

# THE DAILY

OUTDOOR RETAILER

## 2019 MEDIA KIT



ABOUT THE DAILY

DISTRIBUTION

AD RATES + SCHEDULE

AD SPECIFICATIONS

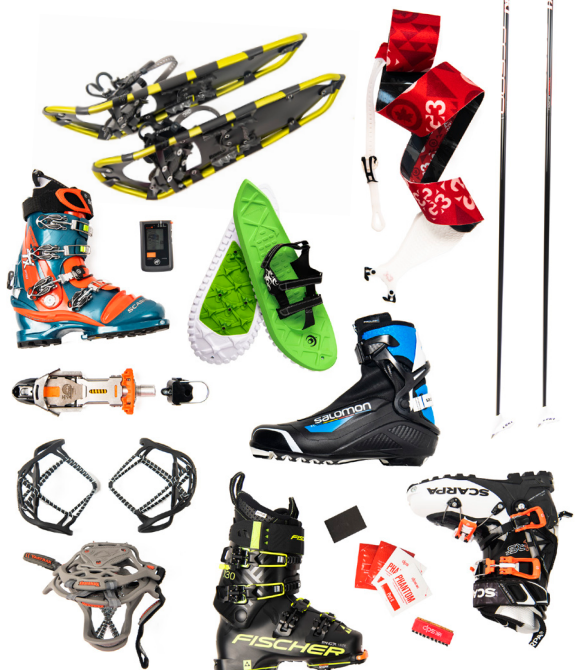
AD FORMATS

## Bread + Butter

### CLIQUE INTO WINTER

Everyone likes to play in the snow—but different customers prefer different gear under their feet. Here's the guide every retailer needs when it comes to figuring out who their customer is and what they need.

BY CAMERON MARTINDELL



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#### THE TELEMARK SKIER

**WHO THEY ARE:** Don't believe what those crowing AT skiers love to tell you: Telemark skiing is not dead. Yes, it's a small part of the market, but it still attracts attention from both the free-wheel curious and vets looking to upgrade.

**REACH THEM:** Doug Stencik, owner of Cripple Creek Backcountry in Carbondale, Colorado, says he sells twice as many NTN set-ups as 75-mm bindings these days—nearly 100 pairs a year. Developed in 2007 by Rottefella, the New Telemark Norm (NTN) binding allows the user to step into it much like an alpine binding, eliminating the annoying need to squat down to flip up the heel piece and then attach a leash to the boot. Stencik's message to staff and telemark customers is the same: "There will always be holdouts who love the tele turn on the traditional 75-mm boots and bindings, but moving forward all new innovation will live with the NTN equipment. Upgrading your gear now will allow you better customization of features like spring tension and release values, while preparing you for brand-new telemark boots and bindings coming down the pipeline."

**HOTSELLERS:** Scarpa's TX Pro (\$700; [scarpa.com](http://scarpa.com)) is the Italian brand's most versatile NTN and tech-binding-compatible boot. Binding pioneers 22 Designs recently released the updated Outlaw X (\$400; [twentytwodesigns.com](http://twentytwodesigns.com)), a powerful, no-hassles, step-in NTN binding. **BUYER TALK:** These skiers love the backcountry so recommend safety upgrades like Mammut's Barryvox S beacon (\$500; [us.mammut.com](http://us.mammut.com)).

photograph by ANDREW KORNILAK

## Bread + Butter

### Working Classy

Outdoor apparel is built to stand up to serious abuse in the wild—but that's all play. Workwear is apparel meant for fun away from the trails and on the job.



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photograph by ANDREW KORNILAK



### Seeking Truth

Over 40 outdoor organizations partnered with the 65th Outside survey on sexual harassment and assault in the climbing community. The results are disturbing—but they are also the first step in making a change. by Carol Kauder

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photograph by ANDREW KORNILAK

The Daily covers new product reviews, new exhibitor profiles, news from the show floor, events, education, editor gear picks and party pics every day of the show.

