



**Written by experts who live and breathe the outdoor lifestyle, *LifeOutside*** is produced by LeisureMedia360 in partnership with RoanokeOutside.com, and offers the “inside scoop” to enjoying outdoor recreation. Covering Roanoke, the New River Valley and Lexington, this super-local coverage – a one-hour radius around Roanoke – provides a focused perspective that is new and unique. Our experts provide exclusive

content that readers can use to experience the outdoors to the fullest – the best in hiking, biking, running, fishing, paddling and caving. And the people and places that provide the health and lifestyle expertise to maximize enjoyment. Plus the latest on food, beer and fun festivals. *LifeOutside*, in both digital and print, provides a shortcut to readers, directing them to exactly what they want to know.

# WHY LEISUREMEDIA360?

## Outdoor Recreation Content Leader

*Blue Ridge Country and Virginia Travel Guide*

## Tourism/Visitor Content Leader

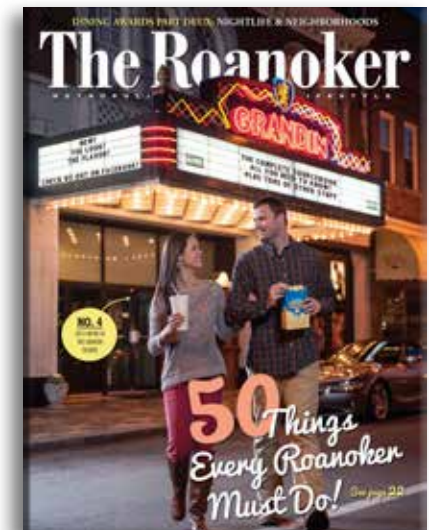
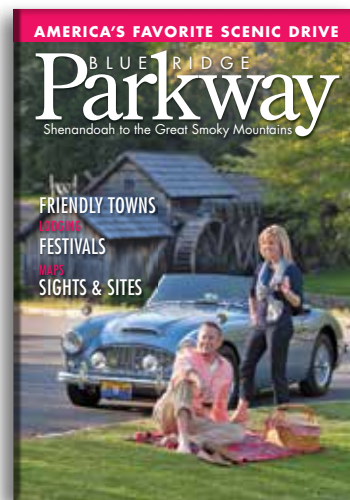
*Virginia Travel Guide and Blue Ridge Parkway Guide*

## Local Lifestyle Content Leader

*The Roanoker and Virginia's Blue Ridge Visitor Guide*

**There is simply no other company possessing the unique blend of multi-media skills** with digital editions, e-newsletters, engaging print and social media that **also** has expertise in writing content for this area about outdoor recreation.

### LEISUREMEDIA360:



# WHY LifeOutside?

Nearly **500,000** people live in the coverage area.

**247,000** enjoy outdoor recreation in a region as rich in outdoor product as any its size in the East.

**There is no current product 100% outdoors-focused for this market.**

**LifeOutside** fills an important and growing need in this marketplace.

# FACTS & STATS

**57% of US adults 25-44 participate in outdoor recreation**

## TOP 5 OUTDOOR ACTIVITIES:

**Fishing** 15.7%, 32.5 million

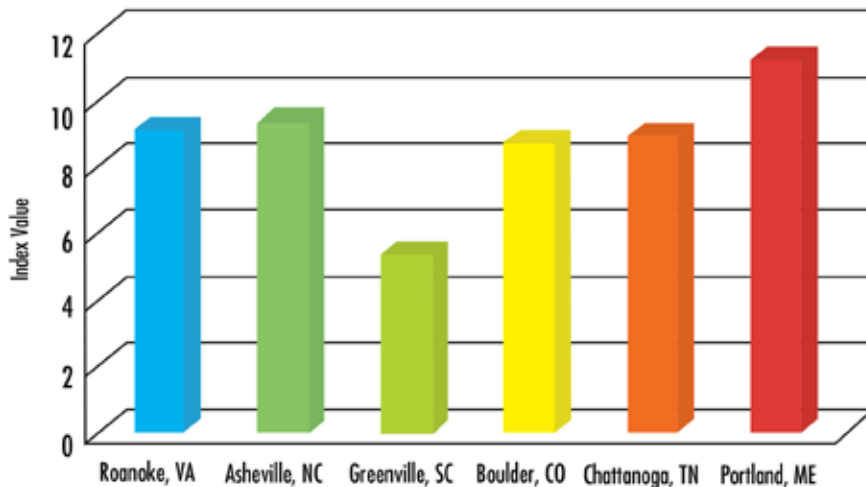
**Running, Jogging & Trail Running** 14.9%, 30.8 million

