2018 MEDIA KIT

POWDER
THE SKIER'S MAGAZINE

PHOTO: Ming T. Poon

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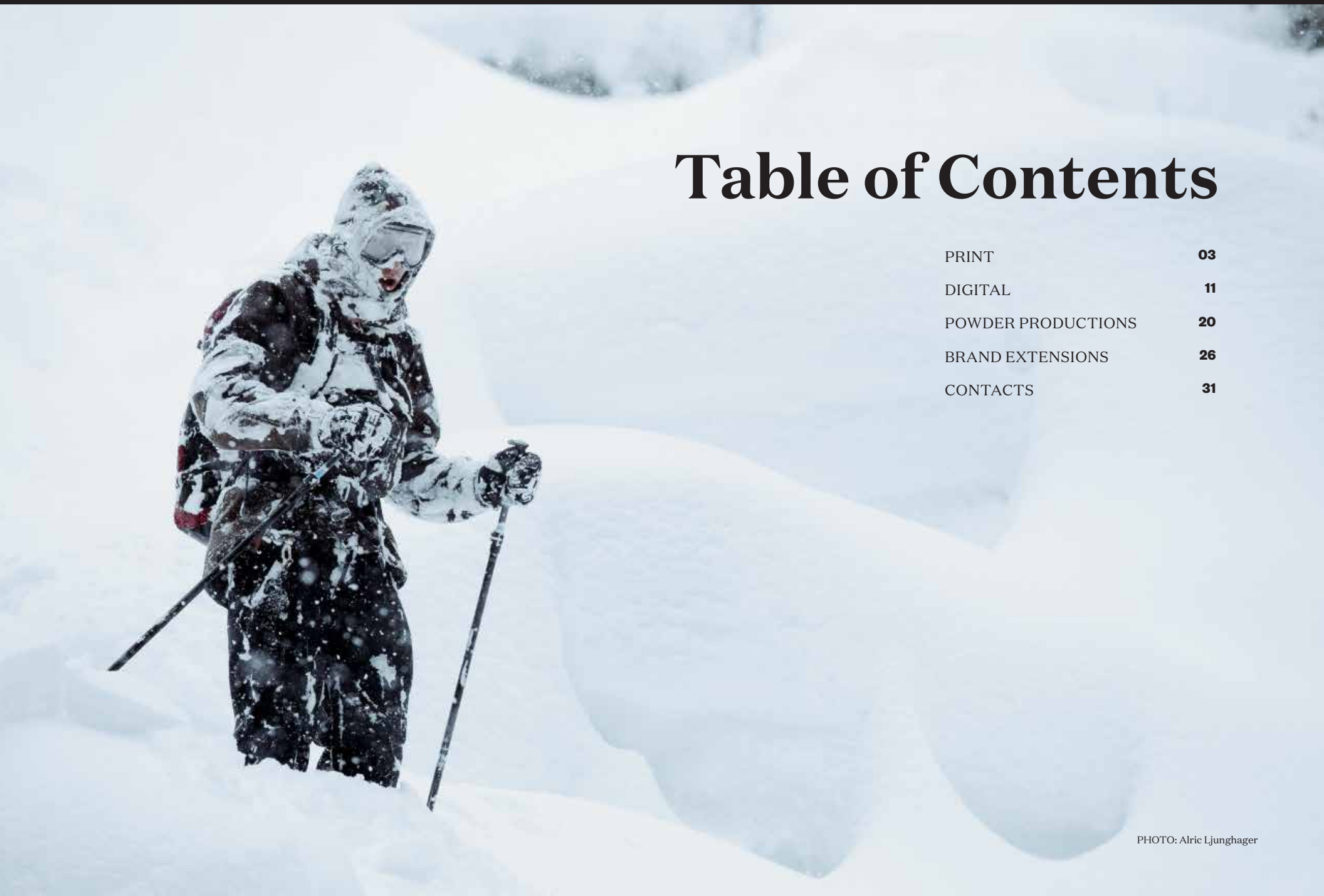


PHOTO: Alric Ljunghager

Print

PHOTO: Blake Jorgenson

Fun Facts *pt.1*

DIVERSE

75% - 25%

Male/Female Ratio

*(*Female readership doubled over past two years)*

INFLUENTIAL

35

Average Reader Age

*(*61% between 18-44 years)*

PASSIONATE

27

Avg. Years as a Skier

*(*Avg. 30 days a year)*

ENGAGED

62,500

Total Magazine Distribution

*(*Total Reach = 312,500)*

AFFLUENT

$92,500

Avg. Household Income

*(*19% earn over $250k a year)*

ACTIVE

80%

Readers Enjoy Outdoor Lifestyle

*(*Hiking, Mountain Biking, Camping, Running, Kayaking)*

EDUCATED

73%

Bachelors Degree or Higher

COMMITED

11 Years

Avg. Subscription Legacy

*(*3 hrs spent reading each issue)*

Fun Facts *pt.2*

74%

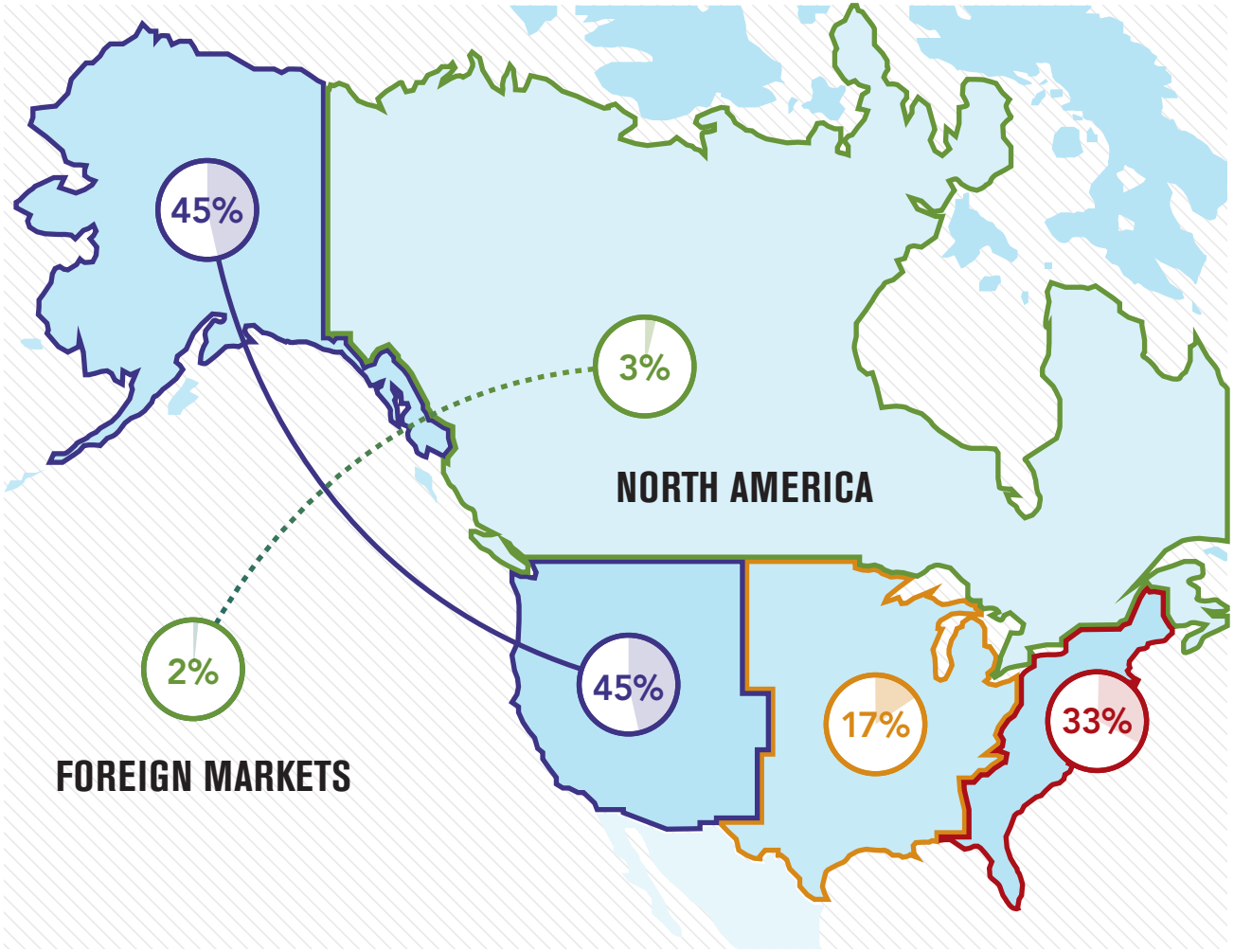
Readers plan to purchase gear
($1,850 avg. amount spent yearly)*

