

2017 Media Guide

Deadlines

FLY FISHING

AD DEADLINE: January 13
ON SALE: February 9

HOME

AD DEADLINE: March 17
ON SALE: April 13

SUMMER

AD DEADLINE: May 12
ON SALE: June 8

ARTS

AD DEADLINE: July 14
ON SALE: August 10

FALL

AD DEADLINE: Sept. 8
ON SALE: October 5

WINTER

AD DEADLINE: Nov. 3
ON SALE: Nov. 30



Culture and Lifestyle in the Northern Rockies

OUR NICHE

For two decades our readership has come to Big Sky Journal for unforgettable images, features, profiles and photo essays of lifestyle in the Northern Rockies. Every issue offers an insider's perspective of the people and places that make this part of the country so unique: Cowboys, entrepreneurs, artists, anglers, innovators and regular people who love this place enough to call it home.

From adventure to architecture, hiking to hunting, fly-fishing to fine arts, our features and photography capture the region with a sense of place.

TRAVEL FIRST CLASS

In 2017 BSJ will continue to reach even more readers!



OUR PROVEN RELATIONSHIP with Delta Airlines offers BSJ as a complimentary bonus to elite members of Delta Airlines Sky Club lounges in airports across the country. Noted for luxury and excellence, Delta's Sky Club lounges service millions of guests annually. Sky Club members spend an average of two hours per visit in the lounges, where they have access to free Wi-Fi, beverages, special events and now BSJ and your advertising. This translates to even more exposure for your products and service.

Distribution

NEWSSTAND: Big Sky Journal's newsstand distribution is 20,000 copies and Big Sky Journal's sell-through rate is more than double industry averages.

AIRPORT: As the Northern Rockies grows into one of the nation's featured destinations; we are making a concerted

effort to target all of the feeder airports for this region. We are in the Salt Lake, Denver, Seattle, and Los Angeles airports, and the feedback has been impressive. On airport newsstands, our sell through rate is also double the national average.

IN-ROOM: You'll find our magazines on the nightstands in the finest hotels and resorts in

Jackson, Bozeman, Big Sky, Coeur d'Alene, Sun Valley, and the Kalispell/Flathead area. We are well on our way to reaching our goal of placing Big Sky Journal in every room in the Northern Rockies that costs more than \$100 per night. We are in approximately 5,500 of these rooms right now, and the number is growing with every issue.

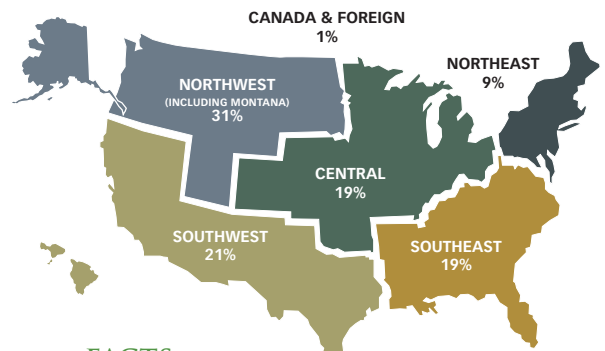
READERSHIP

by region

- 57% Newsstand (20,000)
- 29% Subscribers (12,500)
- 14% Retail/Specialty/Lodging Outlets (7,500)

READER INCOME

- 84% of readers have an income of over \$100,000
- 39% of readers have an income of over \$300,000



FACTS

about our readers

- 88% of our readers enjoy the outdoors
- 61% enjoy the arts
- 52% of our readers have roots in Big Sky Country
- 96% read BSJ for the Lifestyle and a way to Escape to the West
- Average Income is about \$171,296.
- Average net worth is about \$1.3 million.
- 85% of our readers have a college degree.
- 58% have a post-graduate education.
- 80% of our readers enjoy Fly-Fishing

