



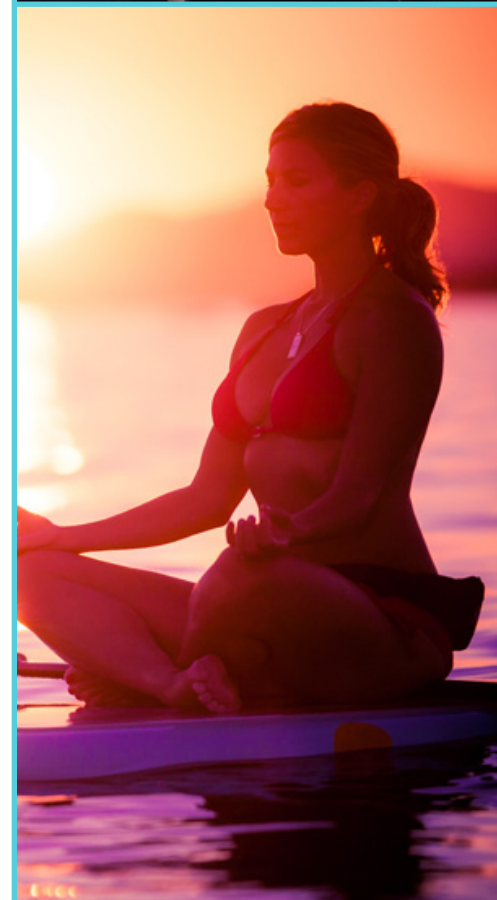
PLAY OUTDOORS media

MEDIA KIT

ADVENTURE ON Life is an adventure, so live it! Expert storytellers with a passion for play and adventure, our mission is to create successful partnerships and media campaigns that encourage people to enhance their lifestyles.

Count on Play Outdoors Media to deliver:

- Passion and expertise
- Projects on time and on target
- Leading edge creativity
- Energy and inspiration





*"Let us
inspire
your
biz or
brand."*

COMPANY PROFILE

WHOOOOOO IS.... PLAY OUTDOORS MEDIA?

Play Outdoors Media Inc. is a full service media company that specializes in outdoor adventure communications. The company's services include:

- TV and on site event hosting, spokesperson and lifestyle model
- Media coverage www.playoutdoorsvancouver.ca
- Full service video production
- Inspirational digital content for your company's website or blog
- Sponsorship and advertising opportunities



Play Outdoors Vancouver is a division of Play Outdoors Media and is Vancouver's local source for outdoor adventure, travel, outdoor and active lifestyle news.

OUR AUDIENCE

Vancouver is the ultimate adventure playground set amid mountains and ocean. Our readers are adventure seekers, weekend warriors, recreational hikers and bikers, skiers, snowboarders, water sports enthusiasts, travellers and are in general, recreation enthusiasts. Educated, health conscious and in the know, the Play Outdoors Vancouver community includes families, couples, and individuals who work hard to play hard.

Some key facts about Play Outdoors Vancouver's audience (according to Google Analytics results):

- Female/Male ratio – 65%/35%
- College graduates
- 33% are between the ages of 25 to 34
- 23% are between the ages of 35-44
- 27% are between the ages of 45-54
- 80% of the website traffic generally comes from new visitors
- 57% Canada 13% US 30% abroad
- Interests include sports/individual sports/running/walking/cycling in addition to movie lovers, travel buffs, outdoor enthusiasts and news junkies.



ADVENTURE GAL

WHOOOOOO IS.... STEPHANIE FORIAN?

Adventure Gal, Stephanie Florian is a recognized outdoor sports media personality and Play Outdoors Media's founder and fearless leader.

Stephanie was introduced to the great outdoors as a child. Her parents owned Onondaga Camp, a successful summer camp for children established in 1918. As she grew up in this environment, she was given the opportunity to inspire other young people to enjoy life from the get go. Leading summer camps, teaching skiing and surfing, finalist on Global Television's No Boundaries and surfer on Wipeout Canada are just a few of the experiences that have led her into the media world and to become a self-employed outdoor adventure journalist.

