

# BIG SKY JOURNAL

**2018 Media Guide**

## **Culture and Lifestyle in the Northern Rockies**

FOR MORE THAN 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.

# Reader Facts

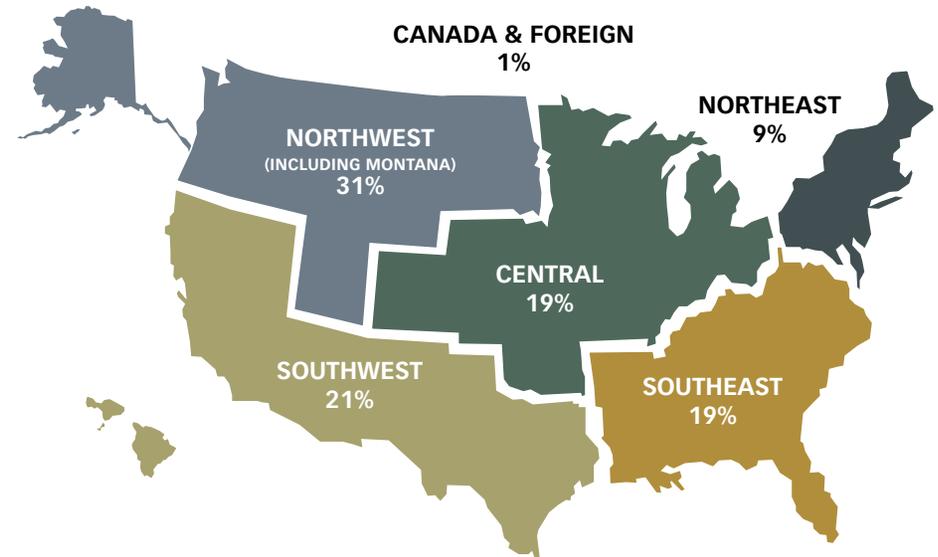
- 88% of our readers enjoy the outdoors
- 61% enjoy the arts
- 52% of our readers have roots in Big Sky Country
- 96% read BSJ for the Lifestyle and a way to Escape to the West
- Average Income is about \$171,296.
- Average net worth is about \$1.3 million
- 85% of our readers have a college degree
-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

## 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



## 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.

## TRAVEL FIRST CLASS

***In 2018 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.

# Rates & Deadlines

## ADVERTISING DEADLINES

### FLY FISHING

**AD CLOSING:** January 10  
**FILES DUE:** January 12  
**ON SALE:** February 8

### SUMMER

**AD CLOSING:** May 9  
**FILES DUE:** May 11  
**ON SALE:** June 7

### FALL

**AD CLOSING:** Sept. 5  
**FILES DUE:** Sept. 7  
**ON SALE:** October 4

### HOME

**AD CLOSING:** March 14  
**FILES DUE:** March 16  
**ON SALE:** April 12

### ARTS

**AD CLOSING:** July 11  
**FILES DUE:** July 13  
**ON SALE:** August 9

### WINTER

**AD CLOSING:** October 31  
**FILES DUE:** Nov. 2  
**ON SALE:** Nov. 29

## AD RATES

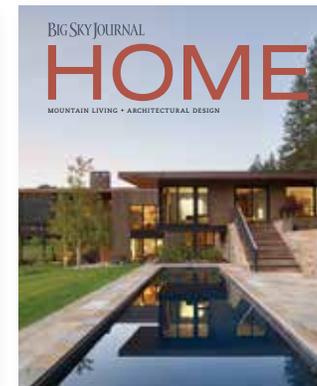
BASED ON FREQUENCY

	1x	2x	3x	4x	5x	6x
<b>Full Page</b>	\$2,875	\$2,685	\$2,505	\$2,335	\$2,150	\$2,035
<b>2/3 Page</b>	2,395	2,235	2,095	1,965	1,885	1,770
<b>1/2 Page</b>	1,985	1,855	1,745	1,645	1,570	1,490
<b>1/3 Page</b>	1,640	1,525	1,450	1,380	1,320	1,275
<b>1/4 Page</b>	1,440	1,350	1,295	1,225	1,145	1,130
<b>1/6 Page</b>	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
<b>Back Cover</b>	\$3,785	\$3,535	\$3,395	\$3,230	\$3,015	\$2,935
<b>Inside Front</b>	3,470	3,245	3,110	2,965	2,775	2,725
<b>Inside Back</b>	3,300	3,085	2,950	2,810	2,630	2,575
<b>Pages 1-3</b>	3,300	3,085	2,950	2,810	2,630	2,575
<b>Pages 4-5</b>	3,170	2,965	2,845	2,715	2,535	2,480
<b>Pages 6-13</b>	2,990	2,795	2,685	2,560	2,390	2,340



