



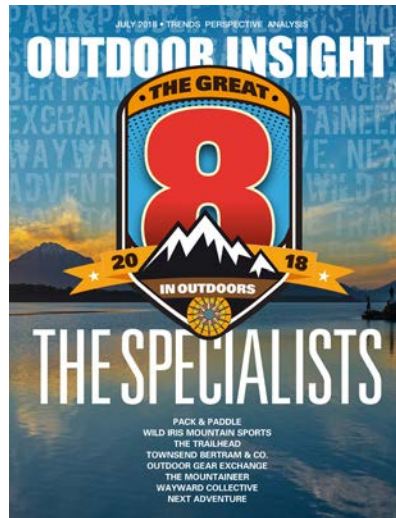
**MEDIA PLANNER 2020**

**OUTDOOR INSIGHT<sup>®</sup>**



***Formula4Media<sup>®</sup>***

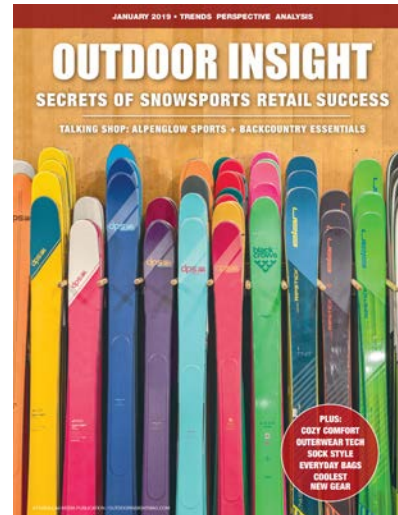
## Four Issues. Timed Right.



SUMMER MARKET



WINTER MARKET



*Outdoor Insight* is the one publication that delivers fresh content and visibility for advertisers before, during and after the winter and summer markets.



## We believe in the foundation and success of independent specialty brick-and-mortar stores.



Shopping is not just about commerce. There's something called the in-store experience. Product knowledge. The touching and feeling of product. The personal touch. The curated assortment and exciting impulse purchases. The trusted service after the purchase. And, the customer's immediate gratification.



## There's something called the in-store experience.

Standing out from the crowd in today's hyper-competitive retail landscape is no easy feat.

To stand out, stores need to be special. *Outdoor Insight* features the **Great 8 in Outdoors** each May.



### ONE STORE WONDERS

**Black Creek Outfitters**  
Jacksonville, FL

**Casual Adventure**  
Arlington, VA

**The Elephant's Perch**  
Ketchum, ID

**Kittery Trading Post**  
Kittery, ME

**Pine Mountaineering**  
Durango, CO

**Rutabaga Paddlesports**  
Madison, WI

**Skinny Skis**  
Jackson, WY

**Ute Mountaineer**  
Aspen, CO

2015

### PUTTING THE LIFE INTO LIFESTYLE

**Back Country Outfitters**  
Des Moines, IA

**Huckberry.com**  
San Francisco, CA

**Scheels All Sports**  
Fargo, ND

**Great Outdoor Provision Co.**  
Raleigh, NC

**Massey's Pro Outfitters**  
New Orleans, LA

**Trailblazer & Denali**  
New Haven, CT

**Feathered Friends**  
Seattle, WA

**REI**  
Kent, WA

2016



**Scheels All Sports**  
Fargo, ND

**Rutabaga Paddlesports**  
Madison, WI

**REI**  
Seattle, WA

**L.L.Bean**  
Freeport, ME

**Kittery Trading Post**  
Kittery, ME

**Great Outdoor Provision**  
Raleigh, NC

**Gear Coop**  
Costa Mesa, CA

**Cabela's/Bass Proshops**  
Springfield, MO  
Sidney, NE

2017

### CULTURE & COMMUNITY

**Outdoor Gear Exchange**  
Burlington, VT

**Pack & Paddle**  
Lafayette, LA

**Wayward Collective**  
Seattle, WA

**Next Adventure**  
Portland, OR

**The Mountaineer**  
Keene Valley, NY

**The Trailhead**  
Buena Vista, CO

**Townsend Bertram & Co.**  
Carrboro, NC

**Wild Iris Mountain Sports**  
Lander, WY

2018

### OUT SIDE THE BOX

**Alpenglow Sports**  
Tahoe City, CA

**Alpine Shop**  
Missouri & Kansas

**Backcountry Experience**  
Durango, CO

**Pack Rat Outdoor Center**  
Fayetteville, AR

**Rutabaga Paddlesports**  
Madison, WI

**The Sport Stop**  
Sheridan, WY

**Summit Hut**  
Tucson, AZ

**Ute Mountaineer**  
Aspen, CO

2019

## Stories, Challenges and Inspirations.

**Grassroots Outdoor Alliance** is a cohesive community of independent outdoor specialty retailers and brands that drives evolution within the outdoor industry.

