



# 2016 MEDIA KIT

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TETONGRAVITY.COM





One of the world's leading action sports brands, Teton Gravity Research is known for our original, custom & branded content creation. We distribute these assets via our cutting-edge media and online destination, TetonGravity.com. TGR has produced 40 award-winning films, numerous television series, and national television commercial spots. We work with the top athletes in their respective disciplines to capture, celebrate, and bring to life the passion that drives action sports.

TGR PROUDLY SUPPORTS:





A photograph of four mountain bikers riding a chairlift up a dirt trail. They are wearing helmets and colorful gear. The chairlift is a metal frame with a seat. The background is a dense forest of tall trees. The overall tone is adventurous and energetic.

# WHAT WE DO

Authentic, Engaging and Inspirational Multi-Media Experience

At TGR, our life's work is dedicated to creating stories that are worth sharing. As a leader in fan engagement, we strive to connect our brand partners with their target markets in powerful, engaging and meaningful ways and when it comes to 18-34 year olds, we know what makes them tick, we know what makes them share.

Our content enjoys truly unprecedented levels of virality. In an average month, 90% of our reach can be attributed to social sharing.

We know that there's nothing more powerful than word of mouth and we're endeavoring to put TGR's unique blend of storytelling and viral distribution to work for your brand.



## ONLINE **POWER STATS**

**Nº1**

**RANKED**  
SNOW SPORTS  
MEDIA WEBSITE

**1 Million** Monthly Uniques

**156K** Community members

**+720K** Total Social Audience

**+2M** Reached Weekly via Social Sharing

**165K** Newsletter Subscribers



# OUR FANS

## SKI/SNOWBOARD HABITS

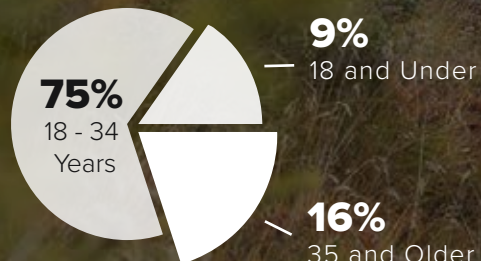
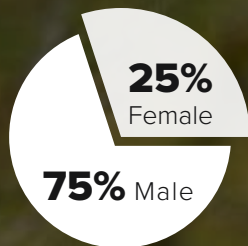
- 90%** Ski More than 8 Days
- 40%** Ski More Than 30 Days
- 56%** Are Season Passholders
- 61%** Ski Both Resorts and Backcountry

## SPENDING HABITS

- \$100K** Average Household Income
- 56%** Plans to Buy New Skis/Board This Year
- 48%** Plans to Buy New Apparel This Year

## OUTDOOR INTERESTS

- 72%** Mountain Bike
- 61%** Hike or Camp
- 42%** Rock Climb





**TGR CONTENT IS THUMB-STOPPING,  
SOCIAL CURRENCY AND IT GOES  
VIRAL AT UNPRECEDENTED LEVELS.**

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#### VIRALITY & ENGAGEMENT **STATS**

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**10x** Avg. Virality

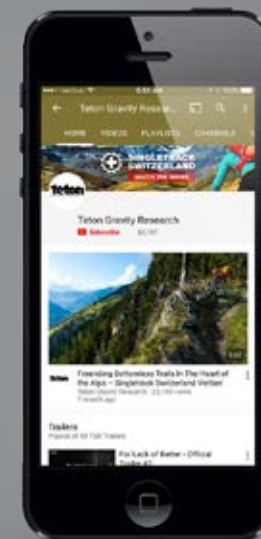
**90%** of Impressions are Word-of-Mouth

**255K** Facebook Fans

**196k** Instagram Followers

# TGR'S DIGITAL ECOSYSTEM

WE CREATE AND OPTIMIZE CUSTOM CONTENT FOR EACH PLATFORM



## SOCIAL ENGAGEMENT

**1.5M** High Value social engagements per month  
*"shares, comments and likes"*  
**3.1M** Social Monthly Video Views  
**8M** Monthly Social Impressions

