$2,425		1/4 Vertical	\$1,350	\$1,215	
1/6 Vertical	\$2,294	\$2,065		1/6 Vertical	\$1,075	\$968	
Product Zone	1x	2x	3x	Product Zone	1x	2x	3x
1/9th Page	\$647	\$582	\$518	1/9th Page	\$500	\$450	\$400

All prices are quoted as gross. Dates are subject to change.

* For advertising packages, see page 5.

SNEWS FITNESS MAGAZINE

Target over 8,000 industry decision makers through this preeminent magazine designed exclusively for the specialty fitness industry.

CLOSE DATES Summer Issue, June 2009

Advertising Close: May 15, 2009

Materials Due: May 29, 2009

AD RATES	Open Rates*	1x	2x	Package Rates*	1x	2x		
	Spread	\$6,694	\$6,025	Spread	\$4,820	\$4,338		
	Full Page	\$4,265	\$3,838	Full Page	\$2,575	\$2,318		
	2/3 Page	\$3,800	\$3,420	2/3 Page	\$2,130	\$1,917		
	1/2 Horizontal	\$3,459	\$3,113	1/2 Horizontal	\$1,830	\$1,647		
	1/3 Square	\$2,906	\$2,615	1/3 Square	\$1,420	\$1,278		
	1/4 Vertical	\$2,694	\$2,425	1/4 Vertical	\$1,195	\$1,076		
	1/6 Vertical	\$2,294	\$2,065	1/6 Vertical	\$975	\$878		
	Product Zone	1x	2x	3x	Product Zone	1x	2x	3x
	1/9th Page	\$647	\$582	\$518	1/9th Page	\$500	\$450	\$400

All prices are quoted as gross. Dates are subject to change.

* For advertising packages, see page 6.

EFITBIZ

Be part of the fitness industry's most comprehensive digital business journal with the spring edition featuring the annual Top Retailer list and market trends and changes, and the fall edition focusing on retailer know-how.

CLOSE DATES Fall Issue, October 2008

Advertising Close: September 22, 2008

Materials Due: September 29, 2008

AD RATES	Open Rates, Standard 4-C	1x	2x
	1/2 Horizontal	\$1,088	\$980

All prices are quoted as gross. Dates are subject to change.

ADVERTISING SALES PACKAGES: OUTDOOR

SNEWS advertising sales packages are the most efficient, cost-effective branding opportunities across all of SNEWS' media platforms including print, online and digital editions.

		Platinum \$7,500 net	Premium \$3,800 net	Basic \$1,700 net
GEARTRENDS.COM	Company Web Page	✓	✓	✓
	Hot Links	✓	✓	✓
	Product Displays	24	12	6
SNEWS MAGAZINE	Product Zone Ads	2	1	–
	Discounted Advertising Rates	✓	✓	✓
SUBSCRIPTIONS	SNEWS Subscriptions	Unlimited	10	3
EXTRAS	Logo button on GearTrends (6 months)	✓	✓	–
	Company Web Page Development and Updates	✓	✓	✓
	Free Classified Ads on SNEWSnet.com	✓	✓	–

ADVERTISING SALES PACKAGES: FITNESS

SNEWS advertising sales packages are the most efficient, cost-effective branding opportunities across all of SNEWS' media platforms including print, online and digital editions.

		Platinum \$7,400 net	Premium \$3,600 net	Basic \$1,500 net
GEARTRENDS.COM	Company Web Page	✓	✓	✓
	Hot Links	✓	✓	✓
	Product Displays	24	12	6
SNEWS MAGAZINE	Product Zone Ads	2	1	–
	Discounted Advertising Rates	✓	✓	✓
SUBSCRIPTIONS	SNEWS Subscriptions	Unlimited	10	3
EXTRAS	Logo button on GearTrends (6 months)	✓	✓	–
	Company Web Page Development and Updates	✓	✓	✓
	Free Classified Ads on SNEWSnet.com	✓	✓	–

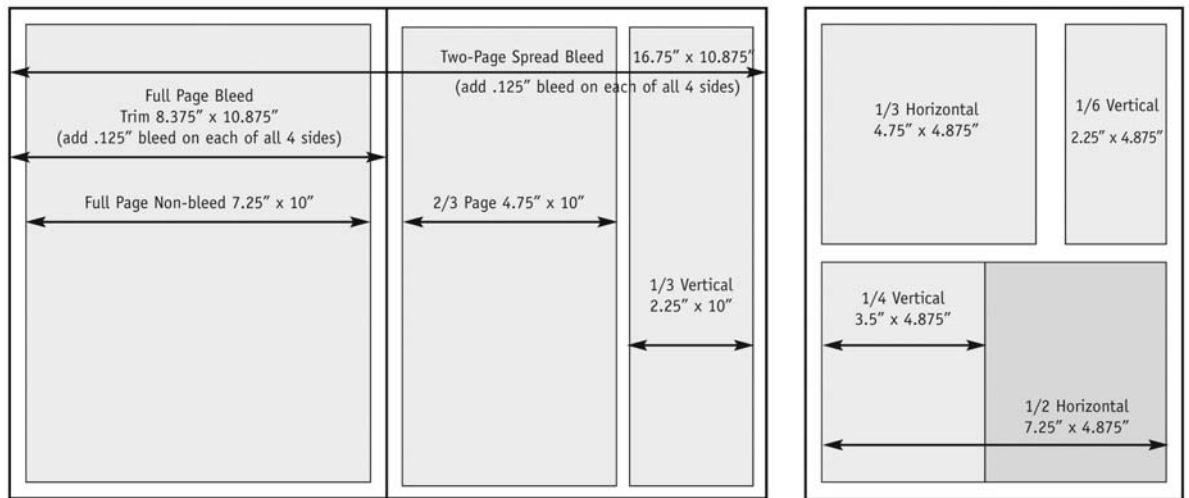
SUBSCRIPTIONS

Want to stay abreast of the latest trends in the active, outdoor and fitness industries? Subscribe to SNEWS today!