**Outdoor Insight** features the retail members' stories in every issue.



### Women Taking the Lead

By Cara Griffin

#### Dreaming, Planning, Living



Emily White with her dog in Alaska.

#### EMILY WHITE, CO-OWNER, RIVERS AND TRAILS, WILPOPO, MT

Emily White owns Rivers and Trails, a small outdoor gear store in Wilpopo, Montana. She is a co-owner and has been in the industry for over 20 years. She is a passionate outdoor enthusiast and has a deep love for the outdoors.

#### On her passion for the outdoors

"I started as most others do, with cross-country road trips and summers camping with my family. The sound of a tent zipper is still the best way to wake up in the morning."

#### On the best kinds of adventures

"My first backpacking trip was meeting her (husband) and Bryan (son) in January on the Appalachian Trail in sub-zero temps during a winter thru-hike. In 2013 Joe and I tried our first Hut-to-Hut trek in the Snake Alps. The Haute route is an established trail and each day you end up in a picturesque Swiss mountain town surrounded by mountains eating and drinking the best food and wine you've ever had. The trail was not easy... but the combination of the scenery, the challenge and the food was truly my perfect adventure."

#### On her path to store ownership

"When other girls were playing with dolls, I was playing business. I had always dreamt of having my own business. I really love working. I spent 11 years (right out of high school) with a local family-owned high-end jewelry company. I

worked my way up to management while getting a business degree. Despite my success, I never had my own personal and I wasn't happy with the path I created. I was a country girl at heart. I needed an escape, an adventure to truly be myself, and I found that at R&T."

#### On the best things about owning an outdoor store

"I love helping customers and I've been told my enthusiasm is contagious. There customers come in regularly to show me pictures from the trips they took and thank me for helping them. One woman brought one that because of our training, trip-mates were asking her for help, when it was her first time out. We offer free classes and trip planning. The goal is not only to make people more confident to plan trips, but to increase the chances of a great experience in the outdoors."

#### On how outdoor brands design for women

"Outdoor brands are getting much better at catering to female figures and fashions. The motto used to be pick it and shrink it, but women are not built like men and not all of us look good in pink. Brands like Arc'teryx and Rab have taken big strides in making clothing that really fits a woman's figure. Other brands like Kailash, Aventura and Patagonia are making quality clothing for women in plus sizes, too. There's a small percentage of my customers that are under a size four and a larger percentage that are size 12 and up. It's good to see this shift in production and marketing."

#### On opportunities for women in the outdoor industry

"I understand that gender inequality exists and that there is a lack of female leadership in the outdoor industry. However, I own Rivers and Trails with two men, and since we opened in 2010 I have been offered more board positions, committee positions and interviews than both of them combined. I can't help but to wonder if these things have been offered to me because I'm a female in the outdoor industry. My male counterparts are just as talented and intelligent as I am — if not more. It's almost as if the scales have been tipped in the wrong direction. I might not be the person to ask this question, but I've only seen my gender work in my favor — not against me. My tip for women would be: Set your goals high, invest tirelessly in your work and if your path doesn't exist, make one. Dream - Plan - Live."

#### On the women who inspire her

"I am a combination of the women who raised me. My mother taught me to find the joy and beauty in everything around me and she instilled in me a sense of adventure. A flower-child of the '70s, she gave me her enthusiasm for life and a glass-half full view of the world. To this day, she inspires me in the way she greets a stranger or goes out of her way to help a long lost friend. She is my guru. The other woman, a close family friend, gave me my tenacity. She taught me that with hard work and determination I could be anything I wanted. She came from nothing and made herself into one of the most successful women I know. On top of this, she also taught me patience and grace in all things business and personal. She taught me to handle chaos with a steady hand and a clear mind. She is my mentor."

