



Outdoor USA Magazine

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The 2010 Outdoor Industry Social Media Awards

Featuring: Osprey - #7 on List of Most YouTube Views

Circulation: 14,105

Readership: 56,420



patagonia®

Most YouTube Views 3,154,204

2nd: K-Swiss - 1,582,028

3rd: Petzl - 734,344

4 Marmot - 627,479

5 Vibram Fivefingers - 527,763

6 Columbia - 471,134

7 **Osprey Packs - 356,686**

8 The North Face - 307,477

9 Crocs - 249,237

10 Teva - 241,341

11 Timbuk2 - 240,771

12 Black Diamond - 228,782

13 Mountain Hardwear - 211,127

14 La Sportiva N.A. - 175,981

15 Trango - 175,283

16 Eton - 158,201

17 New Balance - 156,002

18 Kaenon Polarized - 148,126

19 Dakine - 129,240

20 K2 Skis - 113,409

