



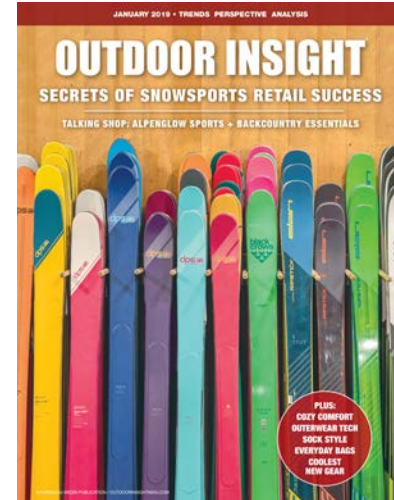
MEDIA PLANNER 2021

OUTDOOR INSIGHT[®]



Formula4Media[®]

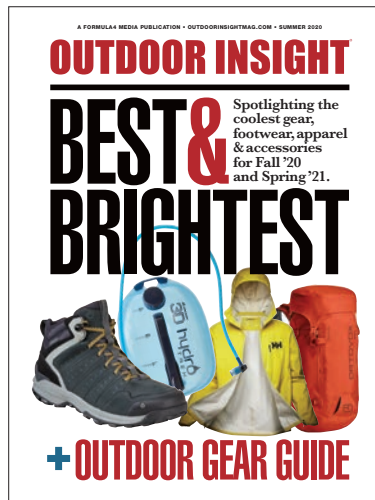
Four Issues. Timed Right.



WINTER MARKET



SUMMER 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

OUTSIDE 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

Navigating Today's Reality



The Path Forward

Rutabaga Paddlesports
Madison, WI
Pack Rat Outdoor Center
Fayetteville, AR
The Trailhead
Buena Vista, CO
Eagle Eye Outfitters
Dothan, AL
Outdoor Gear Exchange
Buena Vista, CO
Next Adventure
Burlington, VT

2020

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.



Women Taking the Lead

By Cara Griffin

Dreaming, Planning, Living



Emily White with her dogs in Alaska.

EMILY WHITE, CO-OWNER, RIVERS AND TRAILS, WILDFISH, MT

Emily White owns Rivers and Trails, a specialty outdoor gear store in Wildfish, Montana. She and her husband, Joe White, started the store in 2010. They opened the store in 2010, and it has been a success. They have a lot of customers, and they are growing. They are also expanding their business to other areas.

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 Joe (husband) and Bryan (cousin) 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 begged once 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 fashion. The motto used to be 'pink 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, Arc'teryx 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."

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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, we were The North Face and 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 Togger.

THE TOGGER, 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 Togger. 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 Togger 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 Togger continues 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 location 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 transcends 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. However, there has been a highly faded resurgence in downtown Kalispell with many new restaurants, restaurants and retail. We took the risk and renovated an old building on the very early cusp of this resurgence. It was a risk, but we felt really good about the timing, location and how it fit our image."

How important is the aesthetic of the store to you?

"In our opinion, store aesthetic is equal to customer service and product selection. The

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Category Features

BASELAYERS

LET'S GET SPECIFIC

WOOL? SYNTHETICS? GETTING BEYOND THE BASES

By Suzanne Buckner

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 putting 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

By Suzanne Buckner

Just when you thought the cozy, warm, and comfortable clothing of the 1970s and 1980s was a thing of the past, it's making a comeback. The cozy, warm, and comfortable clothing of the 1970s and 1980s is making a comeback. The cozy, warm, and comfortable clothing of the 1970s and 1980s is making a comeback.

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Lifestyle Apparel

BOOT DOCK

HIGH-TECH & COOL FROM THEIR HEELS TO THEIR TOES

By Suzanne Buckner

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Footwear

HOSEY

SOCKS

How Merchandisers Can Play Lots of Socks in One

By Suzanne Buckner

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Hosiery

BAGS

EVERYDAY performers

BEYOND THE PACK

By Suzanne Buckner

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Beyond the pack, everyday performers are making a comeback. The cozy, warm, and comfortable clothing of the 1970s and 1980s is making a comeback. The cozy, warm, and comfortable clothing of the 1970s and 1980s is making a comeback.

