



MEDIA KIT

TWENTY TWENTY-SIX

EDITORIAL THAT STANDS ABOVE

*“Other MTB sites are where I go when I only have time to check the news over a quick coffee.
NSMB is the site I go to when I want to savor an article with a glass of scotch.”*

– NSMB reader, article comments

Vancouver's North Shore has evolved into an epicenter of the mountain bike world, and NSMB.com is the go-to source for news, reviews, and multimedia content from this world famous riding area. As the influence of the riders, companies, and trail builders from the North Shore has grown, so too has that of our online magazine.

The internet is a wildly different place now than it was when NSMB.com first went live in June, 2000. From forums and annual video releases seen only on VHS or DVD to daily 'bangers' and social media, the online landscape has changed as much as the bikes we ride.

What has not changed is our singleminded focus on the things that matter most: our readers.

Whether it's thoughtful and honest gear reviews, or stories about the people and brands that make the riding community special, our focus lies on those who come to our site every day to read real editorial, not endless sterile news releases, pay-to-play reviews and clickbait.

NSMB has always been synonymous with high-quality content covering the latest in mountain biking from around the world: editorial, trip reports, product reviews, interviews, podcasts, and videos.

We like a well-written story and beautiful photos. Sometimes it's a podcast or a video. But it's always guided by a dedication to our readers and the knowledge that the greatest things about mountain biking are the good times along the way and the glow of a post-ride hang.

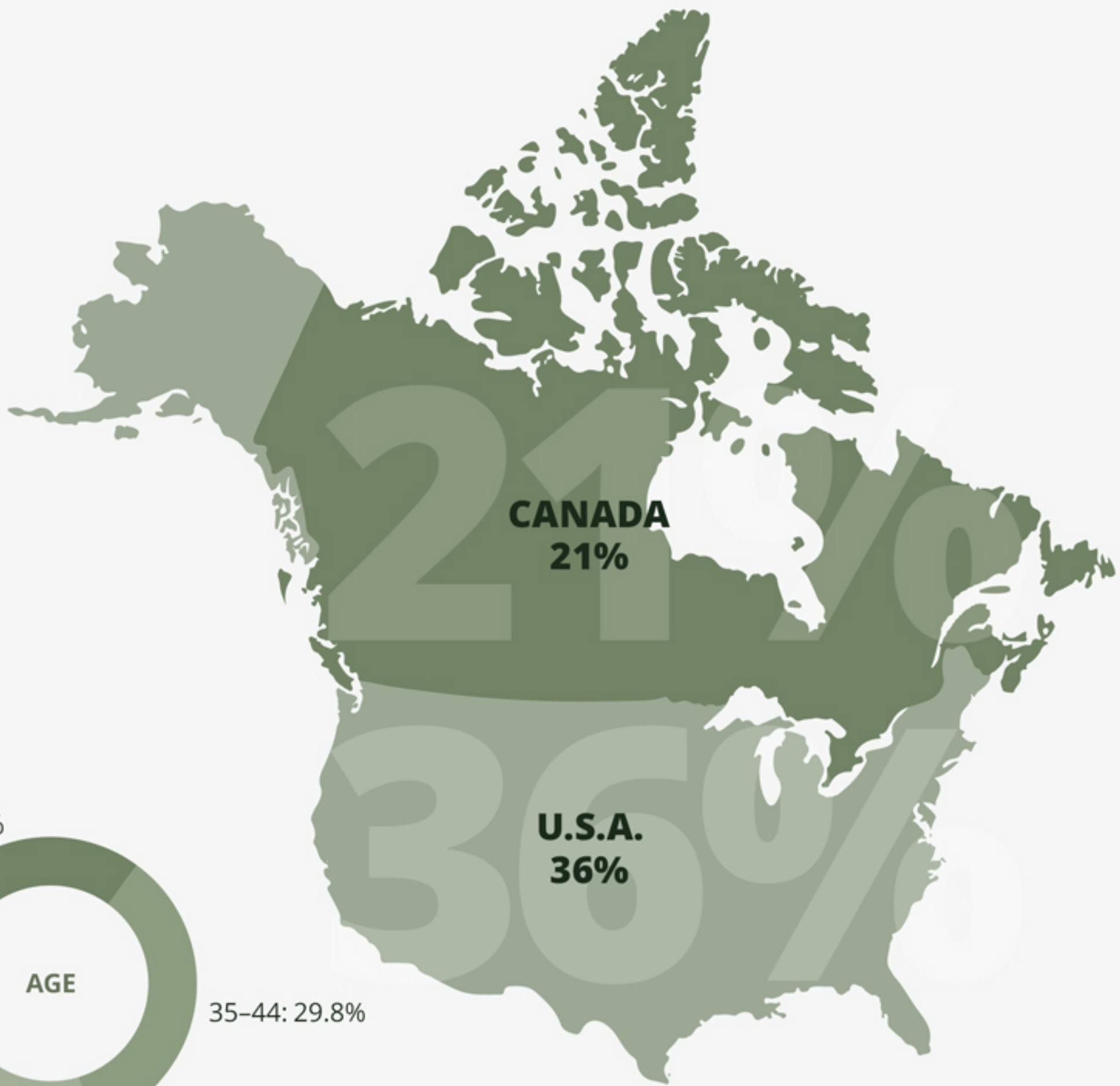
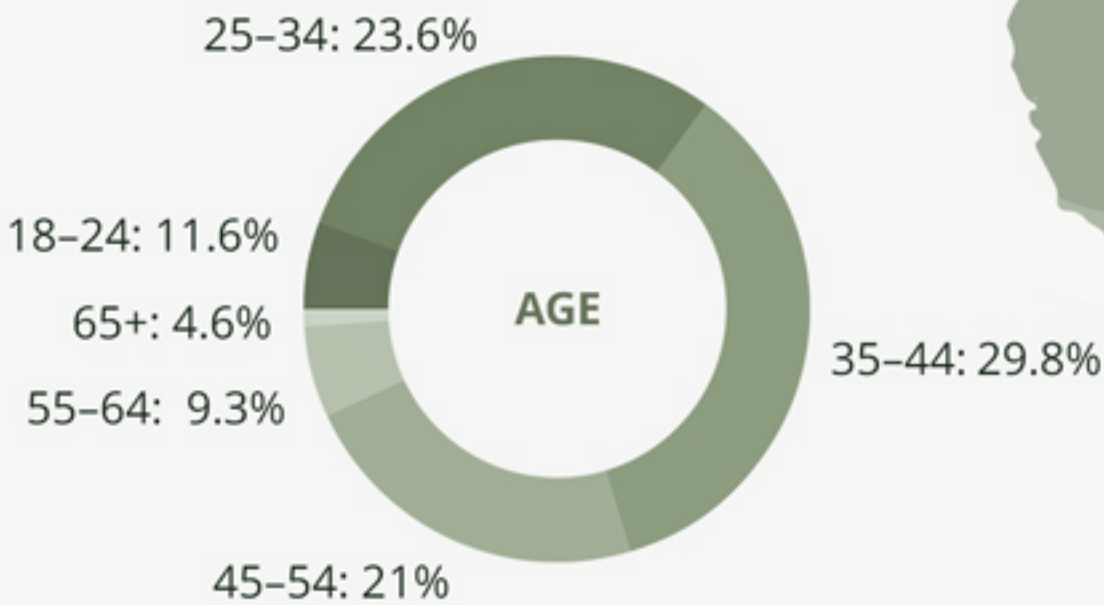
SITE TRAFFIC

Influence That Punches Above Our Weight

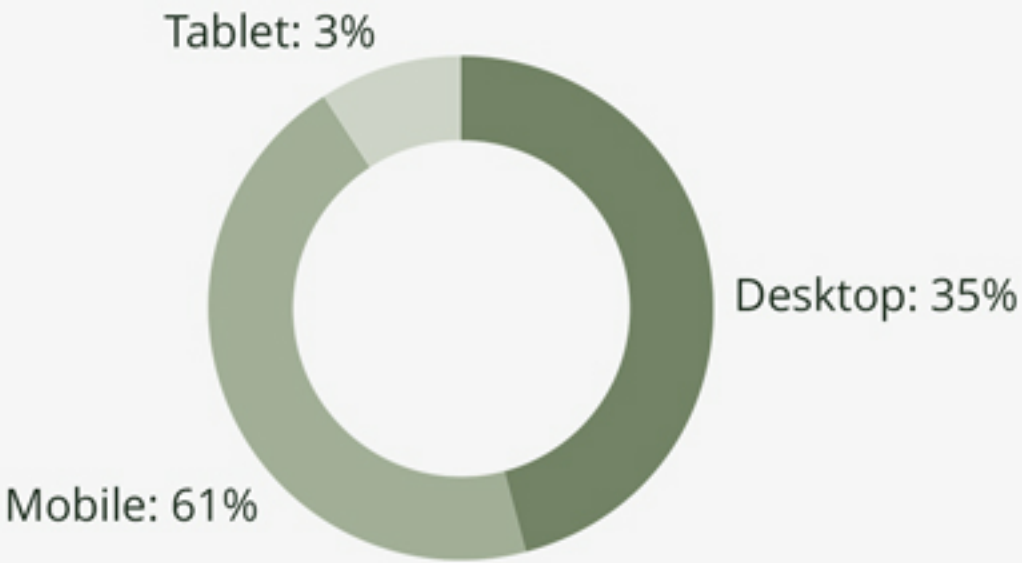
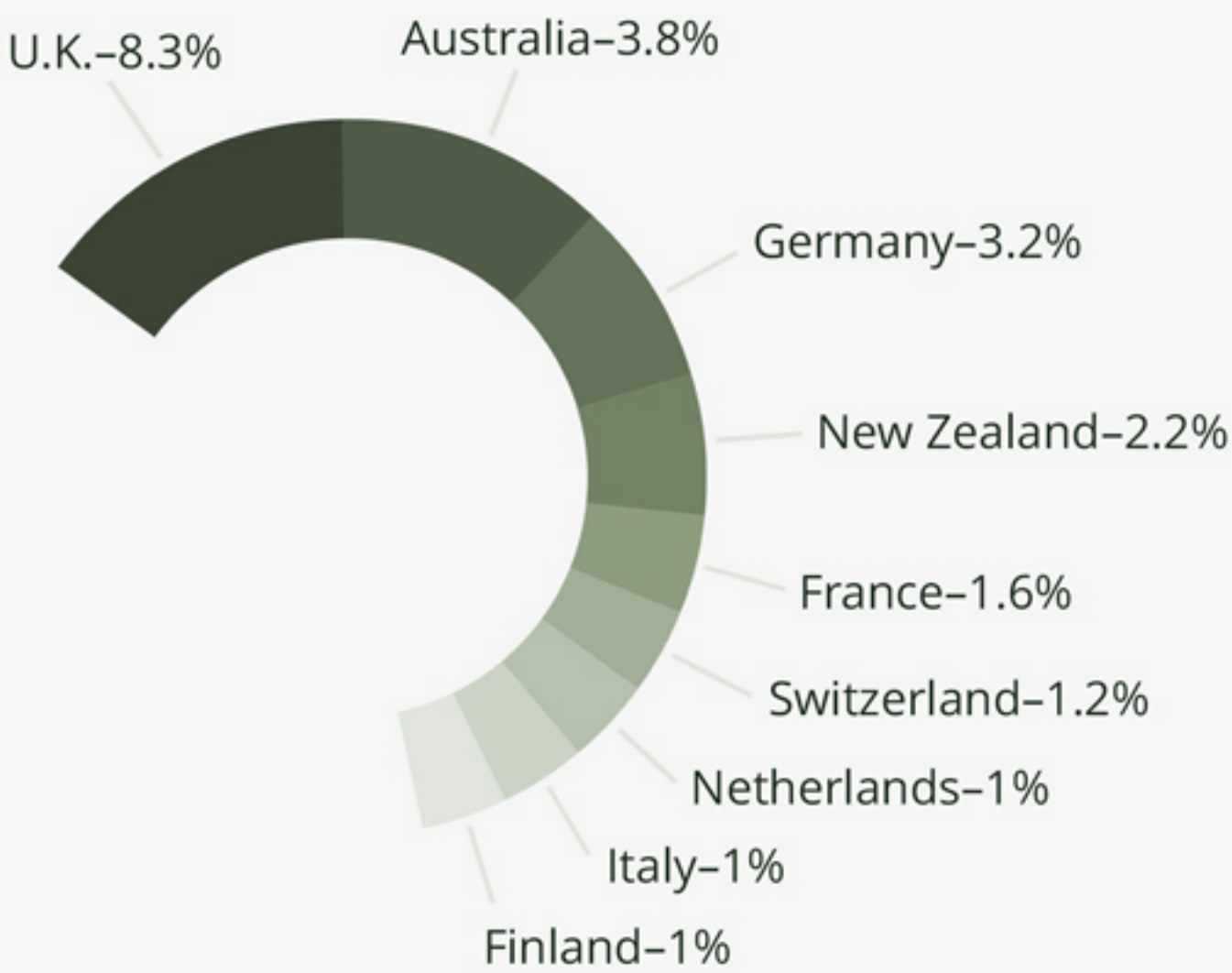
MONTHLY WEBSITE TRAFFIC

