

Teton

GRAVITY RESEARCH



LIVE THE DREAM.

THE DEFINITION OF ADVENTURE

Teton Gravity Research creates world-class adventure film, television, digital content, and experiences that engage our audience across multiple platforms, both online and off, inspiring them to live their lives to the fullest.

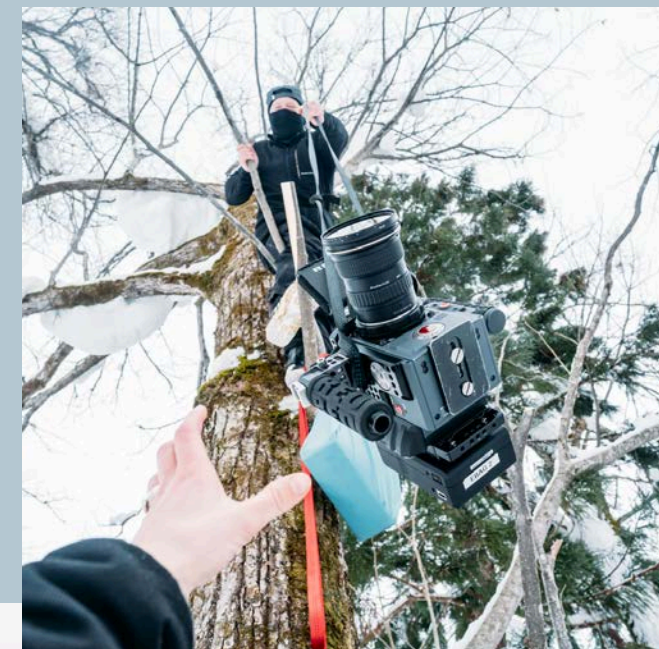


30 YEARS THROUGH OUR LENS



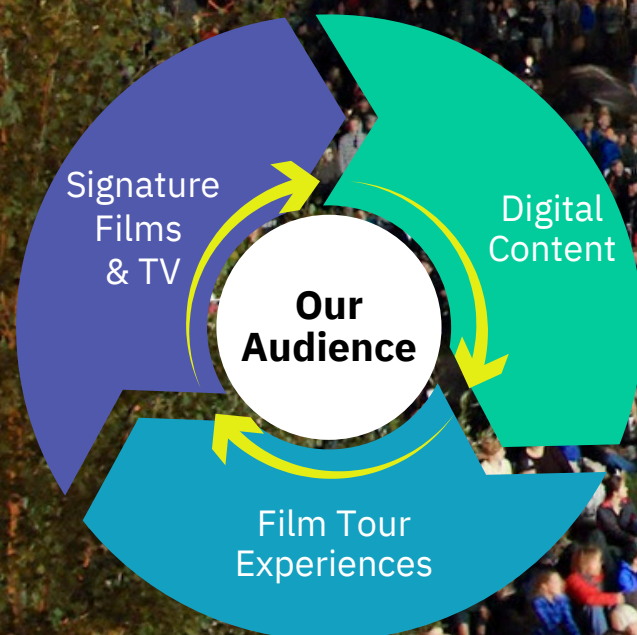
Since 1995, Steve and Todd Jones have successfully built a multiplatform, multifaceted online and offline lifestyle brand. Teton Gravity Research lives as an ethos of exploration for multiple generations of outdoor and action sports enthusiasts, and the company continues to evolve and expand today.

In a world of uncertainty, the Jones brothers continue to learn, build, and succeed in film, television, digital content, and experiential. Hundreds of thousands of adventure enthusiasts engage with the brand across multiple platforms, as do today's most exciting young athletes and creators.



OUR DIFFERENTIATOR

TGR is a dynamic brand built upon a rich history of storytelling that engages beyond film & TV via multiple layers of exciting digital engagement opportunities and physical brand experiences.



THE VALUE OF A PARTNERSHIP

TGR seeks out brands that can authentically integrate into and complement our content. Partnering with cool brands that align with TGR's message and core beliefs is integral to the success of any project, and critical in maintaining our true and meaningful connection with our audience. Both relationships require trust, reliability, and value.