Packs

CAMPING

EVERYDAY HEROES

By Cara Griffin

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Camping

KNIVES

EVERYDAY HEROES

By Cara Griffin

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Cutlery

OUTDOOR EYE

NEW PRODUCTS • SUNGLASSES

By Suzanne Buckner

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Eyewear

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NEW PRODUCTS

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Water Sports

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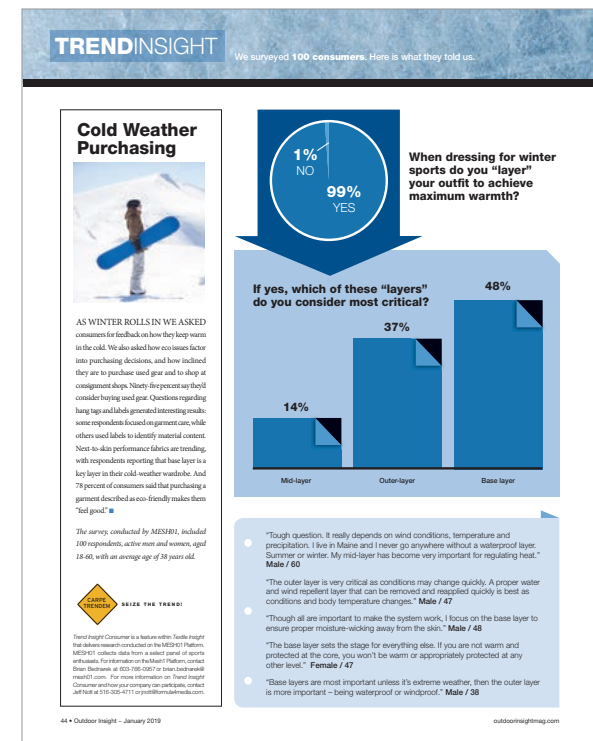
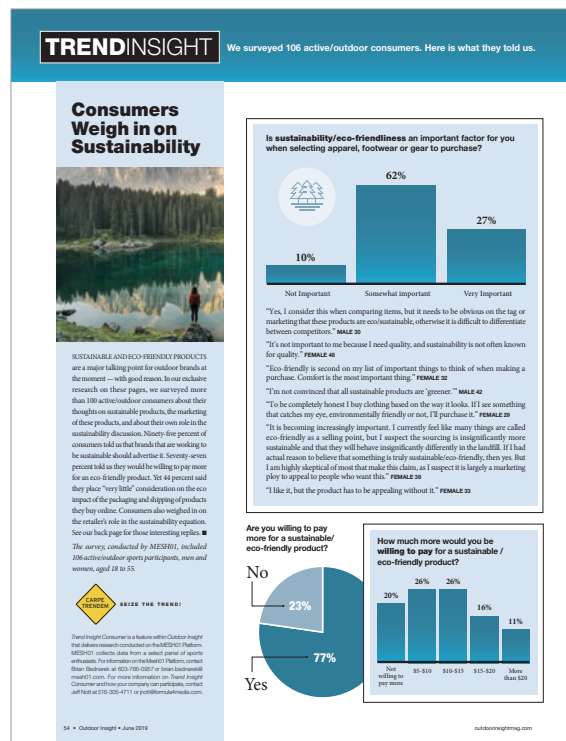
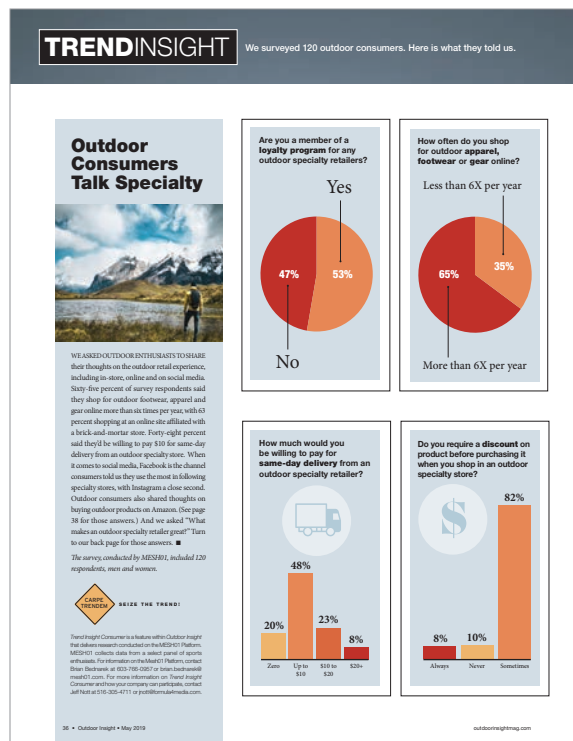
Snow Sports