$2,612

Amount spent on ski travel
*(*91% took an overnight ski trip)*

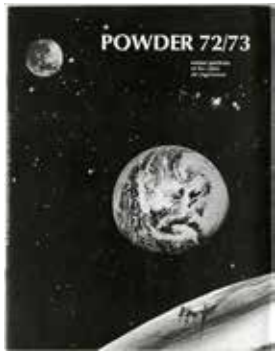
7 Days

Ski trips taken in the last year
*(*4.6 days per trip)*



The Magazine

The engagement and longevity of our print magazine make it one of our most inherently valuable and influential products. Established in 1972 as "The Skier's Magazine," POWDER is committed to entertaining and informing, through honest and careful storytelling, a community of loyal and passionate readers dedicated to a life lived among mountains. These readers demand the printed word, spending an average of two hours reading each issue with an average subscription tenure of over 11 years. Many subscribers hold on to every issue.



1970s

1980s

1990s

2000s

2010s

Present

Editorial Calendar

47.1 BUYER'S GUIDE
Space Close: 06/19/2018
Materials Due:06/26/2018
On Sale: 08/17/2018

This is the issue that readers run to their mailbox in anticipation for. It's when the September issue shows up that they know that snowfall is right around the corner. They also expect the issue to be packed with the latest must-have gear for the upcoming season.

47.2 APPAREL GUIDE
Space Close: 07/25/2018
Materials Due: 08/01/2018
On Sale: 09/21/2018

Now that the pump is primed, we go deeper. Before we do, before those storms start to hit, we're going to need the right jackets and pants to stay warm and dry while pursuing the best days of our lives. In the October issue, we introduce the best new outerwear for the season based on the feedback of our trusted correspondents and edit staff at our annual Thread the Needle event.

47.3 TRAVEL GUIDE
Space Close: 08/21/2018
Materials Due: 08/28/2018
On Sale: 10/19/2018

Every winter, around this time of year, skiers wonder where they should go next. Nothing beats exploring a new place with skis, and the November issue includes our resort, heli, and cat ski guide to pave the way for our readers' next dream trip

47.4 HOLIDAY GIFT GUIDE
Space Close: 09/19/2018
Materials Due: 09/26/2018
On Sale: 11/16/2018

The December issue seems to always pack a punch. The cover always mesmerizes and the features therein leave a lasting impression. The issue makes for the perfect stocking stuffer, as it includes our annual accessories guide.

47.5 PHOTO ANNUAL
Space Close: 10/16/2018
Materials Due: 10/23/2018
On Sale: 12/14/2018

The readers might stay for the words, but they come for the photos. Just in time for the holidays is one of our best-selling issues, the always captivating Photo Annual. The best ski photographers in the world come to Powder. Curated by 25-year-veteran and legendary director of photography David Reddick, the Photo Annual includes a 30-page feature of the most insane ski images you have ever seen.

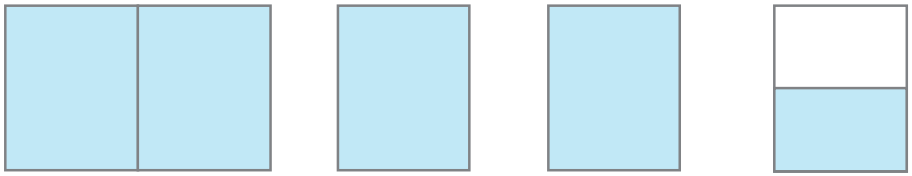
47.6 FEBRUARY
Space Close: 11/26/2018
Materials Due: 12/05/2018
On Sale: 01/27/2019

In order to leave a lasting impression, the final issue of the season always includes some of our best work, as it lives on newsstands for the longest period of time and wraps the year up by looking ahead to what is next.

GEAR GUIDE
Space Close: 09/05/2018
Materials Due: 09/12/2018
On Sale: 11/02/2018

A newsstand-only issue, the Gear Guide is a compilation of over 300 products from the Buyer's Guide, Apparel Guide, and Holiday Gift Guide/ Accessories Guide. Skis, boots, bindings, jackets, pants, helmets, goggles, backpacks, and gloves are all featured on Powder.com with buy-now links for holiday shopping.

Advertising Rates & Specs



SPREAD
$9 ,000

PREMIUM
$5 ,000

RUN OF BOOK
$4 ,000

HALF
$3 ,000

Ad Size	Trim	Bleed
SPREAD	18″ × 10.875″	18.25″ × 11.125″
FULL PAGE	9″ × 10.875″	9.25″ × 11.125″
1/2 PAGE	9″ × 5.3125″	9.25″ × 5.5625″

COVERS*	1X
COVER 2 (SP)	$12,000
COVER 3 (SP)	$10,500
COVER 4	$9,000

** Covers are sold on a first right of refusal basis. 5% spread discount given for single product spreads.*

PREFERRED FILE TYPES
PDF/X-1a, Illustrator 8.0 + EPS TIFF/IT-P1 Accepted File Types: Illustrator 8.0 + EPS, Photoshop 6.0 + EPS

MEDIA
Files can be sent on DVD or via our Ad Portal, an electronic file-transmission system for the delivery of print advertisement files to its publications. This system offers a faster and more efficient process submitting advertisement materials.
To use the Ad Portal, you will
need to register as a user:

1. Go to http://adportal.enthusiastnetwork.com
2. Click on “Register.”
3. Fill in the form. Areas marked with a red asterisk need to be filled in before you can continue.
4. Click the blue “Submit” button at the bottom of the page.

ALWAYS INCLUDE A LO-RES JPG FOR OUR REFERENCE.
Also there MUST be a file extension appended to the end of the file name (i.e. jpg).

PROOFS
A content proof MUST be submitted with every ad–no exceptions! Advertisers must supply a “contact quality,” SWOP-Certified proof with color bar for all 4/C ads. Clients who send a laser or do not send a proof at all will be charged $60 to pull an acceptable 4/C proof. A complete list of SWOP-certified systems is available online: http://swop.org/certification/certmfg.asp The effective resolution of images should be 300 dpi.

COLORS
No RGB or Pantone color spaces. Please check your color pallets in Quark, Illustrator, InDesign, etc., to make sure there are no RGB or Pantone defined color spaces.

EXCEPTIONS
If you paid for a fifth color in your ad, it must be from a Pantone library and set to “spot.” If you have purchased a fifth color, you must provide a fifth-color separation proof.