**Bicycling (Road, Mountain, BMX)** 12%, 24.8 million

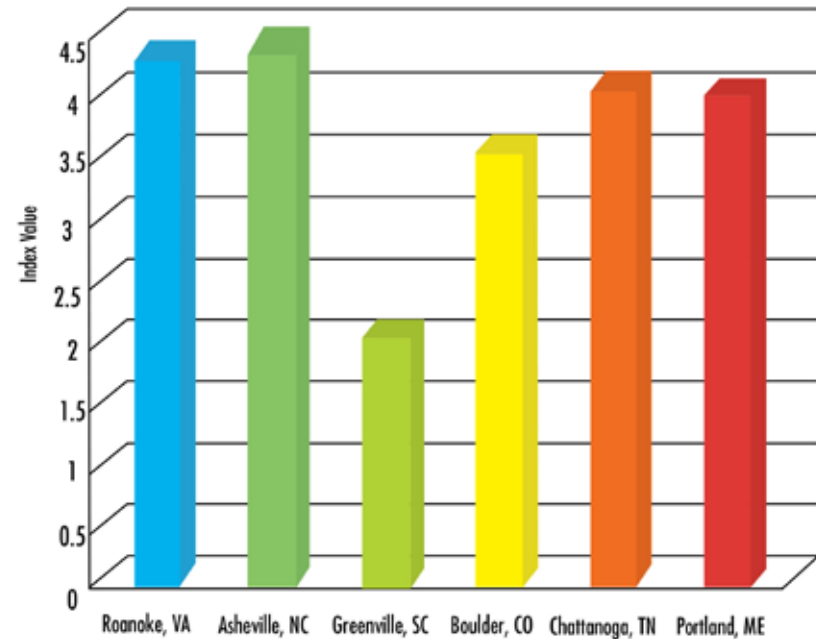
**Hiking** 11.7%, 24.2 million

**Camping** 11.5%, 23.8 million

### Outdoor Index - Overall Score



### Outdoor Index - Amenity Subindex



**OUTDOOR AMENITIES SUBINDEX:** An aggregation of all the amenity-related scores shows that among the comparison communities, Roanoke is ranked second behind Asheville in regards to outdoor amenities. Roanoke was particularly strong in regards to the acreage in public recreational lands within 50 miles, acreage in wilderness areas, and miles of finished greenway trail.

**The outdoor amenities subindex suggests a strong, competitive base of outdoor amenities exists in the Roanoke Region.**



**OVERALL OUTDOOR INDEX:** The Overall Outdoor Index shows that Roanoke is ranked third overall but is clustered together with three other communities with similar scores. **As continued promotion takes root and visitation increases, the market demand for outdoor goods and services in the Roanoke Region will increase thereby creating conditions favorable to business growth.** There is potential for Roanoke to become a major outdoor industry center. \*

## WHAT OTHERS ARE SAYING



SAM DEAN

### OUTDOOR RECREATION AND ENVIRONMENTAL STEWARDSHIP

“Our mission at RoanokeOutside.com is to make outdoor recreation and environmental stewardship a core component of the Roanoke Region lifestyle. **As a founding partner of *LifeOutside*, we’re excited to see how this hyper-local print and digital magazine will continue our efforts to connect people with the outdoors.** We live in one of the best places for outdoor recreation and *LifeOutside* is another tool to help tell our outdoor story.”

#### PETE ESHELMAN

*Director of Outdoor Branding, Roanoke Regional Partnership*

### EVER-GROWING...OUTDOOR COMMUNITY

“I came to the Roanoke region almost a decade ago and have since been swallowed up by the ever-growing and enthusiastic outdoor community that surrounds this area. I have watched as all the local businesses, government and community leaders have harmoniously worked together, to make the natural beauty in our region fun and accessible to people of all ages and abilities. I think ***LifeOutside* will be an invaluable tool that is needed to highlight the people and stories that have made this all possible, and to continue promoting our unique region to the outside world.** As the events manager for RoanokeOutside.com, I can’t wait to utilize this publication to make events like GoFest and our Radical Reels Film Festival even bigger and better.”