A career in broadcast media, communications, sales and marketing has allowed Stephanie to work with some of the world's top tier brands, businesses and media outlets and become an outdoor brand herself.

From hosting and reporting on major market TV and radio stations and networks, anchoring Vancouver's weather forecast and contributing to various outdoor and lifestyle publications, Stephanie believes in the endless benefits of living life to its fullest, outdoors. Along with years of experience and expertise, her creative and catchy communication and story telling style has mass appeal.

"WE KNOW ADVENTURE AND THE GREAT OUTDOORS"



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Youtube: <https://www.youtube.com/channel/playoutdoorsmedia>

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SPONSORSHIP AND ADVERTISING WHOOO.....WANTS TO BE TOP NEWS?

We will showcase your attraction, business, brand or event to our targeted audience. Sponsorship and advertising opportunities are customized to meet your goals and budget. We will design an adventurous proposal to execute and deliver your company's needs and vision.

News content is categorized by playground: Alpine, Land and Water as well as Travel, Events and Gear. From the red carpet to the trails, we are on the scene.

Alpine Adventures

We cover all the local mountains:

- Grouse Mountain,
- Seymour Mountain
- Cypress Mountain
- Whistler Blackcomb, and more...

Let's get outdoors and play in the snow!

Land Adventures

- Music festivals
 - Camping and resorts
 - Après and dining
 - Races
 - Travel and trails
 - Yoga and fitness
 - Special events and land adventures
- Let's get outdoors and embrace our natural playground!**

Water Adventures

- River rafting
- SUP: stand up paddle boarding
- Swimming
- Surfing
- Boating
- Floating
- Wakeboarding and waterskiing
- Oceanside resorts and attractions

Let's get outdoors and ride the waves!

Gear & Necessities:

- Action sport cameras and equipment
 - Tents and camping gear
 - Outdoor fashion
 - Adventure vehicles
 - Outerwear and high performance apparel
 - Hard goods
 - Food and sports performance fuel
 - Hydration
 - Beer and wine
- Let's get outdoors and test some gear!**

Travel

- Family adventures
 - Resorts and getaways
 - Local and international travel destinations
 - Eco resorts
 - Tourist attractions and outfitters
- We source adventure off the beaten path.
Let's get outdoors and discover new travel adventures!





CONTESTS – A WIN-WIN WHOOO... DOESN'T LOVE TO WIN COOL STUFF?

Play Outdoors Vancouver and Rewards Fuel have partnered to build you a customized contest platform that will encourage your audience to take actions. In exchange, there are prizes and adventures to be won.

Here's a quick sample from our blog.

Vancouver Bloggers chasing adventure with Ford Canada

BUCKETLISTYVR – BOBSLEDDING WITH FORD

It's a Ford #bucketlistYVR mission to Whistler with famed Bucket List author and travel journalist Robin Esrock. Grassroots marketing at it's best, Steph Florian from Play Outdoors Media chases the Gforce with Dennis Pang from Pangcouver, Vanessa Choot from Modern Mix Vancouver, James Chung from HelloVancity and Lee-Anne Ekland from Mom Paradigm.



*“Get
your
fun on!”*

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SHADES OF WANDERLUST

An avid yogi and festival free-spirit, Steph continues to bring a fresh approach to events like Wanderlust. You can count on Play Outdoors Media to find a creative story angle that inspires readers and generates buzz.



EVERYDAY IS APRES AT CORNUCOPIA

From the red carpet to the trails, we always love to get dirty but we are at home in the spotlight too. From celebrity interviews to food and wine festivals, deluxe resorts and travel destinations, we will bring a creative approach to your business, brand or event.



*"Let us
do a
blog or
two for
you!"*



MULTIMEDIA JOURNALIST

WHOOO... INSPIRES AN AUDIENCE WITH A GREAT STORY?

We are professional multimedia storytellers. Play Outdoors Media's team of professionals can create, produce, host and edit a wide range of media campaigns designed to suit your professional needs like radio features, video segments, print stories and digital content.