-  Unique Users: 1.1M
-  Annual Page Views: 5M
-  Avg Time on Site: 4:39

Male: 83.2% Female: 16.8%



TRAFFIC AROUND THE WORLD

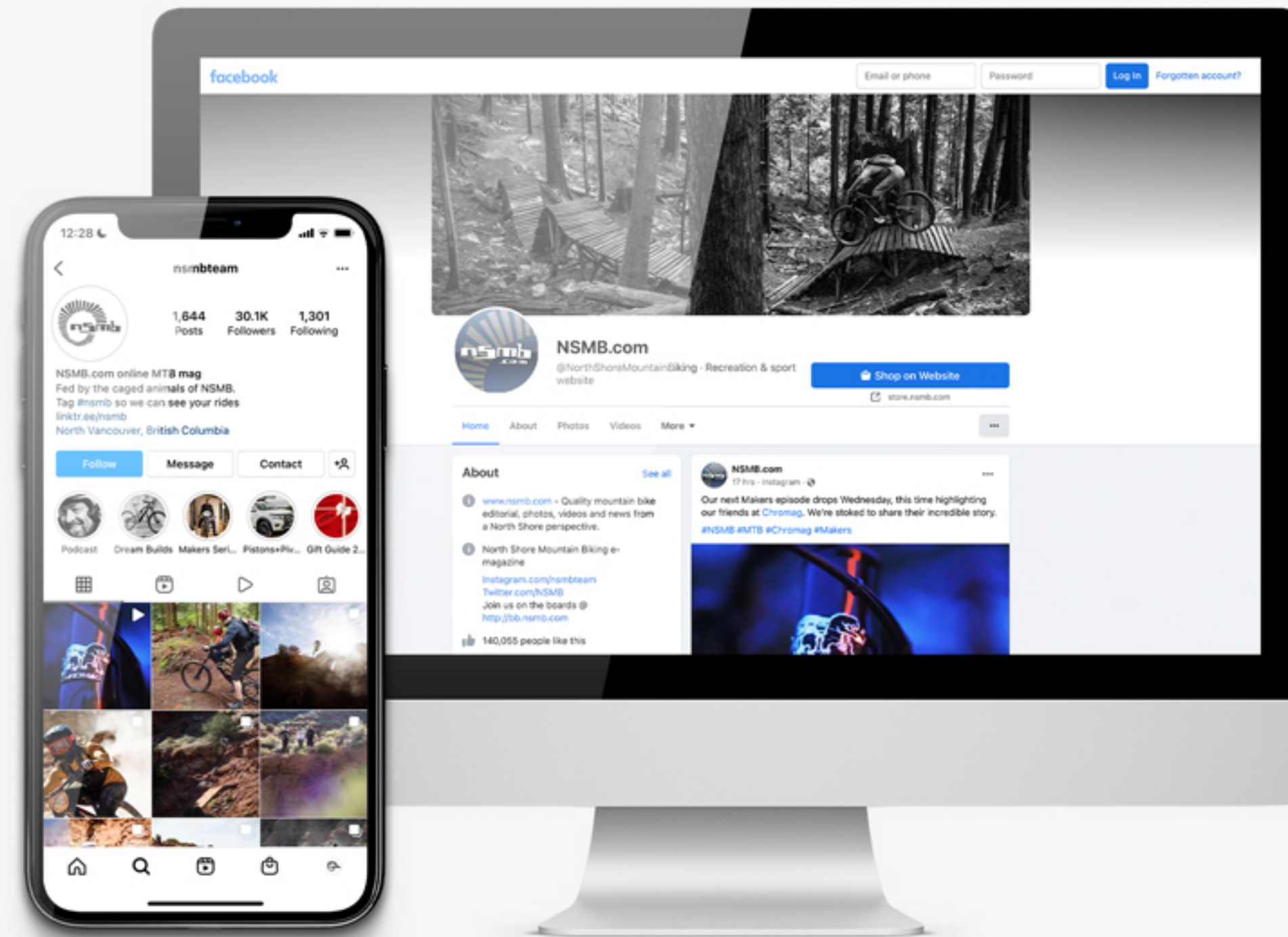
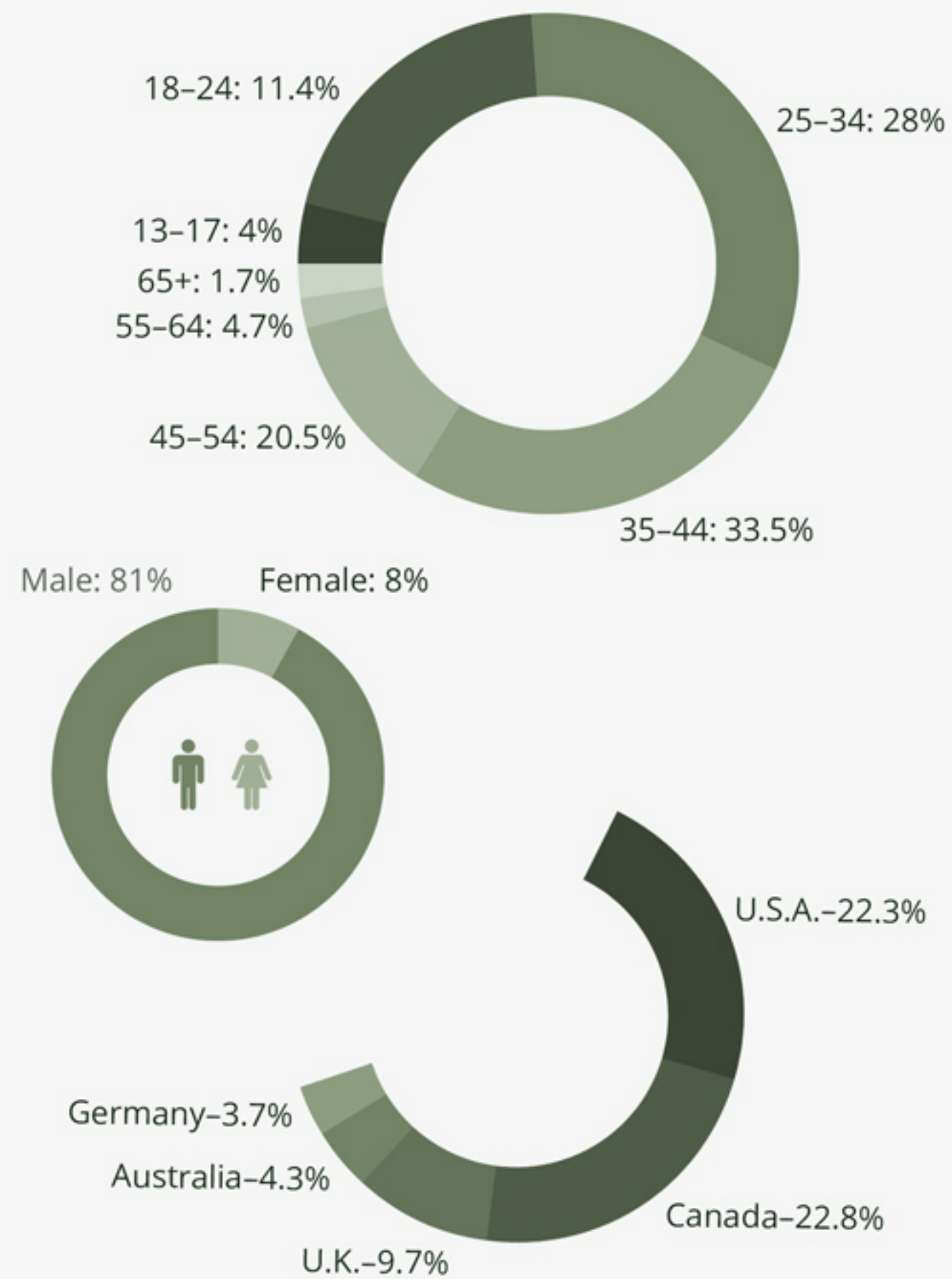


SOCIAL MEDIA

Winning Friends & Influencing Riders

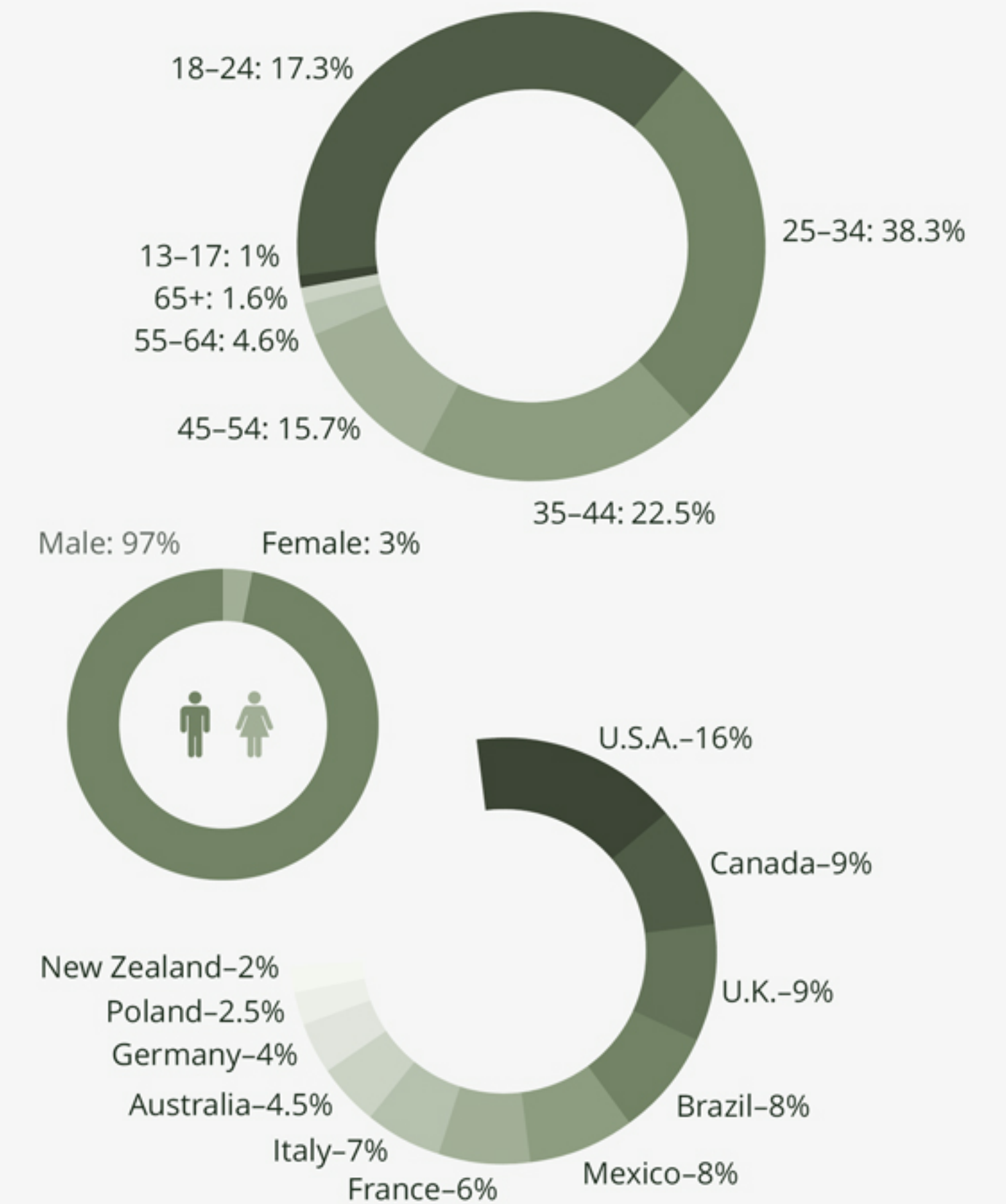
INSTAGRAM AUDIENCE IN 2023

 **Subscribers: 30,800**



FACEBOOK AUDIENCE IN 2023

 **Subscribers: 138,000**



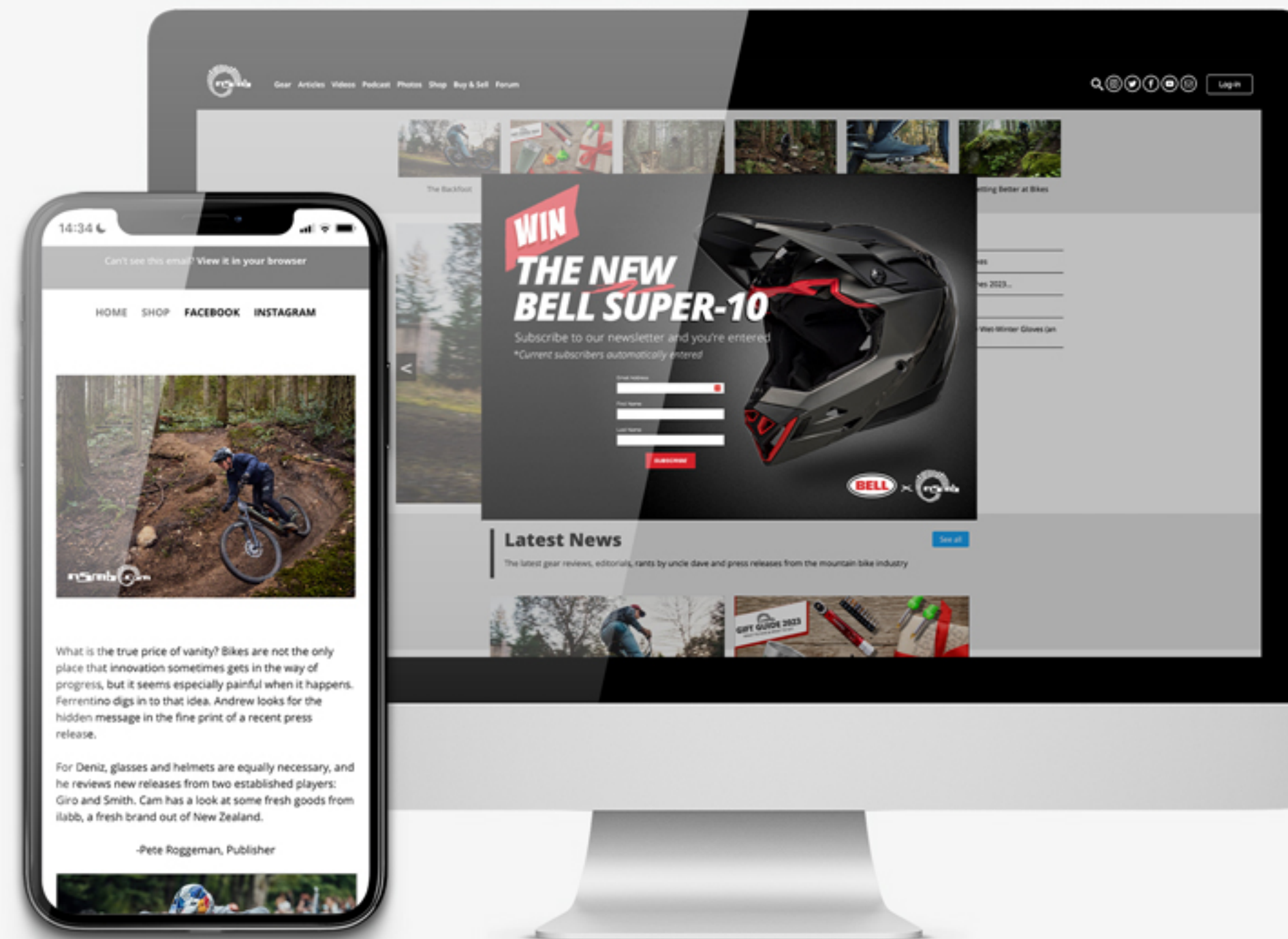
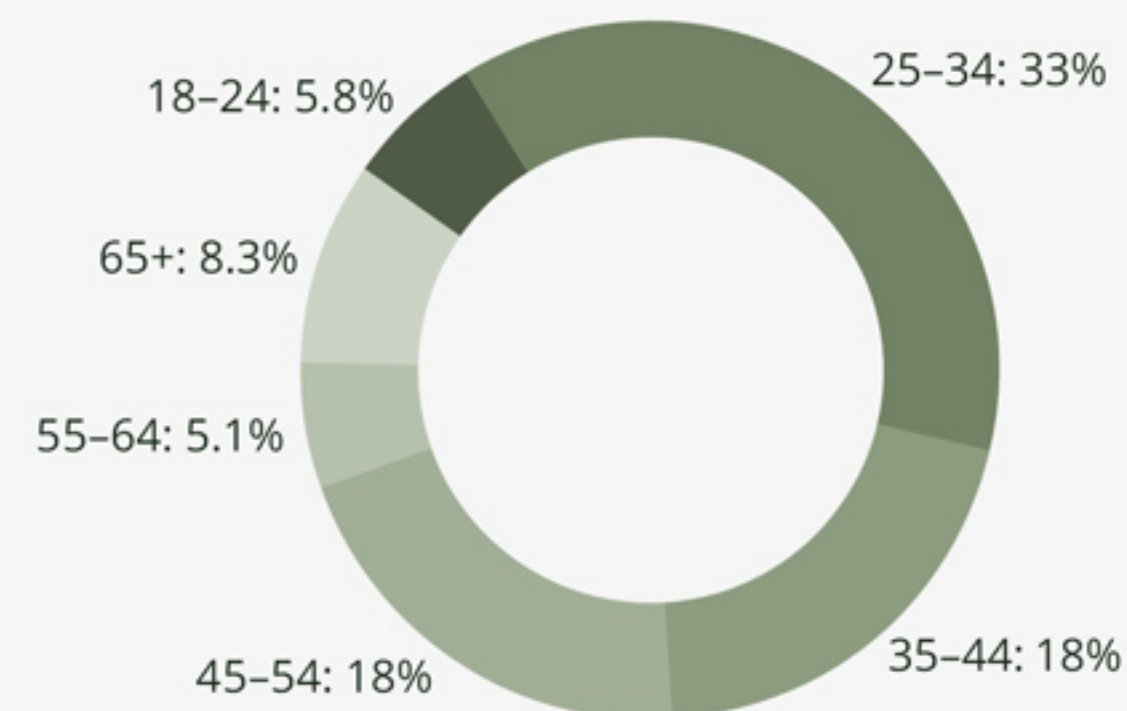
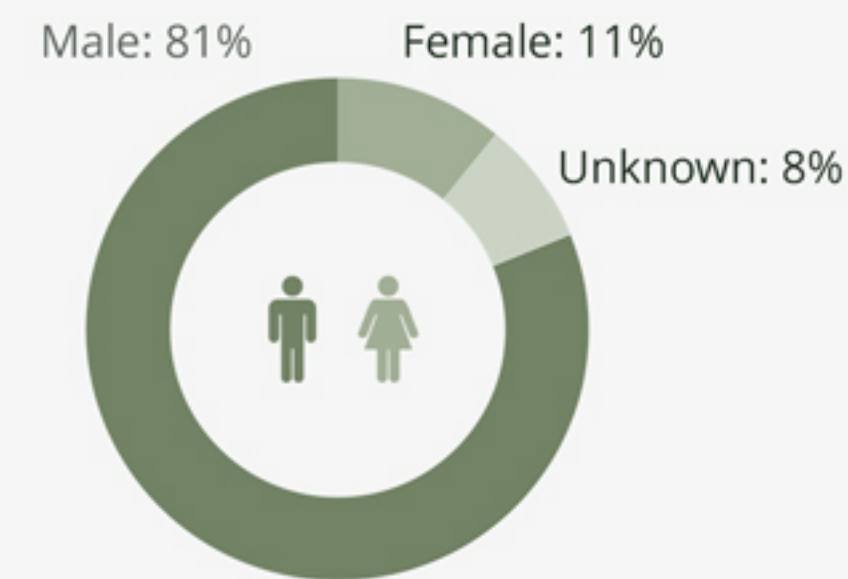
NEWSLETTER