#### JULIA BOAS

*Events Manager, RoanokeOutside.com*



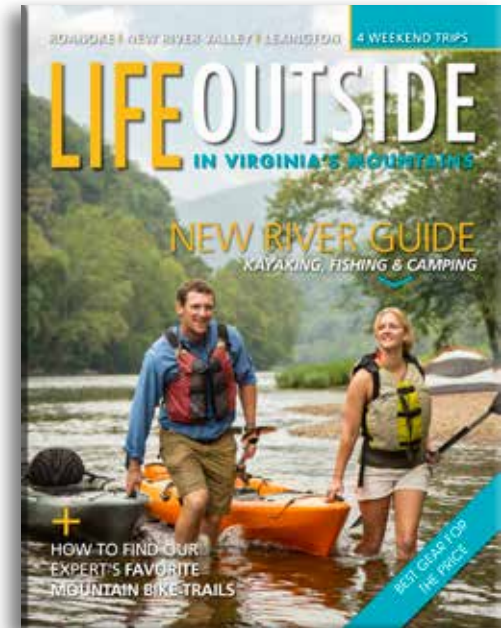
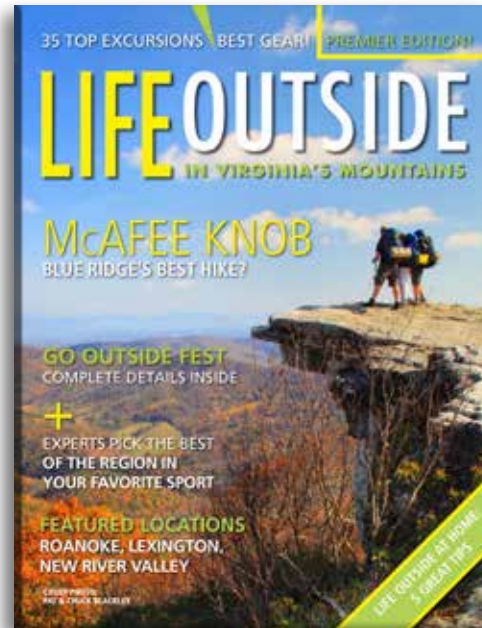
LEISURE360  
MEDIA  
ENGAGING CONTENT • INTEGRATED CONNECTIONS

### BUILT AROUND THE RECOMMENDATIONS OF LOCAL EXPERTS

With compelling action photography and an active, energetic design, this richly printed magazine on high-quality recycled stock stands out in the marketplace as a magazine to read **and** to save as a beautiful and handy reference.

Built around the recommendations of local experts in each activity area, the magazine will provide detailed how-to/where-to information on the best of the outdoors in the Blacksburg-Roanoke-Lexington region.

Plus great local information on trips, locally built outdoor products, sustainable living. Plus events, beer, food, at-home sustainability and so much more . . .



### LifeOutside PUTS INFORMATION ON THESE RESOURCES AT OUR FINGERTIPS

“We have lived in town for nearly two and a half years. The community is incredibly active and busy, but yet it is one of the first places I have been where people genuinely have time for each other and are happy to lend a helping hand. The area is well-known for its outdoor accessibility for biking on the parkway and other routes, for hiking on the AT, the numerous mountain biking trails, access to paddling and fishing on the James, Roanoke and Maury rivers. We even have great flat-water on Carvins Cove and Smith Mountain Lake. The *LifeOutside* publication puts information on all these great resources at our fingertips and spotlights the great treasures we have to offer.”

**BEN LAWRY**

# OUR LOCAL EXPERTS

Our local experts' recommendations encourage the enthusiast and the novice to head outside and enjoy all the area has to offer.