#### On Dreaming, Planning, Living

"We follow the Dream - Plan - Live motto. This motto represents our life and our work. It is a cyclical practice of continuing self-growth and exploration. The motto is a call to action wherein one process fuels the next, as one adventure sets dreams for another. We offer free presentations on trips to help fuel the dream, maps and resources to aid in planning and the gear to help you live it. We believe that once you step foot into the cycle, you'll never really get out of it — and it's a great way to live."

outdoorinsightmag.com



### Little Rock's Outdoor Home

A Local Gear Specialist Since 1972.

#### OZARK OUTDOOR SUPPLY, LITTLE ROCK, ARKANSAS



By Cara Griffin

Ozark Outdoor Supply is a specialty shop that serves as a "home" for outdoor goods in more ways than one. The quaint shop, which is located in a renovated house, is nestled right in the upscale neighborhood of the Heights in Little Rock, AR. It's been the area's home for outdoor gear since 1972. The store's current owner Jim Franky describes Ozark Outdoor's early incarnation as a hardware gear store that had several inventors in its early years, but uncertain financial footing before finding its way in the '80s.

Before his family purchased the store outright in 1986, Frank had already spent time working at the shop in his teenage years when his brother was one of the store's inventors. After

attending college in the early 1980s, Frank, whose family had a history in retail, went to work as a computer programmer at Dillard's. While he eventually made his way back to the outdoor shop, his time at Dillard's included going through their buyer training program. "So I had some retail training," he says.

Today the shop that Frank runs caters to an upscale clientele in what he calls an "add-money" neighborhood of Little Rock. The store offers high quality outdoor clothing and equipment, with a stated philosophy "to provide customers with the products, services and knowledge to help them get the most out of all their outdoor adventures."

Here, Frank shares his thoughts on the store's strategy and the specialty retail market in general.

#### How would you describe your community and your customers, and how has that changed over the years?

"We cater to teenagers all the way to 70 year olds gearing up for travel. We see a lot of families come in who are traveling and doing some high dollar trips such as safaris or mountaineering. We've had customers doing Kilimanjaro or Machu Picchu."

Our location backs up to some of the highest dollar houses/bush accounts in the state. They are not shy about spending money. In the early days, before the internet, before all the other stores started popping up selling The North Face or Patagonia dealer — the only one — for 50 miles. Now of course that has changed."

#### What's the merch mix like in your store?

"Footwear is very important to us. We have played with our apparel mix over the years and tried to 'solve' it, but we know that for us the gear and equipment strategy is where we are pretty unique. Women's sportswear is tough for us. Our women's business is focused on technical apparel and product you might need on your Africa safari or your Iceland trip — items that customers can't just run off to Old Navy to buy."

#### What's your online strategy?

"We do not sell online. We made a conscious decision on that because I don't feel I can offer the customer anything better than anybody else is already doing online. And I still believe in customer service. That is the one thing we still have that a lot of stores don't have. We try to beat it home to our employees. My friend taught me that the customer is always right and if you are not sure about it, then the customer is always right. I probably say yes too many times but in the long run I try to pick my battles carefully."

#### How do you compete with discounters, big-box stores and online sellers?

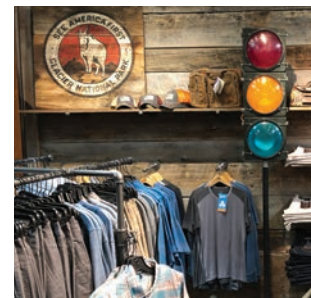
"The most important category in that respect is footwear. I don't think a lot of people want



### Montana Magic

Talking Shop with Trek Stephens, Owner of The Toggery.

#### THE TOGGERY, MONTANA



By Cara Griffin

In 1947, Frank and Jessie Stephens opened the doors of Frank's Shirt Shop in downtown Whitefish, Montana — at first, the Stephens' priority was selling quality men's clothing. After acquiring a neighboring clothing store, the entire operation was renamed The Toggery. The family business was passed on in 1970 to Frank's son, Gary. Over the course of 30 years, Gary broadened the store's scope to offer both men's and women's clothing, and footwear. This family tradition continues today, as Gary's son Trek Stephens and Trek's wife, Rene, currently own and operate The Toggery in Whitefish and Kalispell, Montana.