Hitting Hard Core Riders Right in the Inbox

NEWSLETTER AUDIENCE IN 2024

 **Subscribers: 15,391**

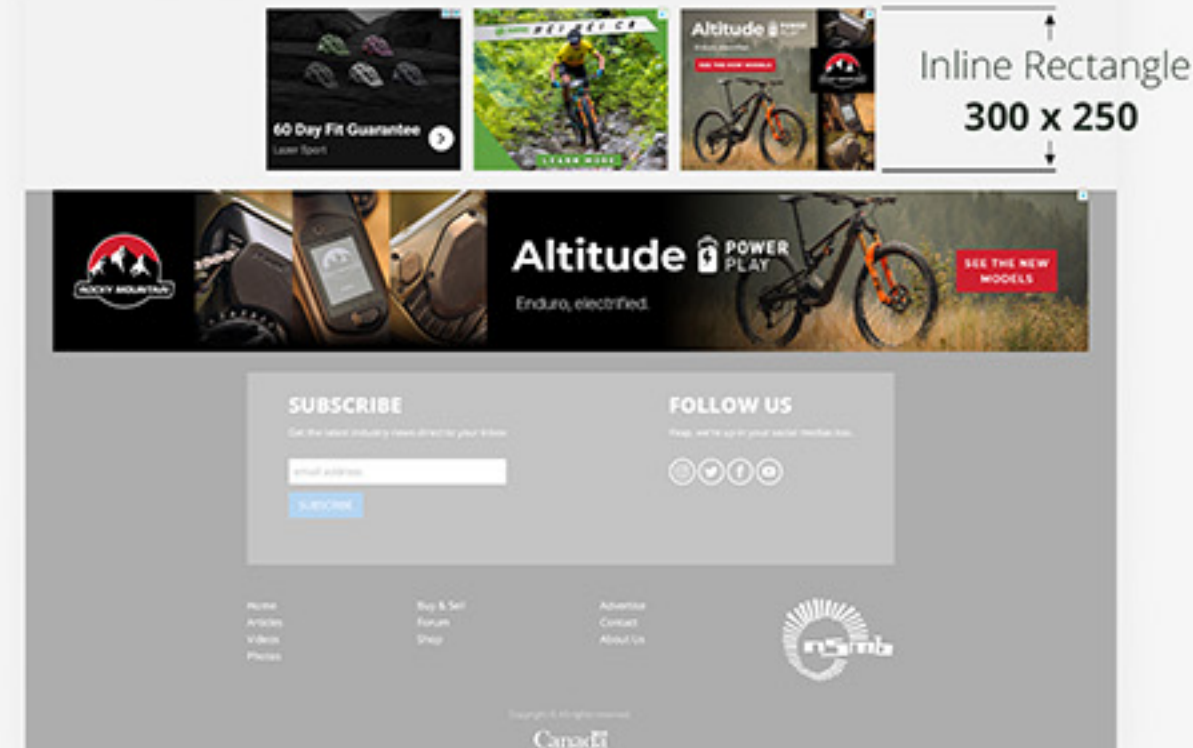
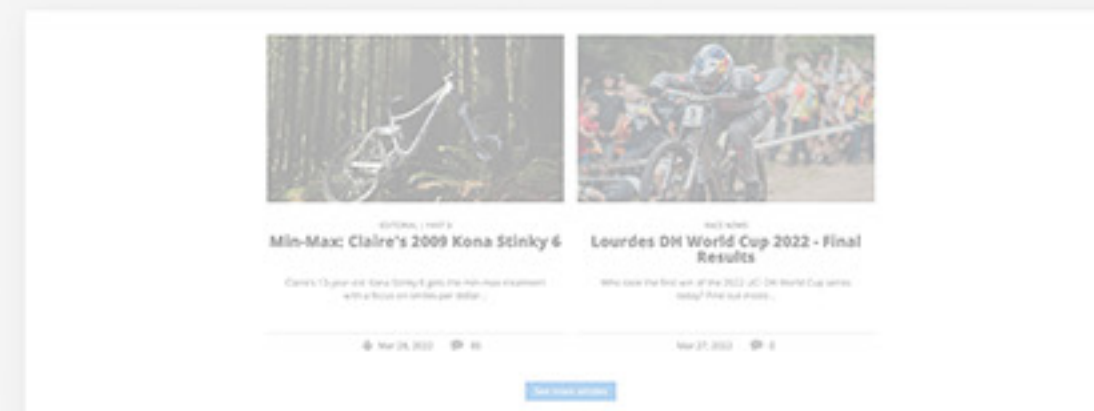
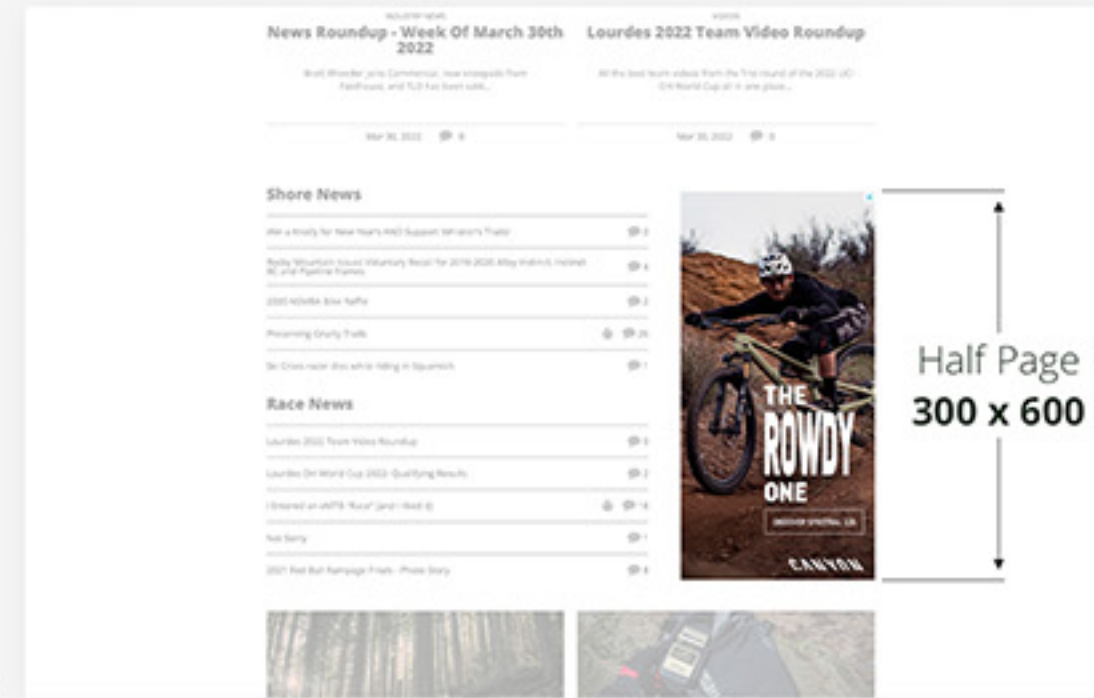
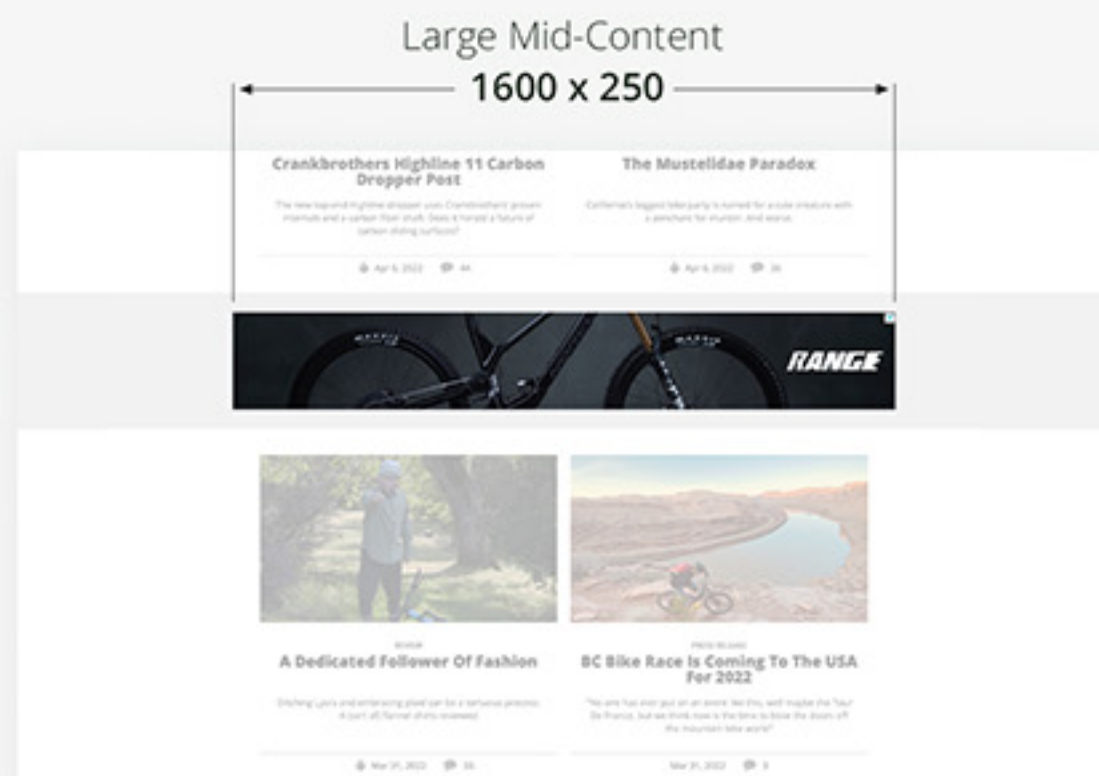
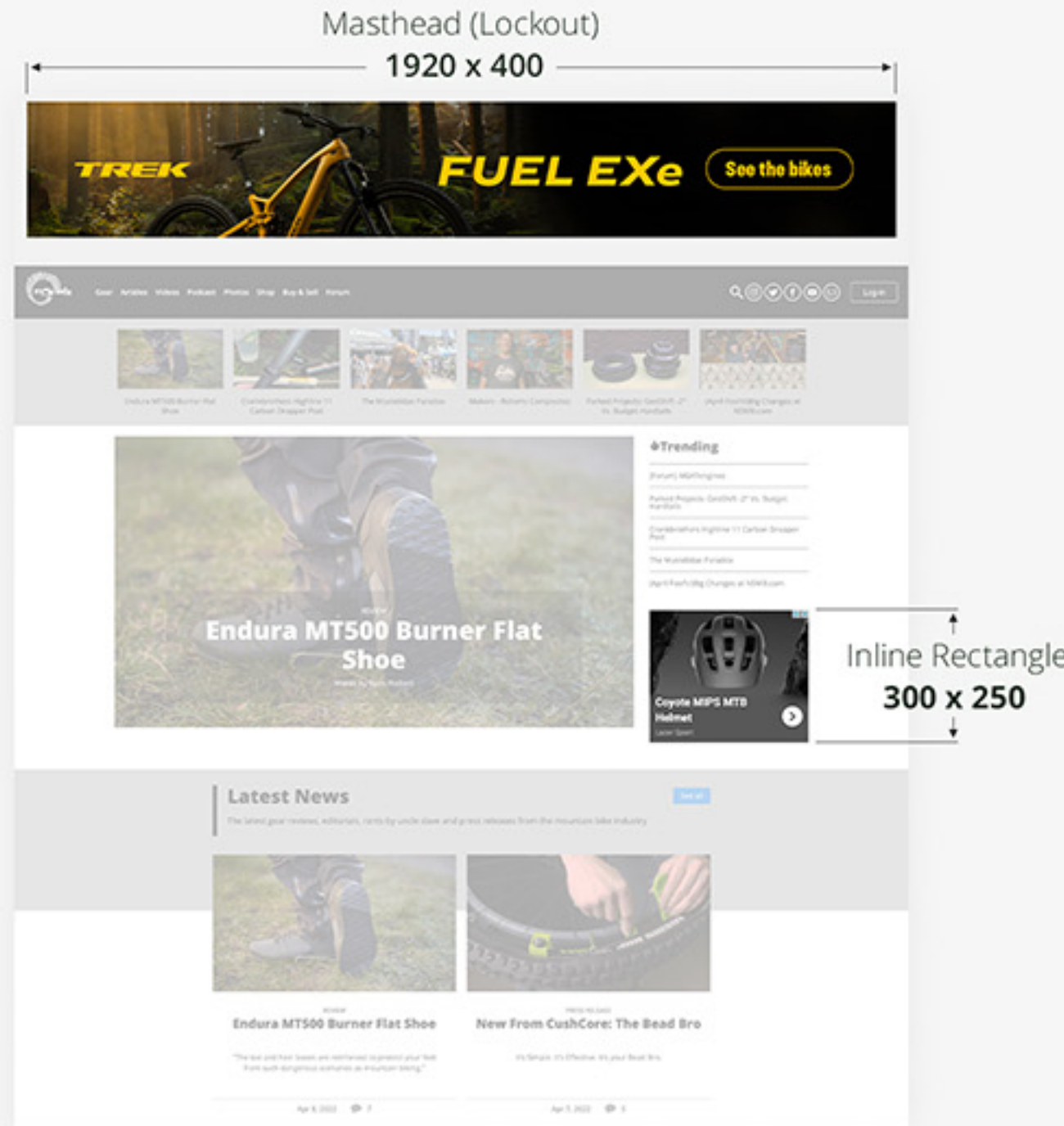
 **Open Rate: 33%**



Our weekly newsletter helps drive traffic back to NSMB.com, keeping our feature content front and center. Newsletter ads, subscriber incentives and giveaways are a good way to get in front of our most dedicated audience.

ADVERTISING – DISPLAY

Don't Underestimate the Importance of a Good Repeat Impression

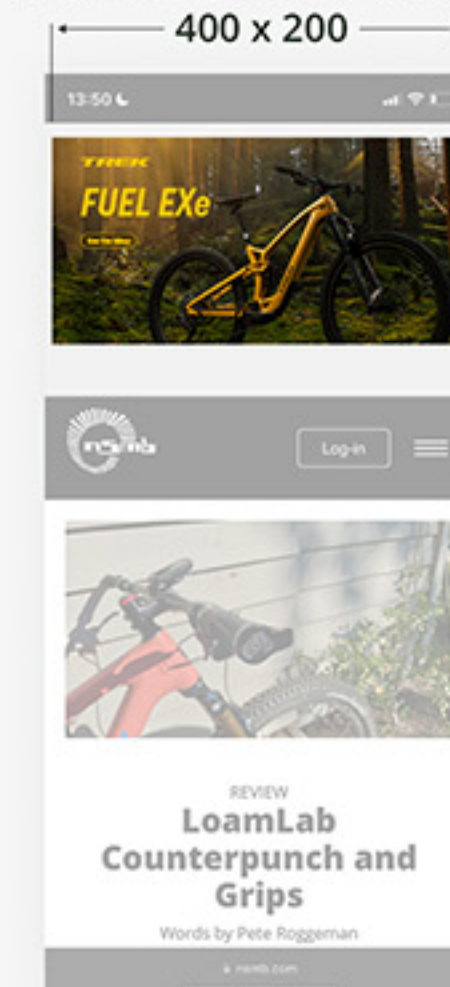


Either as a complement to an omnichannel campaign, an element of a branding strategy, or to promote a seasonal sale, display ads still have plenty of value when executed properly. We offer a variety of sizes and locations that help make sure your campaign gets seen. Creative services available upon request.