## HOME ISSUE

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

Effective January 1, 2018, 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.

## BIG SKY MARKETPLACE

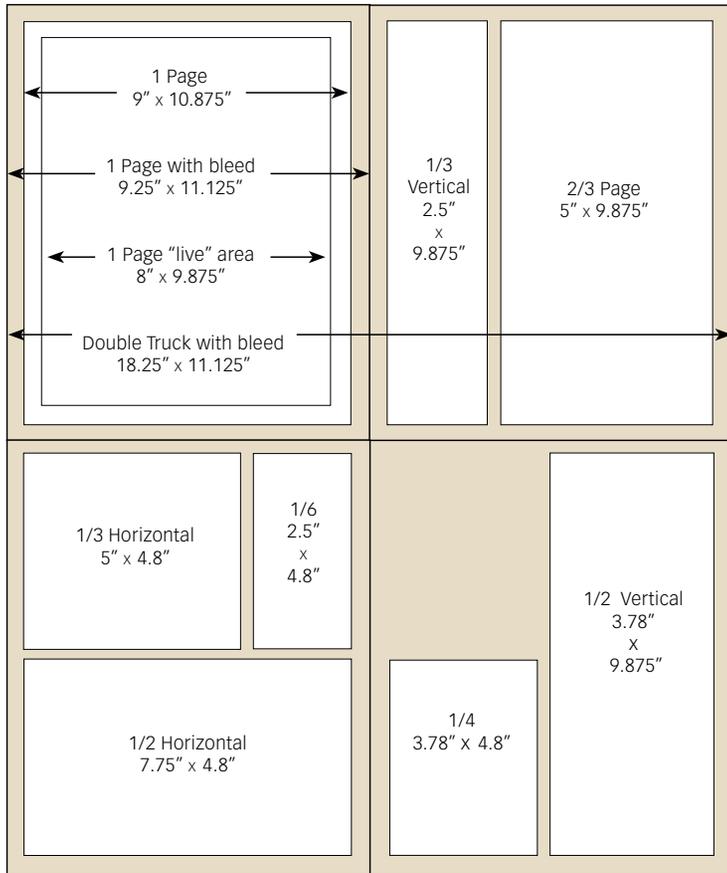
1/4 Page \$650    1/6 Page \$425    1/12 Page \$200

**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.

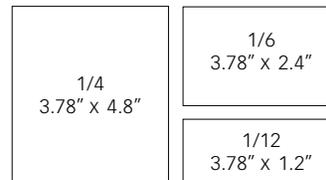
# Ad Specifications

**BIG SKY JOURNAL**

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



## BIG SKY MARKETPLACE



## 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.



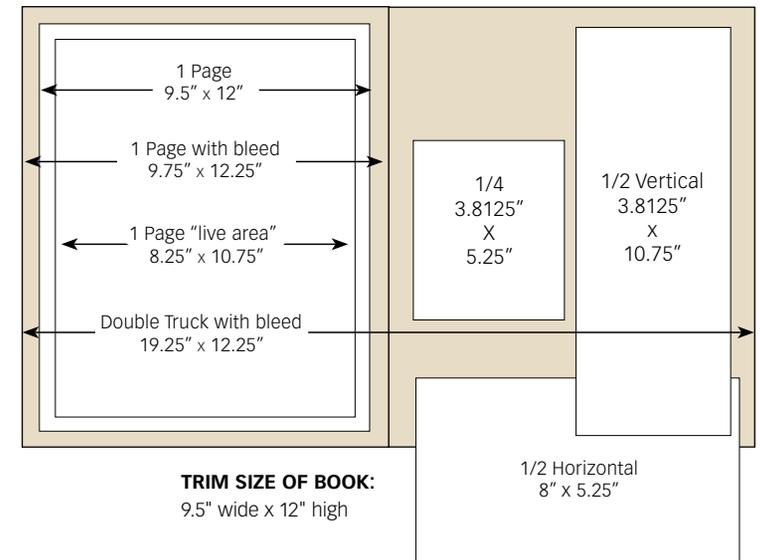
**EMAIL YOUR AD:** (under 25 MB)  
production@bigskyjournal.com