SEND MATERIALS TO:
Powder Magazine
Attn: Gail Burns
E: gburns@enthusiastnetwork.com

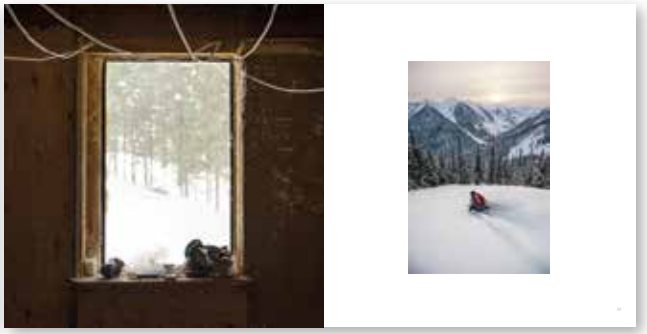
or

Katie Matteson
E: katie@powder.com

Custom Publishing

We offer full service, turn-key printing solutions for hardcover publications including story development, design, editing, printing, and distribution.

Dawn in Siberia



Monumental: Skiing Our National Parks

Recognition

POWDER has received more recognition than any other outdoor special interest publication.

2016
Best Photography: Nominee – American Society of Magazine Editors (Ellie Awards)
General Excellence, Special Interest: Nominee – American Society of Magazine Editors (Ellie Awards)
Best Feature Nominee — Western Publishing Association (Maggie Awards)

2015
Best Outdoor Sports Publication: Nominee – Western Publishing Association (Maggie Awards)
Best Cover Nominee – Western Publishing Association (Maggie Awards)
Best Recreational/Sports/Outdoor Issue – Folio Magazine (Eddie Awards)
Best Single Article: Honorable Mention – Folio Magazine (Eddie Awards)

2014
Best Series of Articles – Western Publishing Association (Maggie Awards)

2013
Best Overall Publication – Western Publishing Association (Maggie Awards)
Best in Category Outdoor Sports/Consumer - Western Publishing Association (Maggie Awards)

2 ASME nominations

6 WPA Maggie Awards

2 Folio Magazine Eddie Awards

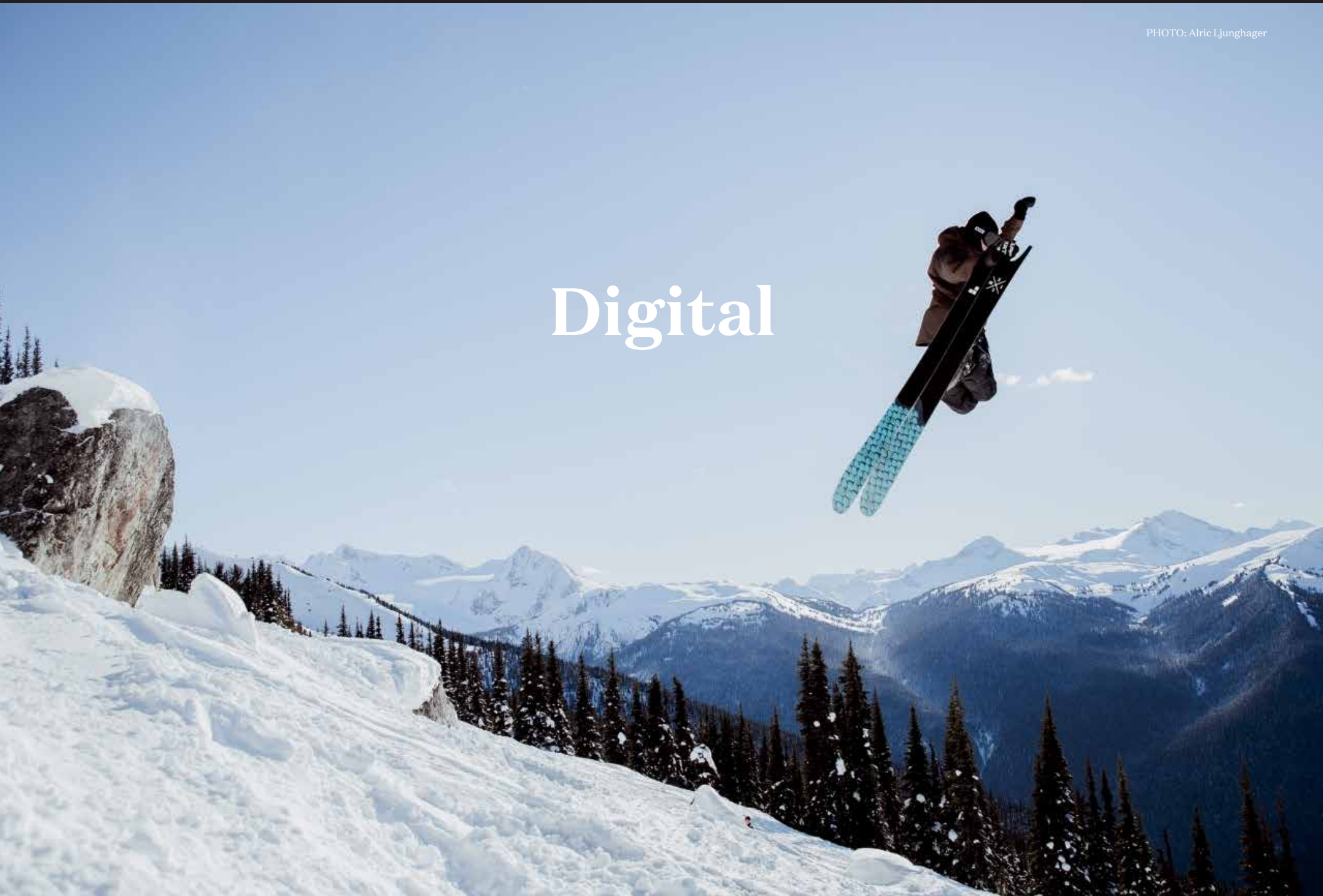
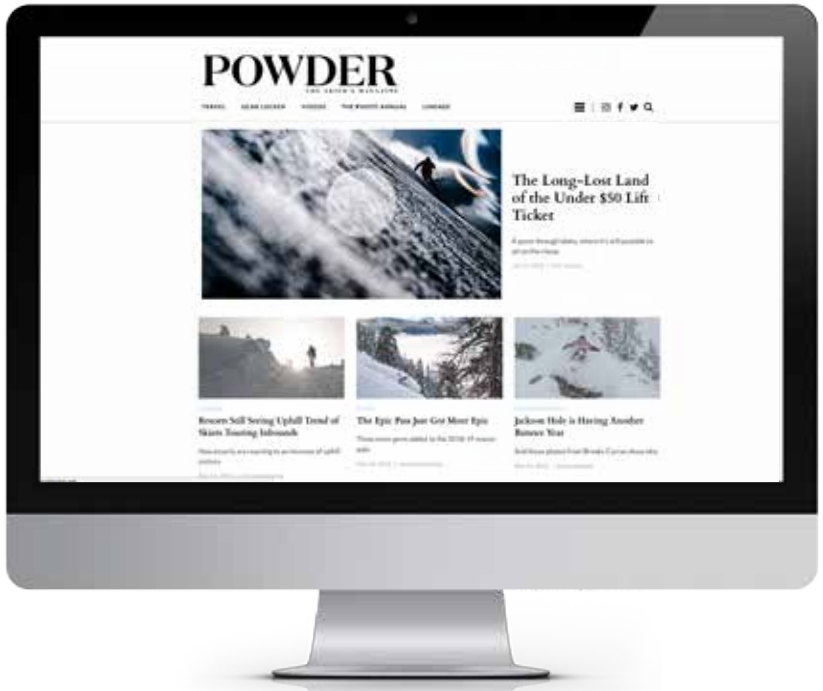


PHOTO: Alric Ljunghager

Digital

Powder.com

Publishing original stories daily that are essential and relevant to skiers, Powder.com continues to stand apart as an award-winning leader in digital ski media. It is the digital hub for all of our media channels, including original timely content, magazine subscriptions, video, podcasts, travel, features, and gear.



Socials

With a growing audience that is the largest collective social community within skiing, POWDER uses Facebook, Twitter, Instagram, Snapchat, and more to direct skiers to our award-winning content in both print and digital mediums. Our social channels having created an engaged community of skiers while leading the real-time conversation about what is relevant to our readers.

