



## Outdoor Magazine

August 2015

Fansometer – Top 25 Outdoor Brands

Featuring: Osprey Packs

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Readership: 56,420



## Social Media Rankings



### TOP 25 OUTDOOR BRANDS

DATA COLLECTED ON JULY 23 2015

#### FACEBOOK LIKES

	THE NORTH FACE	4,075,656
	TIMBERLAND	2,504,075
	JANSPORT	1,587,279
	ECCO	1,293,635
	MERRELL	1,008,060
	NEW BALANCE	1,006,445
	COLUMBIA SPORTSWEAR	807,747
	ADIDAS OUTDOOR	737,898
	BROOKS RUNNING	707,849
	DANSKO	650,151
	COSTA SUNGLASSES	553,964
	SAUCONY	548,904
	PATAGONIA	544,386
	CAMELBAK	533,881
	HELLY HANSEN	501,189
	MAMMUT	453,229

#### TWITTER FOLLOWERS

	BAFFIN	317,601
	THE NORTH FACE	312,400
	PATAGONIA	247,388
	BROOKS RUNNING	166,193
	NEW BALANCE	143,791
	KEEN	133,387
	TIMBERLAND	130,114
	MERRELL	106,025
	COLUMBIA SPORTSWEAR	95,279
	MOUNTAIN HARDWEAR	84,456
	ARC'TERYX EQUIPMENT	83,458
	SAUCONY	76,573
	MARMOT	75,285
	BLACK DIAMOND EQUIPMENT	69,434
	PETZL	63,268
	OUTDOOR RESEARCH	53,842

#### YOUTUBE CHANNEL VIEWS

	THE NORTH FACE	45,114,141
	PATAGONIA	17,880,187
	SALOMON FREESKI	15,365,787
	SALOMON RUNNING	12,842,231
	PETZL	10,170,660
	SUUNTO	7,697,298
	MARMOT	5,408,221
	PRANA	5,362,004
	BLACK DIAMOND EQUIPMENT	4,949,817
	GERBER GEAR	4,451,224
	COLUMBIA SPORTSWEAR	4,208,880
	LEATHERMAN	3,999,232
	OSPREY PACKS	3,746,051
	V2 SKIS	3,731,366
	ARC'TERYX EQUIPMENT	3,580,395
	CAMELBAK	3,439,664