We pride ourselves on pushing the limits, exploring new paths, and most importantly, doing so responsibly. The environment is our playground and our life force; we strive to inspire our fans to protect it.

By working with TGR, our partners have a unique opportunity to grow their presence and credibility with the most passionate members of today's outdoor adventure and action sports audiences.





Demographics & Spending Habits



\$100K

Average Household Income



95%

1+ Adventure Trip Per Year



92%

New Apparel



76%

Indicate that TGR Influencers where they Travel



56%

Plan to Buy New Gear



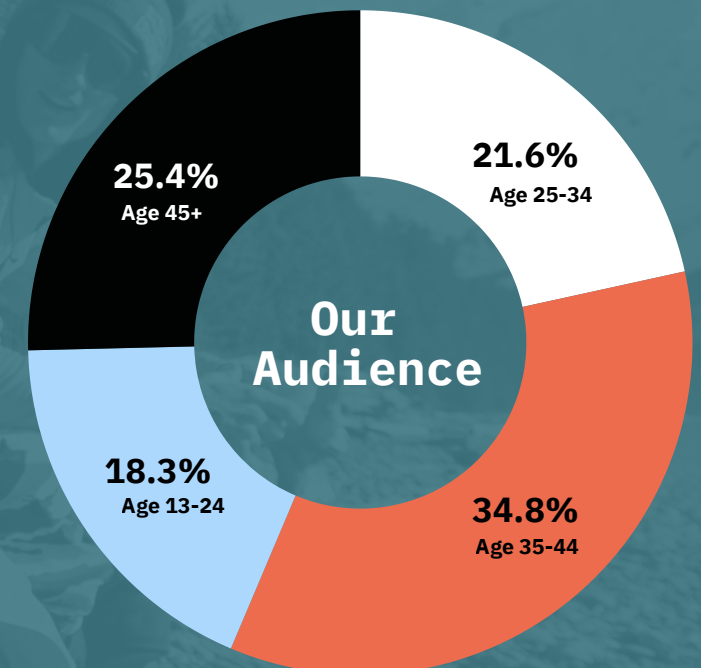
40%

Female



60%

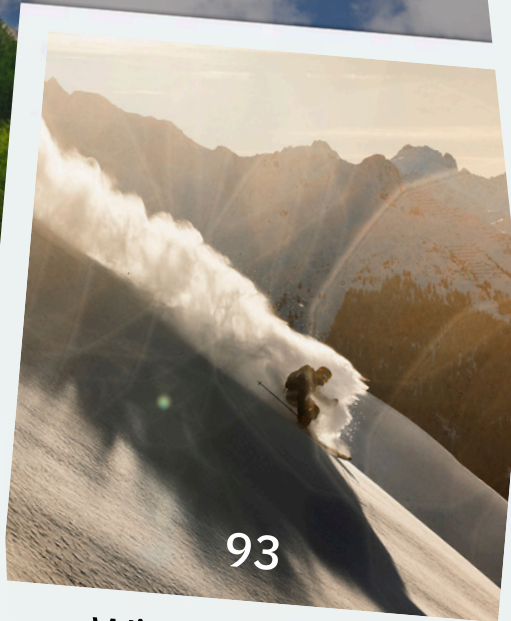
Male





95%

Travel



93

Winter Sports



86%

Mountain Biking



85%

Camp & Hike



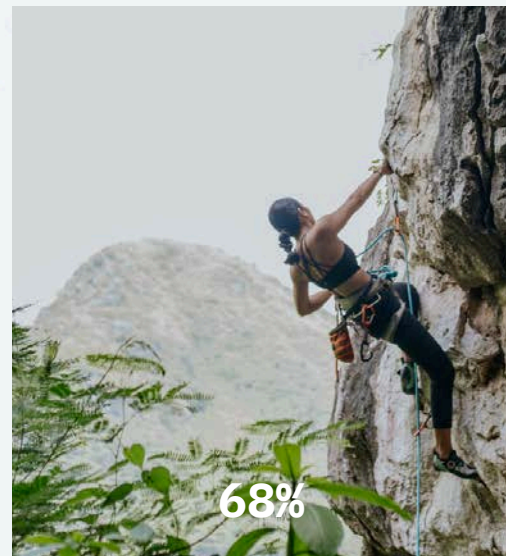
72%

Surfing



70%

Other Water Activity



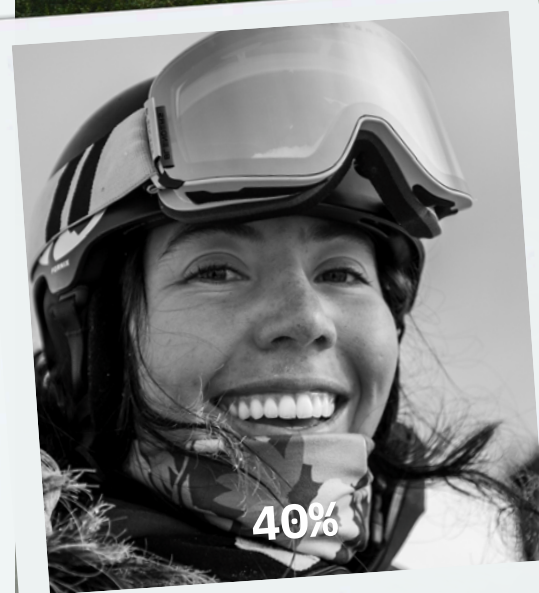
68%

Climb



60%

Male







40%

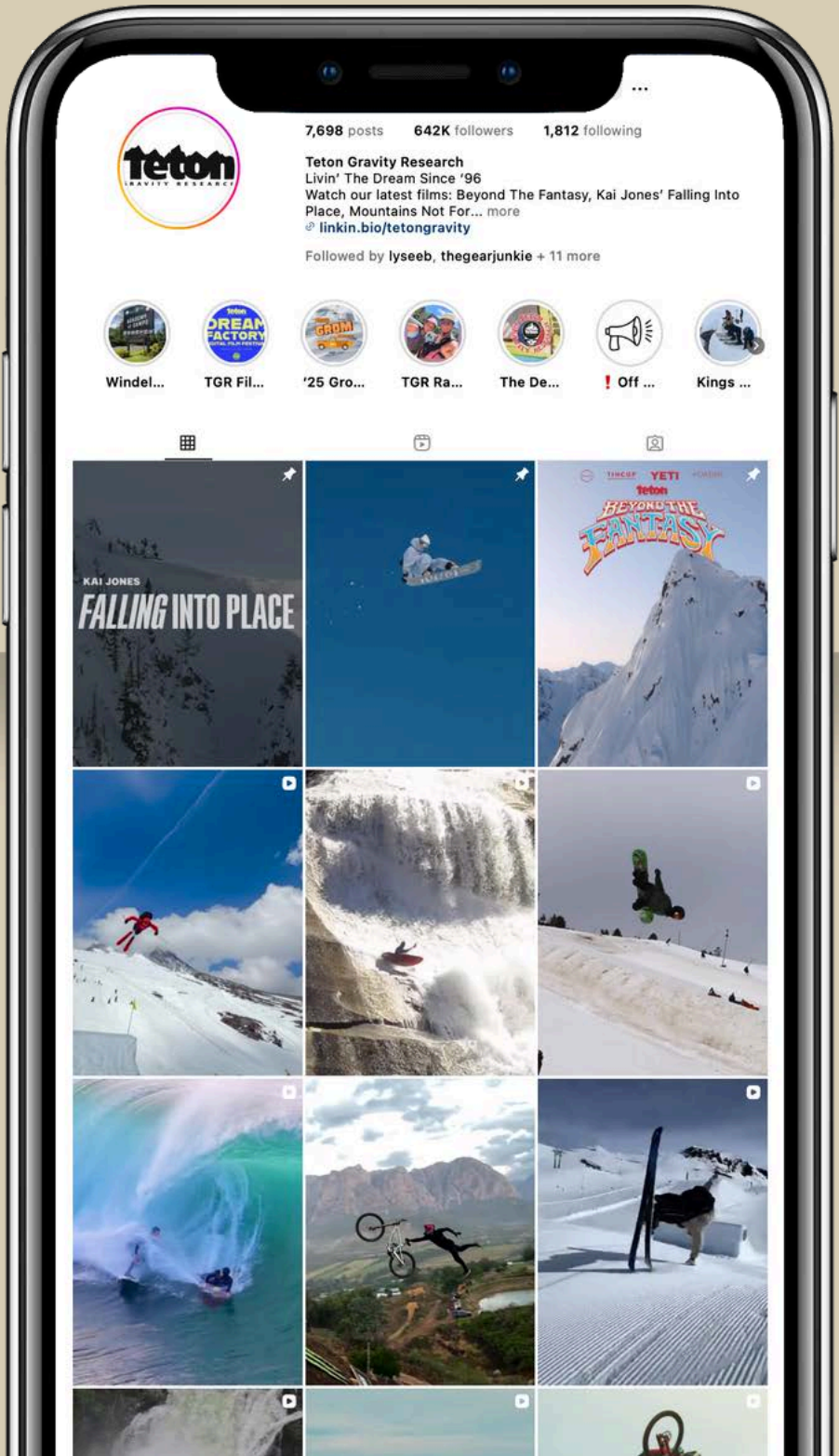
Female

OUR PEOPLE CONNECTED





TGR prides itself on a devoted, committed, and engaged audience both online and offline. It continually reminds the team that there are a purpose and value that the brand brings to millions of people every week.