## TETONGRAVITY.COM

**1M** Monthly Unique Visitors  
**+2M** Reached Weekly via Social Sharing  
**+165K** Newsletter Subscribers



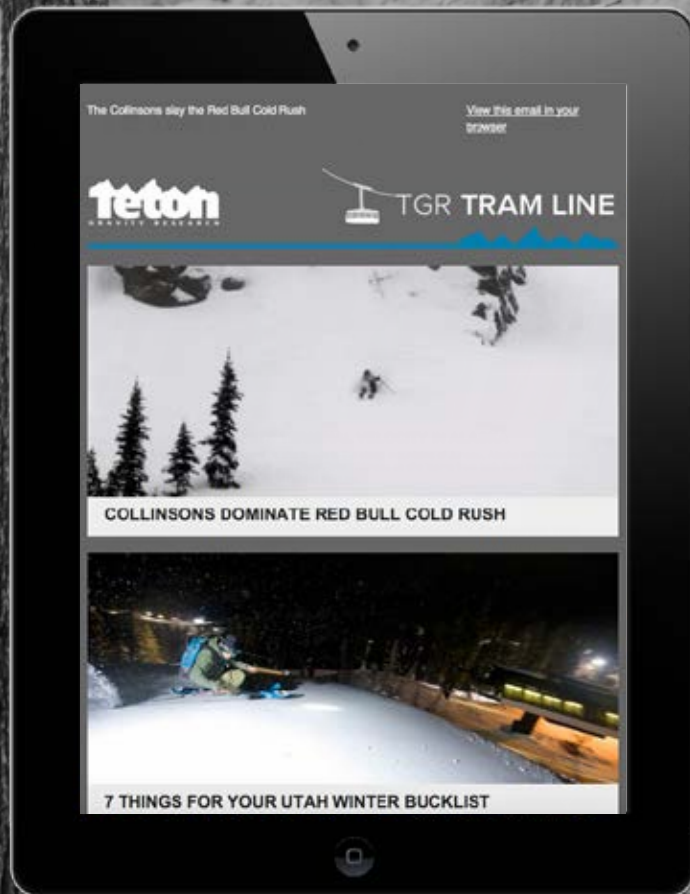
# ADVERTISING OPPORTUNITIES



## ADVERTISING ON **TETONGRAVITY.COM**

- High Impact Takeovers
- Video Pre-roll
- Rich Media Ad Development
- Database Development
- Social Media Integration
- Creative Services
- Geo-Targeting
- Display Advertising

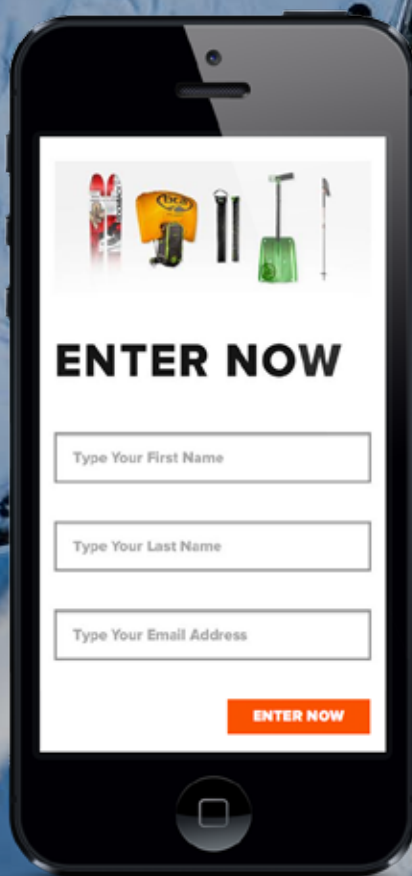




## OUR NEWSLETTER

**165K** Subscribers  
**TRAM LINE** Content-Driven  
**YARD SALE** Product-Driven  
**TGR LIKES** Dedicated, Custom





## CUSTOM **CONTESTS**

- Data Capture
- Build Your Social Fanbase
- Fan Engagement
- User-Generated Content



# TGR BRAND STUDIO **OPPORTUNITIES**

- Authentic integration within our digital and feature film projects
- Global content syndication & distribution
- Custom multi-media branded content with fully dedicated creative support & collaboration
- Original work-for-hire multi-media content creation
- Feature film sponsorship
- Film tour sponsorship & activations



# ENGAGE THE **FANS**

SEE IT LIVE  
TGR ANNUAL GLOBAL FILM TOUR

The legendary TGR film tour is one of the largest and most anticipated action sports film tours in the world. The tour has a rich tradition of bringing TGR's awe inspiring content to countless live audiences; from grassroots shows for charity to "super shows" in the world's largest metropolitan markets. Super shows play to massive audiences at unique, high-energy/high impact venues from San Francisco to New York City.

**15**  
countries

**200**  
venues

**100k**  
attendees



A person in a blue jacket and backpack is climbing a steep, snowy mountain peak. The person is seen from the side, reaching up with one arm. The background shows a vast, mountainous landscape under a clear sky.

# LIVE THE DREAM

**TETONGRAVITY.COM**

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