



TRANSWORLD  
**SKATEboarding**

2020 Media Kit

# TRANSWORLD SKATEboarding

## Brand Overview

For the past 37 years, TWS has showcased the finest in skateboarding through its progressive lens. By supporting its founding philosophy of "Skate and Create", it procures the highest quality content via creative and talented photographers, videographers, and editors who document the innovators and influencers within skateboarding.

TWS speaks to today's skateboarder and sets an influential, authentic and authoritative voice within skate media. With one of the largest reaches in skateboarding, TWS unites a global community to promote and inspire positive growth and longevity of the sport.

Total Monthly  
Audience

4.5M

Social  
Audience

3.8M

Monthly  
Digital Users

246K

Database Audience

51K

Avg. HHI

\$79K

Percentage  
Male

86%



# TRANSWORLD SKATEboarding

## TRANSWORLD SKATEBOARDING

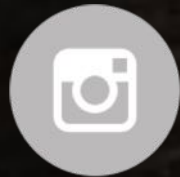
Unmatched digital and social reach with influential skateboard consumers from around the world.



1,749,374

TOTAL MONTHLY  
AUDIENCE

**4.5 MILLION+**



1,563,044

TOTAL MONTHLY  
SOCIAL

**3.8 MILLION+**



210,431



362,000



246,075

TOTAL MONTHLY WEB  
UNIQUES

**246K+**



45,177

DESKTOP TRAFFIC

**27.5%**

MOBILE TRAFFIC

**69%**

TABLET TRAFFIC

**3.5%**

## The Future

For the next 12 months, TransWorld SKATEboarding has three main focuses: storytelling around skateboarding's most interesting personalities, leveraging skateboarding's most comprehensive media archive, and expanding our Digital Franchises with consistent programming.

We'll activate around these focuses with a quarterly slate of documentaries, a year-long dive into past magazines and films to resurface the names, images, and segments that still move the needle, and providing seasons of shorter from Digital content and flagship franchise video edits.





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# TRANSWORLD SKATEboarding

## DAEWON

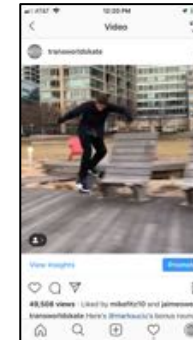
A TransWorld SKATEboarding Original Production

**11M+ IMPRESSIONS**  
[across all platforms]

**6.1% ENG. RATE**  
[across all platforms]

**4M+ VIDEO VIEWS**  
[across all platforms]

**2,444 ENTRIES**  
[for #DaewonDidIt  
UGC contest]



# TRANSWORLD SKATEboarding

## DOCUMENTARY FILMS

To expand upon the success of our recent documentary film, TransWorld Skateboarding proposes a similar content, social and event activation around one of NikeSB's premier team members. For the social activation, each contest winner will be chosen by Stefan, Guy or Lance.

### - STEFAN JANOSKI

- Social contest: Switch flip [post your clip] - #SBme
- Event activation: NYC or Los Angeles skate and music jam

### - GUY MARIANO

- Social contest: DIY GUY [post what you want to build] - #SBme
- Event activation: Activation is social winner turned into reality – Griffith Park

### - LANCE MOUNTAIN

- Social contest: Push grind [post your clip] - #SBme
- Event activation: Lance Mountain invitation skate contest at the Pink Motel



# SKATE & CREATE

## Meet Skateboarding's Creative Heart

Skate & Create is a multimedia execution that celebrates the wild creativity that drives skateboarding culture. Skate & Create is truly the essence of DIY Skateboarding highlighting originality in search of the "Never Been Done".

Four teams selected, funded and challenged to execute conceptual filming and photographic missions threaded together by an overarching theme for their final product—documenting the experience from start to finish via teaser videos and social reporting.

One final "hero" video per team will be put to a fan vote to determine who the bragging rights go to for the most innovative and visually evocative course build.