Overall Engagements

+2.5M REACHED WEEKLY ACROSS ALL CHANNELS	+1M PHYSICAL BRAND EXPERIENCES IMPRESSIONS PER MONTH	+2.5M PHYSICAL ENGAGEMENTS & INTEREATIONS A YEAR AT TGR BRAND EXPERIENCES
 +175K NEWSLETTER SUBSCRIBERS	 +345K FACEBOOK FOLLOWERS	 +635K INSTAGRAM FOLLOWERS
		 +1.5M UNIQUE WEBSITE VISITS PER MONTH



Social Engagment Per Month

 +4M HIGH-VALUE SOCIAL ENGAGEMENTS	 +3.5M SOCIAL VIDEO VIEWS
 +10M SOCIAL IMPRESSIONS	 90% OF REACH ATTRIBUTED TO SOCIAL SHARING



**PRESSURE DROP
TGR'S 30TH YEAR**

PRESSURE DROP

For 30 years, TGR has tested the bounds of gravity and human ability in the wild, exploring the unknown and dancing on the edge of the void. This year's film is a continuation of the continuum that has chronicled our 30 years of adventure, antics, and exploration across the world - that continuum is anthologized in the annual film. Following the world's best freeskiers and boarders, and some new up-and-coming faces, as they criss-cross the globe chasing storms and builds from BC to Norway, to the High Sierras to Alaska, and of course TGR's home, Jackson, WY.

The TGR team is conjuring up an epic action adventure film, our most audacious film to honor the 30 years of seeking enlightenment beyond the realms of possibility. A film that reflects the world within the void, the dreams and subconscious of many wanderlust explorers, to stoke humanity's innate excitement for living, for exploring the authentic worlds that surround us curiously, and to live one with our most authentic selves and the wild wonders that surround us.





Molly Armanino



Kirsty Murr



Nick McNutt



Kai Jones



Colter

The best athletes in the world spanning all disciplines
in some of the most fascinating locations.



Maggie Voisin



Grace Henderson



Jim Ryan



Parkin Costain



Sage



EVENT ACTIVATION

LOGO/BRANDING

AMPLIFICATION (SOCIAL/E-NEWS)

Film Integration



FILM TOUR SPONSORSHIP

Partner with the Teton Gravity Research Film Tour to connect with a passionate community of outdoor adventurers. With 100+ stops and high-impact brand integration, the tour offers a unique platform to reach skiers, snowboarders, and explorers through unforgettable, high-energy experiences.



