

Advertising

Montana

SNOWMOBILE

Association



2022 - 2023 NEWSLETTER AD RATES

ABOUT US

The Montana Snowmobile Association is a non-profit membership of snowmobilers and outdoor enthusiasts who endeavor to educate the public about the sport of snowmobiling, enhance the riding experience in Montana, promote safety, and provide opportunities for family recreation.

CIRCULATION

The MSA Newsletter reaches winter enthusiasts and members of the Montana Snowmobile Association, including distribution to Snowmobile Club chapters and business members across the state of Montana and regional areas.

- 6+ Editions a Year (Oct-Mar)
- MSA Households: 400+
- Montana Club Chapters: 26

RATES

■ Business Card	\$41.25
■ Quarter Page	B/W: \$105 Color: \$157
■ Half Page	B/W: \$225 Color: \$294
■ Full Page	B/W: \$475 Color: \$700



Ask about special package offer.

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Snowmobiling Quick Facts

Snowmobiler Profile

- The average age of a snowmobiler is 46 years old.
- The average snowmobiler spends \$2,000 each year on snowmobile-related recreation.
- 50% of snowmobilers trailer their snowmobiles to ride. 50% snowmobile from their primary residence or have a vacation home where they keep and use their snowmobiles.
- Snowmobilers are caring neighbors, they raised over \$3 million for charity annually.
- There are 3,000+ snowmobile clubs worldwide, involved in trail grooming, charity fundraising, and family activities.
- There are over 42 registered non-profit associations representing snowmobilers in the USA, Canada and Europe.
- Snowmobiling is great exercise bringing people outdoors interacting with nature and each other. It is an invigorating sport, great for stress release and good mental health.
- In 2021 there were 133,444 snowmobiles sold worldwide; 59,234 were sold in the U.S. and 50,567 were sold in Canada.
- Surveys show that, on average, snowmobilers taking overnight trips (24% of these surveyed) take 3 - 5 trips a year, spending 2 nights per trip away from home.

Snowmobiling Economic Impact

- United States—\$26 billion annually
- Over 100,000 full-time jobs are generated by the snowmobile industry in North America. Those jobs are involved in manufacturing, dealerships, and tourism-related businesses.

Source: snowmobile.org



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www.snowmobilemt.org

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