

W E L C O M E

Since 2010, Powderchasers has provided skiers and snowboarders with the most accurate snow forecasts in the United States and beyond.

Never miss a powder day.



FEATURED IN...



REI Co-op, “This Guy Chases Storms Like A Boss”



Ski Magazine, “Storm Chasers”

FIND US ON ...

www.powderchasers.com

Instagram: @powderchasers | **Facebook:** facebook.com/powderchasers

Analytics & Demographics

Countries

- ❖ *United States* 92.3%
- ❖ *Canada* 4.25%
- ❖ *Australia* 1.1%

Top Cities

- ❖ *Seattle*
- ❖ *Denver*
- ❖ *Salt Lake City*
- ❖ *New York*
- ❖ *Los Angeles*

Devices

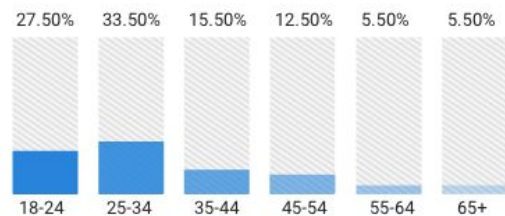
- ❖ *Mobile* 70.9%
- ❖ *Desktop* 25.4%
- ❖ *Tablet* 3.7%

Active Users

- ❖ *28 Days* 26.9k
- ❖ *7 Days* 10.4k
- ❖ *1 Day* 2.2k
- ❖ 45.85% female
- ❖ 54.15% male



Age 100% of total sessions



Interest Category 100% of total sessions



Social Media **Insights**

Total social media followers: 65,000



Facebook **Insights**

- ❖ 35k page followers as of 11/01/2020
- ❖ 80% men, 20% women

28-day averages:

- ❖ 179.4k individual users reached
- ❖ 3.0k story reach
- ❖ 22.7k post engagements


Instagram **Insights**

- ❖ Follower count 29.4k as of 11/01/2020
- ❖ 20k-80k view range per post
- ❖ 125.9k weekly impressions average
- ❖ 2.5k+ story views
- ❖ 40k+ accounts reached weekly average
- ❖ Audience 82% men, 18% women
- ❖ Audience age distribution
 - 44% 25-34 25% 35-44
 - 14% 18-24 11% 45-54
 - 3% 55-64 2% 65+
 - 1% 13-17



High Performing Posts

Page Settings




1K 144 Comments 826 Shares

Like Comment Share

161,603 people reached > Boost Post

POWDER CHASERS Powderchasers
Posted by Steve Conney
November 28, 2016 · 🌐

RIGHT NOW I am in Little Cottonwood Canyon (30 inches and climbing) Full on nuking powder in many areas of UT right now 🌨️: powderchaser Steve Alta Ski Area Snowbird



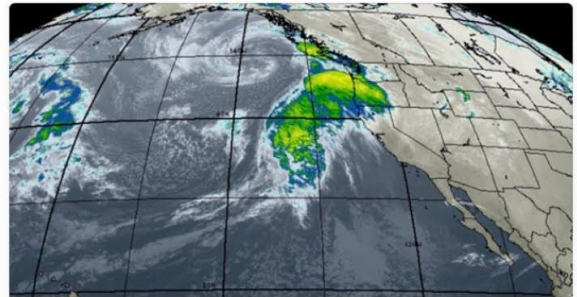
2K 528 Comments 1.5K Shares

Like Comment Share

441,521 people reached > View Results

410,174	31,347	45,944
Organic Reach	Paid Reach	Post Clicks

pattern-setting-west-next-10-days several-feet-snowfall



SEVERAL FEET OF SNOW ARE LIKELY IN THE WEST OVER THE NEXT 7 DAYS

powderchasers.com

Like Comment Share

106,721 people reached

View Insights

96,529

Organic Reach

10,369

Paid Reach

8,276

Post Clicks



Powderchasers is in Silverton, Colorado.

Published by Steve Conney [?] · March 17 · 🌐

The road to Silverton!

📍Seth Waterfall. #colorado #silverton #roads #winter2019



426,557

People Reached

75,776

Engagements

Boost Again

Boosted on Mar 18, 2019 Completed By Steve Conney

People Reached

4.6K

Post Engager

1.1K

View Results

1.5K

410 Comments 5.8K Shares

Sponsorships & Rates

BASE LEVEL SPONSORSHIP \$1,300

- ❖ Entry level package that recognizes your company as a supporter for our forecasts
- ❖ Your logo on our website and partners page

BRONZE SPONSORSHIP \$1,900

- ❖ Occasional social media shoutouts
- ❖ Minimum of one social media story per week
- ❖ Logo on website at top of forecasts and partners page

SILVER SPONSORSHIP \$3,100

- ❖ Minimum of three announcements per month within the Powderchasers weather posts
- ❖ Two social media stories per week specifically mentioning your company name or any promotional material you would like to post, including photos
- ❖ Logo on website at top of forecasts and partners page

GOLD SPONSORSHIP \$4,500

- ❖ Includes all items on silver package plus your logo and description box placed inside every post as reader scrolls through forecast page
- ❖ Highest exposure package with banner inside the posts
- ❖ Minimum two social media stories per week, including a minimum of two specific mentions weekly within our forecasts which are shared by multiple outlets
- ❖ Minimum eight specific announcements about your company monthly within weather posts

CONTACT FOR ADS OR SPONSORSHIP:

*Paul Thompson
powderchasers1@gmail.com
973-703-8200*

