



Off-Piste
The Backcountry Adventure Journal
www.offpistemag.com

Priceless



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P.O. Box 1626
Hood River, OR 97031
509.999.2208
freeheel@offpistemag.com
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Off-Piste \off-pēst\ *n.* the backcountry skier's magazine

Off-Piste magazine offers a soulful perspective on backcountry skiing and ski culture. Rooted in touring for turns and the lifestyle of dedicated skiers, our editorial content focuses on the celebration, promotion, and documentation of backcountry ski culture and equipment. We inform and inspire people to get out and explore!

Available free at over 200 specialty retail outlets, ski huts, and mountain town coffee houses throughout the mountainous west, our distribution is over 7,000 copies per issue including paid subscriptions. Our 11x17 tabloid format and stout 50# opaque paper stock set us apart from all other ski publications.

Regular departments cover ski related and environmental minded news, portraits of core skiers, backcountry tips and etiquette, destination profiles, tales of adventure as well as quality in-depth gear reviews and images of skiing from around the world.

Off-Piste strives to inspire, inform, and educate readers.

Principals

Based in Hood River, Oregon near the base of Mt. Hood and the heart of the Columbia Gorge recreation corridor, **Off-Piste** represents a collective of outdoor writers, photographers, illustrators, and designers all of whom are dedicated backcountry skiers at their core.

David Waag - Publisher/Editor

David is the founder and editor behind **Off-Piste** Magazine. A dedicated backcountry skier with over two decades of ski adventure under his hat, David has climbed and skied around the world. His writing and photographs have appeared in a range of publications from *Lonely Planet* to *Skiing Magazine*. David brings eight years of editorial and design experience as well as a great network of writer and photographer relationships to **Off-Piste** Magazine. dwaag@offpistemag.com

Best Ski Day Ever
Backcountry Protocol
Have You Skied the Light
Chocolate Espresso Brownies
and more . . .

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Off-Piste is a different type of ski magazine. Distributed free to specialty outdoor shops and select coffee houses throughout the west, **Off-Piste** speaks to discerning, dedicated backcountry enthusiasts –urban and rural. Our readers are the people who get out and ski - the folks who make skiing part of their lifestyle and are equally passionate about the social and environmental issues relevant to their sport. If you want to advertise in a magazine that you are proud to read, **Off-Piste** is the place.



Demographics

The **Off-Piste** reader is everywhere.

He is the 35-year-old Seattle software professional on a weekend tour; the 21-year-old college graduate preparing for her first all-woman backcountry skills workshop; the 42-year-old San Francisco businessman daydreaming of his weeklong hut trip with buddies; the 30-year old ski town resident touring for turns before she heads to work; the 40-year-old urban refugee on vacation with his family and always looking to extend his knowledge of snow science.

Every year tens of thousands of skiers renew and extend their circle of backcountry adventure on daily tours, hut trips, and resort accessed backcountry. The **Off-Piste** reader has a ski quiver, knows his or her local haunts by name, and stays current with gear. These are the readers who make up **Off-Piste**'s target market; 20 to 55-year-old dedicated skiers, of both genders, who live in the mountainous west and beyond.

By Region - Northwest & Alaska - 40% Rocky Mountains - 21%
 California - 12% Canada - 11% New England - 10% Midwest - 6%

Print Ad Rates

Full Page	Half Page (v)	Half Page (h)	Third/Quarter Page	Sixth/Eighth Page
10"x16"	4.875" x 16"	10" x 7.75"	10 x 5.125" / 4.875" x 7.75"	4.875" x 5" / 4.875" x 4"

2008 Rates				
	4x	3x	2x	1x
Full Pg	\$1,300	\$1,415	\$1,444	\$1,500
Half Pg	\$680	\$750	\$770	\$799
Third Pg	\$450	\$499	\$515	\$535
Quarter Pg	\$350	\$375	\$385	\$399
Sixth Pg	\$260	\$280	\$290	\$299
Eighth Pg	\$189	NA	\$209	NA
Premium Positions	inside cover add \$200 Full page only	back cover add \$200 Full page only	TOC Page add \$100 Half (h) page only	

In Store Dates Space Close/Copy Due

October 10th	Sept 1st
December 1st	Oct 15th
January 10th	Dec 1st
March 1st	Jan 15th

ADDED VALUE FOR 4x FREQUENCY

Web ad included with 4x buys!
 Full pg - 200x150 pixels
 Half pge - 200x100 pixels
 One third pg - 200x70 pixels
 Quarter pg - 200x50 pixels

Copy and Contract Information

Contracted copy will be used consecutively unless new copy is provided by copy due date. No cancellations are accepted after the space closing date. Contracted copy cancelled before space close date subject to 25% cancellation fee.

All accounts are COD until credit is granted. Invoices are due upon receipt unless terms are specified. A service charge of 2% per month (24% per annum) will be made on all invoices over 30 days old. In the event that a delinquent account is turned over to a licensed collector or attorney, the advertiser and or agency will pay all costs, collection, and attorney fees.

Production guidelines available upon request.