**1. KURT RHEINHEIMER**

*Editor-in-Chief, LifeOutside,  
every-weekend hiker*



**2. PETE ESHELMAN**

*Director, RoanokeOutside.com*

**3. JACK MURRAY**

*Writer/Director of Marketing,  
RoanokeOutside.com*



**4. JES GEARING**

*Outdoor writer/photographer*

**5. JEFF CHENG**

*East Coasters Bicycles*

**6. DIANA CHRISTOPOULOS**

*President, Roanoke Valley Cool Cities,  
provides readers with green tips*



**7. CAROLINE MCKEAN**

*Art director/trail runner/backpacker*

**8. CRAIG RIDDLE**

*RIMBA president knows area single tracks  
like no one else*

**9. MIKE VAUGHN**

*RATC president has complete knowledge  
of area trails*

**10. JOSH LAFERTY**

*Rock On Charters of Smith Mountain Lake  
is a premier guide*

**11. JOHN MAYS**

*Twin River Outfitters is the place for  
James River floats*

**12. SARAH CROWDER**

*VP of VPI Cave Club knows the  
underground world*



# CIRCULATION

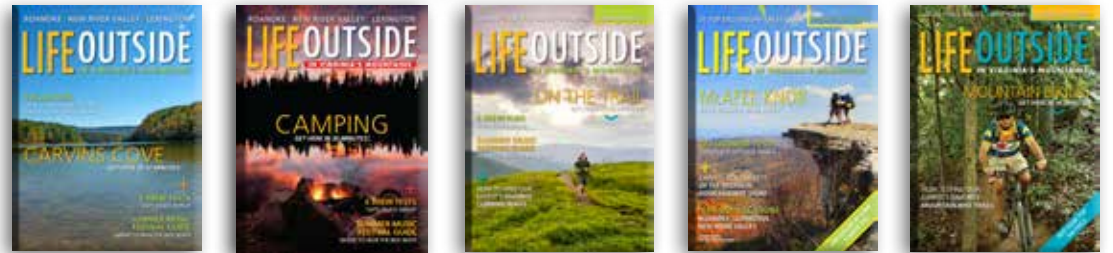
## PRINT DISTRIBUTION LOCATIONS

- State visitor centers
- Local visitor centers
- Outdoor equipment retailers
- Bike shops
- Sporting goods retailers
- Orthopedic/sports medicine/pediatric & other clinics
- Natural food and health stores
- Colleges & universities
- Gyms & athletic clubs
- Roanoke County Economic Development



## DIGITAL EDITION DISTRIBUTION

- E-newsletter subscribers to *Blue Ridge Country* magazine
- E-newsletter subscribers to *The Roanoker* magazine
- Database of RoanokeOutside.com
- Inquiries and requests of Roanoke Economic Development
- Additional High Value Lists of Active Locals, Newcomers & Visitors



# DISTRIBUTED AT MORE THAN 150 LOCATIONS!

Alleghany Alleghany Highlands CVB  
 Blacksburg Back Country Ski & Sport  
 Blue Ridge Mountain Sports  
 Bollos Café & Bakery  
 Coffee Works Café  
 D'town B'burg Inc-B'burg Arts  
 Famous Anthony's  
 Food Lion  
 Inn At VA Tech-Skelton Center  
 Kroger  
 Mill Mtn Coffee  
 Run About Sports  
 Skelton Student Center & Inn at Virginia Tech  
 Squires Student Center  
 Starbucks  
 University Mall  
 VT Bikes on Campus  
 Bristol Virginia Welcome Center  
 Buena Vista Kroger  
 Callaway Callaway Brewing Co.  
 Chaos Mountain Brewing  
 Christiansburg Famous Anthony's  
 Food Lion  
 Kroger  
 Lucie Monroe's Coffee Shop  
 Montgomery County Tourism Offices  
 Christiansburg Wade's  
 Clearbrook Virginia Welcome Center  
 Daleville Botetourt World of Sports  
 Daleville Town Center Apartments  
 Flying Mouse Brewery  
 Land of a Thousand Hill Coffee Shop  
 Lil' Cucci's-Daleville  
 Mill Mountain Coffee  
 Outdoor Trails  
 Veterinary Clinic  
 Draper Draper Mercantile  
 Dublin Wade's  
 Lexington Devils Backbone Outpost Brewery  
 Kroger  
 Lexington Visitor Center  
 Walkabout Outfitters Store  
 WLU Fitness Center  
 Moneta Staunton River High School  
 New Castle Wilderness Adventure @ Eagle Landing  
 Pembroke Tangent Outfitters  
 Pulaski Food Lion  
 Steer House  
 Radford Brewin Around  
 Food Lion  
 Kroger  
 Sal's Restaurant  
 The Bonnie (Radford Student Center)  
 Wade's