CUSTOM CONTENT

We motivate our readers to interact with brands in creative and impactful ways.



CUSTOM VIDEO

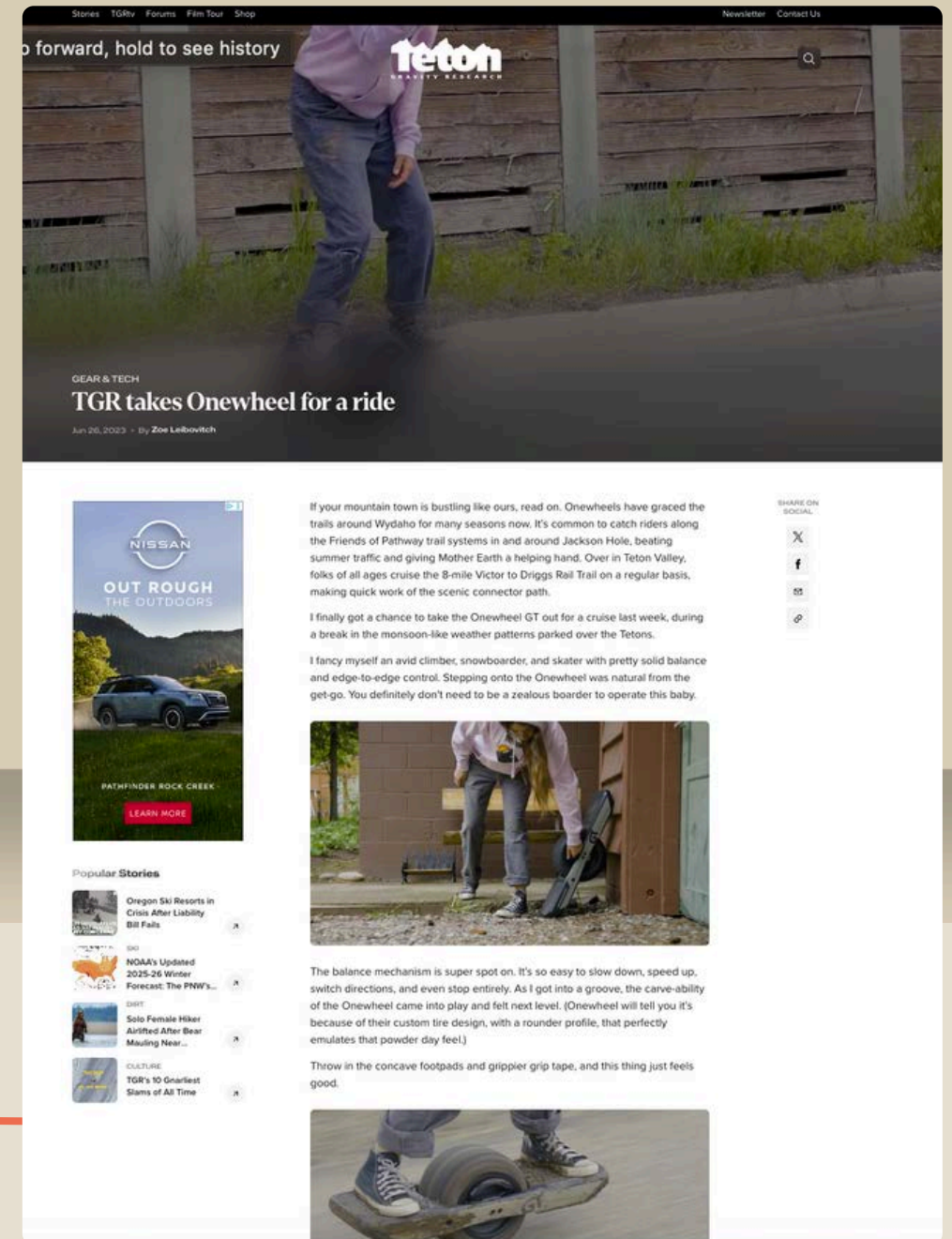
CUSTOM ARTICLES

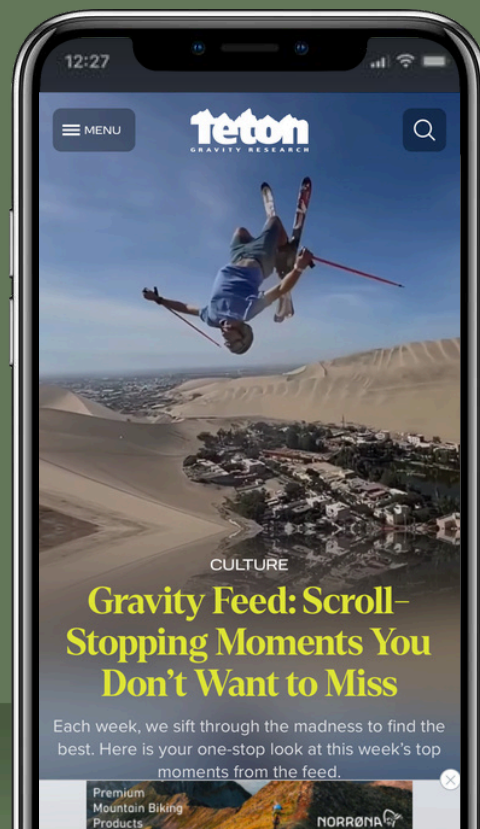
VIDEO SPONSORSHIP + INTEGRATION

SWEEPSTAKES & GIVEAWAYS

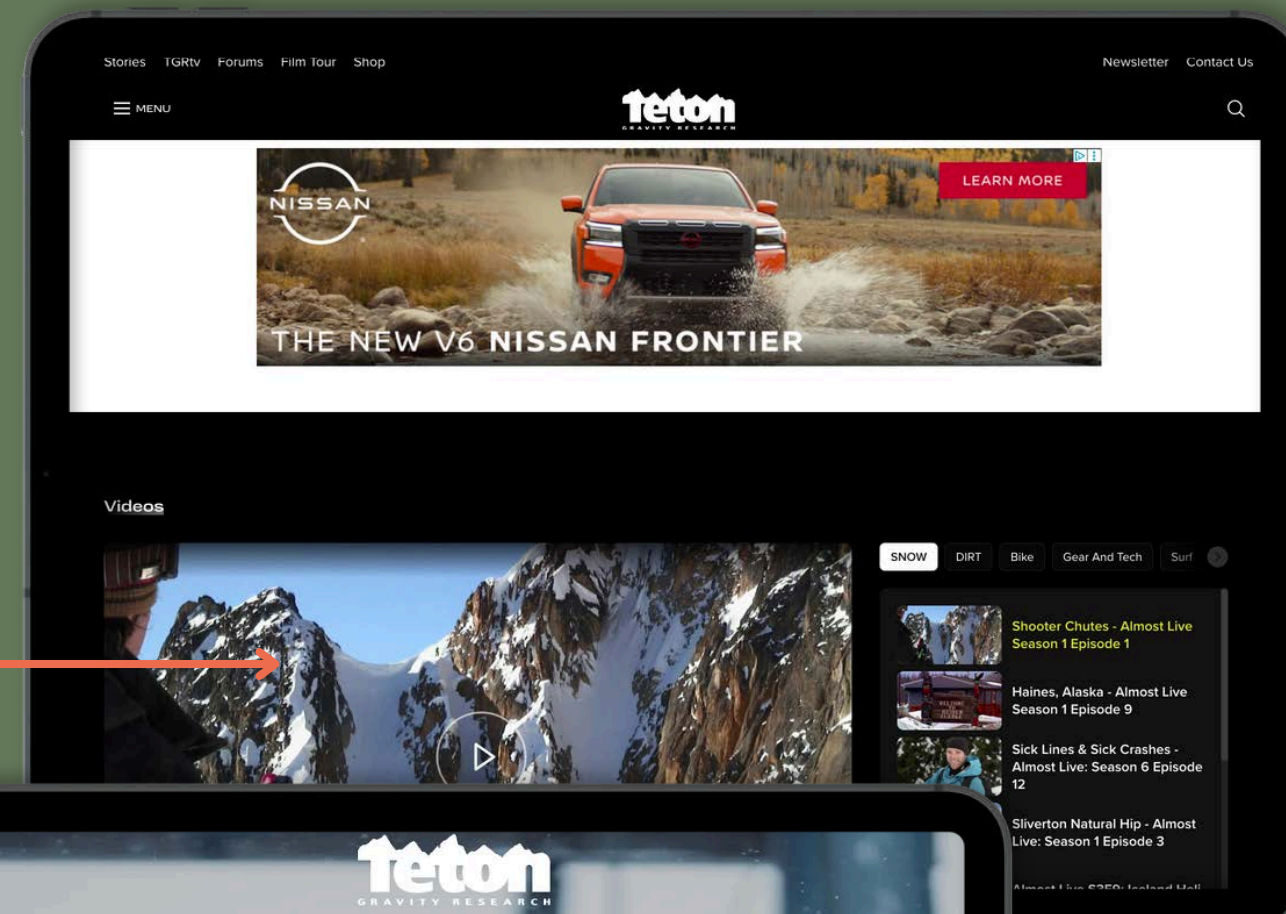
CONTENT SYNDICATION

DISTRIBUTION



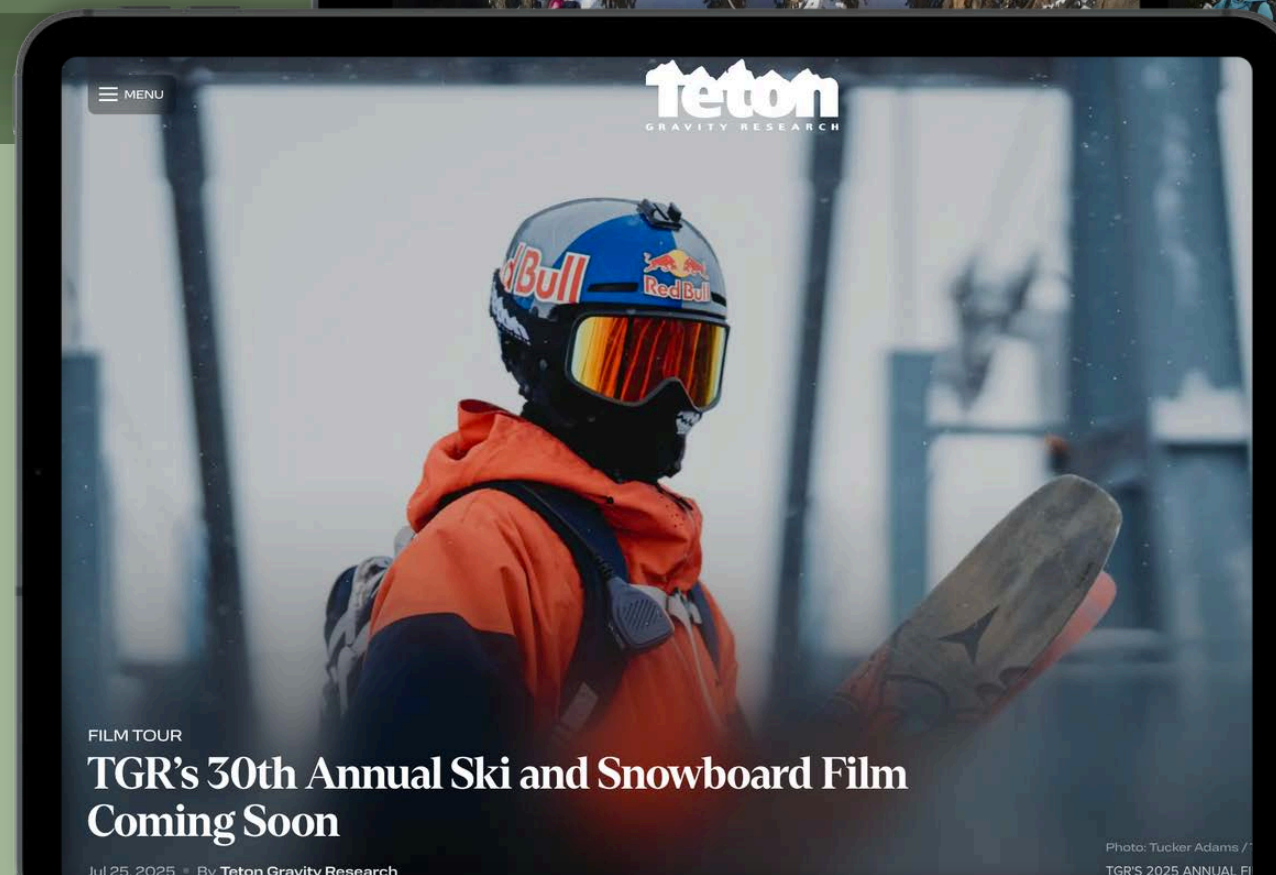


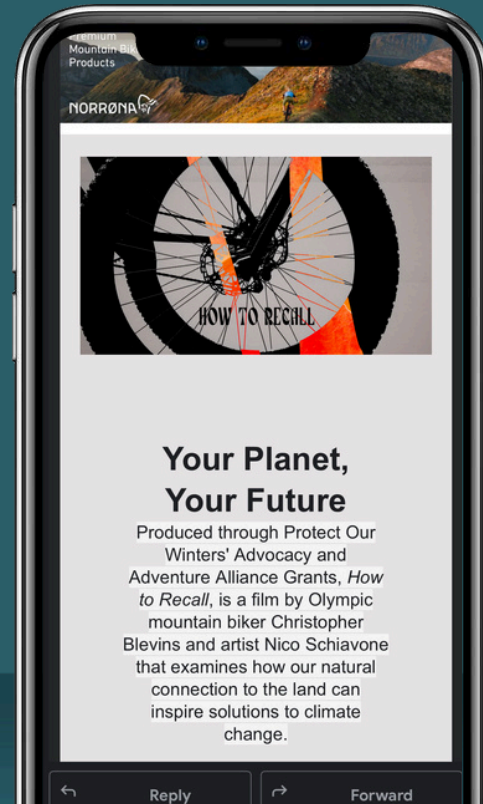
- MID-PAGE UNIT
- BILLBOARD
- LEADERBOARD
- MOBILE INTERSCROLLER