TOTAL SOCIAL REACH

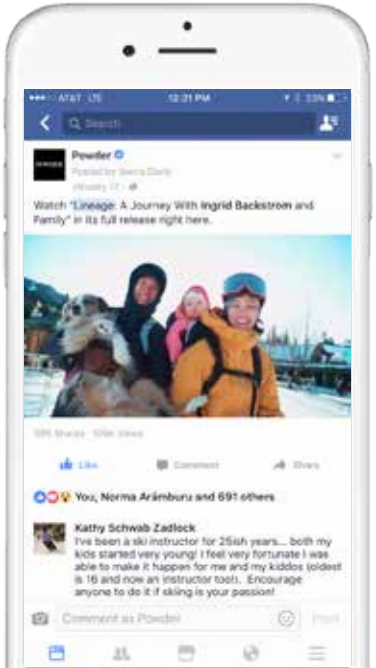
700k

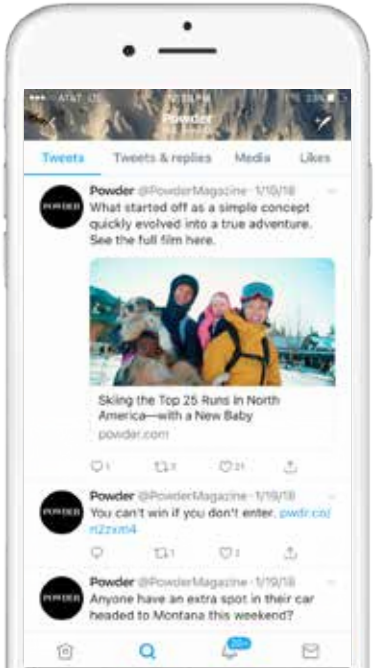
Followers: 315,000

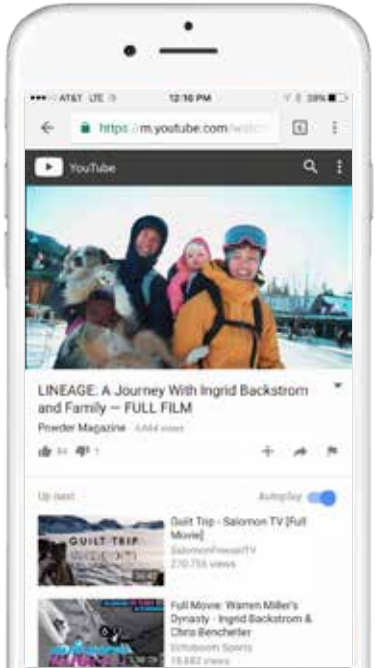
Fans: 307,000

Followers: 65,000

Subscribers: 14,000

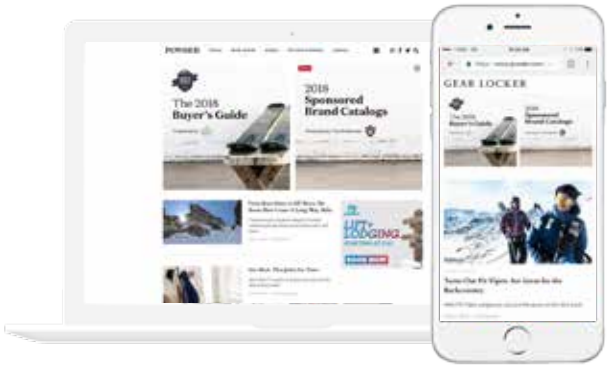






Franchise Content Sponsorships

Our partners know we have the best readers in skiing, and in addition to buying advertisements in our magazine and on our website, they also want to share their own stories and images with you. We publish sponsored content from the people and brands we trust and believe have a message that is in line with ours. Sponsored Content is produced by the advertiser and given to Powder only to host and publicize through paid socials. All sponsored content is clearly labeled and distinguished as separate from editorial.



GEAR LOCKER

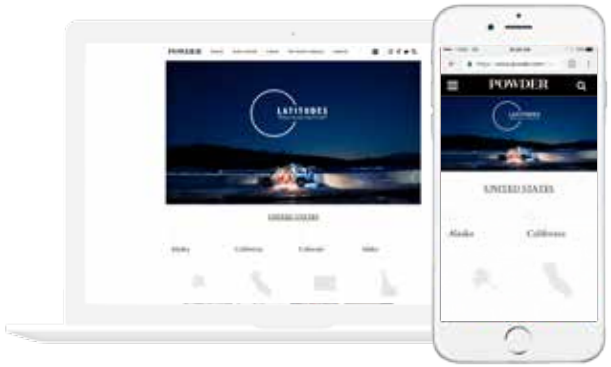
Everybody loves gear. Time again, this proves true with Gear Locker, our most popular and consistent department on Powder.com. As ski equipment becomes lighter and more technical, readers want to stay up-to-date on the best new gear, and specifically the gear Powder endorses with our Skier's Choice badge of approval.

Monthly Pageviews: *226,995 (14-month total is 3,177,929)*
Monthly Uniques: *175,392 (14-month total is 2,455,487)*
Average Time on Page: *00:50*

STORM DISPATCH

The Skier's Magazine was founded as a celebration of powder skiing. We continue that legacy in large part by dispatching our stable of experienced ski photographers to cover the biggest storms across the planet. The result is a series of near-weekly galleries of the deepest powder photos on the internet.

Monthly Pageviews: *25,806 (14-month total is 361,279)*
Monthly Uniques: *20,667 (14-month total is 20,667)*
Average Time on Page: *2:12*



LATITUDES

Where do you want to go skiing? Launched in November 2016 and our fastest growing department, Latitudes is a travel hub for skiers looking to hit the road and experience new ski destinations. Featuring service-based stories on where to ski, eat, après, and sleep, stories in Latitudes are filtered by country, state, and ski town, with easy navigation to help skiers pinpoint their location and discover new locales.

Monthly Pageviews: *43,238 (4-month total is 172,951)*
Monthly Uniques: *39,329 (4-month total is 157,317)*
Average Time on Page: *1:33*

Traffic

Over 3.2 million consumers visited Powder.com last year with the total reach continuing the grow. Readers visit the site an average of of once every 2 days and spend an average of 25 minutes per month on the site.

Digital Advertising Rates

High Impact Takeover Units

Billboard unit (970X250)

Capable of running:
- Video Player
- Instagram Feed
  - Static Images

*JPG or GIF less than 100K

*VALUE: **$25 CPM**

Skins/Wallpaper unit (1920X1200)

- 3-Day or 5-Day blocks

*JPG or GIF less than 200K

- *Also available for interior pages of the site*

VALUE: **$1,500-$3,000/day *(based on seasonality)*

Fixed Placement Units

Premium Road Block (950x100 + 300x250)

- Flat Fee
- Sold in 7-day blocks
- 100% Share of Voice

*VALUE: **$2,000/week**

Photo Section Block (950X100 + 300x250)

- Flat Fee
- Sold in 7-day blocks
- 100% Share of Voice

*VALUE: **$1,750/week**

Video Section Block (950X100 + 300x250)