Richmond Union-Three James Center  
 Roanoke Area Alphagraphics  
 American Red Cross  
 Arby's Cave Spring  
 Avail Vapor  
 Botetourt Athletic Club  
 Berglund Center  
 Bicycle Outfitters  
 Big Lick Brewery  
 Brambleton Carilion  
 Cardinal Bicycles  
 Carter Athletic Center  
 chocolatepaper  
 CORE Chiropractic  
 CUPS Coffee & Tea  
 Dick's Sporting Goods  
 Discovery Center  
 Dr. Kenneth Luckay  
 East Coasters  
 Empower Pilates & Yoga  
 Fleet Feet Sports  
 Frank's - Williamson Rd  
 Frank's - Brambleton  
 Franklin Modular Unit  
 Fresh Market  
 Froth  
 Full Moon Café  
 Gander Mountain  
 Gator Pool  
 GoFest  
 Golds Gym - Valley View  
 Gold's Gym - Crossroads Mall  
 Gold's Gym - Electric Road  
 Grandin Theatre  
 Hibbett Sports  
 Hollins University  
 Honey Baked Ham  
 Jefferson Center  
 Library - Grandin Court  
 Library - Jackson park  
 Library - Jefferson/Downtown  
 Library - Melrose  
 Library - Williamson  
 Library- Gainsboro  
 Macados Downtown  
 Market Square Modular Unit  
 Mill Mountain Coffee - downtown  
 Mill Mountain Coffee - Starkey  
 National College  
 Native Grace  
 Orvis  
 Outdoor Families Inc  
 Parkway Brewery  
 Planet Fitness  
 Play it Again Sports  
 Roanoke Athletic Club  
 Roanoke Bagel  
 Roanoke Natural Foods Co-Op

Roanoke Outside  
 Roanoke Parks & Rec  
 Roanoke Visitor Center  
 Roanoker Restaurant  
 Skyline College  
 Smoothie King  
 Soaring Ridge Craft Brewers  
 Soccer Stop Inc  
 Sportsman's Warehouse  
 Starlight Bicycles  
 Sweet Donkey Coffee  
 Table 50 Restaurant  
 Tailgaters United  
 Tanglewood Mall  
 Underdog Bikes  
 Union Bank  
 Uttara Yoga Studio  
 Virginia Western Community College  
 Walkabout Outfitters - Valley View  
 Walkabout Outfitters - Downtown  
 YMCA - Gainsboro  
 YMCA - Downtown  
 Rocky Mount Seventh Inning Sports  
 Salem Back Country Ski & Sports  
 BP-Hanging Rock  
 Diving Enterprises Ltd  
 Dixie Sporting Goods - (BSN Sports)  
 Gilbert Chiropractic/Mountain Junkies  
 Just the Right Gear Bike Shop  
 Mac & Bob's - Salem  
 Mill Mountain Coffee - Salem  
 Roanoke College  
 Salem Bike Shop  
 Salem Civic Center  
 Salem Library  
 Salem Pancake House  
 YMCA  
 Smith  
 Mountain Lake Bernard's Landing  
 Bridgewater Marina  
 Diamond Hill Store  
 Duck In  
 Hot Shots  
 Kroger  
 Smith Mountain Lake Visitor Center  
 Smith Mountain Wake Zone  
 Sunken City Brewery  
 White House Store  
 Stewartsville Lancer Mart  
 Vinton Curves  
 Lancerlot  
 Library - Vinton  
 Shell Station  
 Snap Fitness Gym  
 Tuck Chiropractic  
 William Byrd High School