- It's the official show daily publication for Outdoor Retailer, distributed to attendees each day of the show
- The digital editions are emailed to over 180,000 industry professionals
- It's an opportunity to influence the influencers — retailers, buyers, suppliers and media

[Click here to check out previous edition of The Daily.](#)



**The Daily's print version is distributed exclusively to Outdoor Retailer show attendees:**

- Available at all entrances of the Colorado Convention Center each day of the show
- Distributed at local hotels in-room and in the lobbies
- Digital editions sent to over 180,000 industry professionals each day of the show along with pre- and post-show digital-only editions
- Digital editions linked via Outdoor Retailer channels

[Click here to check out previous edition of The Daily.](#)

## STANDARD AD RATES

	<u>1 show</u> (5 issues)	<u>2 shows</u> (10 issues)	<u>3 shows</u> (15 issues)
Spread	\$14,500*	\$13,775*	\$13,050*
Full Page	\$9,900*	\$8,910*	\$8,400*
Half Page	\$6,900*	\$6,210*	\$5,800*
Quarter Page	\$4,900*	\$4,400*	\$4,100*
Product Zone	\$1,250*	\$1,250	\$1,250 *Each show

## COVER AD RATES

Inside Front Cover Spread	\$16,500
Inside Back Cover	\$11,500
Back Cover	\$14,650
Cover Wrap	\$5,500 (per day)

*Pre-Show, The Daily 1-3, Post-Show*

## PRODUCT ZONE

Product Zone advertising develops brand recognition and provides a call to action in an extraordinarily cost-efficient manner. Product Zone is approximately 1/9 page. Ad Specs: 3" x 3.5"

## SCHEDULE



**Outdoor Retailer Snow Show 2019**  
**Pre-Show, The Daily 1-3 & Post Show**

### Ad Close

Monday, Dec. 10

### Materials Due

Wednesday, Dec. 13



**Outdoor Retailer Summer Market 2019**  
**Pre-Show, The Daily 1-3 & Post Show**

### Ad Close

May 2019

### Materials Due

Mid-May 2019\*

*\*More info to follow*

## AD SUBMISSIONS

**Email:** Files up to 7MB

**Larger files:** Please use a free file-sharing website such as Dropbox.com or WeTransfer.com.

**Contact:** Laurie Stiglitz

**Email:** laurie.stiglitz@outdoorretailer.com

**Phone:** (949) 226-5711

## MATERIALS CLAUSE

- Materials for The Daily must meet the digital requirements outlined in this document.
- We do NOT accept native files or other file formats not listed on page 6.
- The Publisher reserves the right to decline materials sent if they do not meet established Publisher specs.

## AD SPECIFICATIONS

	<u>Trim Size</u>	<u>Bleed Guidelines</u>
<b>2-Page Spread</b>	21" wide x 12" high	21.25" wide x 12.25" high
<b>Full Page</b>	10.5" wide x 12" high	10.75" wide x 12.25" high
<b>½ Page Vertical</b>	5.375" wide x 12" high	5.1875" wide x 12.25" high
<b>½ Page Horizontal</b>	10.5" wide x 5.376" high	10.75" wide x 6" high
<b>¼ Page Square</b>	4.5624" wide x 5.375" high	
<b>1/9 Page Product Zone</b>	3" wide x 3.5" high	

*\*Please keep all live matter 3/8" from trim*

The Daily only accepts digital files. Ads may be submitted in the following digital formats:

## 1. PDF FORMAT

PDF file formats are preferred as they ensure high accuracy and high detail in text. Please format all PDF files as High Resolution and full page ads as PDF/X-1a:2001 compliant. No compression. Preserve overprint.

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 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 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.

## 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.

Regardless of file format, you should supply final material by email or FTP. All files must be 300 dpi, PDF files are preferred but will accept CS4, Illustrator, Photoshop or InDesign files. Please make sure all graphics (photos, illustrations and logos) are in EPS or TIFF format. CMYK only. All fonts included. The electronic file must be accompanied by a proof made from the final file. Publisher is not responsible for any material not accompanied by a color proof. Total ink coverage for images should not exceed 300%.

## PLEASE NOTE:

Make sure all files delivered are tailored to The Daily 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 low-res JPEG of your ad to ensure it is printed as desired. If no proof is supplied, The Daily/Outdoor Retailer accepts no responsibility for any error in the final, printed ad.

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Submit ad materials to: Email to Laurie Stiglitz, [Laurie.Stiglitz@outdoorretailer.com](mailto:Laurie.Stiglitz@outdoorretailer.com)