All of the options you expect are available: geo-targeting, masthead takeovers, mobile optimization, multi-campaign coordination, A/B testing, etc. CPM rates are based on run of site placements to make things easy, but custom pricing is available if you want to target a particular size or location.

Most display ad sizes are IAB compliant. Specs available upon request.

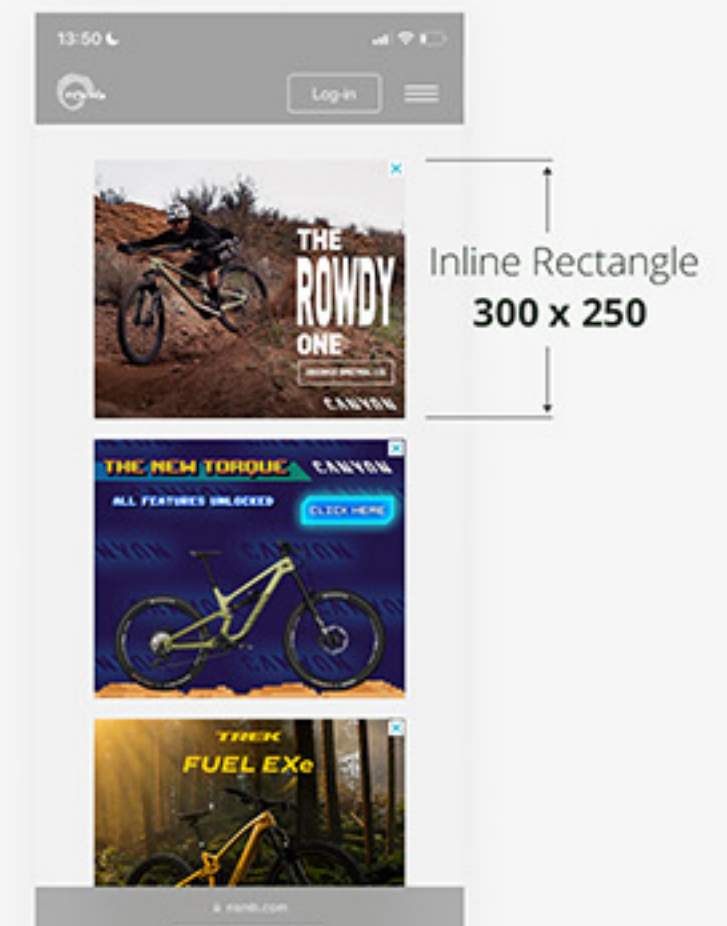
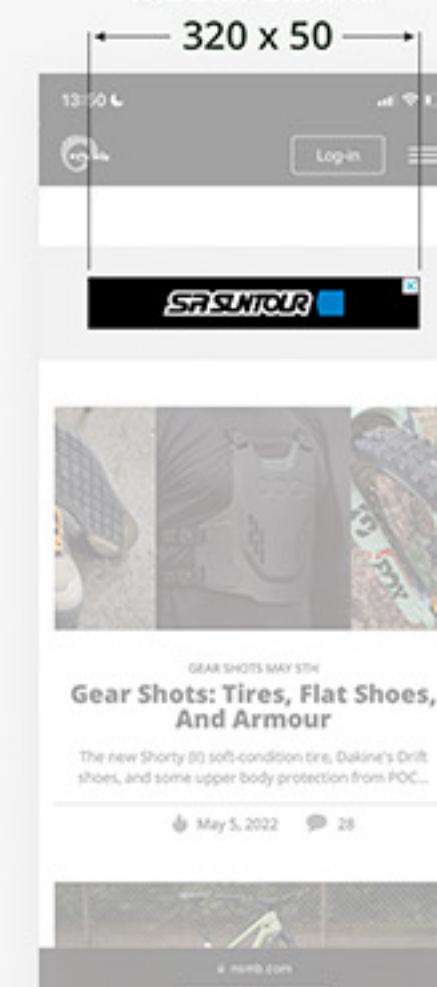
Masthead (Lockout-Mobile)



Inline Rectangle



Mobile Banner



ADVERTISING – VIDEO PRE-ROLL

Harness Video Views

We keep pre-roll ads contained to controllable numbers so it doesn't impact the viewing experience. As a result, CTR numbers are impressive (averages range from 10-22% depending on the campaign). Inventory is limited and these campaigns produce best results when they use a mix of display and pre-roll. Creative should be changed monthly at least.

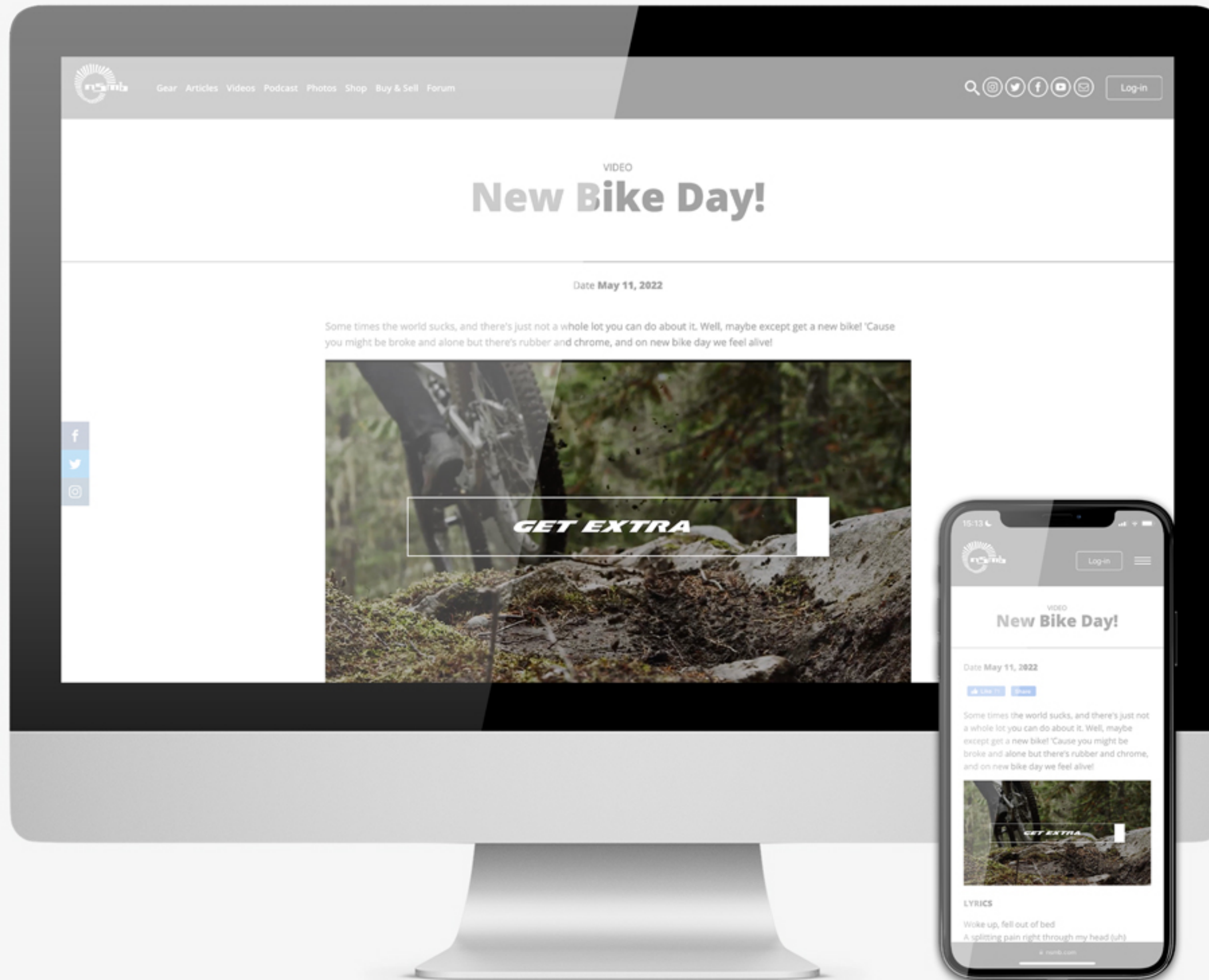
Recommendations:

Maximum video length: 15 seconds (longer if it's good ride footage)

Size: 640 x 480 (our system renders the ad into all necessary formats/sizes)

