

THE OUTDOOR MARKET WITH A TOTAL BUSINESS PERSPECTIVE

# OB

**Outdoor Business**



[ 2006 Media Kit ]



**CIRCULATION: 8,000**  
*Outdoor specialty retailers,  
 outdoor-oriented sports stores,  
 outdoor manufacturers and suppliers*

ISSUE	FEATURES	GEAR	IN THE FIELD	OUT & ABOUT	BONUS DIST.	AD CLOSE
<b>January</b>	<ul style="list-style-type: none"> <li>• OR Pre-Show</li> <li>• Snow Sports</li> </ul>	<b>Back Country</b> <ul style="list-style-type: none"> <li>• Nordic &amp; Telemark</li> <li>• Skis</li> <li>• Boots</li> <li>• Poles</li> <li>• Snowshoes</li> <li>• Bindings</li> </ul>	<ul style="list-style-type: none"> <li>• Accessories</li> <li>• Gloves &amp; Mittens</li> <li>• Footwear</li> </ul>	<ul style="list-style-type: none"> <li>• Electronics</li> </ul>		12/5/05 12/7/05*
<b>February</b>	<ul style="list-style-type: none"> <li>• OR Winter Market</li> </ul>	<b>Cold Weather Camping</b> <ul style="list-style-type: none"> <li>• Tents</li> <li>• Bags</li> <li>• Packs</li> <li>• Stoves</li> <li>• Shovels</li> <li>• Ice Axes</li> </ul>	<ul style="list-style-type: none"> <li>• Fiber/Fabric</li> <li>• Cutlery</li> <li>• Footwear</li> </ul>	<ul style="list-style-type: none"> <li>• Skin Care Products</li> </ul>	OR WSA	1/6/06 1/8/06*
<b>April</b>	<ul style="list-style-type: none"> <li>• Retail Technology</li> </ul>	<b>Climbing Gear</b> <ul style="list-style-type: none"> <li>• Ropes</li> <li>• Hardware</li> <li>• Helmets</li> <li>• Harnesses</li> <li>• Apparel</li> </ul>	<ul style="list-style-type: none"> <li>• Footwear</li> <li>• Fiber/Fabric</li> </ul>	<ul style="list-style-type: none"> <li>• Children's Gear</li> </ul>		3/6/06 3/8/06*
<b>July</b>	<ul style="list-style-type: none"> <li>• OB Top 25 Retail Report</li> <li>• Specialty Markets</li> </ul>	<b>Warm Weather Camping</b> <ul style="list-style-type: none"> <li>• Tents</li> <li>• Bags</li> <li>• Packs</li> <li>• Cookware</li> </ul>	<ul style="list-style-type: none"> <li>• Navigational Tools</li> <li>• Footwear</li> <li>• Accessories</li> </ul>	<ul style="list-style-type: none"> <li>• Adventure Travel</li> </ul>	WSA	6/5/06 6/6/06*
<b>August</b>	<ul style="list-style-type: none"> <li>• OR Summer Market</li> </ul>	<b>Paddlesports</b> <ul style="list-style-type: none"> <li>• Canoes</li> <li>• Kayaks</li> <li>• PFDs</li> <li>• Dry Bags</li> <li>• Apparel</li> </ul>	<ul style="list-style-type: none"> <li>• Footwear</li> <li>• Fiber/Fabric</li> <li>• Cutlery</li> </ul>	<ul style="list-style-type: none"> <li>• Sport Optics</li> </ul>	OR	7/6/06 7/8/06*
<b>October</b>	<ul style="list-style-type: none"> <li>• Mountain Biking</li> </ul>	<b>Off Road Biking</b> <ul style="list-style-type: none"> <li>• Bikes</li> <li>• Helmets</li> <li>• Locks</li> <li>• Tools</li> <li>• Gloves</li> <li>• Accessories</li> </ul>	<ul style="list-style-type: none"> <li>• Apparel</li> <li>• Footwear</li> <li>• Fiber/Fabric</li> </ul>	<ul style="list-style-type: none"> <li>• Accessories</li> </ul>	Interbike OB Outlook	9/6/06 9/8/06*

Cover Photo courtesy of Pennsylvania Department of Community & Economic Development

\*Material Due

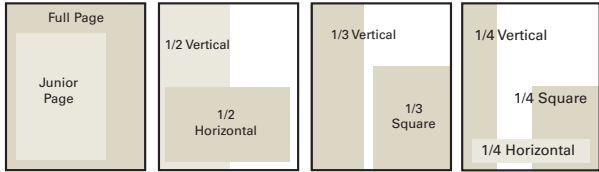
**IN EVERY ISSUE:**

GORP, Media & Marketing; Market Analysis, Waypoint, Retail Close-up; Manufacturer Profile.

