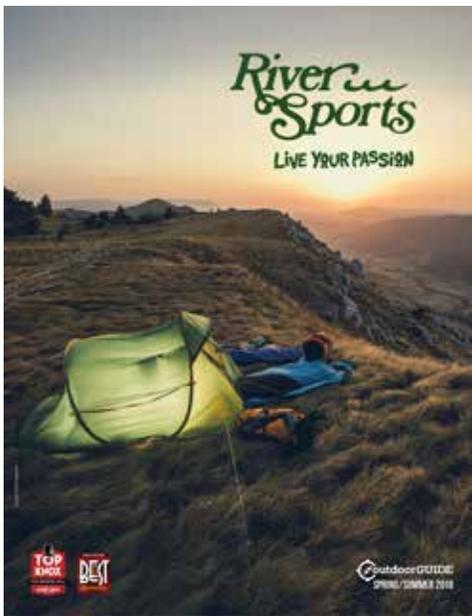




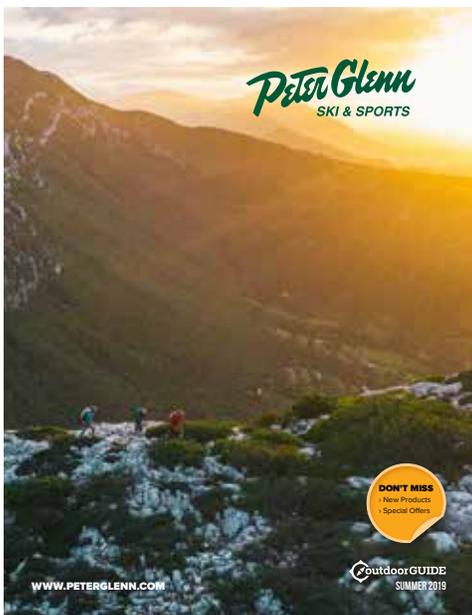
OutdoorGUIDE

- › Grow sales from existing customers
- › Acquire new long-term customers
- › Differentiate your store and brand



Outdoor Gear GUIDE

SPRING/SUMMER 2019
COLORADO • IOWA



“Our Guide more than pays for itself in the net profit generated, but almost more importantly, MY CUSTOMERS LOVE IT!”

— Ed Davidson, Bivouac

There's only one word to describe a **custom, information-packed catalog** with brilliant photography, informative product descriptions, and hundreds of reasons to buy from you... **AFFORDABLE.**



Get a Custom Fit

When we say Catalyst customizes your Outdoor Guide to your store, we mean more than “your name goes here.” The cover features your logo prominently across the top. The inside and back covers are yours to tell customers why **your store is the best place to shop**. You also choose the outdoor gear and apparel lines you want to feature from a list of well-known brands. And in most cases, you can select the products to feature.

The Outdoor Guide positions your store as the #1 store in your market. It helps you reach thousands of outdoor enthusiasts in your area through precisely targeted direct mail. Your Outdoor Guide has *as much impact as a catalog from REI or LL Bean* — but with higher quality. And, the Outdoor Guide is designed to look as if your store published it!

“Our Outdoor Guide always brings in traffic as soon as it lands, and continues to deliver coupons for a full 3 months. It's reasonably priced and makes us look great.”

—Matt Ostrom, Active Endeavors

Look Like a Million Bucks

The Outdoor Guide gives you high-quality advertising at a price you can afford! The cost of the Outdoor Guide is shared not only with **dozens of top retailers, but also by the leading vendors featured in it—creating a profitable partnership for everyone**. Surprising as it may seem, you can get Guides customized to your business for less than **\$1 per copy, including postage!**



Fire Up Your Troops!

Your Outdoor Guide gives your sales force a fantastic tool to initiate customer contact or to clinch the sale. Veteran Outdoor Guide retailers have found that their salespeople are genuinely excited to have the Guide to show off their store and help explain product benefits. That's your **key to add-on sales and higher profits!**

“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

Be a Know-it-all

Your Outdoor Guide lets everybody know that your store is the authority. Your expertise is demonstrated on every page of the Outdoor Guide—and that positions you *head and shoulders above your competition.*

When Customers Know More, They Buy More

Informative product descriptions educate your customers to appreciate the value of your products and service. Useful tips inform and encourage them to visit your store. This kind of “value-added” gives your Guide a long, *three-month shelf life.*

THE NORTH FACE
EXPLORING SINCE 1966

Men's Campshire Full Zip \$129
Campshire material with this cozy warm fleece.
350 wt. Sherpa fleece
Elastic-bound center front zip and collar (Men's)
Kangaroo pocket with Velcro®-secure top-entry (Women's)

Women's Campshire Pullover Hoodie \$149
Campshire material with this cozy warm fleece.
350 wt. Sherpa fleece
Elastic-bound center front zip and collar (Men's)
Kangaroo pocket with Velcro®-secure top-entry (Women's)

Men's ThermoBall® Jacket \$199
Durable and highly-packable jacket.
UltraLight ThermoBall™-fill for an excellent warmth-to-weight ratio
Water- and wind-resistant
Innovative bottleneck quilt pattern minimizes cold spots and improves durability

Base Camp Duffel, Medium \$139
Legendary expedition duffel.
Detachable, adjustable, alpine-cut shoulder straps for an ergonomic fit
Water-resistant ID pocket on top
4,333 cu. in., 13.96" x 25.4" x 13.96"

Borealis Backpack \$89
A classic with a modern design.
Padded, fleece-lined 15" laptop sleeve in main compartment
360° reflective lake-light loop
3,709 cu. in., 2 lbs. 11 oz.