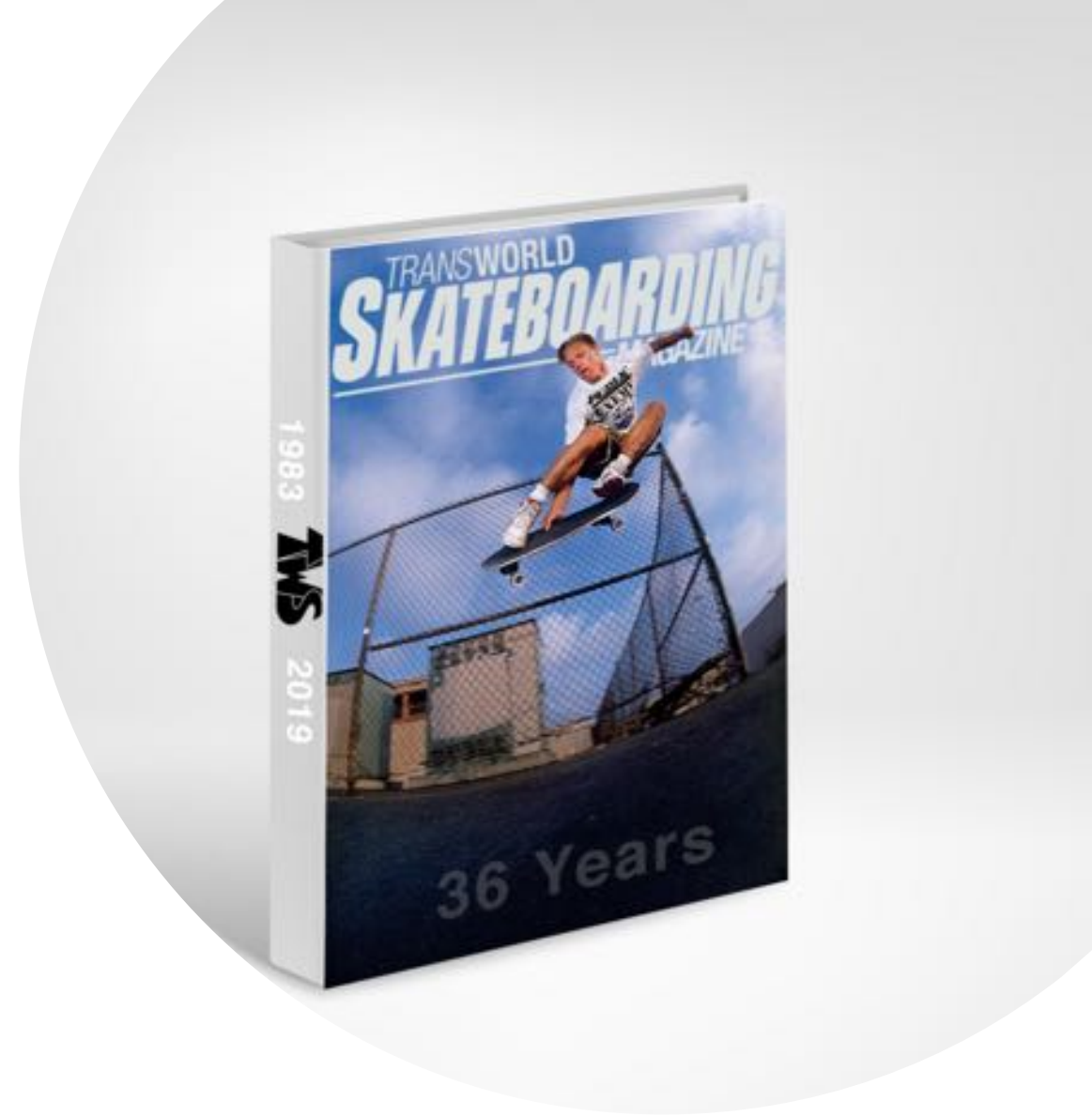
- All original video assets to debut on TWSkate.com and on TWSkate YouTube
- 100% SOV media ownership including pre-roll, sponsored by and end slate acknowledgement
- Potential limited-edition print executions
- Brand/product integration when/where appropriate





# History Of TWS Book

- Celebrating 36 years of Transworld Skateboarding Magazine's impact on skateboarding by gathering the the biggest names in skate photography and the icons that filled its pages to tell the story of how they shaped modern skate culture and made a lasting impression to this day. With interviews from those who made it happen and those who were influenced by it. A must have for any hardcore skateboarder.