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



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2021 Editorial Calendar

Outdoor Retailer + Snow Show

January 2021	Features	Ad Close	Materials Due
Outdoor Retailer+ Snow Show Issue	Trends: Apparel, Footwear, Gear Category Coverage: Cutlery Optics Skin Care Snow Sports Preview Watches / GPS	01/04/20	01/08/21

Winter 2021	Features	Ad Close	Materials Due
Outdoor Insight Gear Guide	Our exclusive product showcase to highlight what's on shelves now mixed with inspirations and opportunities for Fall 2021.	01/05/21	01/12/21

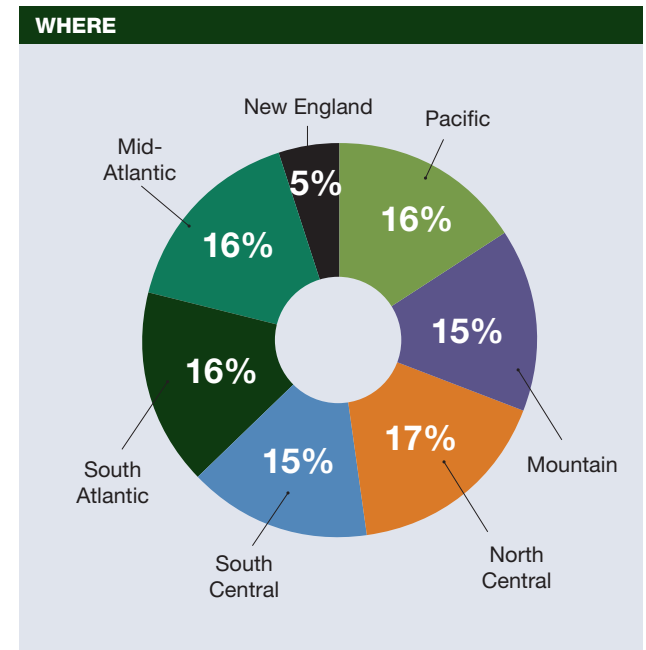
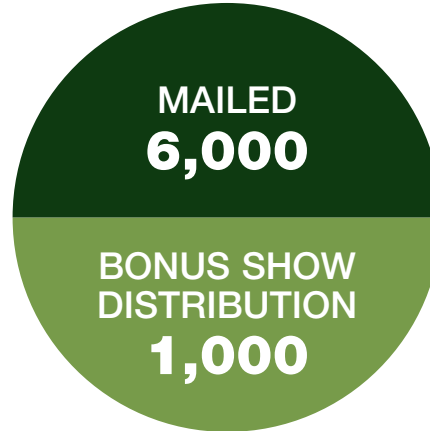
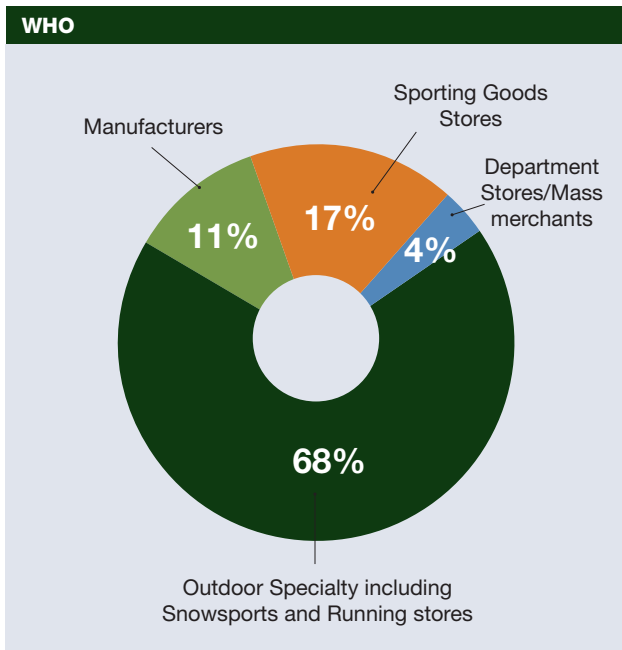
Outdoor Retailer Summer Market

