



Outdoor USA Magazine

August 2014

Fansometer – YouTube & Twitter

Featuring: Osprey Packs

Circulation: 14,105

Readership: 56,420



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Brands

		Fans
1	The North Face	4,046,542
2	Crocs	2,878,917
3	Timberland	1,745,129
4	Jansport	1,686,358
5	Ecco	926,887
6	Merrell	861,755
7	New Balance	799,998
8	Adidas Outdoor	608,435
9	Columbia Sportswear	510,949
10	Saucony	498,842
11	Brooks Running	496,534
12	Dansko	456,917
13	Costa Sunglasses	442,238
14	Camelbak	414,214
15	Patagonia	395,209
16	SOG Specialty Knives	382,233
17	Teva	326,982
18	Gerber Gear	318,906
19	Mammut	317,139
20	Helly Hansen	277,443

		Total Upload Views
1	The North Face	13,588,502
2	Salomon Freeski	12,079,178
3	Patagonia	9,510,746
4	Salomon Running	8,203,273
5	Petzl	7,732,704
6	Suunto	4,894,183
7	Prana	4,297,302
8	Black Diamond Equipment	3,435,299
9	Teva	2,883,004
10	K2 Skis	2,834,902
11	Gerber Gear	2,752,026
12	Osprey Packs	2,639,351
13	Camelbak	2,548,725
14	Marmot	2,505,382
15	SOG Specialty Knives	2,249,333
16	Merrell	2,190,940
17	Arc'teryx Equipment	2,036,930
18	Outdoor Research	1,731,041
19	Saucony	1,634,733
20	Mountain Hardwear	1,596,999

		Followers
1	Baffin	216,506
2	The North Face	212,041
3	Patagonia	172,955
4	Brooks Running	130,960
5	Timberland	98,145
6	Merrell	88,018
7	New Balance	87,917
8	Keen	78,853
9	Columbia Sportswear	67,466
10	Mountain Hardwear	59,527
11	Arc'teryx Equipment	58,726
12	Saucony	55,475
13	Black Diamond Equipment	49,878
14	Petzl	44,744
15	Crocs	42,034
16	Salomon Running	39,819
17	Outdoor Research	34,612
18	Chaco	33,011
19	Vibram Fivefingers	32,029
20	Osprey Packs	30,847

