

Alberta's Lakeland Destination Marketing Organization

SnoRiders Fall Issue Marketing Initiative



The Fall 2011 issue of SnoRiders gets an added boost! An additional 8,000 copies are printed and handed out at western Canada's Snowmobile trade shows. The Fall issue hits newsstands early October – just in time for snow enthusiasts to start planning their winter destinations. And, just in time for the Alberta Snowmobile Show.

Our readers are planning to spend

\$47 MILLION

on riding trips this season

61%

of readers used SnoRiders/
RidersWest to plan a trip

Our readers plan to make

70,560

trips this season

64% of our
readers fish

58% of our
readers ATV

68% of our readers
enjoy watersports
(Boating = 52%, PWC = 16%)

Alberta's Iron Horse Trail has won a Riders Choice Award for Alberta snowmobiling area you would like most to ride in the future.

Alberta's Lakeland has applied for 45% funding from Travel Alberta for this marketing initiative. Ad size available is one sixth of a page.

Your Cost:

1/6th page is 922.67 less 45% funding of 415.20 = 507.47 plus GST.

Plus ** Special offer of an internet marketing package which includes your logo, a 100 word write up and link to your website under the "Destination" and "Play & Stay" sections of www.snoriderswest.com site and on the www.riderswest.com site. The cost is for this Bronze package is normally \$899.00 and you are being offered it for only **\$120.95** for a twelve month term. SnoRiders has 137,220 annual readers of their enewsletter and had over 3 million ad views for their online advertisers last year.

Deadline for booking space: July 22, 2011

Deadline for providing ad content: July 29, 2011