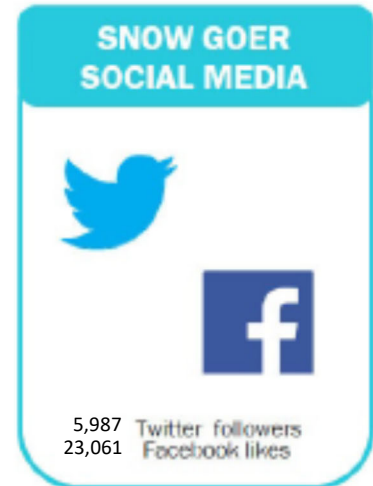


SnowGoer

SNOW GOER is the premier brand for snowmobile enthusiasts who live to ride and has been since the first issue in 1966. Fifty-plus years later, the brand continues to be a market leader. With the highest paid circulation magazine, a loyally followed website, two packed consumer shows and a growing e-newsletter list, it validates that consumer's trust **SNOW GOER** as their information source.

The **SNOW GOER** audience seeks information on new sleds, gear, accessories, and hot riding spots. They love the sport. By marketing with **SNOW GOER** you can rest assured that your message is reaching the right people in a format that they know and trust. In a world where anyone can be a "keyboard expert," it is important to align your marketing with a trusted brand that creates trusted and original content.



SnowGoer.com
1,848,093 Total Pages viewed last 12 months
148,000 unique visitors per month

OUR AUDIENCE

- Reads in-depth reviews on new sleds with shootouts and head-to-head comparisons
- Learns about the latest aftermarket gear and accessories
- Discovers tips and advice on technical projects
- Keeps up to date with news and notes on industry happenings. See some of the industry's best and most entertaining images
- Finds new places to ride & more ways to enjoy the sport

TOTAL AUDIENCE

- 61,714 Magazine
- 148,000 Readership (per issue) with pass-along
- 55,147 e-newsletter subscribers
- 250K monthly unique visitors

Geographic Breakdown

Maine	2,216	Florida	39
New Hampshire	1,576	Kentucky	82
Vermont	878	Tennessee	77
Massachusetts	1,422	Mississippi	412
Rhode Island	185	Arkansas	43
Connecticut	980	Louisiana	97
New York	5,812	Oklahoma	79
New Jersey	1,412	Texas	501
Pennsylvania	4,026	Montana	356
Ohio	3,099	Idaho	341
Indiana	1,212	Wyoming	254
Illinois	4,378	Colorado	1,872
Michigan	8,317	New Mexico	27
Wisconsin	7,810	Arizona	201
Minnesota	5,587	Utah	412
Iowa	2,022	Nevada	181
Missouri	204	Alaska	234
North Dakota	1,574	Washington	254
South Dakota	160	Oregon	106
Nebraska	102	Alabama	276
Kansas	78	California	831
Delaware	30	Total	60,920
Maryland	150		
Washington, DC	269	Total US	60,920
Virginia	108	Poss. & Other Areas	137
West Virginia	21	U.S. & POSS., etc.	61,057
North Carolina	198	Total Canada	541
South Carolina	112	International	116
Georgia	307		
		GRAND TOTAL	61,714