



## Outdoor USA Magazine

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The 2011 Outdoor Industry Social Media Awards

Featuring: Osprey Packs

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**Most Viewed**  
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The 2011 Outdoor Industry Social Media Awards

**patagonia**

**Most YouTube Views**  
4,236,734

2nd: Salomon Freeski - 4,111,338  
3rd: Columbia - 3,844,262

- 4 K-Swiss - 3,617,178
- 5 Salomon Running - 1,674,806
- 6 Petzl - 1,671,680
- 7 The North Face - 1,465,420
- 8 Prana - 1,370,573
- 9 Marmot - 1,322,808
- 10 Vibram Fivefingers - 978,194
- 11 Mountain Hardwear - 927,411
- 12 SOG Knives - 880,006
- 13 Timbuk2 Design - 777,867
- 14 Osprey Packs - 749,993
- 15 Mammut - 689,037
- 16 Black Diamond - 616,043
- 17 Suunto - 600,118
- 18 K2 Skis - 479,028
- 19 Teva - 388,507
- 20 Camelbak Product - 350,429