Advertising Rates

JD PUBLISHING, LLC
2017

Effective January 1, 2017, based on number of issues in any 12-month period. All orders non-cancelable after closing date. Minimum ad size of 1/6 page required to hold contract rate.

| AD RATES | | BASED ON FREQUENCY | | | | |
|------------------|---------|--------------------|---------|---------|---------|---------|
| | 1x | 2x | 3x | 4x | 5x | 6x |
| Full Page | \$2,875 | \$2,685 | \$2,505 | \$2,335 | \$2,150 | \$2,035 |
| 2/3 Page | 2,395 | 2,235 | 2,095 | 1,965 | 1,885 | 1,770 |
| 1/2 Page | 1,985 | 1,855 | 1,745 | 1,645 | 1,570 | 1,490 |
| 1/3 Page | 1,640 | 1,525 | 1,450 | 1,380 | 1,320 | 1,275 |
| 1/4 Page | 1,440 | 1,350 | 1,295 | 1,225 | 1,145 | 1,130 |
| 1/6 Page | 1,295 | 1,205 | 1,155 | 1,115 | 1,050 | 1,035 |

| COVERS | | NON-CANCELABLE 30 DAYS PRIOR TO CLOSING DATE | | | | |
|---------------------|---------|--|---------|---------|---------|---------|
| | 1x | 2x | 3x | 4x | 5x | 6x |
| Back Cover | \$3,785 | \$3,535 | \$3,395 | \$3,230 | \$3,015 | \$2,935 |
| Inside Front | 3,470 | 3,245 | 3,110 | 2,965 | 2,775 | 2,725 |
| Inside Back | 3,300 | 3,085 | 2,950 | 2,810 | 2,630 | 2,575 |
| Pages 1-3 | 3,300 | 3,085 | 2,950 | 2,810 | 2,630 | 2,575 |
| Pages 4-5 | 3,170 | 2,965 | 2,845 | 2,715 | 2,535 | 2,480 |
| Pages 6-13 | 2,990 | 2,795 | 2,685 | 2,560 | 2,390 | 2,340 |

| HOME ISSUE | | | |
|---------------------------|---------|-------------------------|-------|
| 2 Page Spread | \$5,400 | 1 Page | 2,750 |
| Back Cover | 3,550 | 1/2 Horizontal | 1,875 |
| Inside Front Cover | 3,300 | 1/2 Vertical | 1,875 |
| Inside Back Cover | 3,000 | 1/4 Vertical | 1,400 |
| Pages 3, 5, 7, 9 | 2,850 | Elements section | 650 |

BIG SKY MARKETPLACE

1/4 Page \$650
1/6 Page \$425
1/12 Page \$200

TERMS: First-time advertisers must pay for first ad (first insertion) in advance. Payment is due at the time supplied materials are due. Our standard billing terms are 2%/10 Net 30. Any accounts not paid within 30 days are subject to a 19.99% APR interest charge and a 30% collection fee charge unless specific payment arrangements have been made.

Mechanical Requirements

Ads can be submitted as PDF or original source documents from InDesign, Photoshop, Illustrator. If you are using any program other than these listed to build your files you must export them as PDF files with outlined fonts. Please package your files to ensure all images, fonts, etc. are included. Please outline or rasterize fonts.

■ All colors must be CMYK. No spot color, no pantone colors. Remove all pantone colors from swatch

palette before exporting PDF file. If using black backgrounds, use rich black: C-60 M-40 Y-30 K-100.

■ All ads must have 300 dpi resolution to ensure print accuracy. Please be sure all photos placed within ads are high resolution (300 dpi). Low resolution web images cannot be "sized up" to high resolution.

■ Digital files should be accompanied by a proof: If no proof is supplied, any errors are the responsibility of the advertiser. Proofs must be representative of file(s) supplied.