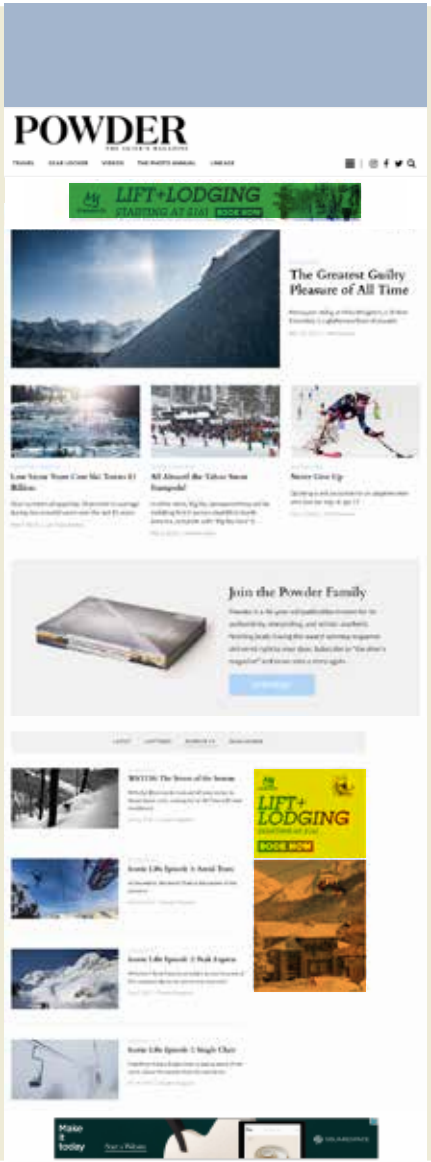
- Flat Fee
- Sold in 7-day blocks
- 100% Share of Voice

*VALUE: **$1,500/week**

Homepage Fixed Permanent Unit (300X600)

- Flat Fee
- 2-3 month campaign
- Guaranteed 25% Share of Voice

*VALUE: **$1,000/month**



Mobile Rates

Publishing original stories daily that are essential and relevant to skiers, Powder.com continues to stand apart as an award-winning leader in digital ski media. It is the digital hub for all of our media channels, including original timely content, magazine subscriptions, video, podcasts, travel, features, and gear.

320X50 OR 300X250

-Run of Site display units available to mobile and tablet users only.
-Average Mobile Monthly Traffic represents roughly 38% of total.

*VALUE: **$12 CPM**

CUSTOM RICH MEDIA

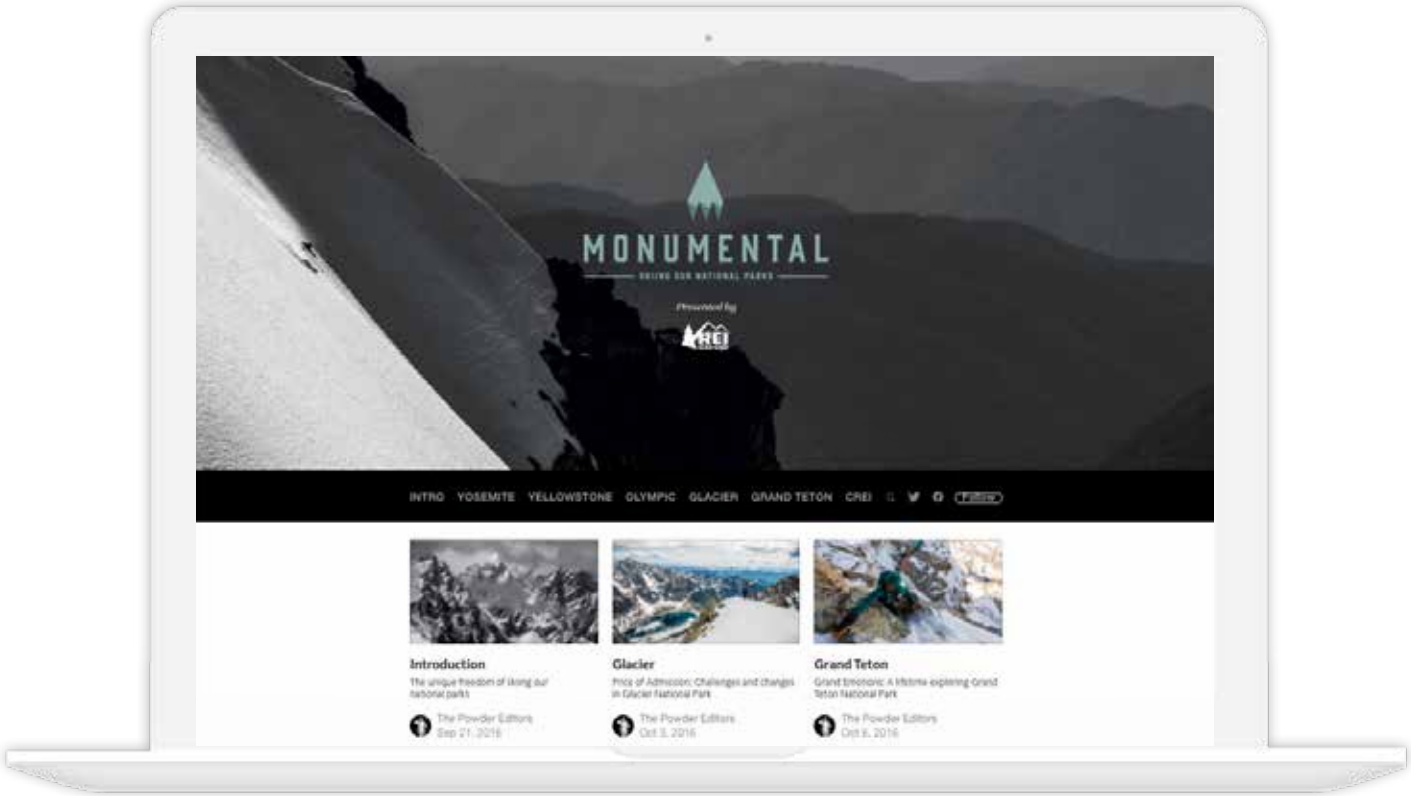
-Disruptive execution loading on the home screen as a footer unit
-Expands upon interaction to full screen
-Showcase content of choice (product, video, photo)
-Social media conversion (share, bookmark, send)
-100% share of voice per month

*VALUE: **$50 CPM (+ cost of production)**

Digital Features

Each season Powder selects several unique longform stories to be presented in a multimedia feature. The strength of simple words and images is complemented by animation and video to provide an experience found nowhere else. These custom stories presented in a wide-screen format to allow readers the space to savor the content and immerse themselves in the layers of creative design.

Since publishing our first digital feature in 2013, Powder has quickly gained recognition as a market leader in multimedia execution. With a long list of industry awards and consumer popularity, we're dedicated to continuing the growth of our portfolio of digital features and showcasing the best in journalism this season.



Recognition

2016
Best Brand Partnership: Nominee – Digiday Publishing Awards
Best Digital Edition – Western Publishing Association (Maggie Awards)

2015
Best Digital Edition – Western Publishing Association (Maggie Awards)
Best Use of Editorial Long Form – Folio Magazine (Eddie Awards)
Best Sponsored Content – Digiday Publishing Awards
Best Multimedia Category: Finalist – American Society of Magazine Editors (Ellie Awards)