**UPLOAD YOUR AD USING FTP:**  
Host-Name: ftp.jdpublishing.com  
User: bsjupload@jdpublishing.com  
Password: Fil3Uplo@d

**AD TRANSFER :** (dropbox or other)  
production@bigskyjournal.com

JESS MCGLOTHLIN / FIREGIRL PHOTOGRAPHY

## BIG SKY JOURNAL HOME



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

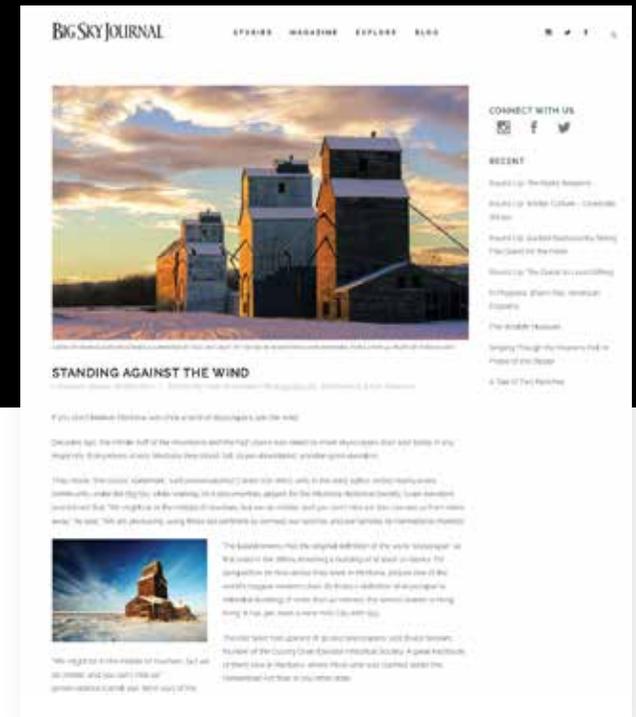
- Digital files should be accompanied by a proof: If no proof is supplied, any errors are the responsibility of the advertiser. Proofs must be representative of file(s) supplied.

- Please double check size!

# Digital

**WEBSITE ADS**  
Average views per month:  
**10,000**

ISSUES PAGE BANNER AD | STORIES PAGE BANNER AD | RECTANGLE SIDEBAR ADS



**DEDICATED EMAIL**  
Opt-in subscribers: **15,000**  
Average open rate: **18%**

**NEWSLETTER/CONTENT BLOG POST**  
Opt-in subscribers: **15,000**  
Average open rate: **18%**

**FACEBOOK POST**  
Facebook likes: **20,100**

**INSTAGRAM POST**  
Total Instagram followers: **12,750**

## DIGITAL RATES BASED ON FREQUENCY

	1-2 months	3-6 months	7-12 months
Medium Rectangle	\$150	\$120	\$105
Long Rectangle	\$275	\$220	\$192
Issues Page Banner	\$90	\$72	\$63
Stories Page Banner	\$120	\$96	\$84
*cost per month		20% savings	30% savings

## SOCIAL RATES

Dedicated Email	\$1,200
Content Blog Post	\$500
Facebook Post	\$500
Instagram Post	\$250
*cost per month	



“Big Sky Journal’s commitment to quality presentation and content in each issue continues to impress us. We receive sales leads from clientele all over the country seriously interested in our products. Big Sky Journal sets the bar high for other publishers. — BRIDGER STEEL

# 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

PHONE: 800.731.1227 ■ 406.586.2712

FAX: 406.586.2986

EMAIL: [adv@bigskyjournal.com](mailto:adv@bigskyjournal.com)

WEBSITE: [www.bigskyjournal.com](http://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