# LIFE OUTSIDE 2015 EDITORIAL CALENDAR

| SPRING   | SUMMER  | FALL  | IN EVERY ISSUE   |
|--|---|---|--|
| <p><b>A TO Z: WHAT'S NEW FOR '15?</b> Agritourism to ziplines. Be a part of it.</p> <p><b>ANNUAL EVENT GUIDE.</b> Blue Ridge Marathon, color runs and tons-of-fun outdoor events in between.</p> <p><b>BRAGGING RIGHTS WEEKENDS.</b> Our experts share their faves. From peaceful and solitary to raucous and extreme. Make sure our readers add you to their bragging rights list.</p> <p><b>PLUS!</b> Meet Gordon Wadsworth and Emily Hairfield – two of the nation's top bike riders.</p> | <p><b>GEAR/BEER GUIDE.</b> Detailed look at who's got the best. Plus where to hike/bike to Virginia Mountain breweries/wineries.</p> <p><b>URBAN VIBE.</b> We profile six great towns. Details on outdoor musts, competitions, hot nightlife and cool overnights from rustic to 'luxe.</p> <p><b>GET WET.</b> Our growing blueways, beginner's guide to paddleboarding, and a few secret spots to cool off.</p> <p><b>PLUS!</b> Our every-issue profiles of the best (and sometimes slightly insane) mountain enthusiasts.</p> <p><b>BONUS DISTRIBUTION:</b> Floydfest.</p> | <p><b>24 GOTTA-TRY-IT IDEAS FOR FALL.</b> Family friendly ATV trails, fringe sports, killer views and 19 more-active leaf-peeping ideas.</p> <p><b>NO HIBERNATING ALLOWED.</b> How to make sure winter doesn't slow you down.</p> <p><b>GO OUTSIDE FESTIVAL V:</b> The Complete Guide and Sneak Preview.</p> <p><b>PLUS!</b> Our every-issue profiles of the best (and sometimes slightly insane) mountain enthusiasts.</p> | <p>Editorial coverage of the outdoor wonders of Lexington, Alleghany Highlands, Roanoke, Lynchburg and the New River Valley.</p> <p><b>DEPARTMENTS:</b><br/><u>Editor's note:</u> The outdoor perspective.<br/><u>QuickStrides:</u> What's new and notable.<br/><u>The Rookie:</u> Profile of a newbie at an outdoor pursuit.<br/><u>Last Laugh:</u> Outdoors with a grin or a giggle.</p> |

# THE DETAILS

## 2015 ISSUES

Copies everywhere by:

Spring 2015 - March 31

Summer 2015 - June 5

Fall 2015 - September 4

## OUR REACH

**35,000 print readers, 35,000 digital readers**

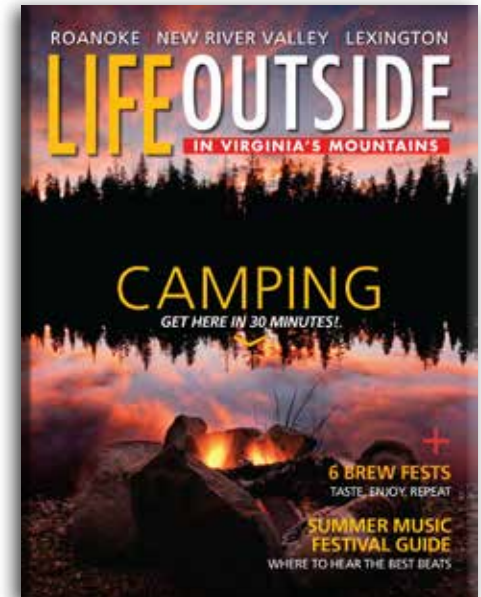
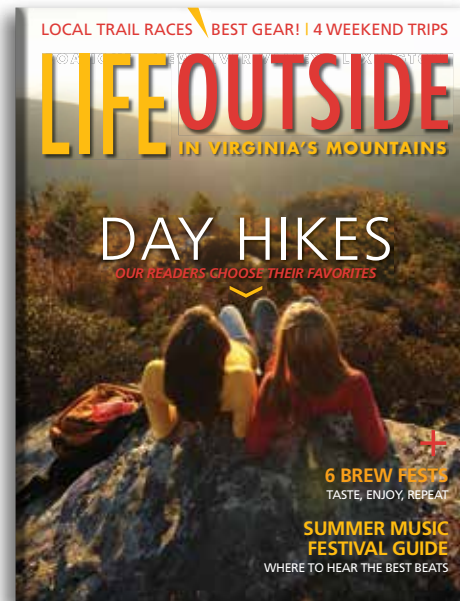
| SEASON      | CLOSE DATES | MATERIALS DEADLINE |
|-------------|-------------|--------------------|
| Spring 2015 | February 12 | February 17        |
| Summer 2015 | April 15    | April 21           |
| Fall 2015   | July 22     | July 28            |