RADIO: 102.7 The Peak FM 'Peak Outdoors'

Presented by Scion, Canada, Play Outdoors launched on the air waves as a regular radio feature written and hosted by Stephanie Florian titled 'Peak Outdoors'. It aired five times a day, seven days a week featuring everything to do with gear, fashion, events, sports and the great outdoors.

VIDEO: Vancouver Courier 'On The Scene'

Produced, hosted and edited by the Play Outdoors Media team, this bi-weekly video series created for the Vancouver Courier titled 'On The Scene' focused on community gatherings, galas and high profile social events.



*"Let us
tell your
story in a
fresh new
way!"*

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PRINT: Westender 'Play Outdoors'

A weekly print and online column with a circulation of over 100,000, 'Play Outdoors' was a word-driven adventure that covered event news, celebrity interviews and topical lifestyle content.

DIGITAL:

Companies like Natrel Milk and Wallis Evera count on Play Outdoors Vancouver and Stephanie Florian for lifestyle, parenting and outdoors expertise and advice.



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EVENT/ADVENTURE COVERAGE: WHOOO... KNOWS HOW TO INSPIRE A CROWD?

MEDIA PERSONALITY, SPOKESPERSON, EMCEE

Stephanie can tailor her outgoing personality and style to her audience, be it corporate or casual-cool. She inspires and connects with an audience from her authentic and passionate true self. Book Stephanie to host, emcee or speak at your next party or corporate event.

From the mountains to the ocean, Stephanie steps out (sometimes with her family in tow) and covers the call of the wild. Call Play Outdoors Media the next time you want a fun and outgoing adventure-Mom and media personality to inspire your audience.

*"We cover
the call
of the
wild!"*





VIDEO PRODUCTION: WHOOOO... KNOWS VIDEO PRODUCTION? WE DO!

EVENTS

From creative to post production, Play Outdoors Media will work together with you on your creative vision or corporate goals. Whether you are looking to produce your own content or sponsor a campaign or story, we make video magic.

CORPORATE CLIENTS

BETTER BUSINESS BUREAU

Play Outdoors Media created the Better Business Bureau's (BBB's) latest street interview campaign series. Stephanie Florian hit the streets to speak with people about their views and opinions on the growing trend in business fraud and scams.

"The Play Outdoors Media team is great at what they do and amazing to work with. From developing very engaging creative to executing a successful shoot to delivering a complete product the first time around, we are very happy with their work and would definitely work with them again. They are professional and highly recommended".

Jeanette Jackson. Director, Communications and Strategy BBB

FRASER RIVER RAFT

Stephanie Florian and Laurie Logan team up and go rafting with Fraser River Raft. The video served as a contest entry method and inspiration for adventurers to hit the white water. This Ford Road Trip even included an intimate overnight at the haunted B&B The Teague House in Yale, BC.





SPOKESPERSON /HOST: WHOOOOSE... AT HOME IN FRONT OF A CROWD?

**STEPHANIE IS AT HOME IN FRONT
OF A CAMERA OR A CROWD.**

From hosting and reporting on major market TV, radio stations and networks, anchoring Vancouver's weather forecast and contributing to various outdoor and lifestyle publications, Stephanie can host your event or be a spokesperson for your product.

*"We are
expert
adventure
seekers."*





SPONSORSHIP:

WHOOO... WANTS TO BECOME A PARTNER?

Join the ranks of top tier brands such as Natrel Milk and Guru Energy Drink. We have a variety of options. From consulting to video production and sponsorship, we will showcase your business, brand or event in a fresh, new and adventurous way.

Let us help you make media magic.

"Working with Play Outdoors Media is a charm. Providing us with excellent content that perfectly suits our needs and exceeds our expectations. She is flexible, reliable and an inspirational model for everyone out there". Lg2 Agency / Natrel



*"We
make
media
magic."*



Natrel



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CONTACT: TIME TO HIT PLAY!

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you know
who needs
to know
us? Call
us today!"*



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