File type: MP4

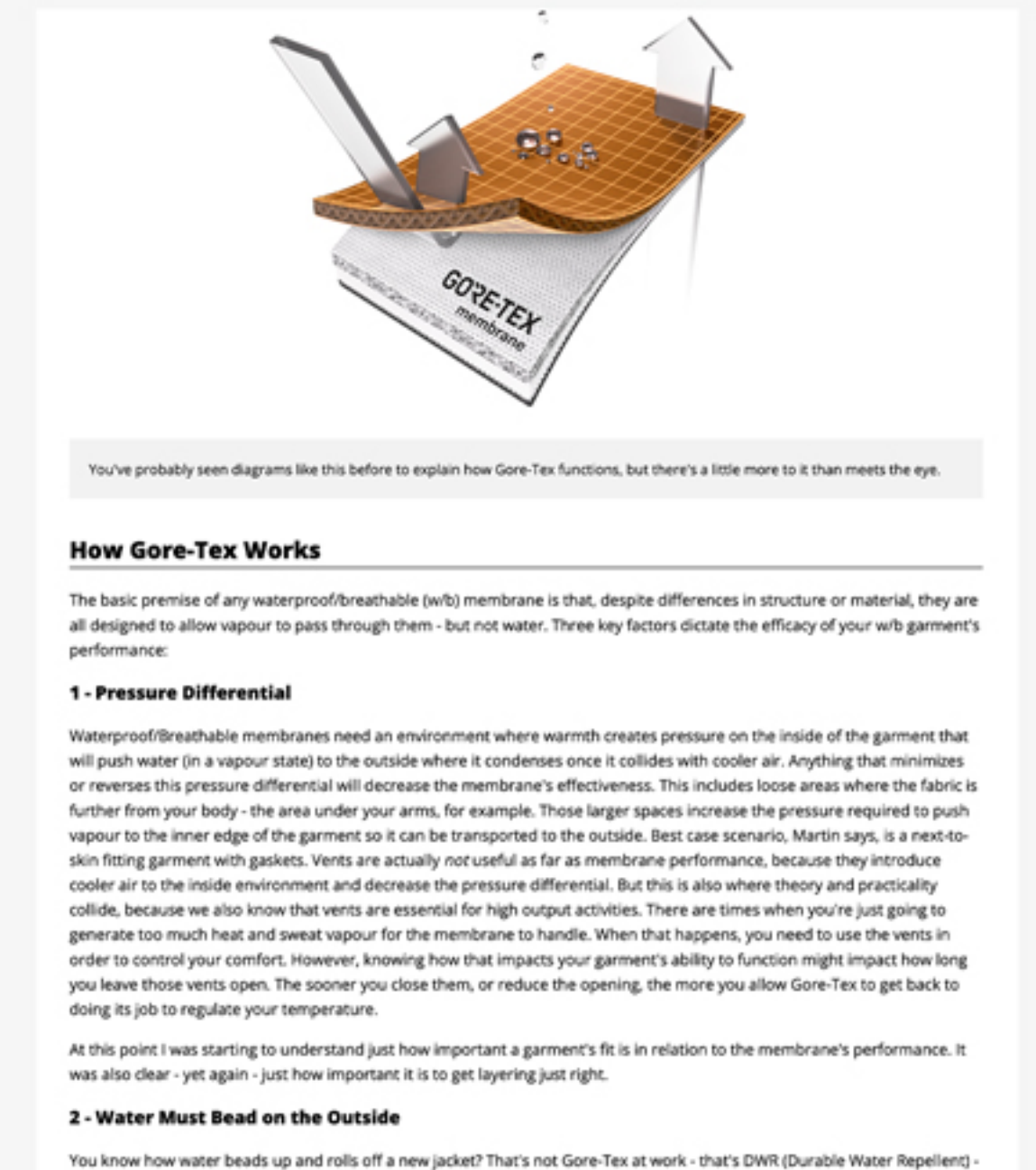
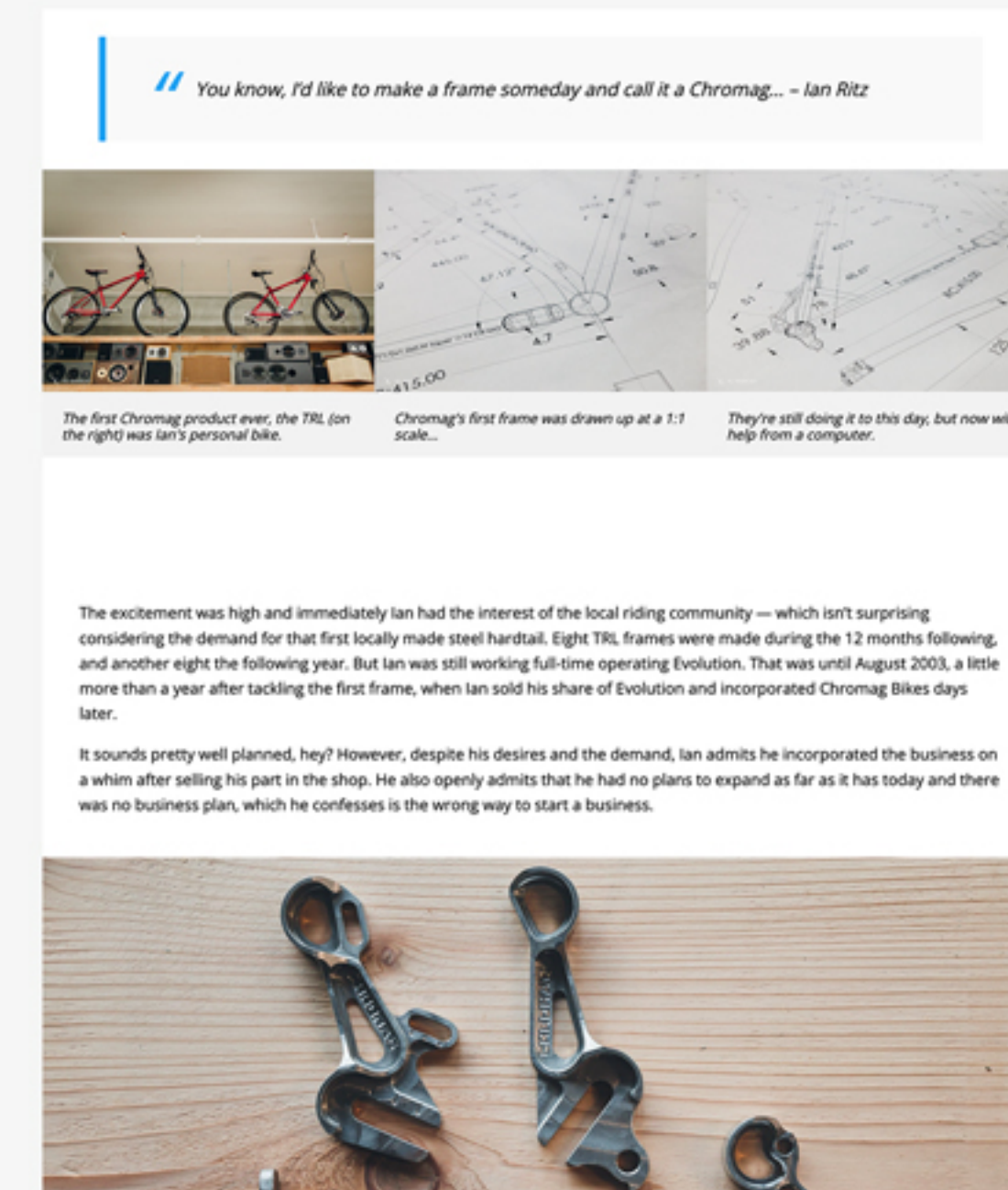
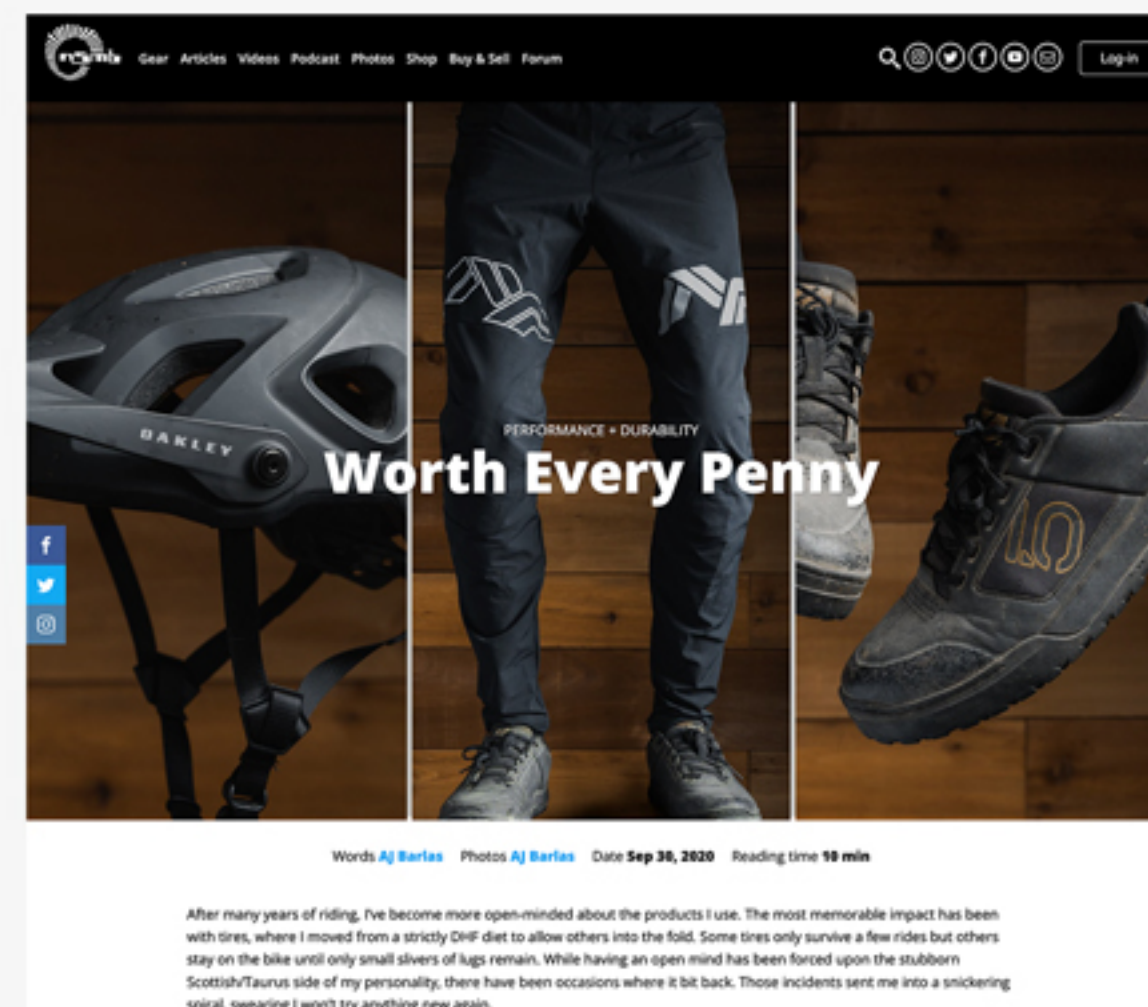
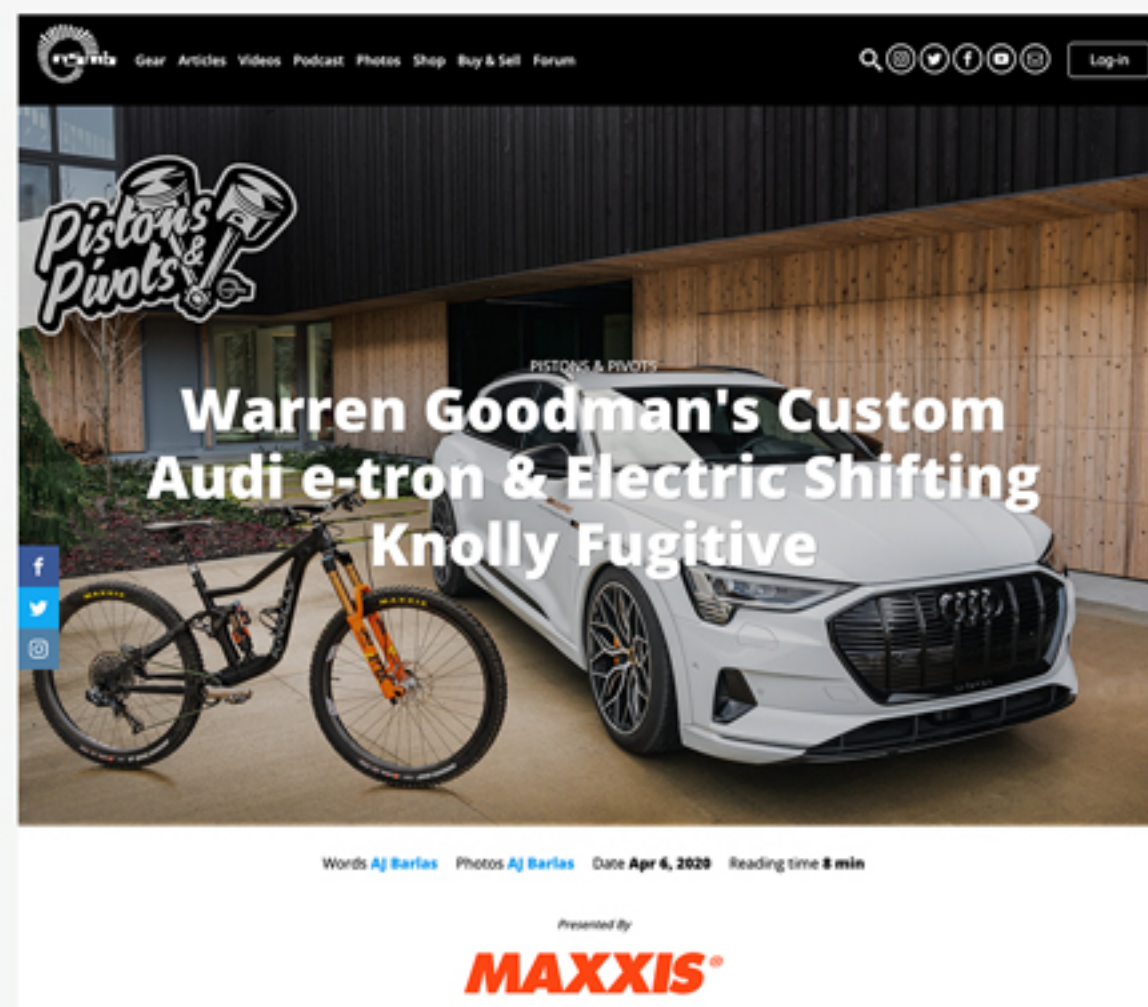
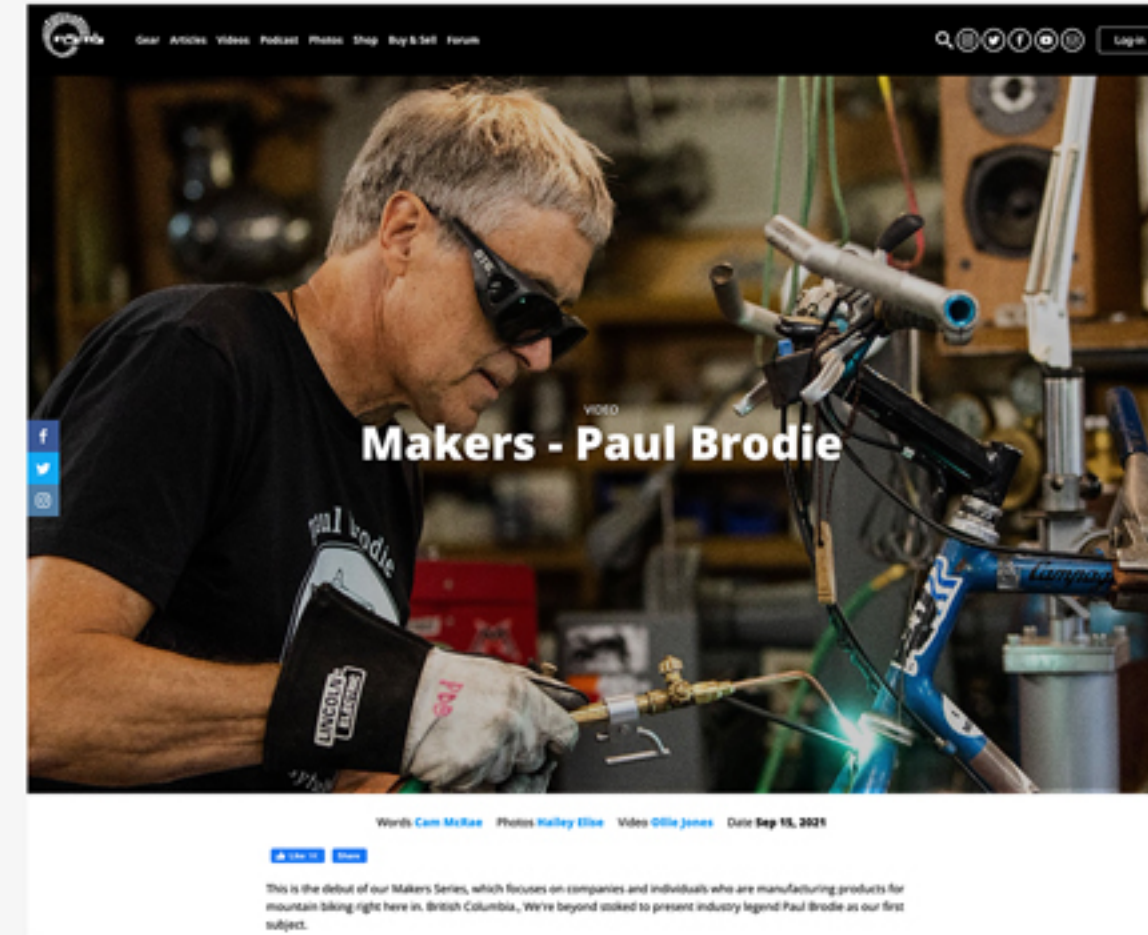
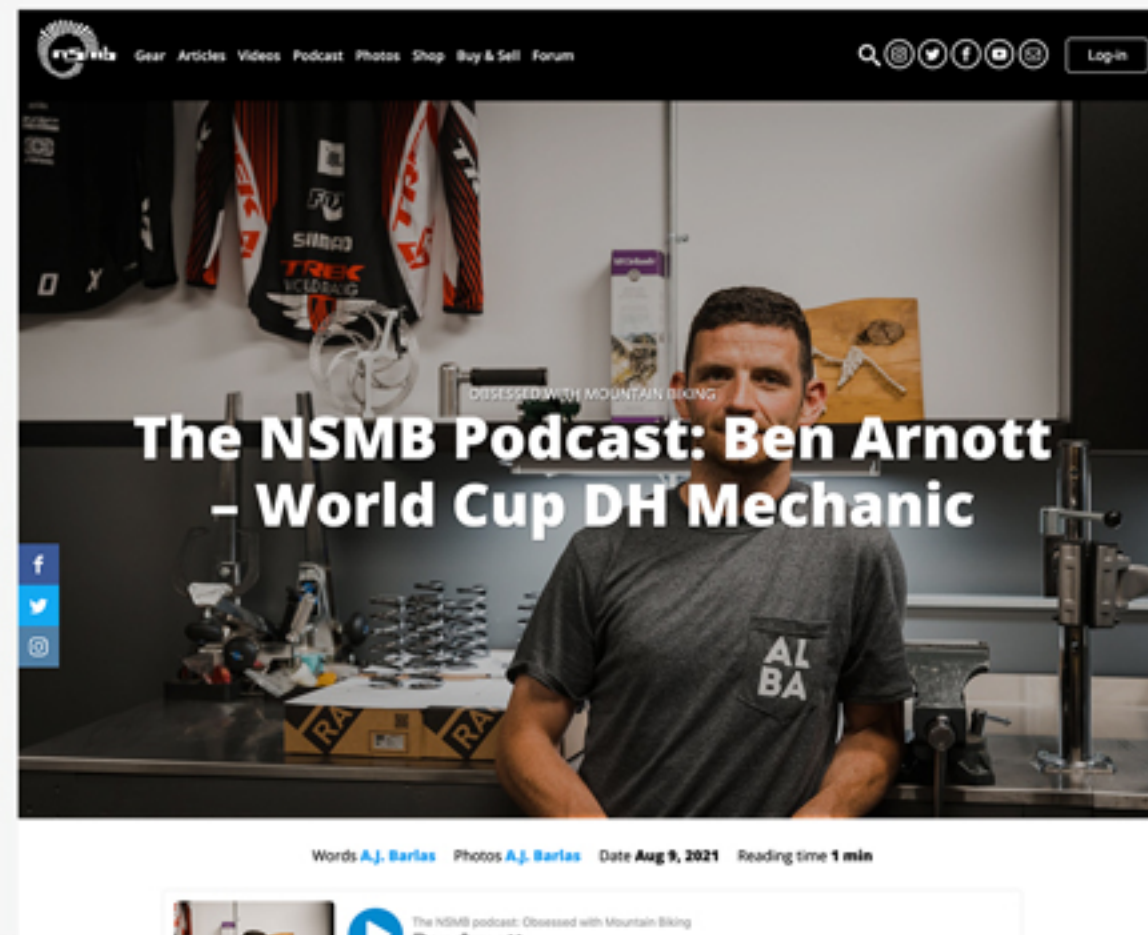
Max file size: 10 MB



CONTENT & CO-PRODUCTION

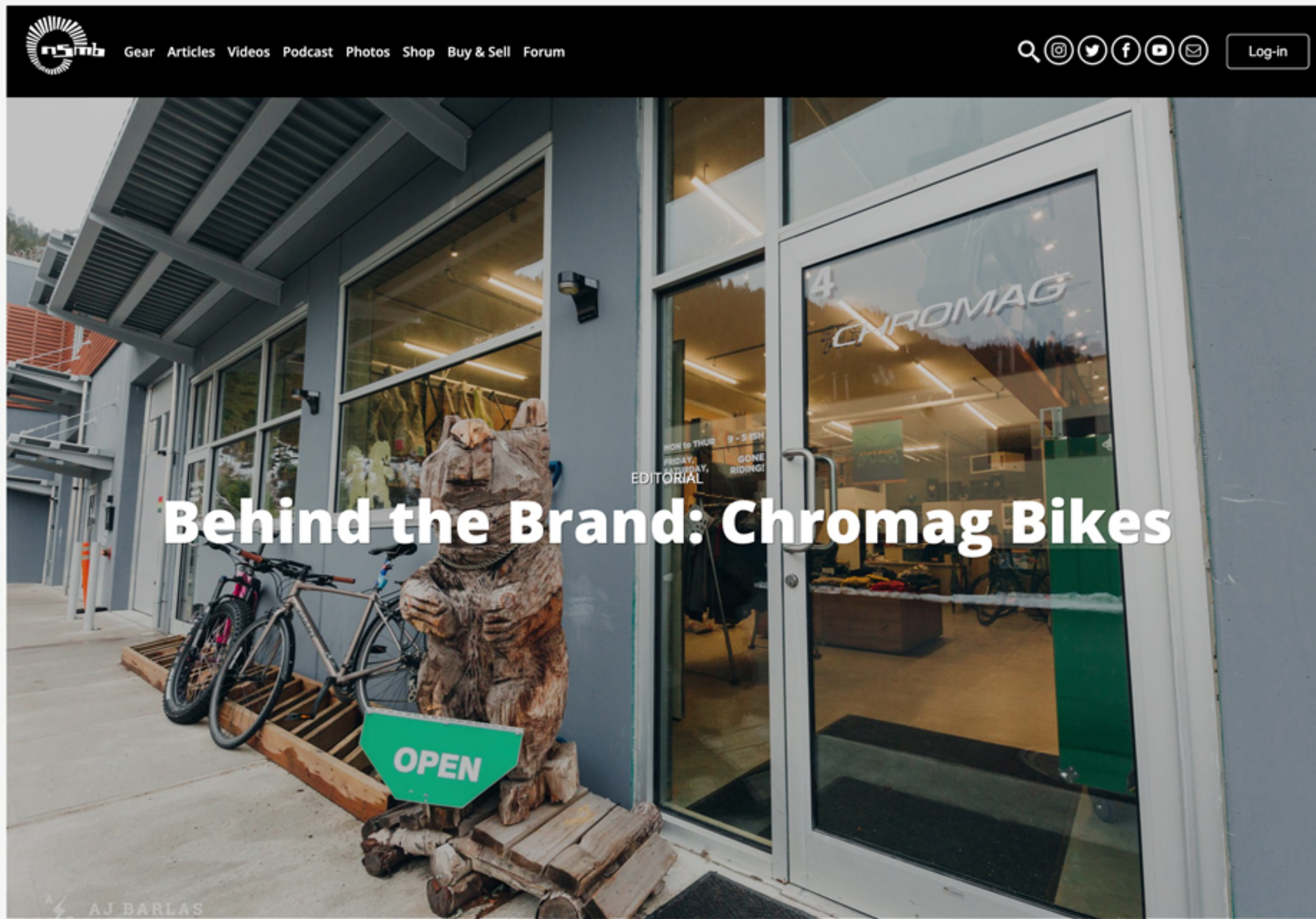
Alternative Ways to Connect with our Audience

We believe that content marketing only works if all three players receive value: you (the brand), us, and most importantly, the audience. We hate the word advertorial – we hate reading advertorial even more. But we understand the value of getting your message in front of our audience in innovative ways that avoid overt sales-y messaging or hyperbolic claims. In the following pages are examples of a few ways we approach branded content, but we're always happy to discuss new ideas or custom options.