- FULL-BLEED BILLBOARD
- RICH MEDIA
- PRE-ROLL VIDEO



IMPACTFUL MEDIA BUYS

We deliver standard & high-impact media buys that break through the noise and perform.





200k+ SUBSCRIBERS
OPEN RATE 40%+
WEEKLY SEND

GRAVITY CHECK NEWSLETTER

Teton Gravity Research's weekly newsletter, puts your brand directly in front of a dedicated audience of outdoor enthusiasts. With high open rates and a loyal subscriber base, Gravity Check delivers the latest in adventure culture, gear, and film — making it the perfect platform for authentic, high-impact brand alignment.



THE COMPANY WE KEEP

A wide array of premium global brands, destination properties, iconic musicians, and media outlets invest and partner with TGR to engage with a young, highly active worldwide audience. Consumer decisions are meaningfully influenced by what we promote and integrate throughout our content.



CONTACT US [2025]

LET'S SEND IT

Teton Gravity Researchl offers integrated media plans that run network-wide to reach our entire audience or on select media properties to focus on specific interest communities. We craft custom partnerships for specific goals/KPIs, target audiences, and budgets (\$15k-\$3MM+).

Our team of creators includes writers, video and audio producers, designers, campaign managers, and more - together we deliver custom campaigns that authentically engage with our outdoor & active-lifestyle audiences. Contact us to get started!

advertise@tetongravity.com