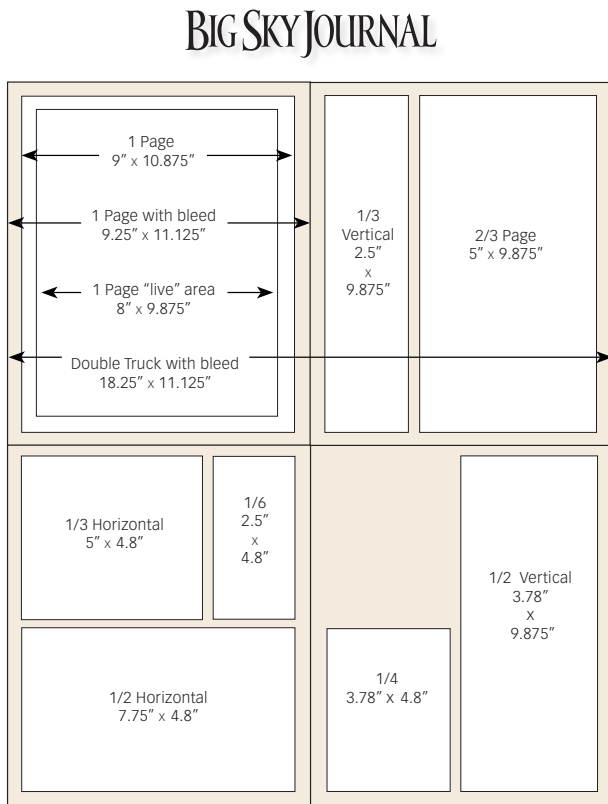
■ Please double check size!

EMAIL YOUR AD (under 25 MB) **TO:**
production@bigskyjournal.com

UPLOAD YOUR AD USING A FTP CLIENT:
Host-Name: ftp.jdpublishing.com
Username: bsj@jdpublishing.com
Password: artupload

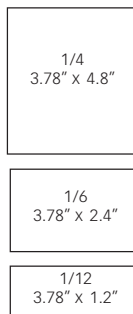
MAIL YOUR AD ON CD OR DVD TO:
Big Sky Journal, 1050 East Main Street,
Suite 3, Bozeman, MT 59715

AD SPECS

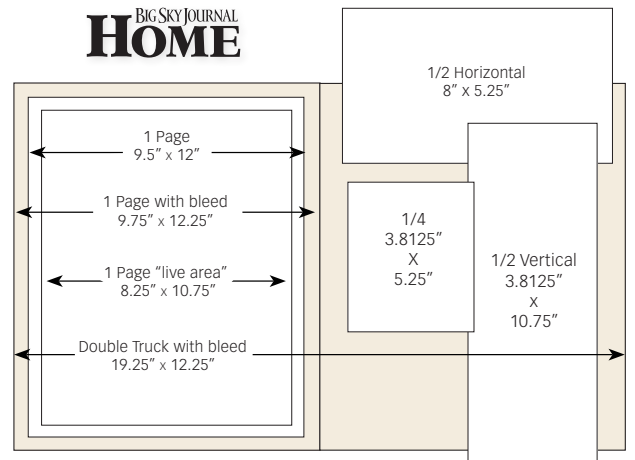


TRIM SIZE OF BOOK: 9" wide x 10.875" high

BIG SKY MARKETPLACE



BIG SKY JOURNAL HOME



TRIM SIZE OF BOOK: 9.5" wide x 12" high

PHONE: 800.731.1227 ■ 406.586.2712

FAX: 406.586.2986

EMAIL: adv@bigskyjournal.com

WEBSITE: www.bigskyjournal.com

CIRCULATION: 800.417.3314

STREET ADDRESS:

1050 E. Main St., Suite 3 ■ Bozeman, MT 59715

MAILING ADDRESS:

P.O. Box 1069 ■ Bozeman, MT 59771-1069

Contact

For space reservations call Josh, **406-586-2712** or **800-731-1227**.

For ad design questions call Dominique, **406-586-2712** or **800-731-1227**