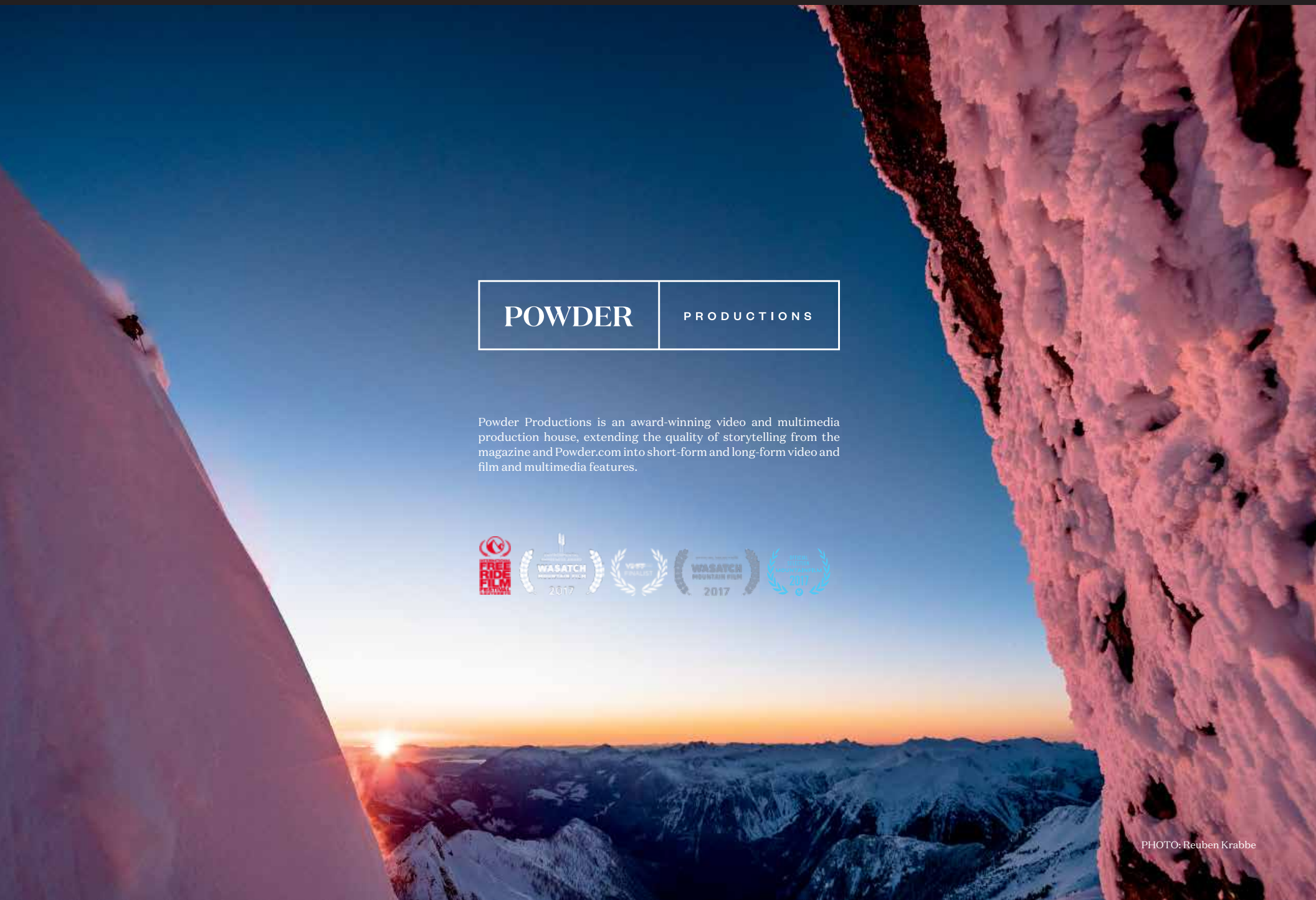
2014
Best Video Channel – Western Publishing Association (Maggie Awards)
Best Replica of a Digital Publication – Western Publishing Association (Maggie Awards)

1 ASME Ellie nomination

4 WPA Maggie Awards

1 Folio Magazine Eddie Award

2 Digiday Publishing Awards



POWDER PRODUCTIONS

Powder Productions is an award-winning video and multimedia production house, extending the quality of storytelling from the magazine and Powder.com into short-form and long-form video and film and multimedia features.

PHOTO: Reuben Krabbe

Channels

Powder Productions features the following video channels on Powder.com:

Cool World

Cool World
Skiing is Silly
A fresh new perspective seeking to poke fun at skiing in general, the industry, and, most importantly, ourselves. This satirical video channel features lighthearted series and episodes to bring much needed humor throughout the season to keep it light.

Examples:
Vile Pile
Fuzzy Days

All Time

All Time
The Days of Our Lives
Created with a simple goal, to showcase episodic content that gets skiers fired up to ski, in almost real time. This series focuses on translating the feeling of being on the hill with one to two minute action edits, featuring a deep powder day, a technical backcountry descent, or a sunny day in the terrain park.

Examples:
Alta, UT
Sugarloaf, ME
Jackson, WY

Passing Through

Passing Through
Local Guides for Your Next Ski Trip
The goal of this series is to capture the culture of ski destinations across the globe and uncover what makes them unique—from the locals, to the terrain and the community. This service-based, travel-oriented series focuses on the essentials any skier needs to know before spending a weekend at a particular ski area/resort and offers a real, authentic lens of destinations for skiers looking to check off their wish list this winter.

Examples:
Whitefish
Snowbird
Whistler
Crested Butte

Sponsored Content

As part of the transition to a full-service studio, Powder Productions now offers brands the opportunity to produce and distribute custom content. Utilizing our portfolio of assets, clients have full access to our team of editors, filmers, artists, and producers to help create and execute premium content. Additionally, these services include a comprehensive distribution plan throughout Powder's platform to achieve engagement goals.

Iconic Lifts presented by Strafe: This four-part video series brings the narrative of influential ski lifts (chairs, gondolas, trams) that have shaped our experiences as skiers and the resorts, terrain and landscape in which they reside. After a successful launch last season, the series returns for a second, featuring new locations and natural storyline evolution.

Examples:
Iconic Lifts

Reach:
ICONIC LIFTS – THREE EPISODES
Facebook: Three episodes **305k views**
YouTube: **14k views**
Proprietary Player: **125k views**

Iconic Lifts, A Powder Productions Original, Presented by STRAFE

"When people come here, it's like if they've never been here before, it's like, 'Poof!' Their minds are exploding trying to figure out how this chair, this machine works."—Single Chair | Mad River Glen, VT

"You can get a lot of vertical with this tramway. In eight to ten minutes you can ski 3,000 feet. Our speed is about between 16 and 18 miles an hour. The Snowbird Aerial Tram is a great way to just go skiing."—Aerial Tram |

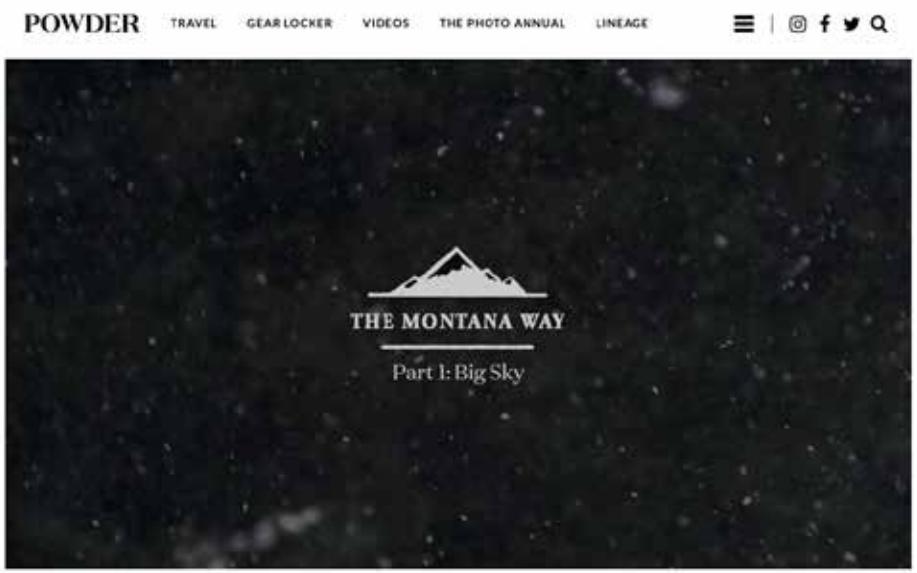
Branded Content

For brands looking to create custom content and simply don't have the internal resources, Powder Productions offers expert content, production, and marketing services to bring any video idea to fruition.

In fall 2017, Visit Montana partnered with TEN, enlisting the services of Powder Productions to produce an episodic series, called The Montana Way. Featuring Big Sky, Bozeman, and Bridger Bowl, the series seeks to inform and inspire the avid skier to book a trip to Montana, in a similar tone and them as the Passing Through editorial franchise.