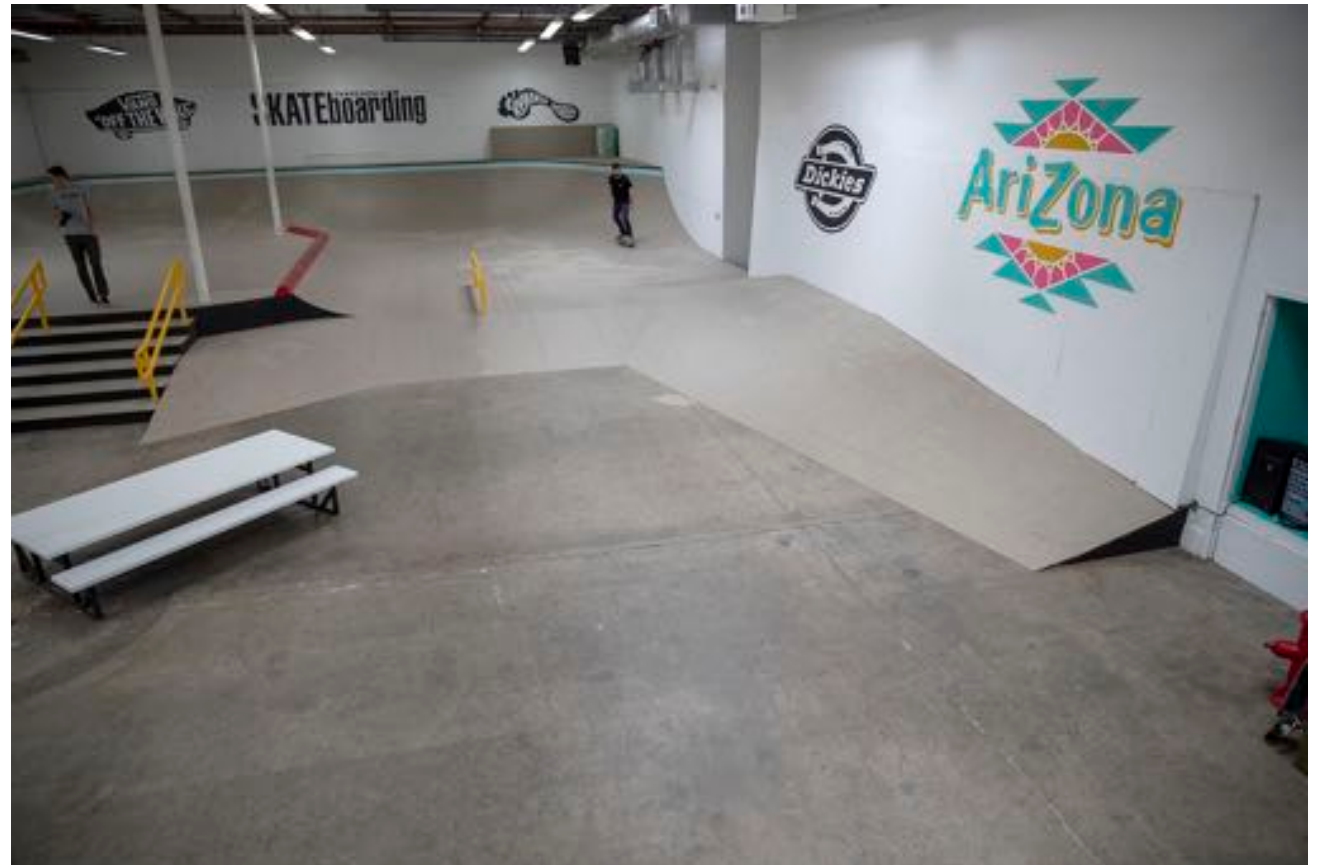
# TransWorld Skatepark Supporting Sponsorship

## OVERVIEW:

The TransWorld Skatepark is a custom facility, built by the best in skatepark design. With our proposed partnership, your brand would be showcased alongside our custom content on skateboarding.com and our Social Channels and have presence at all Marketing Events held in the TW Skatepark throughout your annual commitment.