As for Trek Stephens, he says he "initially didn't have any interest in working in the family

business," but after graduating from Montana State University, he decided that Whitefish, Montana was "the only place I could live."

"The proximity to rivers, lakes, Glacier Park, and a ski resort made it difficult to go anywhere else," says Stephens. "I was fortunate enough to be given the opportunity to take over the business and have a career in a resort town. My wife, Rene, joined me six years later and brought the shop another level of passion for retail. It could not have been a better fit for the both of us."

Known by brands in the industry for its elevated product curation and creative merchandising, The Toggery combines its legacy of 50-plus years of retail with some modern retail magic. Here, Trek Stephens talks shop with us.

#### Outdoor Insight: How would you describe the communities that the stores are in and the customers that you serve?

Trek Stephens: "We have two locations 15 minutes apart, but they are very different communities. Our main location [in Whitefish, MT] is in a resort town. Our second location [in Kalispell, MT] is located in the county seat and the largest city in our valley. We are very proud that our local following in our resort town is very strong. We have always viewed the resort tourism to be a bonus part of our business. Our second location in Kalispell is primarily local business. Our typical customer is a professional, active in the outdoors and highly social with a fashion interest. We focus primarily on clothing and footwear and light outdoor packs and hiking footwear. We also have added a stable selection of unique accessories and locally made products."

#### Your stores are in unique physical spaces — historic, renovated buildings. Can you tell us more about that and the benefits and challenges of your amazing store spaces?

"We have a lot of pride in our buildings. They are both historical brick buildings in the center of downtown. We know this is our store heritage and will never change that part of our image. Rene and I both enjoy going to work because of the atmosphere. I couldn't imagine showing up at a strip mall for work. We hope this feeling translates to our customers. Really the only challenge of our spaces is our main Street location in Kalispell. It's the classic story of a downtown that was sucked dry by strip development outside of downtown. We know this is our store heritage and will never change that part of our image. Rene and I both enjoy going to work because of the atmosphere. I couldn't imagine showing up at a strip mall for work. We hope this feeling translates to our customers. Really the only challenge of our spaces is our main Street location in Kalispell. It's the classic story of a downtown that was sucked dry by strip development outside of downtown. 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## Category Features

**BASELAYERS**

### LET'S GET SPECIFIC

WOOL? SYNTHETICS? GETTING BEYOND THE BASES  
By Lauren Berman

Since the founding of Smartwool in 1994, outdoor enthusiasts have been learning about the benefits of Merino wool. With the growth of brands like Smartwool, Ice and Outfitter, the baselayer market is no longer dominated by synthetic fiber constructions. But, over 20 years later, some old habits about wool still remain. "Wool is itchy," "Wool stinks."

"The industry has done such a good job pushing synthetics for the last few decades. There are a lot of consumers who grew up with a base against wool," says Mark Koppes, VP-product at Icebreaker. "People have to be introduced to how Merino wool has evolved and how comfortable it is against the skin. It's about getting consumers to touch, feel and overcome their biases."

**TOP THREE TRENDS**

- 1. Consumers "get" wool
- 2. Synthetics still top the list
- 3. Versatility and style are key

