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MEDIA KIT

RIDEON

SOUTHERN ADIRONDACK MTB TRAIL GUIDE

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AN ALL-LEVELS MOUNTAIN BIKE GUIDE



Our motive? Simply a love for mountain biking and the people behind it in our area. We're proud of what our region has to offer, and we want to showcase all of it.

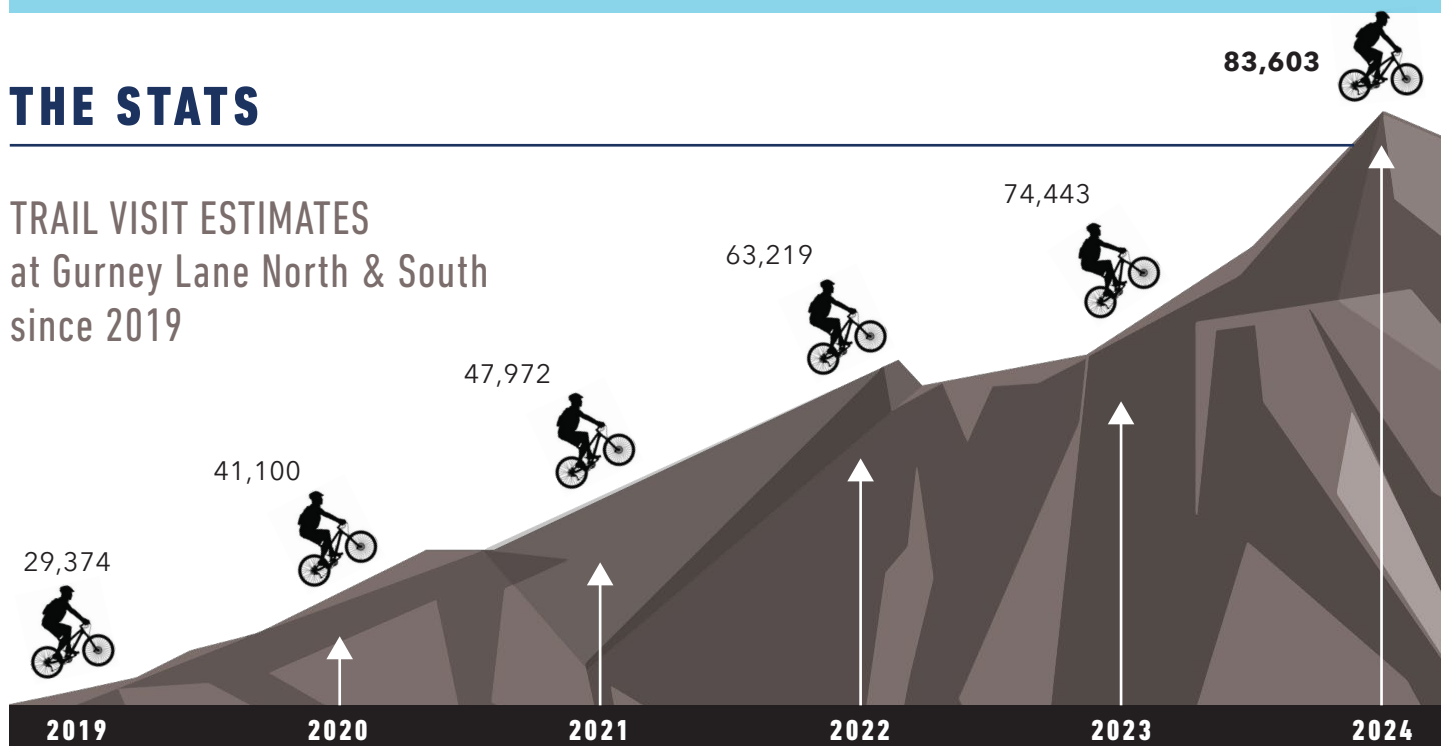
DAVE MATTHEWS
PUBLISHER

THE OPPORTUNITY

- **REACH:** 10,000 copies of **Ride On!** mountain- bike trail guides targeted at the Southern Adirondack region's **3.5 million tourists** along with residents of Warren, Washington, Saratoga, and Fulton counties. Distribution sites include **lodging and dining businesses catering to bikers, select chambers of commerce and welcome centers, area bike shops, sports/rec. stores and facilities, plus cycling events.**
- **AUDIENCE:** The region is budding with mountain bike (MTB) enthusiasts and potential; the annual **Churney Gurney** mountain bike festival is now one of the best-attended MTB races in the state.
- **CONTENT:** The guide will highlight the following MTB trail systems in Warren, Saratoga, and Fulton counties: **Brant Lake Bike Park, Cole's Woods, Garnet Hill Lodge, McPhillips Preserve, Gurney Lane MTB Park, the North Creek Ski Bowl, Dynamite Hill, Kalabus Perry (KP), Daniels Road State Forest, Moreau Lake State Park, Graphite Range Community Forest, Wheelerville MTB Park and Peck Hill State Forest.**