A robust social media execution—including Instagram Stories—coincided with the launch of the series.

Reach:
THE MONTANA WAY
Facebook: **376k views**
YouTube: **33k views**
Proprietary Player: **86k views**



Montana Is The Place to Be Right Now

Powder-starved Marcus Caston finds what's he's looking for in Big Sky

January 11, 2018 | By Powder Magazine

This sponsored content is paid for by Visit Montana.

Every time the powder falls, any skier knows it's time to drop everything and head to the mountain. For pro skier Marcus Caston, an early-season dump in Montana spurred the Salt Lake City resident to head out to a spot that he'd never been to before and see what Montana's mountains have to offer.

"They got 18 inches last night at Big Sky," says Caston. "I'm really excited to ski some new spots."

After turning off the main road into Big Sky, Caston gets his first glimpse of Lone Peak.

Film Partnership

Following the success of featured projects like Monumental: Skiing Our National Parks (REI) and The Great Siberian Traverse (The North Face), in winter 2018, Powder Productions premiered Lineage: A Journey With Ingrid Backstrom and Family, with support from Giro, evo, Volkl, and HiBall Energy.

The short film premiered mid-winter after the rush of the fall ski movie release for for free on Powder's Facebook and Powder.com.

The project included a downhome, six-stop tour throughout the Pacific Northwest, including two spots at the Portland and Seattle evo stores. Additionally, the film premiered at the Denver evo store during the OR/SIA Snowshoe. In conjunction with the film, the project also included a digital feature written by Ingrid BAckstrom and a social media campaign—Facebook and Instagram—with the Top 10 Best Ski Runs in North America, according to Ingrid Backstrom.

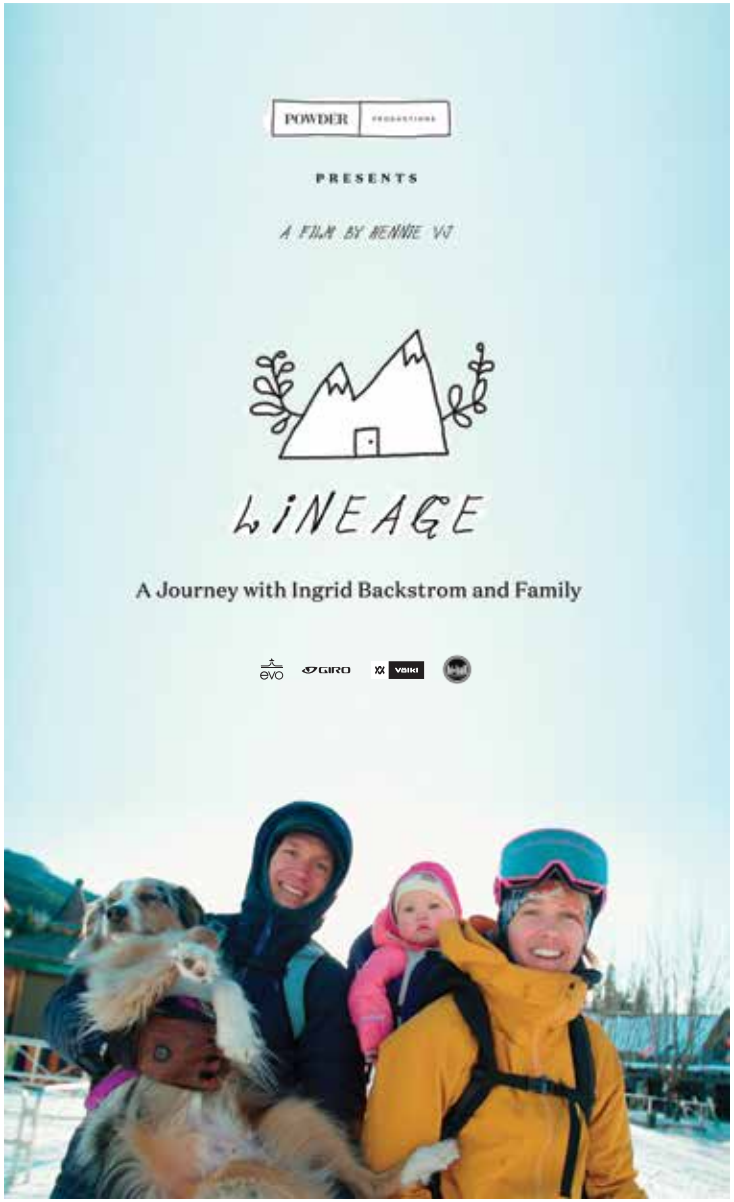
Examples:
Powder.com/Lineage

Reach:
LINEAGE: A JOURNEY WITH INGRID BACKSTROM AND FAMILY
Facebook: Full Film **105k views/**Top 10 Ski Runs **281k views**
YouTube: **5,000 views**
Proprietary Player: **70,000 views**

Tour: In conjunction with evo, Lineage premiered at three evo stores—Portland, Seattle, Denver—and three Pacific Northwest breweries. Supported non-profit partners Protect Our Winters (POW) and the Northwest Avalanche Center (NWAC).

LINEAGE

A Journey with Ingrid Backstrom and Family

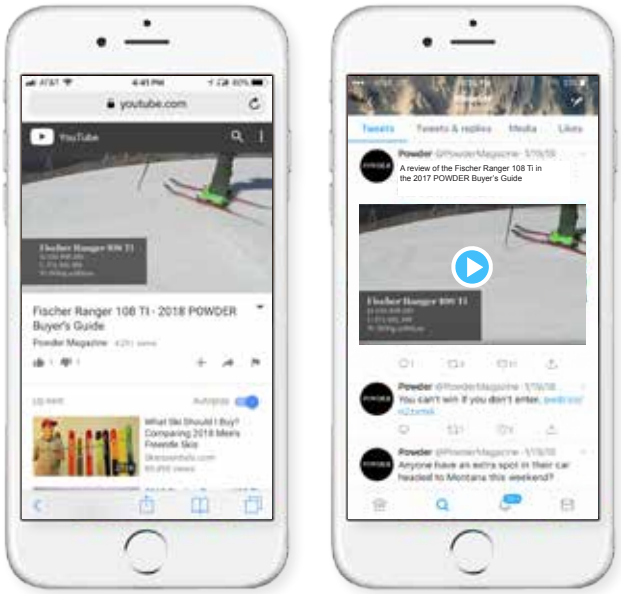


Custom Content

In 2017, Powder Productions produced videos for our annual hardgood buyer's guide and apparel guide. The videos—featured on Powder.com, YouTube, and optimized for Facebook with text-on-screen application—accrued over 1 million views and supported our e-commerce partner, evo.