Performance Apparel

**MATERIALS**

### COZY COMEBACKS

Retro Returns with Modern Appeal

Lauren Berman

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Lifestyle Apparel

**BOOT BOOK**

### HIGH-TECH & COOL FROM THEIR HEELS TO THEIR TOES

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Footwear

**HOSEY**

### SOCKS

How Merchandisers Can Play Lots of Socks in One Box

By Suzanne Blucher

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Hosiery

**BAGS**

### EVERYDAY performers

BEYOND THE PACK

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Packs

**CAMPING**

### EVERYDAY HEROES

By Cara Griffin

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Camping

**KNIVES**

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Cutlery

**OUTDOOR EYE**

### NEW PRODUCTS • SUNGLASSES

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Eyewear

**OUTDOOR EYE**

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Water Sports

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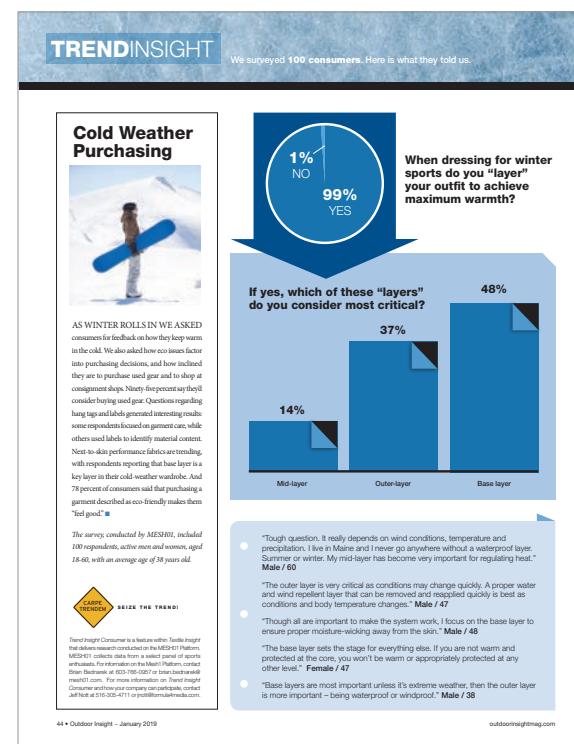
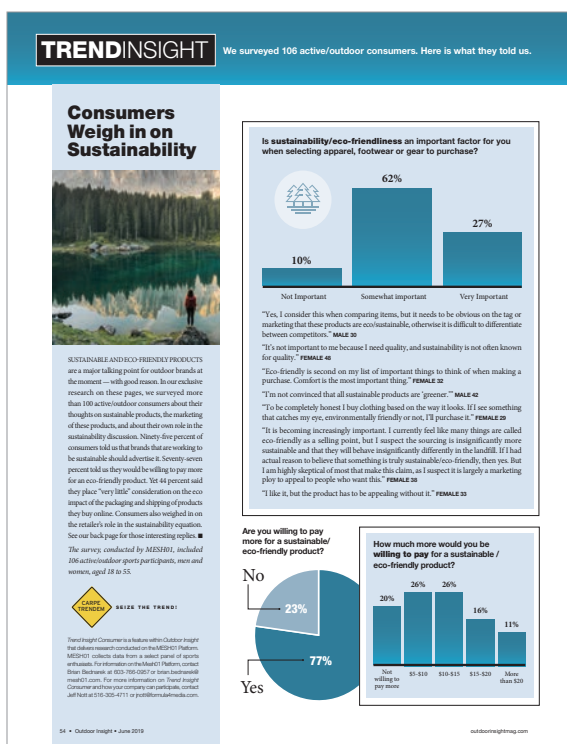
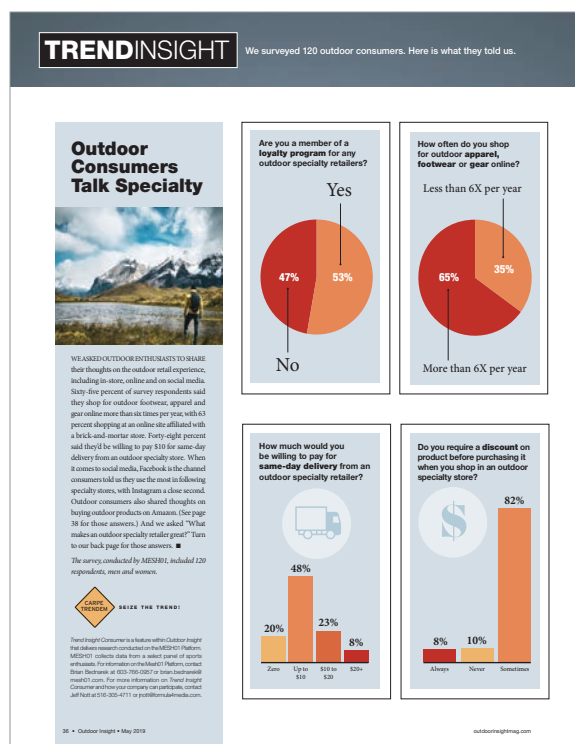
Snow Sports

## Consumer Surveys

**Trend Insight:** A snapshot of what's resonating with consumers to help make smarter business decisions, inspire creative solutions, and generate original ideas.



