

# OutdoorGUIDE SPRING & FALL

*Participation is Easy and Low Cost \$550 per page per retailer*

Outdoor Guide is a full-color product guide promoting your brands and driving customers to your retailers with an online Guide and targeted direct mail.

Earn measurable sales with the industry's unique award-winning direct-marketing promotion.



# 3 REASONS WHY THE OUTDOOR GUIDE IS SO EFFECTIVE

## 1 IT CONVEYS YOUR BRANDING AND REASONS TO BUY

Display ads often emphasize a product's style or look, more than the specific reason for the consumer to purchase. Not so with the Outdoor Guide. Our proven design\* tells your brand story with fresh, descriptive writing and methodical product presentation that is benefit laden.

- » Your brand is enhanced with a carefully-constructed message and detailed reasons why to buy your featured products.
- » The Outdoor Guide drives business to your specialty retailers and to all your other retailers in that market.

## 2 IT'S TARGETED, LONG-LASTING AND VERSATILE

The Guide helps reach well beyond magazine subscribers. Your message reaches the much larger population of retailers' customer lists, and to targeted Outdoor rental lists. Results show solid performance 16 weeks after mailing. Retailers also hand out Guides in-store and at events.

## 3 TEAM WITH YOUR RETAILERS FOR VALUE AND EFFECTIVENESS

The retailers' investment in mailing and producing the Guides keeps your cost down. Plus, it encourages the retailers to buy product to support their investment.

**Their choice/their voice.** You benefit from having your products presented as the featured selection of a trusted local merchant. The entire Guide is written in the retailer's voice, so your brand benefits from the experience and knowledge they have as specialty outdoor retailers.

**Their value added.** The Outdoor Guide is NOT a mail order catalog. It stimulates visits to the store where consumers get the best possible experience with your product.

**Spill-over sales.** Your message is seen by targeted purchasers throughout the local market, increasing business and brand awareness for all your local retailers.

# PAGES DESIGNED TO MAXIMIZE SELLING POTENTIAL

**TRAVEL MACHINES**

**OR OUTDOOR RESEARCH** Outdoor Research® develops innovative, functional, practically indestructible outdoor products for the relentless adventurer.

**SWIFT JACKET™ \$169**  
Maneuver as you like in springtime downpours. This waterproof jacket protects without sacrificing breathability. Stretch fabric easily moves with you. ☑

**WAYWARD LONG SLEEVE SHIRT™ \$79**  
Travel about without looking a tourist in this lightweight, low-key shirt. Quick-dry nylon wicks moisture and travel-friendly pockets and features keep you prepared. UPF 50+. ☑

**FERROSI SHORTS™ \$65**  
Reach for these lightweight, rugged, wind-resistant softshell shorts for practically anything. Ample stretch for your long strides and highly breathable. ☑

**SWIFT CAP™ \$23**  
Protect your noggin from heat and sun with superior ventilation and UPF 30. Shaped brim and nylon panels.

**SEATTLE SOMBRERO™ \$60**  
Rely on the GORE-TEX® shell to repel torrential weather yet stay breathable. A shaped brim directs water away from your face and the brushed lining wicks perspiration.

**ARKANSAS CLIMBERS COALITION**

The Arkansas Climbers Coalition (ARCC) is a non-profit organization dedicated to preserving and protecting climbing areas in The Natural State.

The ARCC is a group of climbers who have joined together to maintain and protect access to climbing areas and work to gain access to closed areas while growing a strong climbing community in Arkansas. From building trails to replacing hardware, the ARCC is dedicated to making The Natural State a world-class climbing destination.

Recent ARCC projects include the installation of two pit toilets and campground improvements at the Sam's Throne climbing area; bolt and anchor replacements at Cave Creek, Valley of the Blind and Sam's Throne; and erosion-control and trail-building projects at Horseshoe Canyon Ranch. If you're interested in giving back to the crag or bouldering area that you call a second home, then ARCC is for you.

For more information, visit [arkansasclimbers.org](http://arkansasclimbers.org).

