



AUSTRALIAN NEW ZEALAND
snowboarding 2017

Since 1994



RIDER: RYAN TIENE, WHISTLER - PHOTOGRAPH BY RYAN ANDERSON

editor *Ryan Tiene*

Welcome back to another year of Australian & NZ snowboarding for 2017.

My name is Ryan Tiene and I'll be your new Editor. Nic Harvey has decided to step down as editor to pursue a new career. I would like to personally thank Nic for his service to Australian snowboarding and the great shape he has left the magazine in for me to take the reigns!

I have been a professional snowboarder for the past 10 years. I made a name for myself when I won Stylewars back in 2004. From there I pursued a life in front of the lens filming in international videos such as Sandbox, Standard Films, Must Be Nice, International web series Get Outta Town and last season Wildcats. As a young kid growing up in Jindabyne in the snowy mountains. This is more than I could ever have dreamed of. Aus & NZ snowboarding was the first magazine to publish a photo of me 13 years ago.

Since then they have pushed my career as a professional snowboarder with countless photos, interviews, trick tips and everything in between.

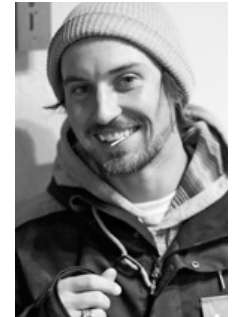
It's with great pleasure that I take this next step in my snowboarding life to find new hungry kids who I can push and showcase their talent on a snowboard.

I'm going to use the knowledge and connections I have made throughout the industry, from content creators, brands and athletes, to create a magazine that I'm proud of and hopefully your all stoked on!

Jakob Kennedy will be also moving up from intern/content creator to deputy editor. I'm stoked to be able to work with Jakob to bring this magazine to life!

Jake is a keen filmer and loves the snow as well as bringing a diploma of media and communications to the team.

From the entire team at Aus & NZ Snowboarding, we look forward to working with you in 2017 and beyond!





Assistant Editor / *Jakob Kennedy*
Online Social Media Editor

The Australian / New Zealand Snowboarding Magazine has been a part of my life for roughly 20 years. Since flicking through the pages as a grom and day dreaming of those snowy playgrounds, to hearing the news I would be the new Deputy / Online Editor, these exact pages have inspired me to chase my dreams. So here I am.

My first introduction to the infectious world of snow was at the ripe age of 2 years old, thanks to mum and dad. Since then I have travelled all over the world chasing the weather in hope of what so many of us have fallen in love with, shredding!

After a year away from snow, to acquire myself a Diploma in Screen and Media, I found myself as the new Intern at this very establishment. This opened up a world of new opportunities to me and saw me work alongside some of the worlds best riders, filmers, photographers and companies in the industry that has raised me.

Now having the opportunity to work with the likes of Ryan Tiene, someone who has progressed Australian snowboarding and inspires so many, is truly an honour. So with that I hope you trust I will be bringing everything I can to making these pages as entertaining, fun and influential to you as they have been to me.





WEBSITE & WEEKLY NEWSLETTERS



THE #1 SNOWBOARDING MAGAZINE X 2 ISSUES



FACEBOOK & INSTAGRAM



BOARD & OUTERWEAR BUYERS GUIDES



VIDEO CLIP PRODUCTION

more than just a magazine

Digital anzsnowboarding.com.au



anzsnowboarding.com.au will be injected with new enthusiasm in 2017 with a brand new Editor and strategy.

Digital Sponsorships

OUR MAJOR ONLINE PUSH WILL BE BETWEEN
1 APRIL TO THE 1 SEPTEMBER.

ADVERTISING PACKAGES WILL INCLUDE:

- **Run of site inventory** – Leaderboards, Mrecs and Half Page ad spots
- **Skins available** – 7 day sponsorships
- **Weekly Newsletter** – Top Leaderboard, Bottom Leaderboard and Mrec ad spots
- **New Product call outs** – ANZ Snowboarding will post a review on the website and social media on your latest and greatest product. Online, Facebook, Instagram
- **Brand Video post** – Posted Online, promoted through Facebook and Instagram

Speak to your advertising representative about package prices and to get scheduled in for the season.
It's first in best dressed for timing.

AUSTRALIAN NEW ZEALAND
snowboarding



RIDER: JYE KEARNEY, MONTREAL - PHOTOG: RYAN ANDERSON

Deadlines

ISSUE	MATERIAL DEADLINE	ON SALE
#65	10 MAY 2017	5 JUNE 2017
#66	21 JUNE 2017	17 JULY 2017

Ad sizing

INSERTION	BLEED	TYPE	TRIM
DOUBLE PAGE SPREAD	310 x 460	270 x 420	300 x 450
FULL PAGE	310 x 235	270 x 195	300 x 225
HALF PAGE HORIZONTAL	155 x 235	130 x 195	145 x 225
THIRD PAGE VERTICAL	305 x 80	270 x 65	300 x 75
QUARTER PAGE VERTICAL	160 X 122	140 X 102	150 X 112
QUARTER PAGE HORIZONTAL	127 x 160	107 x 140	117 x 15
EIGHTH PAGE HORIZONTAL	NA	90 x 60	NA

Rates

	CASUAL	2X
DOUBLE PAGE SPREAD	\$4,890	\$4,630
FULL PAGE	\$2,700	\$2,570
HALF PAGE	\$1,630	\$1,550
THIRD PAGE VERTICAL	\$1,360	\$1,290
QUARTER PAGE	\$1,080	\$1,030
IPAD	\$1,500	-

ONLINE PACKAGES

SPEAK TO YOUR ADVERTISING REPRESENTATIVE

AUSTRALIAN NEW ZEALAND
snowboarding



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RIDER: TORSTEIN HORGMO, GUTHEGA - PHOTOG: RYAN ANDERSON