CONTENT: BEHIND THE BRAND

Shining a Light on the People Behind the Products



Words [AJ Barlas](#) Photos [AJ Barlas](#) Except Where Noted Date **Jan 2, 2019**

Imagine landing in a position where you're the head of a respected brand without planning for it... In a sense, it's how Chromag was formed, but on the flip-side, not at all. Ian Ritz, the founder and owner of Chromag Bikes, had always wanted to design a well thought out frame but admits he had no idea the brand would end up as successful as it is today.

One of the biggest challenges for brands is finding a way to connect with consumers. The most compelling stories within any company are about the people making them tick. Let us help you bring the world inside your four walls. We'll send a photographer and/or videographer and a writer to come and help tell your company's story to our audience.



Chromag's CNC machined stems are manufactured by North Shore Bikes, just two doors down from their Junction Junction HQ in Whistler.

A Ranger stem mid-production. This stem signifies when Ian's CAD skills kept ahead. The current version (pictured) has been refined more.

Ian is still deeply involved in the look and feel of Chromag, but as the brand expands, so does his team. He now oversees the graphics, which are produced by former World Cup DH racer and longtime Whistler resident, Claire Buchar. Handing over the visuals of the brand was hard for Ian. The look is integral to the brand's success and what they stand for. Buchar started in sales but Ian was aware of her artistic side thanks to their days together at Evolution. Today, he's incredibly thankful for her help and the work she does.



// You know, I'd like to make a frame someday and call it a Chromag... - Ian Ritz



The first Chromag product ever, the TRL (on the right) was Ian's personal bike.

Chromag's first frame was drawn up at a 1:1 scale... They're still doing it to this day, but now with help from a computer.

The excitement was high and immediately Ian had the interest of the local riding community — which isn't surprising considering the demand for that first locally made steel hardtail. Eight TRL frames were made during the 12 months following, and another eight the following year. But Ian was still working full-time operating Evolution. That was until August 2003, a little more than a year after tackling the first frame, when Ian sold his share of Evolution and incorporated Chromag Bikes days later.

It sounds pretty well planned, hey? However, despite his desires and the demand, Ian admits he incorporated the business on a whim after selling his part in the shop. He also openly admits that he had no plans to expand as far as it has today and there was no business plan, which he confesses is the wrong way to start a business.



CONTENT: PISTONS & PIVOTS

Not Just About Bikes!

[Gear](#) [Articles](#) [Videos](#) [Podcast](#) [Photos](#) [Shop](#) [Buy & Sell](#) [Forum](#)

      [Log-in](#)

Bikes and cars go together like tequila and lime. Lots of riders customize their bikes. Many have interesting vehicles. This series takes a photo-driven look at interesting people with cool bikes and cars (as well as trucks, motorbikes, whatever ya got!).

The presenting sponsor receives mentions in social posts supporting each release, a logo atop each article and the opportunity to support a user-generated contest with prizing and promotion. We also support the series with ads on the site and its own dedicated column listing in the main menu up top (under 'Articles').



Electronic rhythm by two...



The focus here is his Knolly Fugitive built with a mix of Canadian parts, electronics and a dash of titanium to finish it off. Seven years ago, Warren heard from RPI GM, Jonny that there was a new customer looking to have some work done to his Audi A3. Jonny spent some time with the new customer and during their conversation, being the owner of a bike company was mentioned. That customer was Noel Buckley of Knolly Bikes.

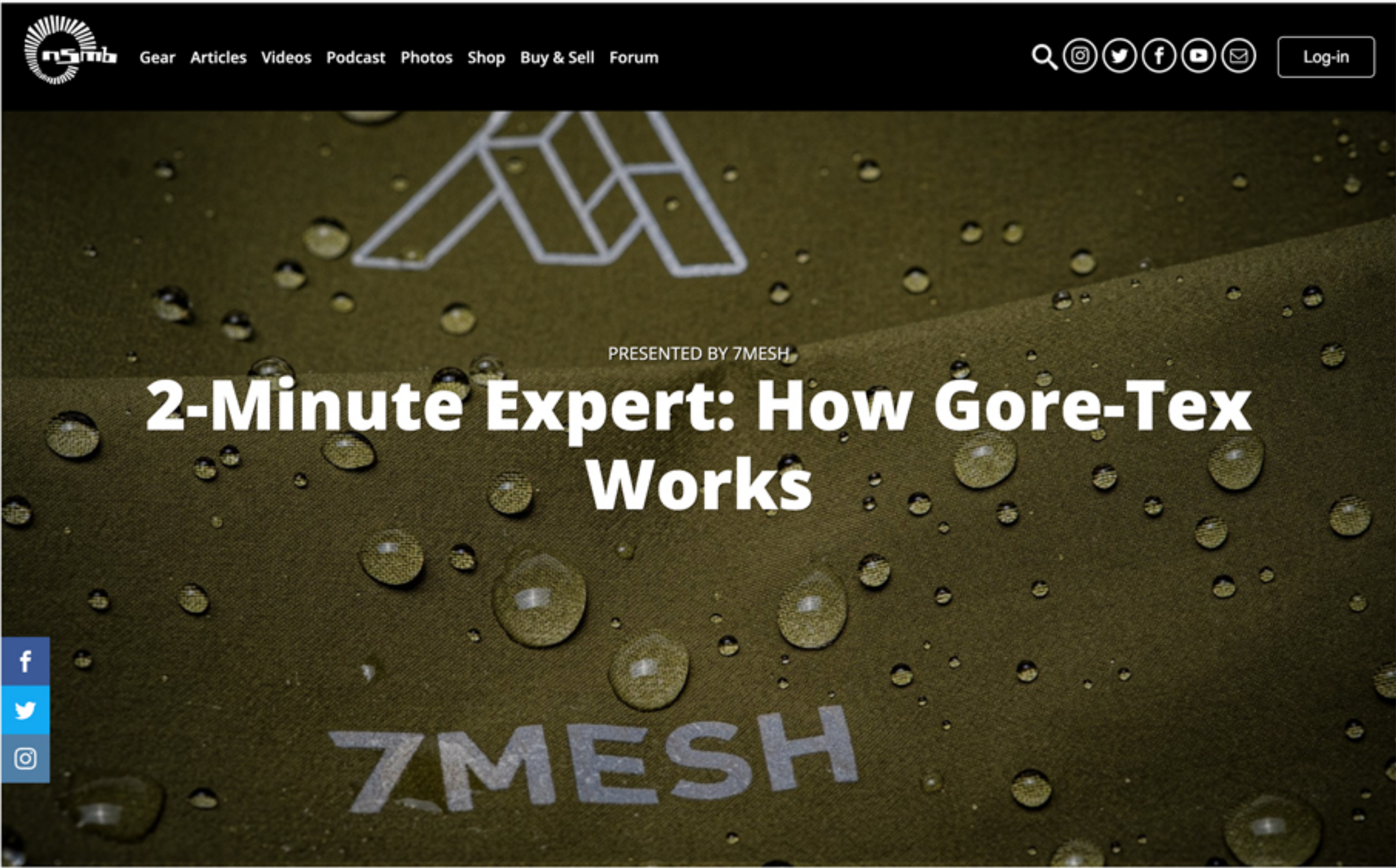
Noel and Warren have since become good friends with Warren spending much of his time on Knolly bikes since starting on a Chicotin for trail riding and a Podium for park days. He's drawn to the niche product and says the bikes ride great, fitting his riding style perfectly. Fast forward six years and Warren is on the Knolly Fugitive.



Warren's size medium Fugitive is a no-holds-barred build. The fork is the Fox Factory 36 GRIP2 but has something different than most.

CONTENT: 2-MINUTE EXPERT

Long-Lasting Content That's Easy to Digest and Share



Words [Pete Roggeman](#) Photos [Brian Goldstone / 7Mesh](#) Date **Jan 24, 2020** Reading time **4 min**

Presented By



A series that gives readers a shallow dive into certain topics with the idea of giving them enough info to gain an understanding, if not total mastery of the topic.

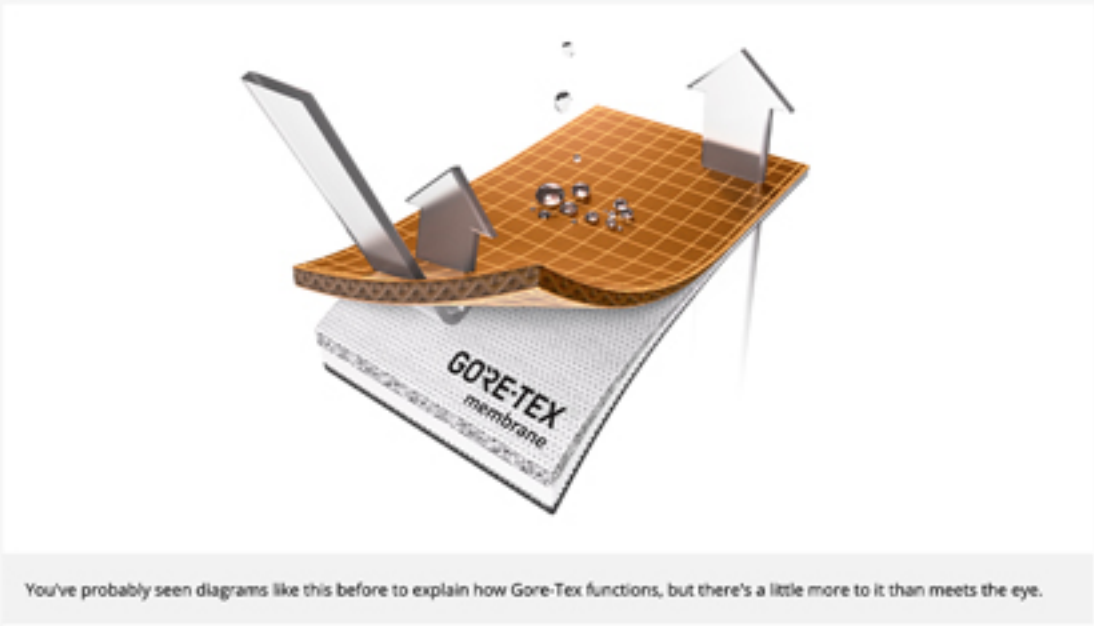
Examples: fork offset, other geo concepts like the relationship between reach, stack, and seat tube angles, carbon layups, rim construction, compliance... you get the idea. The general thrust should be broad enough



Maintaining your Gore-Tex Garment

Getting back to helping frustrated Gore-Tex customer service reps worldwide, there was an old maintenance adage that said "wash it lots, dry it hot". Essentially still true, with a few caveats. Here, then, is how to care for your Gore-Tex jacket (and other w/b membrane garments).

1. You should be washing your Gore-Tex* pieces...a lot. Oils in your sweat, dirt, smoke from campfires...it all can clog up the membrane's pores as well as interfere with the DWR's ability to work. Machine wash on a warm cycle. Use a small amount of liquid detergent (or even better, a specific cleaning product like [Granger's](#)). No powder detergent, fabric softeners, conditioners, or bleach.
2. Tumble dry on low - this will reactivate the DWR treatment on your outer fabric. If you don't have a dryer, use an iron on a warm setting with a towel between the iron and your garment. *Do not skip this step*. Eventually that coating will need to be restored. When drying/ironing no longer reactivates your DWR treatment, apply a new water-repellent treatment to the garment's outer fabric. Once again, use products like [Granger's](#) or [Nikwax](#).
3. Do this often. Once a year at least, depending on how much you use your garment. For mountain biking, where mud is an issue, that should be more like 2-4 times per year. If you get grease or oil on your jacket or shorts, use a grease-cutting dish soap like Dawn or Sunlight with a toothbrush before you wash it in the machine. From personal experience, this works even on stubborn grease stains, but requires some tenacity. Make sure you rinse well prior to machine washing to ensure that no soap residue



How Gore-Tex Works

The basic premise of any waterproof/breathable (w/b) membrane is that, despite differences in structure or material, they are all designed to allow vapour to pass through them - but not water. Three key factors dictate the efficacy of your w/b garment's performance:

1 - Pressure Differential

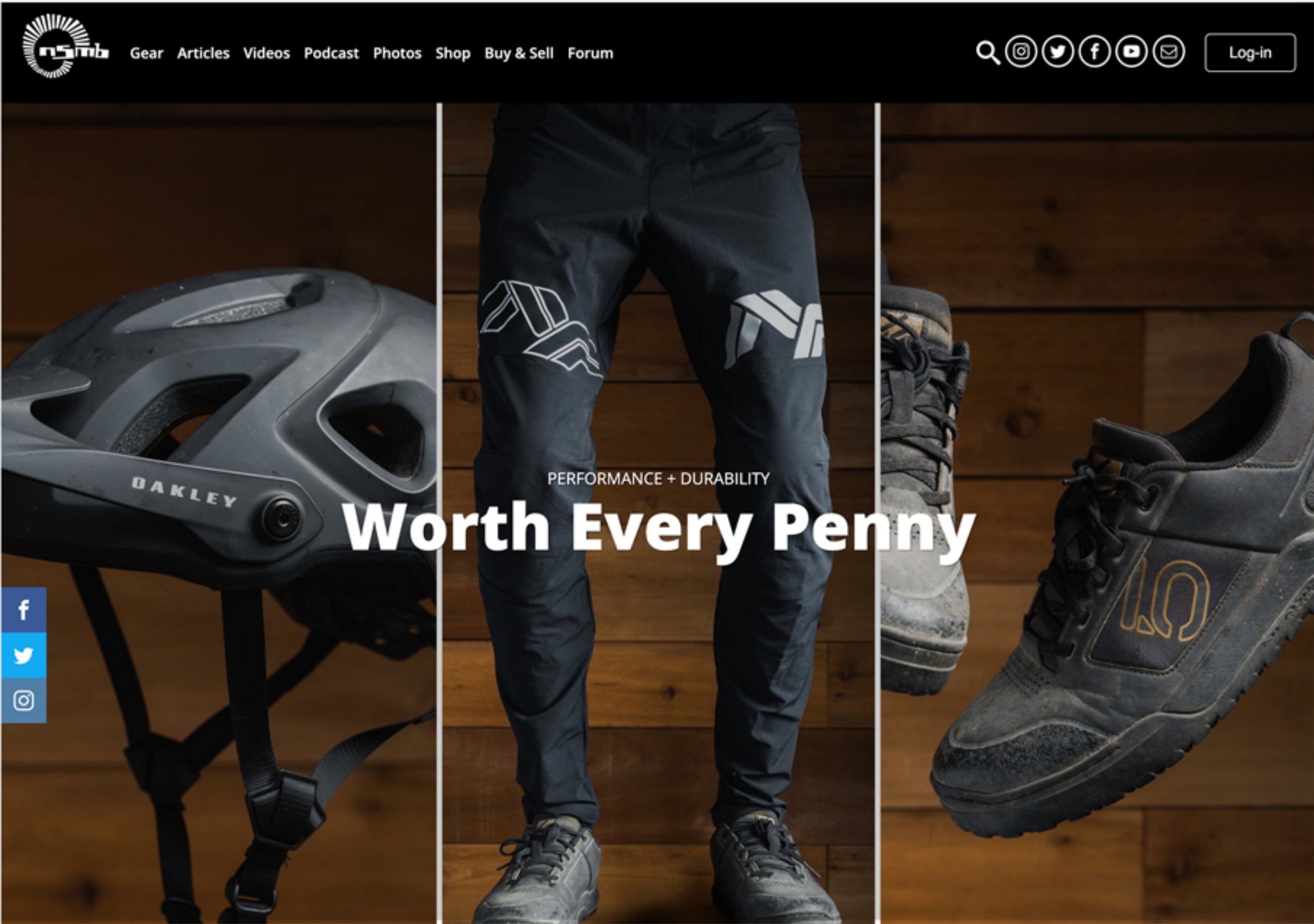
Waterproof/Breathable membranes need an environment where warmth creates pressure on the inside of the garment that will push water (in a vapour state) to the outside where it condenses once it collides with cooler air. Anything that minimizes or reverses this pressure differential will decrease the membrane's effectiveness. This includes loose areas where the fabric is further from your body - the area under your arms, for example. Those larger spaces increase the pressure required to push vapour to the inner edge of the garment so it can be transported to the outside. Best case scenario, Martin says, is a next-to-skin fitting garment with gaskets. Vents are actually *not* useful as far as membrane performance, because they introduce cooler air to the inside environment and decrease the pressure differential. But this is also where theory and practicality collide, because we also know that vents are essential for high output activities. There are times when you're just going to generate too much heat and sweat vapour for the membrane to handle. When that happens, you need to use the vents in order to control your comfort. However, knowing how that impacts your garment's ability to function might impact how long you leave those vents open. The sooner you close them, or reduce the opening, the more you allow Gore-Tex to get back to doing its job to regulate your temperature.

At this point I was starting to understand just how important a garment's fit is in relation to the membrane's performance. It was also clear - yet again - just how important it is to get layering just right.

2 - Water Must Bead on the Outside

CONTENT: WORTH EVERY PENNY

Stuff We'd Buy Again and Again



Words [AJ Barlas](#) Photos [AJ Barlas](#) Date **Sep 30, 2020** Reading time **10 min**

After many years of riding, I've become more open-minded about the products I use. The most memorable impact has been with tires, where I moved from a strictly DHF diet to allow others into the fold. Some tires only survive a few rides but others stay on the bike until only small slivers of lugs remain. While having an open mind has been forced upon the stubborn Scottish/Taurus side of my personality, there have been occasions where it bit back. Those incidents sent me into a snickering spiral, swearing I won't try anything new again.

It may seem like mountain biking costs a fortune, but this column will explore bikes and parts that represent exceptional value, as well as other ways of keeping a little more jingle in your baggies.



18+ months of abuse and still going strong

FiveTen Impact Pro

My first ride-specific shoe was the original FiveTen Impact High. These shoes had some issues but I loved them anyway. Years later I ended up on what became my favourite shoe for some time but they stopped making it shortly after; the Vans Gravel. My preferences have since changed from the Gravel, which was essentially a skate shoe with a stickier sole. I still have them kicking about but I dare not ride them again for fear of ruining the memories. I already did that with childhood-T.V. favourite Night rider. Instead, once in a while I admire them and remember the good times, despite breaking toes in them because of their slim profile. One day they'll make their way from the depths of the shoe rack to a shelf somewhere in my office.

Before the Vans, I was a diehard FiveTen Impact fan but after them, I couldn't stand the bulk of what was their current Impact (version 2). I spent a while testing various other shoes - Sombrio, Teva, Giro - but after a few years clipped in, I arrived back at FiveTen. The shoe I returned to was the Freerider Pro with the smooth section of Mi6 rubber sole. As many know, this shoe and many of FiveTen's products during that period had issues with durability. Like others, my Freerider Pros delaminated but I managed to salvage them for hundreds of kilometres with the help of Shoe Goo and I dare not hike in them. My experience



Fully covering up the legs is something I've been enjoying since discovering the NF DP3 pant.

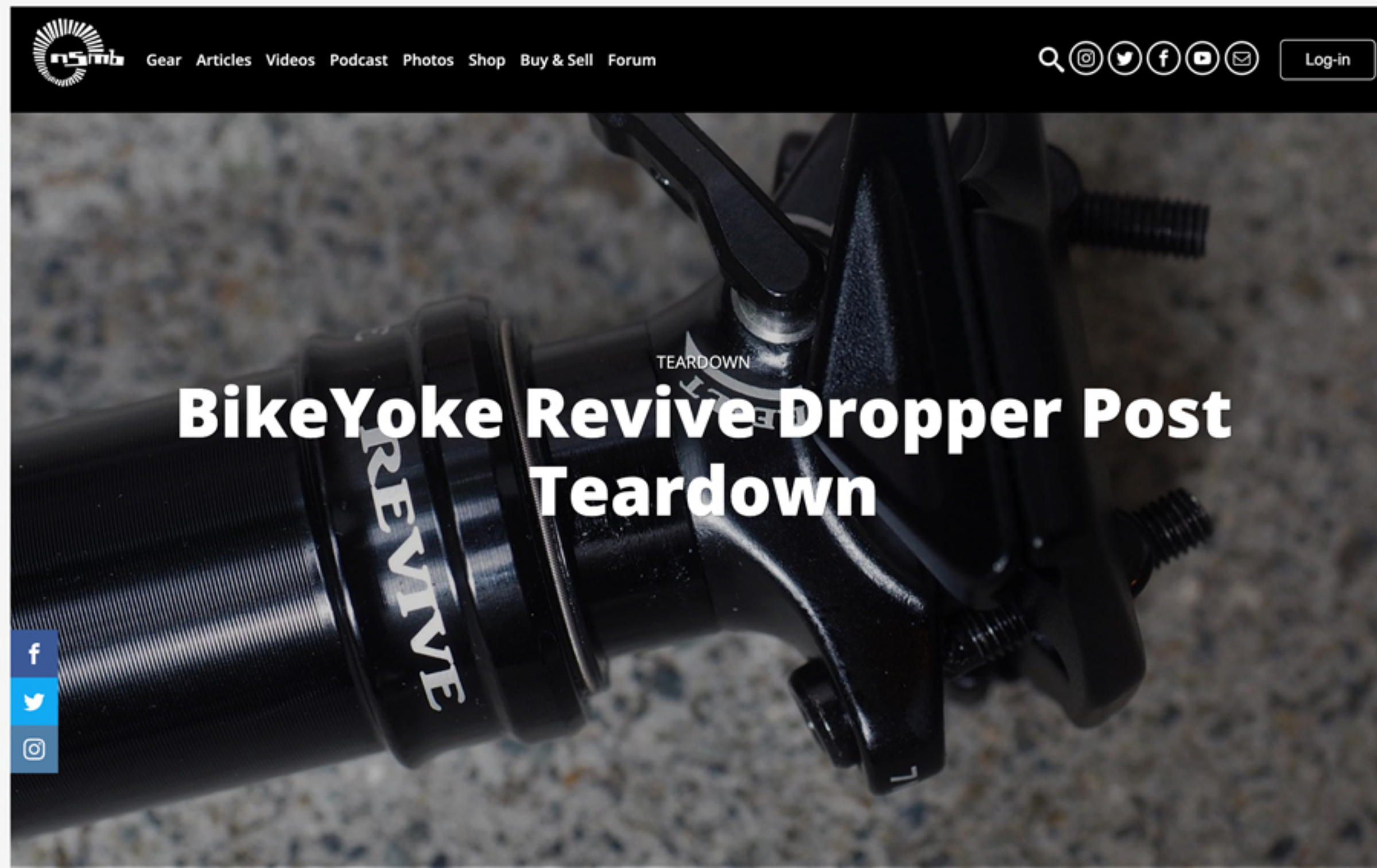


The shape of the pockets are subtly angled and work well when riding. A phone goes relatively unnoticed.

The elastic waistband is something I was a bit leary of at first. Even with the pockets filled, they remain comfortably in place.

CONTENT: TEAR IT DOWN

Digging Deep Into How Things Work



BikeYoke Revive Dropper Post Teardown

Words [Andrew Major](#) Photos [Andrew Major](#) Date **Jul 9, 2018**

BikeYoke Revive

// I would service these posts ALL DAY" - Jeff @ Wheelthing

A tear down of a piece of gear, aimed at showing the inner guts of some of the more complex components that go on our bikes (forks, dropper posts, brakes, hubs). May include maintenance tips, things to watch out for and other advice. This is a great way to have your product profiled in great detail, and to shine a light on the careful design and engineering that goes into today's best MTB products.

Perfect for things like: hubs, dropper posts, brakes, derailleurs (examining and adjusting clutches), BB/cranks, pedals.

100hr Service

Most suspension products, including dropper posts, have a recommended service interval around 100hrs. The forces on that single strut are pretty significant especially with a heavy rider and a lot of shaft-extension. The more post travel the worse it is on those poor bushings, keyways, and seals.

Unique among hydraulic dropper posts - think Reverb, Transfer, Turbine R, or any of the rebranded TransX posts among others - the 100hr service on the BikeYoke Revive doesn't actually include the hydraulic system itself. This makes for a fast and fairly simple process that can be accomplished at home with no special tools beyond a pair of circlip pliers.



The 100hr service involves removing the (rebuildable) cartridge from the post, cleaning everything, and replacing any wear items - seals, bushings, keyways - that are worn out.

In this case, as with the Wirtek-based posts I mentioned, it's a simple matter of removing the cartridge and then cleaning or replacing the wear parts that keep everything tight and smooth. BikeYoke is keen on user serviceability and in addition to having excellent walkthrough videos covering their various levels of service, they sell every small part for their posts. If you have a Revive already why not tackle the 100hr service yourself? It's a 10-15 minute job. Check out BikeYoke's service video [here](#).



Cartridge Service

Here again, I go back to my experiences with the Highline, Manic, and other cartridge posts. BikeYoke, like those brands, doesn't recommend doing anything to the cartridge* until it needs a service. Depending on the charge, companies using Wirtek cartridge posts expect 1-3+ years of life before recycling and replacing the cartridges. With 35-46mm of oil, depending on travel, the Revive's cartridge could potentially last even longer. Keep in mind that compared to a fork damper with a 100hr service interval the BikeYoke post will see significantly fewer cycles and no heat build-up. When the post does present performance issues that cannot be resolved through a simple Revive or the 100hr cleaning then the cartridge is 100% serviceable either by the owner or their preferred local bike shop.

*beyond using the Revive function as needed



on the inner tube is displaced into the outer tube which compresses the air spring ing the post to contract under rider weight.

It's an understatement to say Jeff is stoked on this seat post. Big smile, lots of positive cursing. I have to say it's a nice package of performance, quality, and engineering.

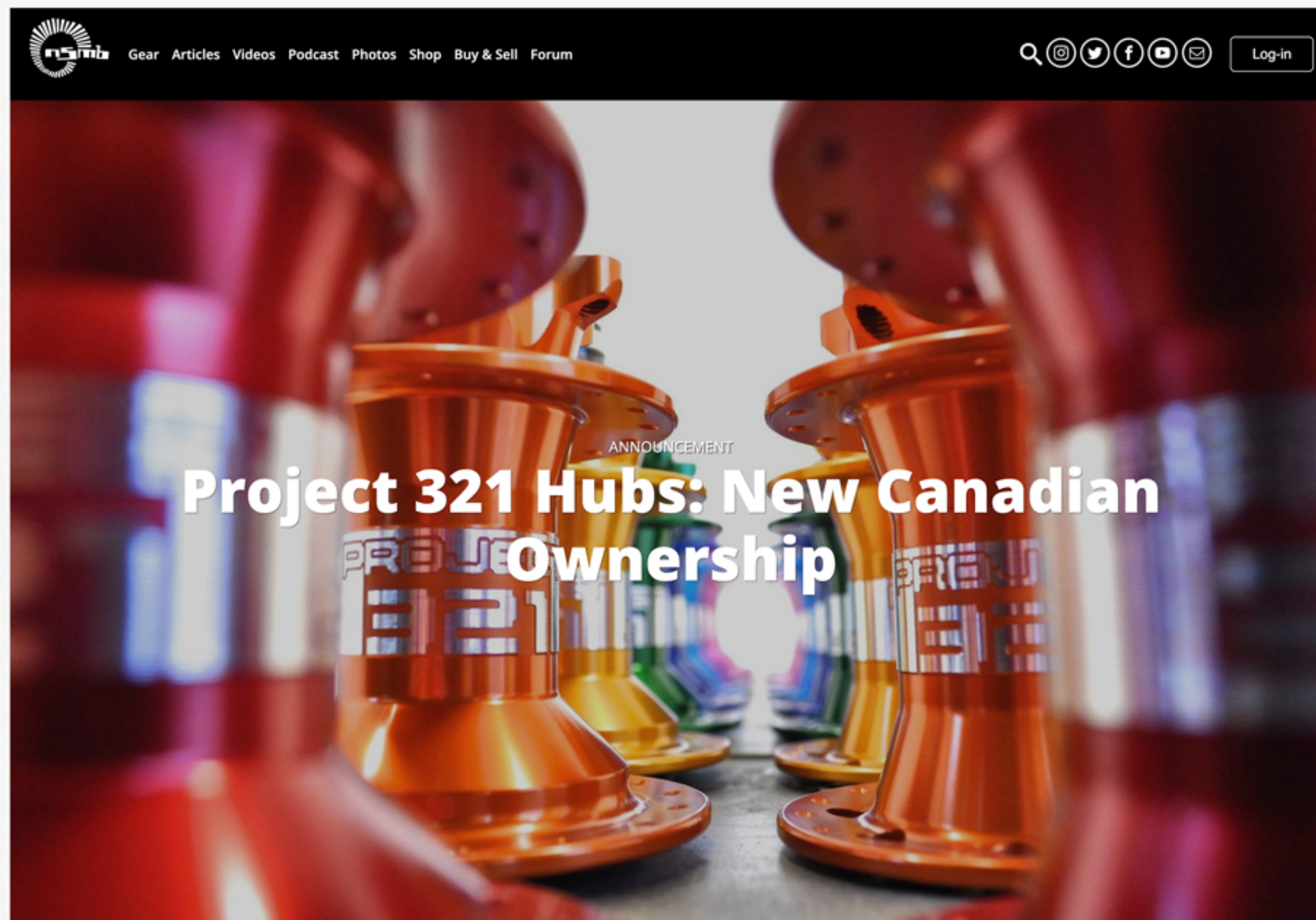
Doing the full cartridge service is a bit more involved but anyone who can work on a suspension fork or rebuild a set of brakes should feel confident tackling the complete teardown. If and when it's needed. Again, if the full user serviceability is a selling requirement or selling feature in a dropper post I suggest checking out the excellent service video for the full cartridge service to gauge against personal mechanical ability. That can be found [here](#).