FOUR COLOR RATES	1X	3X	6X
Full page	\$5,040	\$4,730	\$4,440
Jr page	4,180	3,930	3,690
1/2 page	3,780	3,550	3,330
1/3 page	3,100	2,820	2,580
1/4 page	2,220	2,080	1,960
<b>OB Report \$7,335 net (advertorial spread units)</b>			

**Black & White** 20% discount on four-color rates  
**Premium Positions:** Back Cover: 25%, All others: 10%  
**Inserts:** Earned rate plus insert discounts:  
**Tip-in fees:** \$2,000 (non-commissionable)  
 2 page ..... 15% discount  
 4 page ..... 40% discount  
 6 page ..... 50% discount  
 8+ page ..... 60% discount  
**Outdoor Business Showcase** ..... \$790 net  
**Classifieds** ..... \$90.00 per column inch  
**Inserts** . . Please contact the publisher for pricing quotes

**PAGE SIZES**



**Production Contact:**  
 Adam Schaffer,  
 Production Manager, VNU  
 770 Broadway,  
 7th floor, New York, NY 10003  
 Ph: (646) 654-7295  
 Fax: (646) 654-7318  
 Email: aschaffer@vnews.com

Keep live matter 1/4" from head, foot and face trim. Allow 1/8" safety in gutter for spread ads.

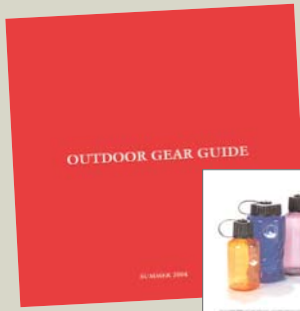
Full Page (bleed)	10-3/8" x 13-1/4"	1/3 Square	5-5/8" x 5-7/8"
Trim	10-1/8" x 13"	1/4 Page Vertical	2" x 12"
Full Page (no bleed)	9" x 12"	1/4 Page Square	4-3/8" x 5-7/8"
Junior Page	6-7/8" x 9-7/8"	1/4 Page Horizontal	9" x 2-7/8"
1/2 Page Horizontal	9" x 5-7/8"	Spread (bleed)	20-3/4" x 13-1/4"
1/2 Page Vertical	4-3/8" x 12"	Spread (no bleed)	19" x 12"
1/3 Vertical	2-7/8" x 12"		

**FREQUENCY PROGRAMS**

**6X Schedule:** 1 bonus advertising page.  
**Multi-Book:** Advertise in OB magazine, ORShow Daily & OR Show Handbook: Earn 15% discount on entire program.  
 Note: Entire schedule must be placed.

**LITTLE RED BOOK**

**Circulation: 15,000**



**WINTER GUIDE** Ad Close: December 20, 2006  
**SUMMER GUIDE** Ad Close: July 1, 2006

**FOUR COLOR PAGE RATES**  
 Full Page (6-1/2" X 6-1/2")\* ..... \$1,575 net  
 \*Includes Photo/Production



**Copies Mailed to Pre-Registered Attendees and Available On-Site**

## THE OB ONLINE NEWSLETTER

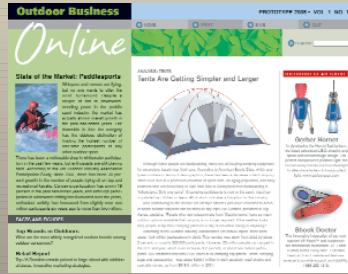
### A Clear and Focused Voice For the Outdoor Community

OUTDOOR NEWS • OUTDOOR PRODUCT  
OUTDOOR TRENDS • ANALYSIS • CLASSIFIEDS

Delivered by E-mail Bi-Monthly

Limited advertising opportunities available.

Top Banner Ad.....\$525.00 net



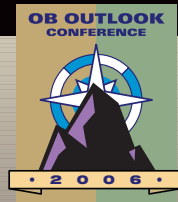
## OBMAGAZINE.COM

Position Specs	(size in pixels)	Rates
Top Sponsor	468 x 60	\$525 Gross per Month
Vertical/Inline Sponsor	120 x 240	\$420 Gross per Month
Anchor Sponsor	468 x 60	\$265 Gross per Month

## OB OUTLOOK

### The OB Outlook Outdoor Specialty Store Conference III

For sponsorship information call: (646) 654-4978



## VALUE ADDED MERCHANDISING BENEFITS

### Gold Level Ad Investment of \$25,000 and up...

- Receive one FREE full-page ad. **Value: \$6,500**
- Receive one FREE Market Place. **Value: \$950**
- Send 25 personalized subscriptions for your best customers courtesy of your company.

### Silver Level Ad Investment of \$15,000-\$24,999

- Receive one FREE half-page ad. **Value: \$3,600**
- Receive one FREE Market Place. **Value: \$950**
- Send 25 personalized subscriptions for your best customers courtesy of your company.

### Bronze Level Ad Investment of \$10,000-\$9,999

- Receive one FREE quarter-page ad. **Value: \$3,600**
- Receive one FREE Market Place. **Value: \$950**
- Send 25 personalized subscriptions for your best customers courtesy of your company.

### To Advertise:

Charlotte Erwin, Group Publisher: cerwin@sgbmag.com (646) 654-4981  
 Robert Feiner, Eastern Ad Manager: rfeiner@sgbmag.com (646) 654-4991  
 Bill Garrels, Western Ad Manager: bgarrels@sgbmag.com (720) 890-4641  
 Dan McNamee, Account Manager, NY: dmcnamee@sgbmag.com (646) 654-4798  
 Sam Selvaggio: sselvaggio@sgbmag.com (646) 654-7468