Seize the Trend



Powered by Mesh 01

## 2020 Editorial Calendar

### Outdoor Retailer + Snow Show

December 2019	Features	Ad Close	Materials Due
<b>Outdoor Retailer+ Snow Show Preview Issue</b>  <b>Delivered Week of Jan 6, 2020</b>	<b>Trends:</b> Apparel, Footwear and Gear <b>Category Coverage:</b> Cutlery Optics Skin Care Snow Sports Preview Watches / GPS	12/6/19	12/12/19
January 2020	Features	Ad Close	Materials Due
<b>Outdoor Retailer+ Snow Show Issue</b>  <b>Distributed at Outdoor Retailer+ Snow Show</b>	Base Layers Nutrition Packs Snow Shoes Socks Trail Running Winter Camping  <b>Snow Sports:</b> Skiis, Boots & Accessories.  <b>+ The Boot Book</b>	1/6/20	1/10/20

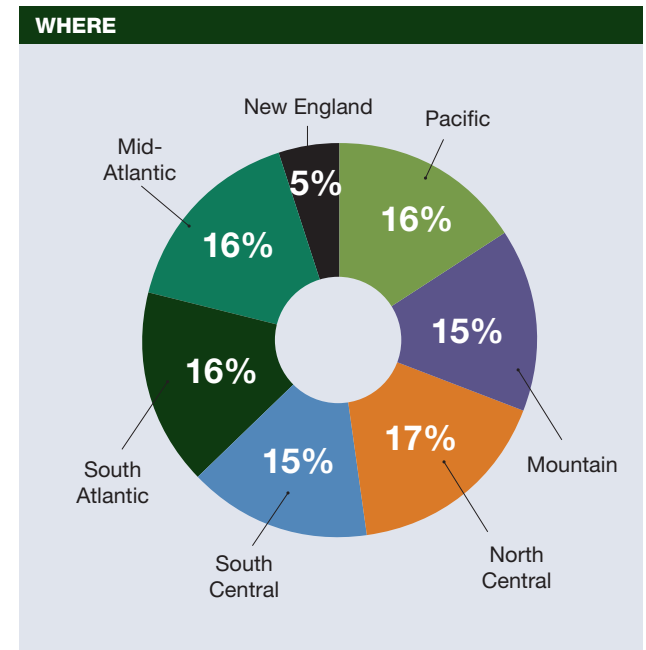
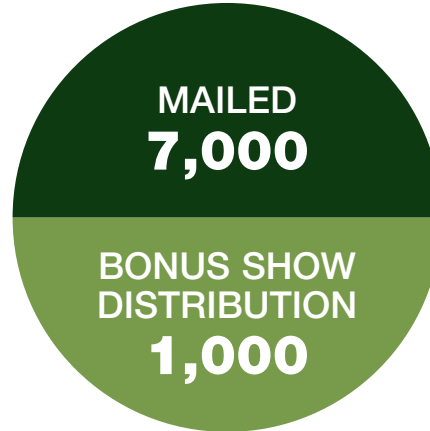
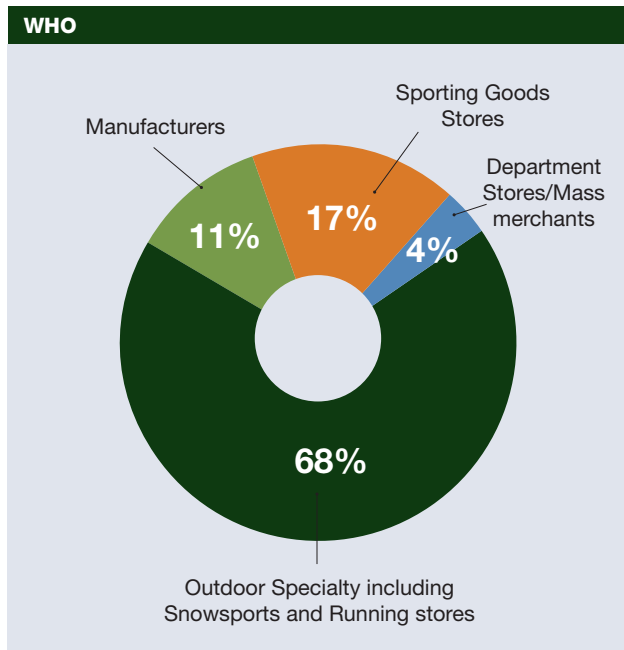
### Summer

June 2020	Features	Ad Close	Materials Due
<b>The Great 8 in Outdoors</b>	<b>8 great ideas to re-connect, re-engage and keep it local.</b> Insight from retailers across the nation	6/1/20	6/5/20
Summer 2020	Features	Ad Close	Materials Due
<b>Outdoor Insight Gear Guide</b>	Our exclusive product showcase to highlight what's on shelves now mixed with inspirations and opportunities for Spring 2021	6/1/20	6/19/20



## Circulation and Advertising Rates

Reaching the retail stores that drive the business in the outdoor category.



