

shayboardeer

Media Kit



◀ The World of Snowboarding Through Fembot Eyes

shayboarder.com

In August 2007, Shayboarder began a blog that answered to the majority of snowboarders, male or female. With fresh daily content 365 days a year, shayboarder.com has pushed the passion of snowboarding across the world with interviews, articles, trip reports and consistent product reviews.

With over 200 product reviews on men's and women's snowboard gear including 149 snowboard reviews and 55 binding reviews, shayboarder.com has become a reliable source of information for the average snowboarder.



One reader, Nick Iowa said "I can't tell you how hard it is to find a good review that doesn't sound like it's written by the manufacturer. No one ever breaks it down the way you do and say what is good AND bad about each board." An unbiased look at snowboarding is what keeps readers coming back for more.

about

From the beginning of time, I was Shannon.
From the beginning of snowboarding, I was Shay.
From the beginning of online communities, I was Shayboarder.

In the end, I'm the writer, photographer, editor, publisher, guru of sorts, product tester, curvy girl, and most importantly the snowboarder behind it all. Shayboarder.com has proved that a woman can write about snowboarding on experience, knowledge and covering both male/female sides of the sport...and people listen.

quotes

"Shay's writing is informative, fun to read, and she is very direct, honest and passionate about snowboarding. I always make time for it and it's one of the few blogs I regularly follow."

-Mike Gagliardi, Never Summer Snowboards

"Man, if it wasn't for Shayboarder nobody that I know would have an opinion on anything."

-Todd Richards, O-matic Snowboards

"Shayboarder is basically the opposite of Yobeat. That's probably why everyone likes it so much."

-Yobeat.com

"Where else can you go to see reviews, product info, interviews and updates on resorts in Colorado year round? Shayboarder.com that's where!"

-Shayboarder.com reader Lauren Weibert

"Shannon is like snowboarding's Dorothy in the Land of Oz"

-Johan Malkoski, C3 Worldwide

"Shay barged our scene last year at the premiere of 'The Bluebird Movie' in Jackson Hole. Ever since then she's been down with the Bluebird Crew. Shay is down by law and by all means shall be supported."

-Willie McMillon, Bluebird Wax

"Buying a snowboard is a big decision. You have to think of what you ride, how often you ride, how much you are willing to spend, and ultimately what is going to make your time on snow the best it can be. Shayboarder.com can make this decision fairly easy. With so many reviews of boards, boots, and bindings finding your perfect setup has never been easier."

-Shayboarder.com reader Alex Mobashery

"As someone in retail, I utilize shayboarder.com to show my customers a 3rd party unbiased opinion. It helps point a customer in the right direction."

-720 Boardshop, Colorado

"Shay has been a huge asset for Transworld Business's snow coverage. As a freelancer, Shay has added her valuable insight and taken our readers behind the scenes with product previews, contest coverage, and social media tips."

-Mike Lewis, Transworld Business

"You have to see Shayboarder's blog. All snowboarding, industry, gear, whatever talk from Shannon. What? Yeah a she. Finally some feminine opinion."

-themustachio.com

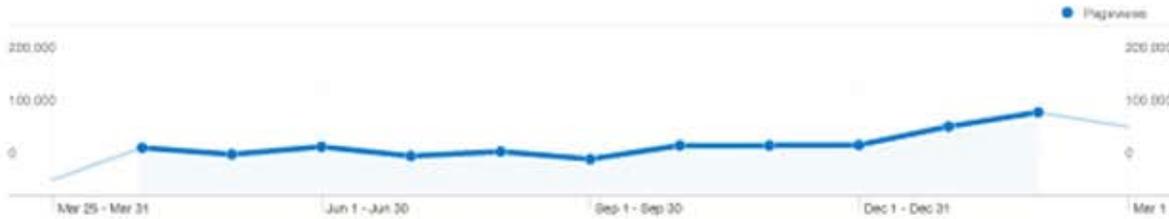
"Shay keeps this site fresh and alive. I can always rely on Shayboarder to have something new and interesting up on the site, which keeps me coming back for more."

-Alex Pashley, Dragon Optics

statistics

www.shayboarder.com
Dashboard

Mar 25, 2009 - Mar 25, 2010
Comparing to: Site

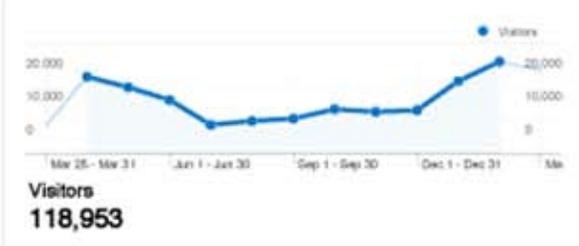


Year	Page Loads	Unique Visitors	First Time Visitors	Returning Visitors
2010	291,348	141,976	104,471	37,505
2009	760,742	416,223	297,756	118,467
2008	374,376	218,455	170,087	48,368
2007	9,987	6,845	5,608	1,237

Site Usage



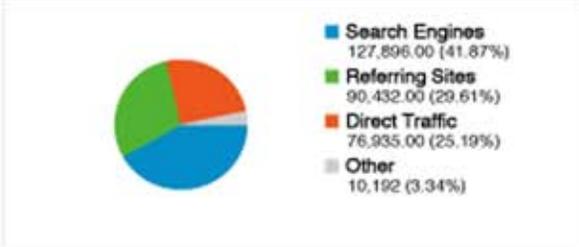
Visitors Overview



Map Overlay



Traffic Sources Overview



Content Overview

Pages	Pageviews	% Pageviews
/	210,380	25.44%
/reviews?revy=2009-	40,942	4.95%
/reviews	32,892	3.98%
/reviews?revy=2008-	12,011	1.45%
/reviews?revy=2009-	11,119	1.34%



twitter

1,533 followers



524 followers
66% male/32% female

advertising options

Shayboarder.com features articles on the snowboard industry, riding trips, resort reviews, product reviews, and interviews. With 52,000 to 109,000 page views each month, shayboarder.com offers limited advertising space specific to a snowboard market and demographic.

Here's your chance to get your company seen by snowboarders who keep coming back for the latest products, reviews and stories from snowboarding through fembot eyes.

Advertising features on all pages: home, about, features, reviews, interviews, shred journal, galleries, and ask shay.

Please contact to discuss other advertising options and future considerations

Large Side Banner 200 x 250

Monthly Set Rate*

Ads rotate out, no more than 3 ads in 200x 250 banner space.

*email shayboarder to discuss monthly set rate.

Small Side Banner 192 x 78

Affiliate Program/Trade

Directly through avant link or Shayboarder, email to discuss.

Bottom Banner 468 x 60

Monthly set rate*

Non-rotating ad/Only 1 ad in this position.

*email shayboarder to discuss.

Contact:

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