

# OLD GUYS RIP TOO

SNOWBOARDING & SKATEBOARDING PRODUCT  
REVIEWS AND INTERVIEWS



## ABOUT OLD GUYS RIP TOO

OldGuysRipToo.com started in early 2015. We provide product reviews, interviews, articles, images, galleries and videos primarily related to the Snowboarding and Skateboarding industry. We also interview legends in these communities. Old Guys Rip Too educates and entertains enthusiasts with our posts and social media posts as well. The site drives traffic through interesting content marketing that organically combines editorial posts on products and services we feel are relevant and important to our demographic user base (25 + yrs of age) in the snow/skate industry.

## PRODUCT REVIEW SERVICES

Oldguysriптоо.com is a popular product review and industry information media site, with several thousand visits per week. Our review team has over 50 years of combined snowboard, skateboard and action sports industry knowledge. Our goal is to provide candid and informative reviews on any product or service reviewed to our readers.

### PRODUCTS WE REVIEW

We review a wide range of products and welcome any brand to contact us for a review. The majority of the products we receive to review include:

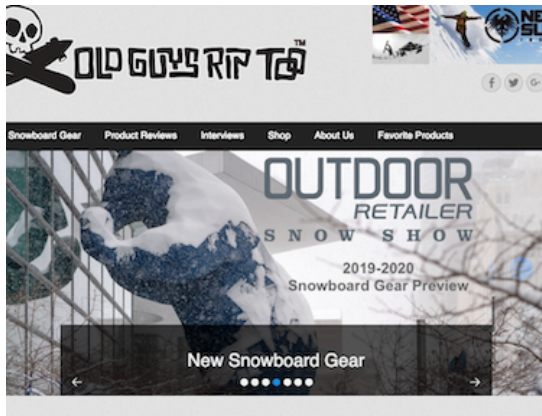
- Snowboards
- Bindings
- Boots
- Outerwear
- Skateboards
- Protection gear
- Clothing
- Longboards
- Accessories

### FULL REVIEW GUIDELINES

Please visit our request a review page for further guidelines on our review process: [oldguysriптоо.com/request-a-review/](http://oldguysriптоо.com/request-a-review/)



# OLD GUYS RIP TOO



Old Guys Rip Too™  
and Snowboarding Blog + Product Reviews + Interviews = Old Guys Rip Too. We are about keeping the older ripper. Its founders have been action sport enthusiasts since the '80s. We created Old Guys Rip Too on we still have for action sports. We'll aim to pass our knowledge and experience on to you. Old Guys Rip Too product reviews, injury prevention, industry news, resort reviews, interviews and more. Do you still hold it down? Our stories, videos, and pictures.

## DEMOGRAPHICS

### Male/Female

82% / 18%

### Average Age

36

### Global Reach \*% of annual web traffic

U.S. 68%

Canada 19%

U.K. 6%

AU 5%

2% Japan, Germany, France, Italy, Switzerland,

Netherlands & Others



## MEDIA ENGAGEMENT

### Mobile

50%

### Desktop

43%

### Tablet

7%

## WEB STATS

Monthly Page Views - 30k+

Monthly Users - 15k+

Traffic - Organic 80%

Direct 10% Social 10%

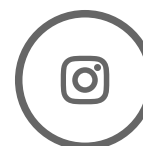
## SOCIAL STATISTICS



1100+



550+



800+



400+