### Advertising Rates

Ad Size	1X	2X	4X
Full Page	\$3,400	\$2,950	\$2,450
1/2 Page	\$2,210	\$1,920	\$1,595
1/3 Page	\$1,870	\$1,625	\$1,350
1/4 Page	\$1,360	\$1,180	\$ 980

outdoorinsightmag.com

7,500+

PAGE VIEWS

## Advertising Rates

Ad Size	Top Banner	Side Box
3 Months	\$1,500	\$1,000
6 Months	\$2,750	\$2,000
12 Months	\$5,000	\$4,000

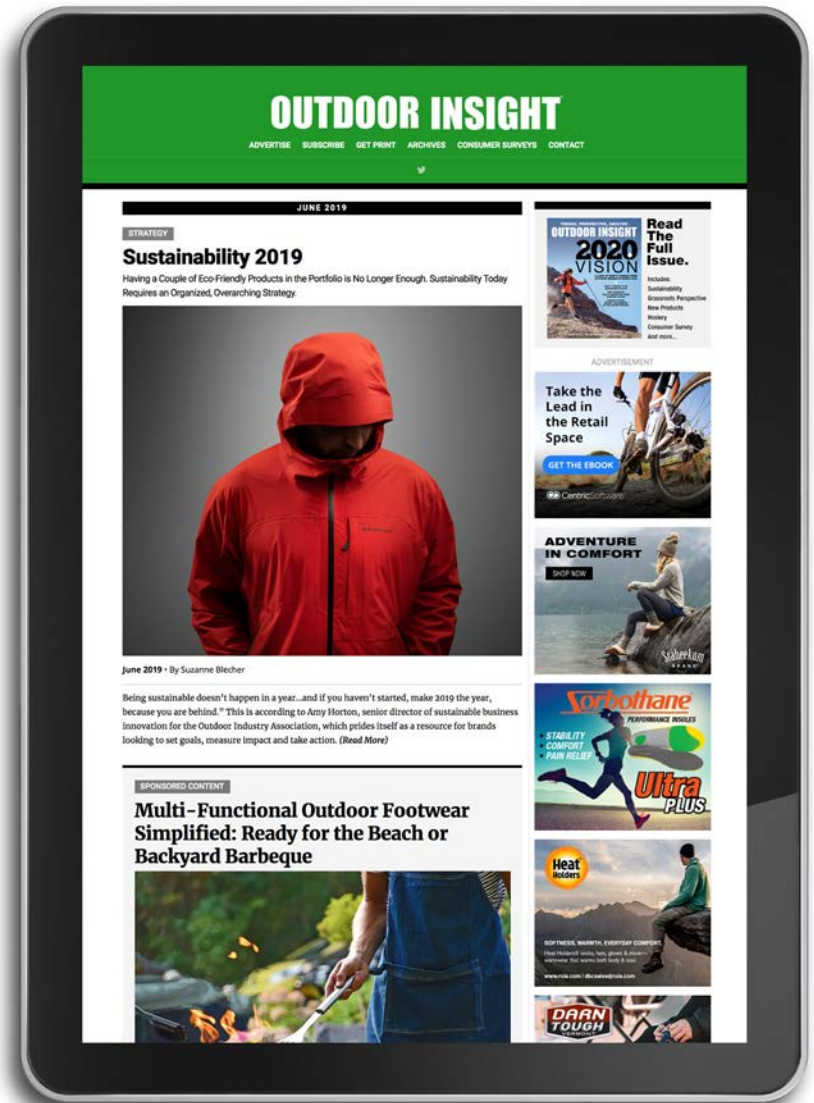
## Issue Delivery Email Blast Rates (4x per year)

Ad Size	Per Issue
Side Box	\$350
Banner	\$500

## Sponsored Content Block

Package	1x Rate
Email Blast	\$1,000
Email Blast + Advertorial + Web Ad	\$2,500

Statistics source: Google Analytics October, 2018 - October, 2019



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