- Informative headline grabs attention
- Brand logo and branding statement sell your brand
- Provide YOUR own lifestyle imagery to inspire readers
- Product awards and recognition (if applicable)
- Benefit driven copy to explain the high quality of your products

- Text and images go into highly disciplined typography and design
- Editorial sidebar adds credibility to featured brand.
- Readers keep the Guide and refer to your page again and again

*Digital version available!*



## CASE STUDY RESULTS

Smart Presentation, Smart Info

**“I use the Guide as a reference for what retailers want and what our competition is doing.”**

–Courtney Tarantino, The North Face

### Case Study: Great Outdoor Store – Sioux Falls, SD – A VERY GOOD YEAR!

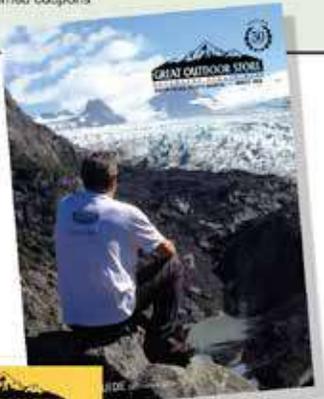
**Spring 2013**  
Outdoor Guide mailed April 8 to 2,021 existing customers.  
Data Source: Redeemed coupons

**Fall 2013**  
Outdoor Guide mailed October 8 to 2,203 existing customers.  
Data Source: Redeemed coupons



*“Using the Guide has been one of our smartest marketing moves. We started mailing the Guides in 2007 and began building our mailing list from scratch. Our customers ask about and look for the Guides in the mail. We also know they come in more often because of the dated coupons. Since establishing our mailing list we have been able to eliminate magazine and newspaper advertising and save marketing dollars. We have had double digit sales increases every year since 2009, which we believe is partly due to the success of our Guide.”*

–DeAnn and James Echols, Owners  
Great Outdoor Store, Sioux Falls, SD



**May coupon**  
**\$20 Off over \$100**  
54 redeemed totaling \$5,400 minimum

**June coupon**  
**\$10 Off over \$50**  
42 redeemed totaling \$2,100 minimum

**July coupon**  
**\$15 Off over \$75**  
82 redeemed totaling \$4,650 minimum

**Redemption rate: 7.8%**  
**Minimum gross sales: \$12,150**

**November coupon**  
**\$20 Off over \$100**  
131 redeemed totaling \$13,100 minimum

**December coupon**  
**\$10 Off over \$50**  
114 redeemed totaling \$5,700 minimum

**January coupon**  
**\$20 Off over \$100**  
16 redeemed totaling \$1,600 minimum (as of Jan. 17)

**Redemption rate: 11.8%**  
**Minimum gross sales: \$20,400, to date.**

Measurable Lift, Competitive Advantage

**“I can see why retailers want to be involved.**

**Finally, someone’s doing it right.”**

–Dan Magnus, Hobie Kayak

**“The Outdoor Guides are a core method of delivering CamelBak’s message. They present our product very effectively and they powerfully link us with the specialty stores who actively sell our brand. They are a solid marketing investment.”**

–Mike Moore, CamelBak, National Sales MGR

Major Retail Traffic

**“Our Guide is a notch above any other marketing we do. It’s high quality, fits our image, features our top brands, drives measurable business, and best of all, customers love it.”**

–Tommy Lauterstein, Good Sports, San Antonio, TX

**“Our Guide’s coupons bring in customers “ready to buy” and the customers that receive them tend to make larger than average purchases.”**

–Andrew Graham, Outdoor Source, Columbus, OH

# ADDING VALUE

**1. Content Enrichment of the Outdoor Guides:** AIM's content assets developed for Backpacker, Climbing, National Park Trips, SKI, and Skiing magazines can be made available for retailers and vendors to enrich the content of their Outdoor Guide pages. Popular themes available are, gear reviews, Editors' Choice, skills, trips, survival, and more. Content can be customized for retailers, and by their regions. Content can be made multimedia for consumers to experience online at Backpacker.com.

**BACKPACKER Climbing**

**SKI** 

**yoga JOURNAL**  **WARREN MILLER entertainment**

**2. Email Newsletter Campaigns:** Retailers can access weekly gear e-newsletters produced by Backpacker.com. AIM can manage the email communication for retailers or make available for retailer use. Newsletters could be customized for retailers at an additional charge.

**3. Content Marketing:** Retailers and vendors can subscribe to a digital content library curated by AIM specifically to appeal to the interests of outdoor and snow sport consumers. Content could be published by retailers on their social media channels to enhance the quality of their communication with consumers.

**4. Video Production:** Vendors and dealers can order custom video production produced by AIM and made available for websites and social media.

Visit The Outdoor Guide booth at the Grassroots Outdoor Alliance Show to learn more about AIM's assets, and further explore ways in which AIM can add value and provide services for retailer and vendors.



ACTIVE INTEREST MEDIA

## GET STARTED!

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The Outdoor Guide is produced by Active Interest Media, publishers of Backpacker, Climbing, and SKI magazines.

## Use the Outdoor Guide icon to sell YOUR product!



Put our icon in the front of your workbook. Then next to the items featured in the Guide.

