

THE DAILY

GUIDE



MEDIA KIT

ABOUT

The *Daily Guide* is our place to recognize innovations and celebrate collaborations, to share ideas and inspiration, and to serve as your guide to Outdoor Retailer.

Published the day prior to the show, this print and digital publication highlights the news, gear trends, and programming you'll find on the show floor. It reflects what's happening, who to see, and how to best experience it.

Full of useful information, The *Daily Guide* is a one-of-a-kind magazine to support both exhibitors and attendees, and to serve as a resource for teams back home.

PILLARS

The philosophy and content of The *Daily Guide* center around: creating retail success, developing product insight, curating personal experience, building community, promoting environmental stewardship and climate action, investigating trends, and analyzing research.

THE DAILY
GUIDE

I WANT TO ADVERTISE

RATES

	1X RATE
Spread	\$6,375
Full Page	\$3,750
Half Page	\$2,250
Quarter Page	\$1,400
New Product Showcase	\$995

ADVERTISING SPECIALS

We also offer opportunities for customized special advertising that tell a larger brand story, including sponsored content, gatefold, and cover tip. Contact us for details.

AD SCHEDULE

SNOW SHOW 2023

AD CLOSE: December 5, 2022

MATERIALS DUE: December 9, 2022

THE DAILY
GUIDE

I WANT TO ADVERTISE

AD SPECS

	TRIM SIZE	LIVE MATTER	BLEED GUIDELINES
Full Page	9" x 10.875"	8-1/2" x 10.38"	9.25" x 11.125"
1/2 Page Vertical	4.25" x 10.875"	3.875" x 10"	4.625" x 11.125"
1/2 Page Horizontal	9" x 5.25"	7.875" x 4.875"	9.25" x 5.5"
1/4 Page Square	3.875" x 4.875"		

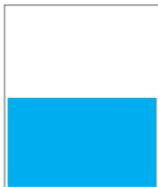
FULL PAGE



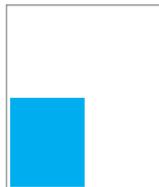
1/2 PAGE VERTICAL



1/2 PAGE HORIZONTAL



1/4 PAGE SQUARE



NEW PRODUCT SHOWCASE

SPECS:

3 inches wide x 3.5 inches high

IMAGES:

Must be high-resolution, SWOP-compliant, with a resolution of 300 dpi



MECHANICAL

- Binding: Perfect
- Trim size: 9" x 10-7/8"
- Pages: 2 columns: each column 3 7/8" wide; 3 columns: each column 2 7/16" wide
- Trim/Bleed: Allow 1/8" trim at top, foot and outside, plus 1/8" in the gutter
- Images: Must be high-resolution, SWOP-compliant, with a resolution of 300 dpi
- Keep text and live matter 3/8" from trim edges
- Allowance for gutter trim is 1/8"
- On spreads allow for 1/4"
- Foot trim on inserts is 1/8"
- Please ensure all ads are converted to CMYK

Ads can be emailed to: laurie.stiglitz@emeraldtx.com

THE DAILY
GUIDE

I WANT TO ADVERTISE

DISTRIBUTION

The *Daily Guide* is distributed both in print on-site during the show and delivered digitally to industry professionals around the world to increase exposure.

PRINT

Print copies of The *Daily Guide* are distributed from stations throughout the Salt Palace Convention Center, as well as at the hotel doors of influential attendees, to reach the full in-person audience. Approximately 5,000 copies will be distributed on-site at Snow Show 2023.

DIGITAL

The digital edition of The *Daily Guide* is emailed to outdoor industry professionals around the world, shared across Outdoor Retailer digital channels, and posted online at outdoorretailer.com. Approximate reach is 30,000 via email and 130,000+ via digital channels for Snow Show 2023.

THE DAILY
GUIDE

I WANT TO ADVERTISE