## ON-SITE DELIVERABLES:

- Your Logo painted on the wall of the TransWorld Skatepark for one year (size roughly 6ft square)
- Your Logo prominently displayed away from any other signage throughout the Park
- Category Exclusive branding
- *Videos from inside the park received over 2 Million views in 2018*
- *Social Impressions from skate park content reached 50 million in 2018*



# Additional Partnership Benefits & Visibility

**PARK ACTIVITIES** - Estimated 1,500+ attendees per year

- Video Premieres: 200+ attendees at each Premiere
- Numerous Premieres each year, From TransWorld's annual video projects along with partnerships from influential brands and local crews
- Corporate Conferences - 50 to 100 attendees in a round table /featured speaker format
- Industry Ride Days
- Private Skate Sessions for pros, clients, advertisers, employees
- Internal Employee Events/Meetings

**TOTAL IMPRESSIONS: 50,000,000\***

**TOTAL INVESTMENT: \$15,000.00**  
(\$1,250.00 per month Annual Supporting Sponsorship)



# Skater's Favorite Skater

## Franchise Overview

A quick glimpse into our Favorite Skater's Favorite Skater. Video edits published each Monday on [skateboarding.com](https://www.skateboarding.com) and promoted through our Social Channels.

Skater's Favorite Skater edits run between 1 and 5 minutes in length. Selected Skater says who their Favorite Skater is and why, then the video interview is edited to include their Favorite Skater's breakout video part and most memorable photos.



# SkateHoarders

## Franchise Overview

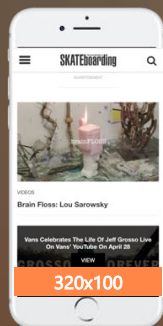
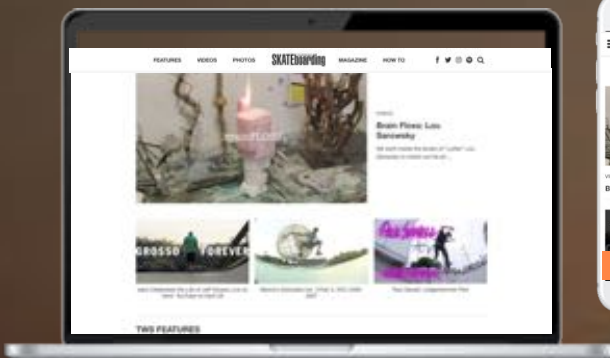
An in-depth look into Icons of Skateboarding's expansive collections throughout their storied careers. SkateHoarder's have included Tony Hawk and Steve Caballero and delve deep into their prized memorabilia from board graphics, magazines, artwork, trophies, signatures shoes, rarities, collectables, etc.

Video edits published four times a month on skateboarding.com and promoted through our Social Channels.



## SPECS

[ASN Product Menu Link](#)



970x250  
Under 100kb file size

728x90  
Under 50kb file size

300x250  
Under 50kb file size

1920x1200  
Jpg format under 200kb file size  
Please optimize the design for a 12080x1024 monitor using the resolution masks included in the template

300x600  
Under 50kb file size

A screenshot of the website layout with various orange resolution masks overlaid. The website content includes a navigation bar, a featured article, a 'TWO FEATURES' section with multiple thumbnails, and a footer. The masks indicate the dimensions and file size requirements for different parts of the page.

970x250

SKIN

SKIN

300x250

300x250

300x250

300x600

728x90



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