THE STATS

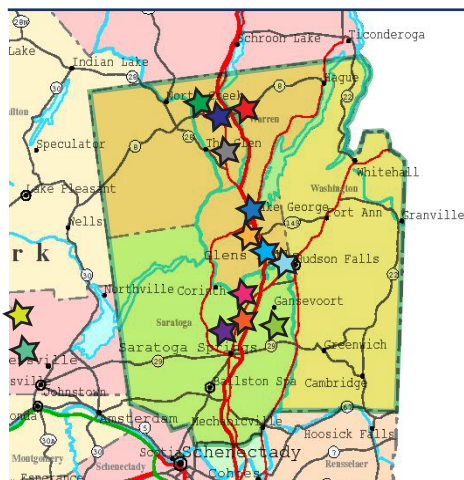
TRAIL VISIT ESTIMATES at Gurney Lane North & South since 2019



(Figures courtesy of Queensbury Parks & Recreation Dept.)

Mountain biking in the Southern Adirondacks continues to grow at a phenomenal rate. Case in point: Visits to Gurney Lane Mountain Bike Park in Queensbury have nearly tripled since 2019. Mountain biking is bringing in more local residents and visitors to the region, enjoying the variety of trail systems. Novice to expert riders can experience a full range of trails, from professional, purpose-built "flow" trails, to challenging, technical riding. Mountain bikers are staying in overnight lodging and camping facilities and dining in the restaurants. Professional bicycle shops are conveniently located nearby the trail systems to provide sales, rentals, and service.

THE SCOPE



Up to **10,000 copies** distributed throughout Warren, Washington, Saratoga & Fulton counties.

- | | |
|---------------------------------------|------------------------------------|
| ★ Brant Lake Bike Park | ★ McPhillips Preserve |
| ★ Cole's Woods (Crandall Park) | ★ Kalabus-Perry (KP) |
| ★ Garnet Hill Outdoor Center | ★ Daniels Road State Forest |
| ★ Gurney Lane MTB Park | ★ Moreau Lake State Park |
| ★ North Creek Ski Bowl | ★ Hudson Pointe Preserve |
| ★ Graphite Range | ★ Wheelerville MTB Park |
| ★ Dynamite Hill | ★ Peck Hill State Forest |

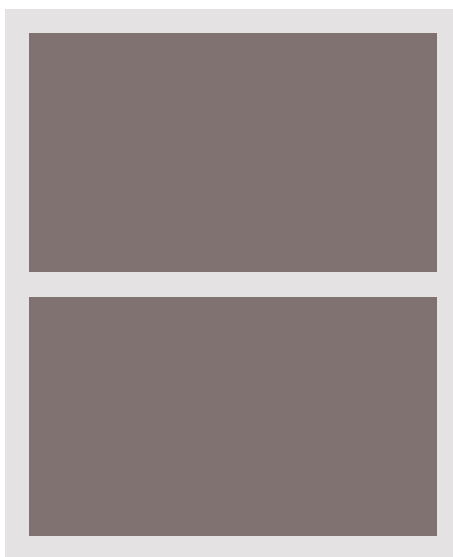


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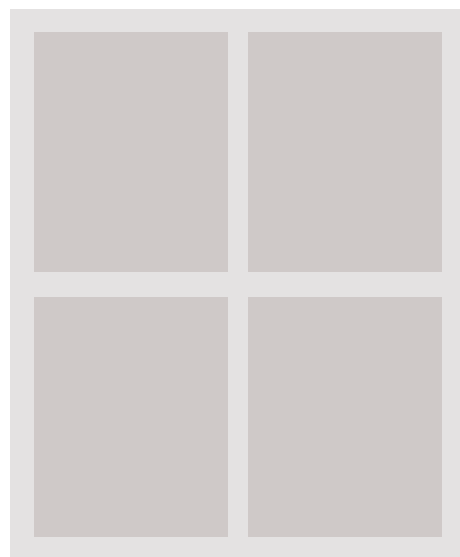
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