



2015-16 Winter Season PR Report:
282 million Earned Media Impressions delivered by editorial coverage



Date	Product	Media	Audience	Description	Region	URL
11/1/2015	Heated Boot Pro	HoustonChronicle.com	1,300,000	New ski gear to buy for the winter season -1 of only 5 products featured, including color image	Houston and World Wide Web	http://www.houstonchronicle.com/life/travel/article/New-ski-gear-to-buy-for-the-winter-season-6595859.php#photo-8864676
11/1/2015	Heated Boot Pro	Jetset Magazine	4,000,000	The 2015 Gift Guide...the reengineered Transpack Heated Boot Pro with the proprietary "Isosceles Storage System"	North America & World Wide Web	https://www.jetsetmag.com/executive/jetset-magazine-2015-gift-guide
11/1/2015	Heated Boot Pro	Dallas Morning News (Print)	1,500,000	Transpack Heated Boot Pro backpack has been reengineered to increase gear storage capacity	Dallas & World Wide Web	http://www.pressreader.com/usa/the-dallas-morning-news/20151101/284245234222785/TextView
11/1/2015	Transpack ski bags	2015-16 Family Ski & Snowboard Travel Guide	150,000	Claudia Laroye, The Travelling Mom, Family Ski Trip Success tips from travel bloggers must have winter travel products include our Transpack ski bags	North America & World Wide Web	https://issuu.com/momtrends/docs/ski_guide/20
11/1/2015	Heated Boot Pro	Houston Chronicle (Print)	1,150,000	Sunday print feature on new ski gear to buy for the winter season - 1 of only 5 products featured, including color image	Houston and World Wide Web	http://www.houstonchronicle.com/life/travel/article/New-ski-gear-to-buy-for-the-winter-season-6595859.php#photo-8864676
11/21/2015	Hard Case Jet	Forbes.com	45,500,000	Best Gifts Holiday Guide for the Skier & Snowboarder on your list..."simply the top choice for those seeking best-in-class protection of their pricey gear"	North America & World Wide Web	(Don't click -must cut and paste; image on pages 1 & copy on page two) http://www.forbes.com/sites/larryolmsted/2015/11/21/holiday-gift-guide-for-the-skier-snowboarder-on-your-list-2/#17ca61f841af
11/21/2015	Heated Boot Pro	Forbes.com	45,500,000	Best Gifts Holiday Guide for the Skier & Snowboarder on your list..."if you ski annually, even one trip, you will wonder why you never had one of these before"	North America & World Wide Web	(Don't click -must cut and paste) http://www.forbes.com/sites/larryolmsted/2015/11/21/holiday-gift-guide-for-the-skier-snowboarder-on-your-list-2/#7d9529c23d60
11/22/2015	Heated Boot Pro	Forbes.com	45,500,000	Best Ski & Snowboard Gifts for Her ... Transpack Heated Boot Pro ... "this bag will make her happy"	North America & World Wide Web	(Don't click -must cut and paste) http://www.forbes.com/sites/allisonolms/2015/11/22/best-ski-snowboard-gifts-for-her/2/
12/3/2015	General boot bags	ChicagoTribune.com	13,000,000	Taking The Kids ...gifts for your favorite traveler ... for "for snowsports lovers, gear from Transpack comes in handy"	North America & World Wide Web	http://www.chicagotribune.com/lifestyles/travel/sns-201512031130--tms--takekidstp--f-bb20151203-20151203-story.html
12/3/2015	General boot bags	TakingTheKids.com	100,000	Finding Gifts for your Favorite Travelers this Holiday Season..."for snowsports lovers, gear from Transpack comes in handy"	North America & World Wide Web	http://www.takingthekids.com/weekly-column/finding-gifts-for-your-favorite-travelers-this-holiday-season/#.VxArYfkrLIU
12/4/2015	General boot bags	FoxNews.com	77,000,000	The best gifts for kids - and parents - who love to travel..."for snowsports lovers, gear from Transpack comes in handy"	North America & World Wide Web	http://www.foxnews.com/travel/2015/12/04/best-gifts-for-kids-and-parents-who-love-to-travel.html
12/15/2015	Edge Jr. Boot Backpack	SkiNet.com	235,000	New kids ski gear for 2016 ... Transpack Edge Jr. Boot Backpack has all the features of your boot bag, just smaller- with room for helmet, mitts, goggles, and iPad, of course	North America & World Wide Web	http://www.skinet.com/ski/article/new-kids-ski-gear-2016
1/3/2016	TRV Pro Traveler boot bag	TravelBagQuest.com	21,000	Best Boot Bag 2016 - full review	North America & World Wide Web	http://travelbagquest.com/best-ski-boot-bag/
1/14/2016	Heated Boot Pro	The Press Democrat	1,350,000	Gear: Heated boot pack keeps ski gear toasty	North America & World Wide Web	http://www.pressdemocrat.com/lifestyle/5056917-181/gear-heated-boot-pack-keeps
1/27/2016	Heated Boot Pro	Forbes.com	45,500,000	The Hottest Ski Gear of 2016? Heated Boot Bags	North America & World Wide Web	(Don't click -must cut and paste) http://www.forbes.com/sites/allisonolms/2016/01/27/the-hottest-ski-gear-of-2016-heated-boot-bags/#6be1a2c933e9
1/28/2016	Glen Plake Line	Snow Show Daily Day 1	60,000	Transpack Introduces Glen Plake Line	SIA Snow Show & World Wide Web	https://issuu.com/activeinterestmedia-boulder/docs/sia_snowshow_day1_2016/517e=22911613/33075103
1/28/2016	Glen Plake Line	Snow Show Daily Day 1	60,000	What's Happening at Show Glen Plake Event	SIA Snow Show & World Wide Web	http://issuu.com/activeinterestmedia-boulder/docs/sia_snowshow_day1_2016/63?e=22911613/33075103
2/10/2016	Heated Boot Pro & Ski Vault Double Pro Rolling bag	TheSnowPros.org	23,000	Max's Product Spotlight: Get your travel on with Transpack	North America & World Wide Web	https://www.thesnowpros.org/NewsInformation/NewsAnnouncements/tabid/117/articleType/ArticleView/articleId/899/Maxs-Product-Spotlight-Get-Your-Travel-On-with-Transpack.aspx



2015-16 Winter Season PR Report:
282 million Earned Media Impressions delivered by editorial coverage



Date	Product	Media	Audience	Description	Region	URL
3/14/2016	Heated Boot Pro	Everett Potter's Travel Report	One of the most successful, widely read, and well respected digital sites in the industry with many of the top names in travel.	"I'm heading back into the cold ...so, this time I'm prepared with a Transpack <i>heated boot bag</i> "	North America & World Wide Web	http://www.everettpotter.com/2016/03/16986

281,949,000