SNEWS Individual	\$195/yr
SNEWS Group (5 or more)	\$130/each/yr
SNEWS Corporate (unlimited access to all employees)	\$2,400/yr
Law Review Individual	\$125/yr
Law Review Library	\$500/yr

For more information on subscriptions, please contact Michael Hodgson at michael@snewsnet.com.

ADVERTISING SPECIFICATIONS



DISPLAY AD SPECS

Ads for SNEWS magazines may be submitted in the following digital formats only. WE DO NOT ACCEPT NATIVE FILES.

1. PDF Format:

PDF file formats are preferred as they ensure high accuracy and high detail in text.

- Please format PDF file for "Print or Press Optimization" (or equivalent) settings. Set resolution for 1200 dpi. Do NOT use "Screen Optimization" settings.
- No compression. Preserve overprint and transfer settings.
- EMBED ALL FONTS when publishing the PDF file. Use only Postscript 1 fonts (convert any TrueType fonts to PS1).
- Make sure all placed images are TIFF or EPS, 300 dpi, and set for CMYK, grayscale and/or monochrome.
- Any color conversion should be device independent.
- Please output PDF at 100% the final ad size. Any full-page bleed ad or 2-page spread ad must include a 1/8" bleed on each of all 4 sides and include crop marks (make sure crop marks do not touch the trim edge).

2. JPEG/TIFF/Photoshop EPS:

Send at full size, 300 dpi in Grayscale or CMYK mode.

- When saving as a TIFF file, it is OK to save with LZW Compression on.
- When saving as EPS, make sure the coding is set for "Binary." Do NOT output to DCS or use compression.
- When saving in JPEG format, please set quality settings to "12:Maximum," or the highest quality setting available. JPEG formats are "lossy"compression, so image quality will degrade using lower quality settings.

3. Illustrator/Freehand EPS:

Be certain that all elements in the ad are set for Black and White or CMYK (NO RGB or Pantone Spot colors). OUTLINE ALL FONTS. (Hint: You may want to create a duplicate of the file first, then outline the fonts on the duplicate file, and submit.) All placed bitmap images within the file must be embedded.

PLEASE NOTE

- SNEWS Magazine only accepts digital formats.
- When naming your ad file, please use the name of the advertising company and keep less than 23 characters long.
- Make sure all files delivered are tailored to SNEWS Magazine standard ad sizes. If you are sending a file used previously in another publication, please check the specs to make sure it matches our ad sizes.
- Please submit a hard copy or lo-res JPEG of your ad to ensure it is printed as desired. If no proof is supplied, SNEWS Magazine accepts no responsibility for any error in the final, printed ad.

Materials Clause: Materials for SNEWS Magazine must meet the digital requirements outlined in this PDF. We do NOT accept native files or other file formats not listed above. The Publisher reserves the right to decline materials sent if they do not meet established Publisher specs.

PRODUCT ZONE

Each Product Zone must describe a new product or product line in 50 WORDS OR LESS, and includes a company logo and photo. Specs are provided below for submitting product photography and company logos.

PRODUCT ZONE PHOTO SPECS

Product Zone photos may be submitted in the following digital formats. Please follow the instructions to ensure correct formatting:

JPEG/TIFF/Photoshop EPS:

Send at full size, 300 dpi in CMYK mode.

- When saving as a TIFF file, it is OK to save with LZW Compression on.
- When saving as EPS, make sure the coding is set for "Binary." DO NOT output to DCS.
- When saving in JPEG format, please set quality settings to "12:Maximum," or the highest quality setting available. JPEG formats are "lossy" compression, so image quality will degrade using lower quality settings.
- If your product image is originally in 72 dpi resolution (web resolution), please be sure to convert to 300 dpi in your image editing program (like Photoshop) with the "Resample Image" option DESELECTED. Otherwise, for print quality purposes, your file will be re-sized smaller by a factor of 4. (For example, if your file is 72 dpi and 4"x5", it will be re-sized to 300 dpi at 1"x1.25" for print.)
- Thumbnail images pulled from a website may not be adequate for print usage.

PRODUCT ZONE LOGO SPECS

Product Zone company logo art may be submitted in the following digital formats. Please follow the instructions to ensure correct formatting:

1. JPEG/TIFF/Photoshop EPS:

Refer to photo submission guidelines above. (Disclaimer: If submitted in this format, we cannot guarantee that your logo will be able to lie on top of an image or color without having to knockout a white shape behind the logo. Otherwise, see item #2 below.)

2. Illustrator/Freehand EPS (preferred):

Be certain that all elements in the logo are set for Black and White or CMYK (no RGB or Pantone Spot colors). OUTLINE ALL FONTS. (Hint: you may want to create a duplicate of the file first, then outline the fonts on the duplicate file, and submit.) All files may be submitted by FTP or email. However, SNEWS Magazine is not liable for emails lost in transit or host provider difficulties. If you are sending multiple files, please be sure to use a ZIP or Stuffit file format to collect and compress the files into one file and then send. Please be certain to name your submitted parent files using your company or product name (e.g.: yourcompanyname.zip, keep the file name below 23 characters, and use proper three letter appendixes within the name to help identify file types, such as .pdf, .tif, .jpg, .eps) If you are sending files by disk, please send as CD-ROM only.

All display and product zone materials should be sent to:

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