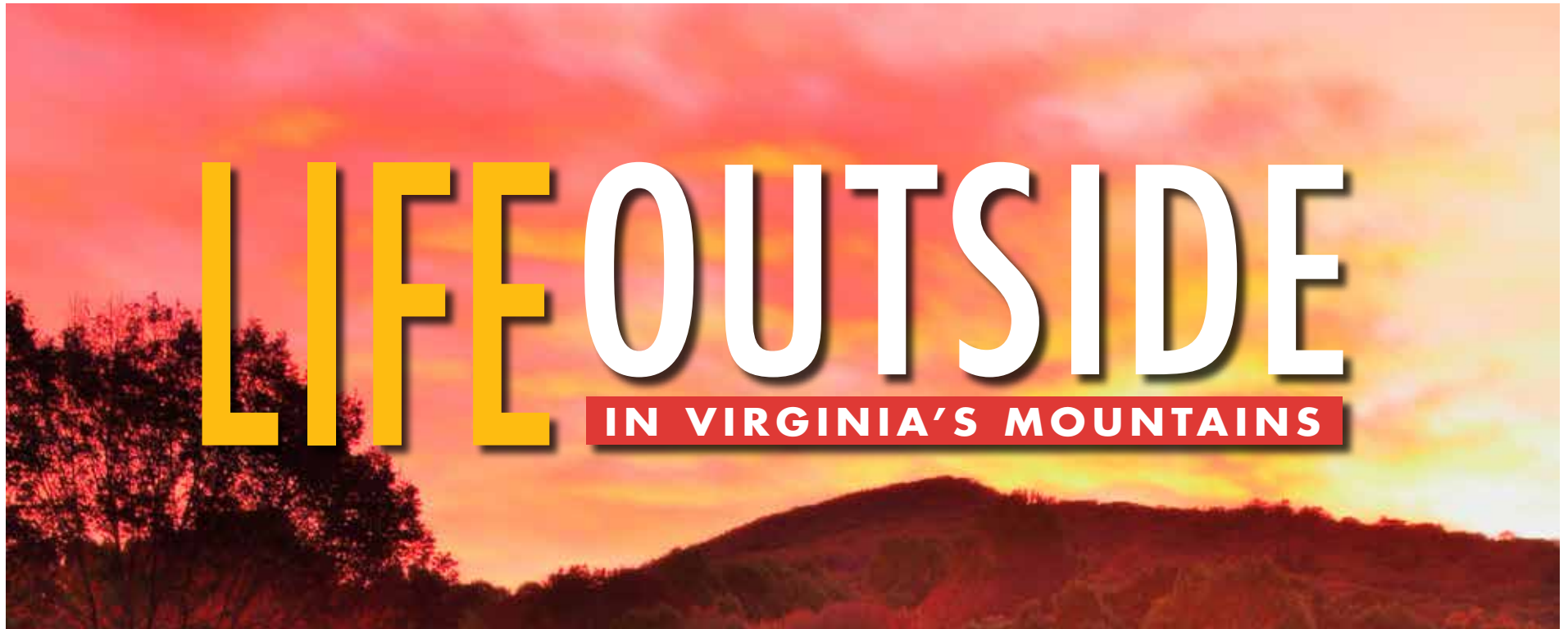
## THIS PUBLICATION WILL INCREASE VISITORS' AWARENESS OF THE VALLEY

“When I moved to the Roanoke Valley, it was important to find good running opportunities. I realized after I moved here that the opportunities are endless. I can find new and challenging routes every day of the week, including some of the best trails, all within the city limits. When training for America’s toughest marathon, it was a huge asset to have the course nearby and to be familiar with every hill, turn and neighborhood. A resource like *LifeOutside* will only add to my stable of knowledge. This publication will increase my awareness of the valley and allow me to share that knowledge with visitors and newcomers.”

### KIM PARKER

*Marathoner and budding Iron Woman competitor*





**STEVE BEYER**

*President, LeisureMedia360*

**SBeyer@LeisureMedia360.com**

**540.989.6138**

**ROBERT LUSK**

*Integrated Media Consultant, LifeOutside*

**RLusk@LeisureMedia360.com**

**540.293.3893**