Reach:
HARDGOOD BUYER'S GUIDE VIDEOS
Facebook: **635k views**
YouTube: **73.8k views**
Proprietary Player: **1.7 million views**

APPAREL GUIDE VIDEOS
Facebook: **188k views**
YouTube: **6.5k views**
Proprietary Player: **369k views**



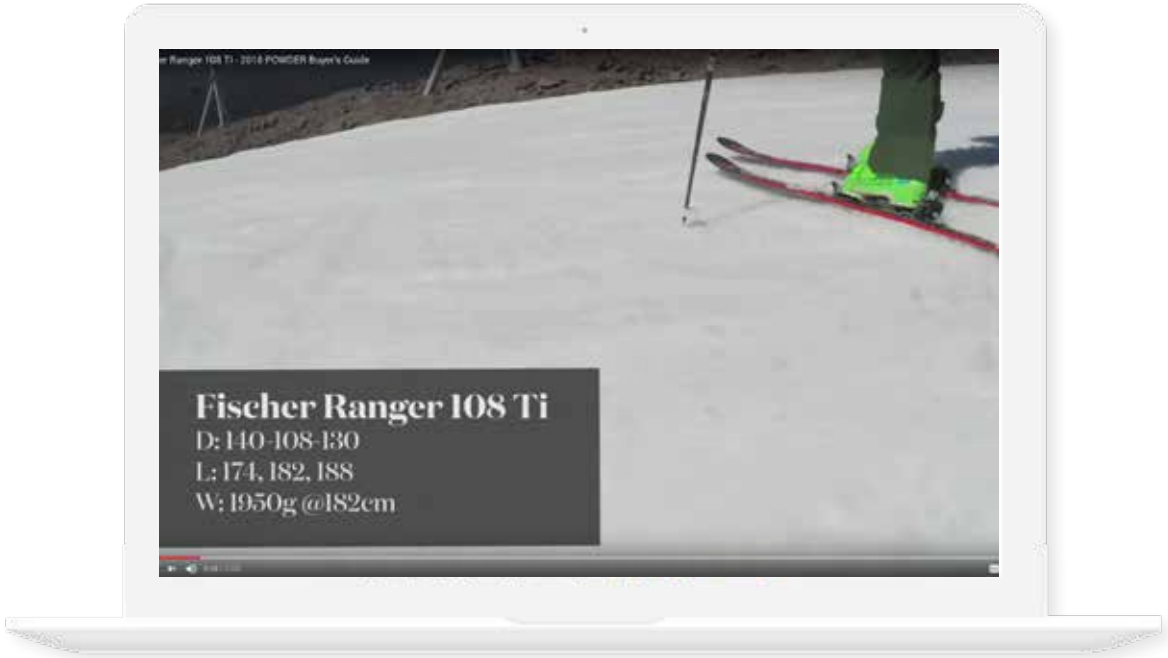


PHOTO: Mattias Fredriksson

Brand Extensions

Events

POWDER AWARDS & READER POLL

Founded in 2001, the Powder Awards have become the most distinguished event of the year, showcasing the evolution and progression of skiing through the lens of the sport's best photographers, cinematographers, and athletes. Recognized by the ski industry as the only awards show of the season, the event enters its second decade of acknowledging those that continue to push the limits through athleticism and artistry.

For its 17th anniversary, the Awards returned to the mountains of Colorado to a sold-out capacity of over 1,000 at Breckenridge's Riverwalk Center, including some of the most recognized and talented athletes and filmmakers in the sport. Coinciding with the revamped Dew Tour, the Awards kicked off the weekend-long festival that continues to be the standard for award shows.

Those who weren't able to attend to experience the live show were able to receive up-to-the-minute news via their social platform of choice throughout the duration of the event via Powder's social execution with the total reach capturing more than 1 million views. See all the action and recaps from the show www.PowderAwards.com

#PowderAwards

POWDER WEEK

For the past 17 years, Powder has dedicated a week in February to hosting the ski industry. What started as a simple gathering has evolved into an unofficial tradeshow with over 35 brands represented each season to showcase their best hardgood products for the next season. Paired with an editor each day to put the product through the paces, this week serves as the foundation of identifying the best skis, boots, and bindings of the year for our annual Buyer's Guide in the September issue.

Traditionally a private event exclusive to manufacturers, this season Powder Week will evolve to include industry influencers, retailers, and consumers.

#PowderWeek

THREAD THE NEEDLE

Six years ago, Thread the Needle was created to bring together Powder editors and a collective of skiers with the most recognized apparel manufacturers for a first look at the latest in technology, style, and design. Hosted in Solitude, Utah, the week-long event puts the apparel through the ringer—up the bootback, down hill at top speeds, and at the bar for apres. The resulting feedback helps the editors to determine the best products on the market and serves at the foundation of our annual Apparel Guide, found in the October issue.

#SkiingIsFancy

Movie Tours

Powder Movie Tour
Launching in mid-October, this year's tour features the best films from Powder Productions, our in-house studio, as well as partnership-based projects. Last season, Powder premiered Lineage: A Journey With Ingrid Backstrom and Family, with support from Giro, evo, Volkl, and HiBall Energy. Premieres include a full Q&A session with Powder editors, filmmakers, and athletes providing an intimate experience to explore behind-the-scenes conversations beyond the film.

The short film premiered mid-winter after the rush of the fall ski movie release for for free on Powder's Facebook and Powder.com.

The project included a downhome, six-stop tour throughout the Pacific Northwest, including two spots at the Portland and Seattle evo stores. Additionally, the film premiered at the Denver evo store during the OR/SIA Snowshoe. In conjunction with the film, the project also included a digital feature written by Ingrid BAckstrom and a social media campaign—Facebook and Instagram—with the Top 10 Best Ski Runs in North America, according to Ingrid Backstrom.

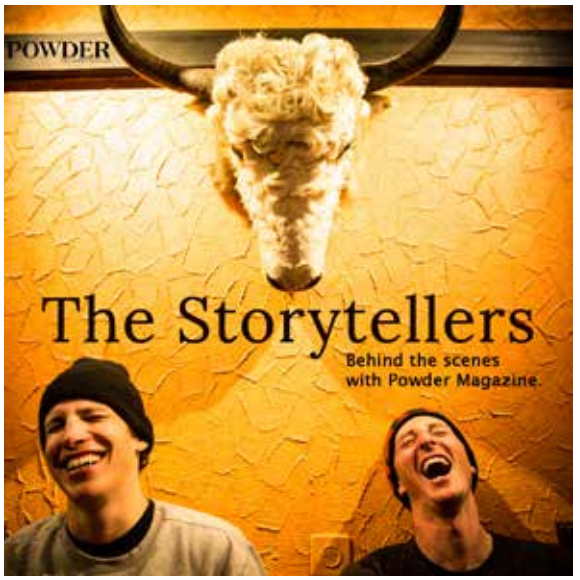
This season we'll be once again hitting the road from Seattle to Denver to Burlington and locations in between to present our latest projects to celebrate the culture and sport of sliding downhill.

Powder Radio

New this past season, Powder Radio hit the airwaves with the introduction of three podcasts to complete our multimedia platform. With an audience reach spanning across ten countries and more than 130,000 unique listeners, ages 25-34, this medium continues to grow reach and deliver Powder to a new audience.

SPONSORED: THE STORIES BEHIND THE SKIERS

A weekly show hosted by industry veteran Mike Powell, Sponsored is a unique mix of Behind the Music meets Where Are They Now, featuring the most recognized skiers in the world. This in-depth, thought-provoking podcast celebrates skiing through the lens of those responsible for evolving our sport.



THE STORYTELLERS

This bi-weekly series delivers a behind-the-scenes look at the magazine's best stories. Interviews with editors, writers, and photographers give listeners a unique look at what it takes to tell the stories in the "The Skier's Magazine."

Testimonials

"Powder Magazine specifically represents the demographic of people that are the core skiers and are therefore the core Flylow user. By teaming with Powder Magazine we are able to connect with our primary base and then expand beyond to the more casual skier and pure backcountry skier. In the end we all want to have fun and get outside, for better or worse, we would rather be immersed in powder while outside and we want to help everyone else see the light. This magazine helps us do that." **Dan Abrams, Flylow Gear**

"Powder Magazine is an indispensable partner to reach an important audience in our demographic, attracting key consumers with quality content and unbiased gear advice. Kevin and the team at Powder always provide more value than promised, and make the process to work with them very easy." **Brady Barry, Helly Hansen**

"Powder has been a mainstay in the Arc'teryx media mix for over 15 years. There's been a lot of disruption in the media world over that time but great storytelling for skiers remains just as important today regardless of the platform skiers are experiencing those stories on.

Powder has stayed relevant across all its touch-points by understanding how to bring those great stories to life and by being authentic to the culture of the sport. What kind of insane person doesn't like powder skiing?" **Adam Ketcheson, ARC'TERYX**

PHOTO: Adam Clark

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