Cats Meow, Regular \$159
Keeps 22-degree bag for three seasons.
Hoodsealer™-style insulation
Fitted hood for more warmth and comfort
20" F, 2 lbs. 4 oz.

Marmot
love THE OUTSIDE

Men's Convector Short Sleeve Tee \$28
Stay comfortable, longer.
Lightweight moisture management
Performance fabric
8-ozed 100% polyester fabric
UPF 30
Style: 51220

Men's Inverdale Short Sleeve Shirt \$75
Performance to take on tough hikes.
Packable, breathable, lightweight, and quick-drying
UPF 30
Style: 42320

Women's 8 Men's ProClip Eco Jacket \$100
The 20th anniversary of this best-selling jacket is now available in an environmentally high-performing package.
Waterproof/breathable, PFC-free Max recycled nylon face fabric lasts longer
Sturdier, more durable than ever
Stuffs into its own pocket
Style: 46700 Women's, 45500 Men's

Men's 4th and 5th Shorts \$80

Barcodes on back allow you to track your response rate.

Coupons include your customer's information for increased response and easy trackability.

BLACK CREEK OUTFITTERS

Save \$10
Redeem this coupon for \$10 off any purchase over \$20.
Redemption Period: 09/01/13 - 09/30/13

Save \$20
Redeem this coupon for \$20 off any purchase over \$30.
Redemption Period: 09/01/13 - 09/30/13

Save \$30
Redeem this coupon for \$30 off any purchase over \$50.
Redemption Period: 09/01/13 - 09/30/13

10% Off Car Racks
Redeem this coupon for 10% off any purchase of car racks.
Redemption Period: 09/01/13 - 09/30/13

Chris Thompson
1254 Milo Circle
Lafayette, CO 81026

Issue a Few Traffic Tickets.

The Outdoor Guide drives traffic to your store. It also makes sure customers arrive ready to buy. One way this happens is with coupons. When you start seeing the number of coupons redeemed, you'll know the Outdoor Guide is working. And your results can easily be measured with two key numbers...store visits and sales. The bottom line: in today's competitive retail environment, *you need to give people a reason to visit you.*

***Ask us for profitability case studies from retailers**



“Our Guide brings in customers ready to buy and they make larger than average purchases as a result.”

—Andrew Graham, Outdoor Source

Case Study: Great Outdoor Store - Sioux Falls, SD—A VERY GOOD YEAR!

Spring 2012: Outdoor Guide mailed April 8 to 2,021 existing customers.
Fall 2012: Outdoor Guide mailed October 8 to 2,500 existing customers.
Data Source: Redemption system

Taking The Guide has led one of our smartest marketing moves. We started mailing The Guide in 2007 and began building our mailing list from scratch. Our customers are about 50% new to the Guide in the mail. We also know they come in more often because of the 2012 season. Once 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 2006, 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
34 redeemed totaling \$6,800 in sales

June coupon
\$10 Off over \$50
42 redeemed totaling \$4,190 in sales

July coupon
\$15 Off over \$75
67 redeemed totaling \$10,000 in sales

Redemption rate: 7.6%
Minimum gross sales: \$12,150

November coupon
\$20 Off over \$100
63 redeemed totaling \$12,600 in sales

December coupon
\$10 Off over \$50
118 redeemed totaling \$11,700 in sales

January coupon
\$20 Off over \$100
66 redeemed totaling \$13,200 in sales (as of Jan. 11)

Redemption rate: 11.6%
Minimum gross sales: \$20,400, to date.



FREQUENTLY ASKED QUESTIONS

Q: Will I be the only store in my area to offer the Outdoor Guide?

A: Yes. We carefully match one business with a specific market area for the Outdoor Guide. We're currently seeking the ideal retailer in your market. Don't miss this opportunity to reach your customers with an advertising tool so professional that no other store in your area can match it!

Q: What about mailing to new customers?

A: We provide access to lists to help you target local outdoor enthusiasts most likely to shop you. You rent the names for a one-time use, and once consumers visit your store, you add them to your mailing list.

Available customer lists include: Outside, Men's Health, Sierra Club, Backpacker, Climbing, Yoga Journal, and SKI.

Q: How much of my time will this take?

A: With our background in outdoor retail and over 20 years working with specialty retailers, we know what your busy schedule is like. That's why we create promotions that make it easier for you to achieve your goals. You provide little more than your store logo and mail list. We clean up your list, help develop your custom content, advise you on the best coupon offers, help activate your staff, provide in-store POP displays, and help you measure your return on investment.

Q: Can you help me create a very distinct look?

A: Absolutely. We provide lots of options to help you economically customize your Outdoor Guide and create a unique identity. Just ask us for examples.

Q: Can I feature brands or vendors not listed above?

A: Absolutely! You can sell pages to brands, resorts and vendors of your choosing. The rate is \$550 per page and we can provide you with a media kit to send to vendors or reps.

Q: What are you doing to promote eco-consciousness?

A: The Outdoor Guide reflects our commitment to sustainability. We:

- encourage customers to nurture their local resources and shop locally.
- print on Forest Stewardship Council (FSC) certified, recycled paper.
- produce all the Outdoor Guides together to save resources and reduce waste.



Q: Do you offer an online version?

A: Yes! We offer a "web-alog" that customers can view on your website and you can send via e-mail, and link to your e-commerce. Ask for details.

Q: How much does it cost?

A: Contact us for a Quick Quote form.

2019/2020 TIMELINE

Fall/Winter 19:
October, November, December

Spring/Summer 20:
April, May, June

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



ACTIVE INTEREST MEDIA

GET STARTED!

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