Even if it's not in your wheelhouse, help me win a bet by checking out the first 10-seconds of the video and answering a simple question: who's got better hair - Sacki from BikeYoke or Jeff?



CONTENT: PRODUCT LAUNCH

Let Us Help You Get the Word Out There



Words **Pete Roggeman** Date **Oct 13, 2022** Reading time **5 min**

If you're a rider in search of Made in Canada products, there are plenty of things to be excited about, and now there's one more: Project 321, the well-respected hub brand formerly based in Bend, Oregon, has been bought by a Canadian group and is being moved north of the border. Full details are below, including answers to some questions I put to Mark Wells, Project 321's business development manager. Find the release after the break, and the Q&A after that. And we'll bring you more news from Project 321's new leadership team soon as they get ready to announce the brand's Gen 3 hub in the near future.

Whether you're new to the NSMB family or just need help launching a product, the Product Launch Package is designed to be a turn-key solution that will guarantee your news gets seen at the right time, right on the front page. We'll take your PR assets and turn them into a customized article on our front page. This works best if you can get us the product in hand before launch so we can create our own images to support the content.



Sneak peek at Project 321's G3 hub - hints for sharp eyes.

We are excited to announce that Project 321 is under new ownership!

Here is what you need to know:

- Project 321 Inc., a newly created stand-alone Canadian entity, has acquired the Project 321 brand and its hub-related assets;
- Project 321 Inc. has the capacity and ambition to scale into an industry leading cycling component manufacturer that will focus on OEM, aftermarket, and direct sales;
- A Generation 3 ("G3") Project 321 hub is currently being tested and its official release date will be announced this quarter;
- The Generation 2 ("G2") hub has been discontinued and is no longer available for sale; and
- **Existing warranties will be honoured, and spare parts and service will continue to be available.**

Project 321 Timeline

Early Days

Project 321 was founded 17 years ago by Jake Liles in Fresno California, and initially produced motorcycle gas caps. The foray into bicycle components began in 2005 with the development of Lefty fork adapters. Bicycle hub manufacturing started in 2011, initially utilizing drive rings and pawls sourced from Industry Nine.

Project 321 introduced its magnet-actuated pawl hubs in January of 2017 with the launch of the G2 Hub. The G2 was equipped



NSMB: Can you tell me a bit more about the new owners and leadership team at Project 321?

Project 321: Our leadership team, comprised mainly of Finance and Engineering professionals with a strong background in R&D and precision manufacturing in the automotive industry (and who are also avid cyclists). The leadership team own the majority of the equity of Project 321. There are a few other private investors who are friends and family of the leadership team. There are no corporate or institutional investors involved. Project 321 is a stand-alone entity - Project 321 is not a subsidiary of TriggerTech, nor is TriggerTech a shareholder of Project 321.

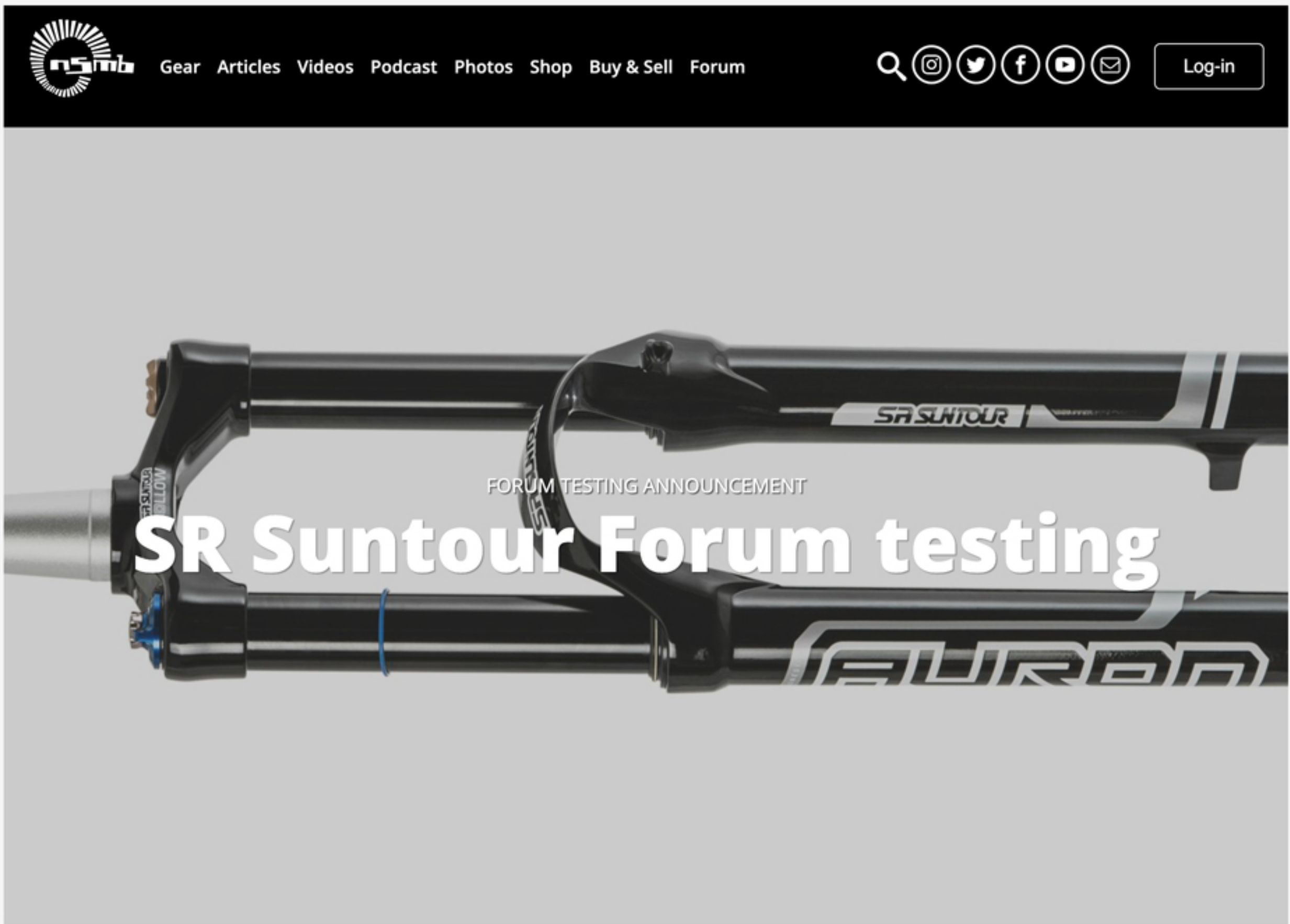
Before anyone gets triggered, can you explain a bit about TriggerTech and what they do?

Sure, here are few things to know about TriggerTech:

- TriggerTech is a Canadian company that was founded in 2013 after an "aha moment" where Mats Lipowski and Greg Baniak, two automotive engineers, developed and patented a way to make a crossbow trigger work on the principle of true rolling friction (conventional triggers utilize sliding friction).
- TriggerTech's innovations have resulted in a step change in performance and safety of firearms and crossbows. The following article talks in a bit more detail about what sets TriggerTech apart: <https://precisionrifleblog.com/2019/01/20/best-trigger/>
- TriggerTech's primary product are triggers for bolt action rifles which are primarily used competition and hunting.
- TriggerTech has become an industry leading supplier to major OEMs, Custom Builders, Military and Law enforcement agencies, and various aftermarket channels.
- TriggerTech is proud to have supplied triggers to support Ukraine's war effort, something that is particularly meaningful as the company has a strong contingent of employees with Ukrainian heritage.

CONTENT: FORUM TESTING

Turning Product Testing on Its Head



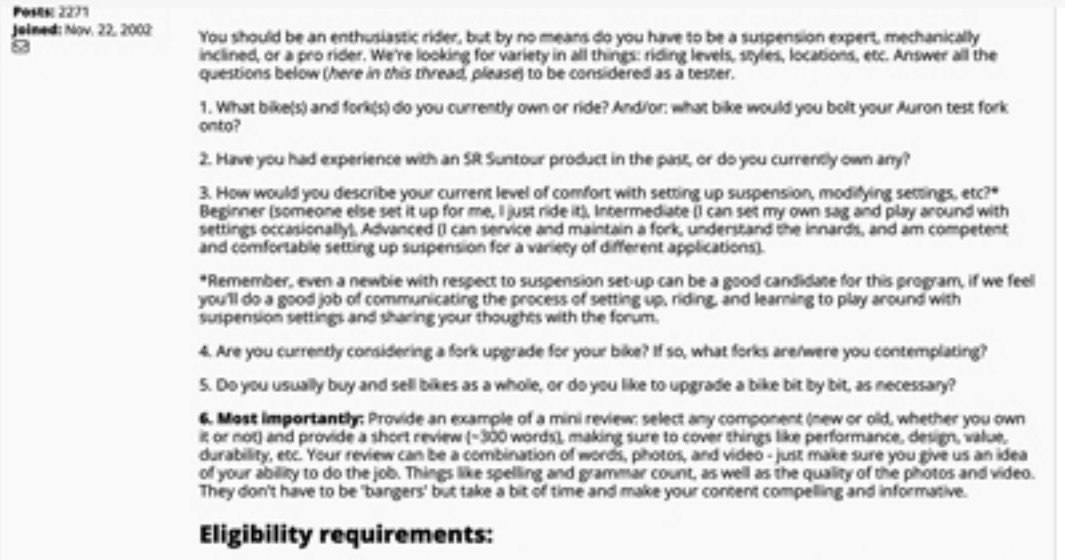
Words **Pete Roggeman** Date **Jun 5, 2017**

At NSMB our editors and contributors put a lot of time and effort into product testing. We aim to present balanced, thoughtful opinions, and try to eliminate bias in order to deliver valuable insight to you - our readers. On occasion, we work with a

Occasionally we turn product testing over to our forum, which is full of knowledgeable, active participants. There are several key benefits to forum testing:

1. It eliminates the bias readers often feel permeates editors' reviews.
2. It encourages interaction with readers, since the testing is ongoing, and hosted within the forum. Readers can pose questions directly to the testers, creating discussion around the product.
3. There is also an opportunity for the manufacturer to have some direct interaction, both with the chosen forum testers as well as with readers in the testing thread.

Forum testing turns the gear review on its head by letting our knowledgeable forum users (pre-selected based on applications) test a manufacturer's products and report regularly on their experience. It eliminates the perception of bias and turns the review into an interactive process that takes place over eight weeks or so. Response to this so far has been excellent.



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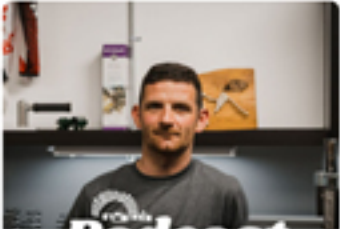


OBSESSED WITH MOUNTAIN BIKING

The NSMB Podcast: Ben Arnott – World Cup DH Mechanic



Words [A.J. Barlas](#) Photos [A.J. Barlas](#) Date **Aug 9, 2021** Reading time **1 min**



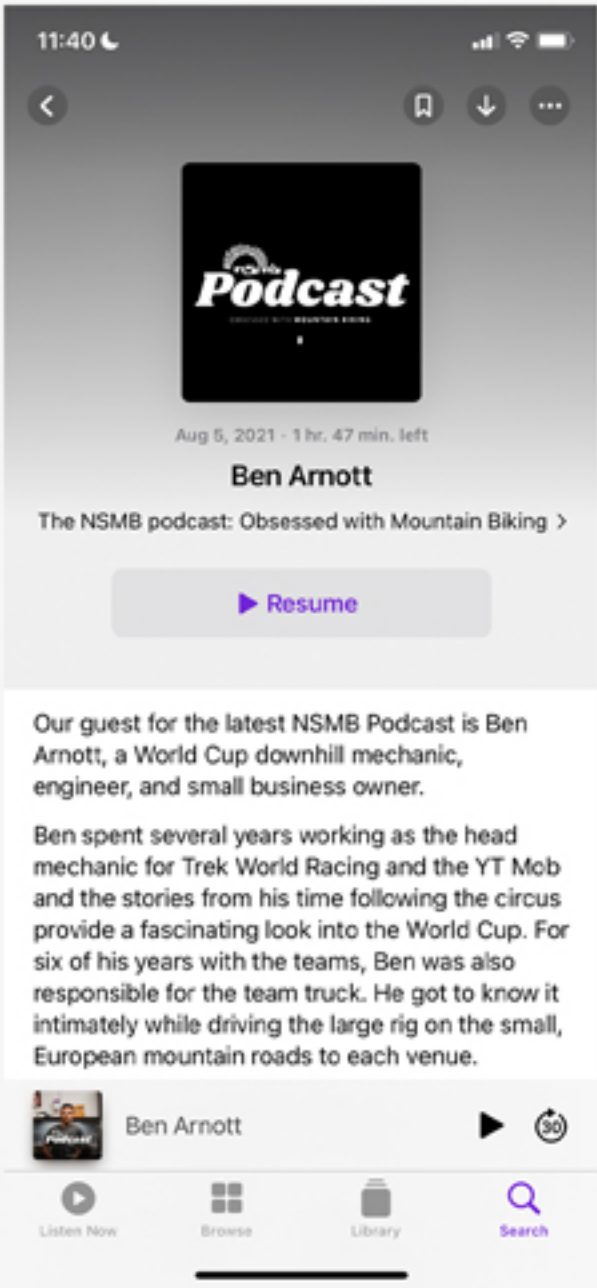
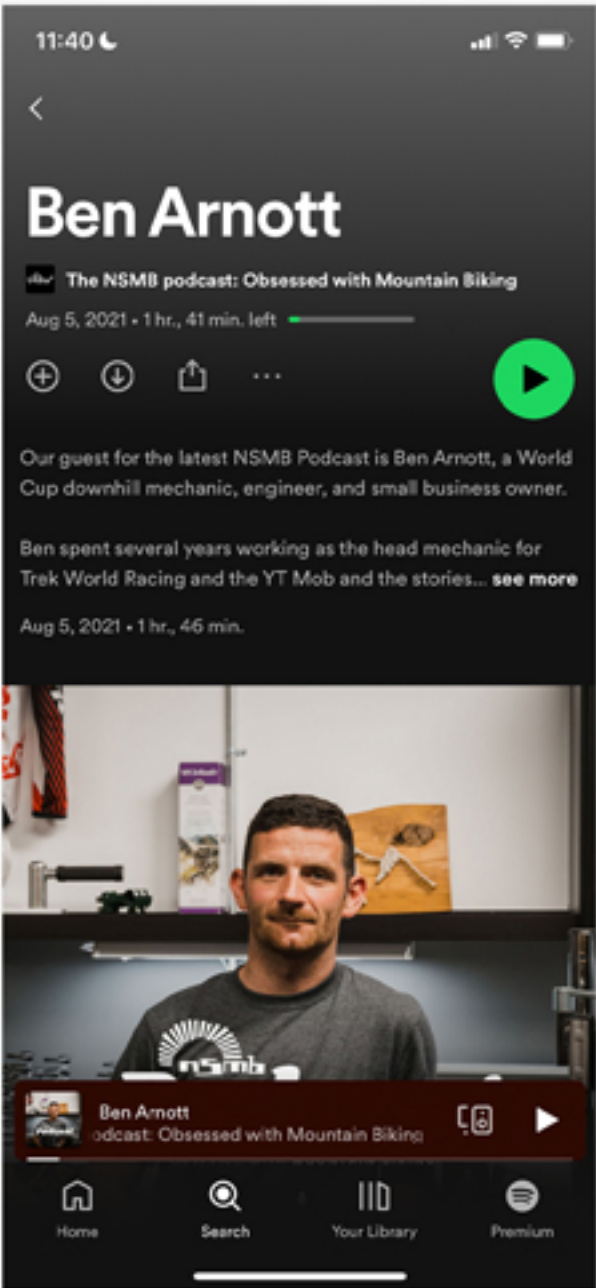


The NSMB podcast: Obsessed with Mountain Biking

Ben Arnott



We’ve recorded sixteen episodes and many more are on the way. Please get in touch if you’d like to discuss podcast sponsorship or other partnership possibilities.



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Let's Have a Chat

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