

# TRANSWORLD SKATEboarding

## 2010 IS HERE,

and now more than ever is the time to choose the right media partner. *TransWorld SKATEboarding* has been just that for 27 years and has helped most of your brands grow to where they are now. With the face of media changing, it's more important than ever to place your dollars with the proven leaders in media.

We know that there are a lot of options out there, most of which are new to the game yet claim to be everything skateboarding, but skateboarding is much more than footage filmed in a warehouse, or focus on the so-called core or elitist scene. Skateboarding has moved way beyond those walls, and *TWS* covers the gamut. As you will see below, *TWS* has the largest reach in skateboarding, accompanied by the URL [skateboarding.com](http://skateboarding.com), and also produces the furthest reaching event, *Skate & Create*, which crosses over from print and Web to TV.

*TWS* continues to expand its digital reach with the development of the *TransWorld SKATEboarding Trick Tips* iPhone and iPod Touch application, which brings the Web site's exclusive video, trick tip, and news content to the users' fingertips anywhere at anytime. We also continue to support skateboarding through the *TransWorld SKATEboarding Awards*, a franchise event that will also



feature the premiere of the **22nd** *TWS* film, *Hallelujah*.

So ask yourself, where is my budget best spent: on a self-serving Web site/magazine with a low subscription base, or with media partner that has the print numbers and a Web site that covers everything skateboarding, all while supporting our industry since 1983?

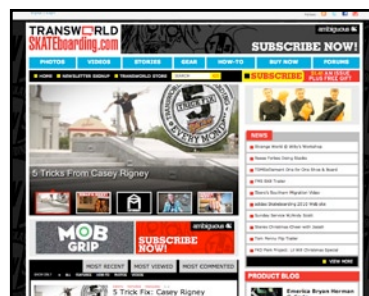
*TransWorld SKATEboarding*: Everywhere Skateboarding Lives.

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### SKATEBOARDING.COM AVG MONTHLY VIEWS\*

Page Views	12,140,503
Unique Views	436,581
Video Views	4,984,356
Photo Views	4,714,034
E-Newsletter Database	50,000

\*Omniture 10.08-9.09



The *TransWorld SKATEboarding Skate & Create II* has reached more than 1.2 million views across [skateboarding.com](http://skateboarding.com) and YouTube and will be shown to an additional 75 million homes when it is broadcast on MTV2 in February, 2010. In October of 2010, the third installment of the *Skate & Create* franchise will expand its reach further than ever before with iTunes distribution.

TRANSWORLD  
**SKATEboarding**  
**63%**  
 110,603

### MAGAZINE SHARE BY SUBSCRIPTIONS



Skateboarder  
**18%**  
 31,683

The Skateboard Mag  
**11%**  
 19,570

Thrasher  
**8%**  
 13,342



*TransWorld SKATEboarding* is the only skateboarding magazine with an ABC audited circulation

1 Magazine = 2% Total Subscriptions

**TRANSWORLD**  
 MEDIA

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