May 2021	Features	Ad Close	Materials Due
The Great 8 in Outdoors	Insight from retailers across the nation. Apparel Footwear Camping Nutrition Cutlery	04/26/21	05/03/21

June 2021	Features	Ad Close	Materials Due
Outdoor Retailer Summer Market Show Issue + Outdoor Insight Gear Guide	Hosiery Hydration Amphibious Footwear Paddle Sports SUPs Racks Packs Trail Running & Hiking Electronics Pet Products Skin Care Sunglasses Sandals Outdoor Lifestyle	05/17/21	05/24/21

Circulation and Advertising Rates

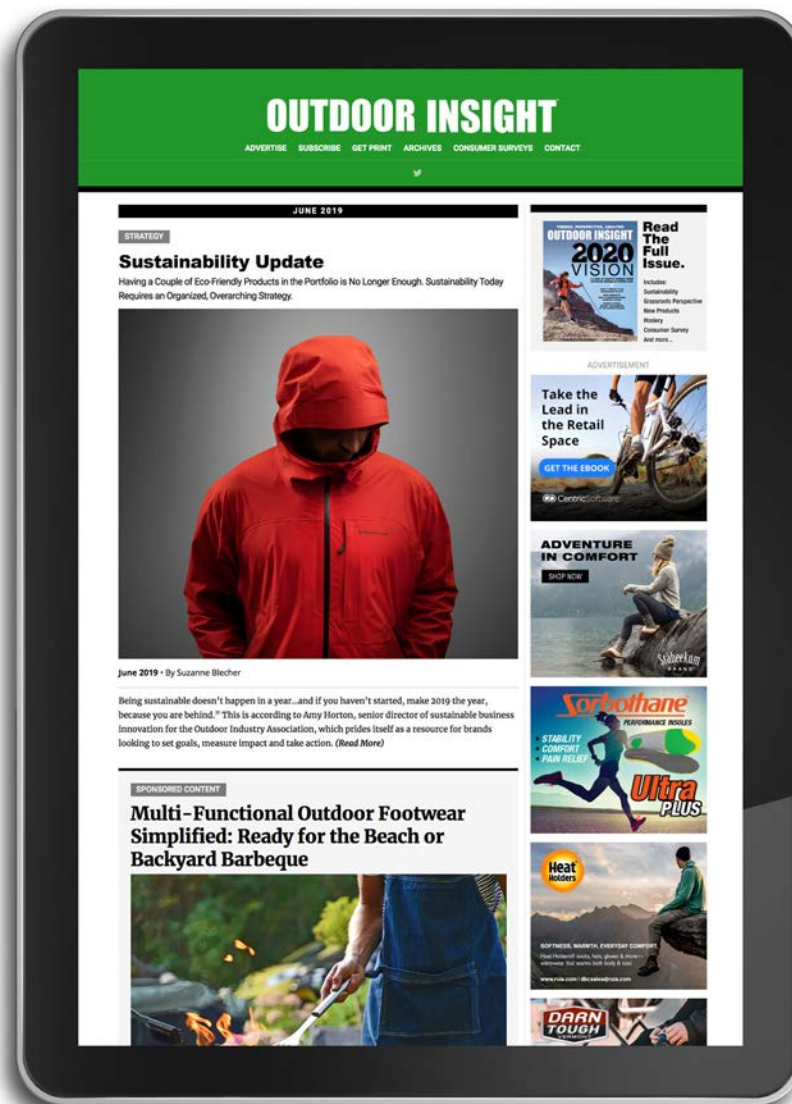
Reaching the retail stores that drive the business in the outdoor category.



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1/3 Page	\$1,870	\$1,625	\$1,350
1/4 Page	\$1,360	\$1,180	\$ 980

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Outdoor Insight Magazine Website

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

14,050+
PAGE VIEWS

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Banner	\$500
Sponsored Content Block (Advertorial + Web Ad)	\$2,500

Sponsored Content Email Campaign

Ad Size	Per issue
Sponsored Content Block + Advertorial	\$2,000

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