



Media Guide | 2019

BIG SKY JOURNAL

bigskyjournal.com

ADVENTURE, LIFESTYLE, ART AND PHOTOGRAPHY

Culture and Lifestyle in the Northern Rockies

FOR MORE THAN TWO DECADES, our readers have come to Big Sky Journal for unforgettable images, features, profiles and photo essays of life 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 others 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.



FLY FISHING

AD CLOSING: January 9
FILES DUE: January 11
ON SALE: February 7

HOME

AD CLOSING: March 13
FILES DUE: March 15
ON SALE: April 11

SUMMER

AD CLOSING: May 8
FILES DUE: May 10
ON SALE: June 6

ARTS

AD CLOSING: July 10
FILES DUE: July 12
ON SALE: August 8

FALL

AD CLOSING: September 4
FILES DUE: September 6
ON SALE: October 3

WINTER

AD CLOSING: October 30
FILES DUE: November 1
ON SALE: November 29

JANIE OSBORNE



BUILDER: FISHCAMP CUSTOM
PHOTO: JACI TWIBBY



“Big Sky Journal not only has some of the top editorial content in Montana and the Northern Rockies, but their placement of ads juxtaposed with editorial stories and photos, as well as the overall flow of the magazine sets them above other publications in their competitive set. We continue to be impressed with the clientele they are able to steer our way, who are looking for a luxury experience in Southwest Montana.

— MOONLIGHT BASIN

Reader Facts



Reaching **60,000** readers with each issue



Average reader age is **36-64**



15,000+ direct mail subscribers



Average annual household Income is **\$320k**

- 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



43,317

total followers

Social

f 19,712 @ 20,000 t 3,605

Newsletter

subscribers

25,000

average open rate 7%

BIG SKY JOURNAL.COM
 Website
 17,000
 average monthly visitors

BIG SKY JOURNAL

sponsors and highlights many regional events

EVENTS



ERIK PETERSEN

DAVE PECUNIES MEDIA

Distribution

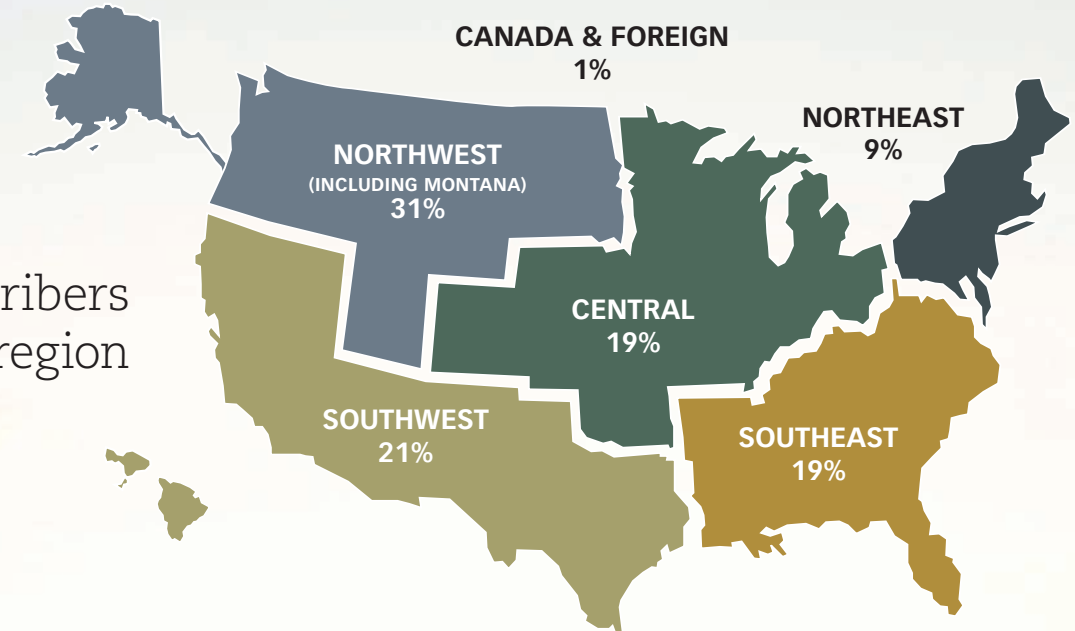
NEWSSTAND: Big Sky Journal's newsstand distribution is 20,000 copies and the sell-through rate is more than double industry averages.

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 nightstands in the finest hotels and resorts in Jackson Hole, 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.

Subscribers by region



BOZEMAN | BIG SKY | LIVINGSTON | JACKSON HOLE | WHITEFISH | FLATHEAD VALLEY | MISSOULA | BILLINGS | WYOMING | IDAHO | FLY SHOPS NATIONWIDE

Travel First Class

In 2019 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 services.



BIG SKY JOURNAL IS SUPPLIED IN OVER

5,000

Hotel Rooms

in the Northern Rockies

Readership by Region

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

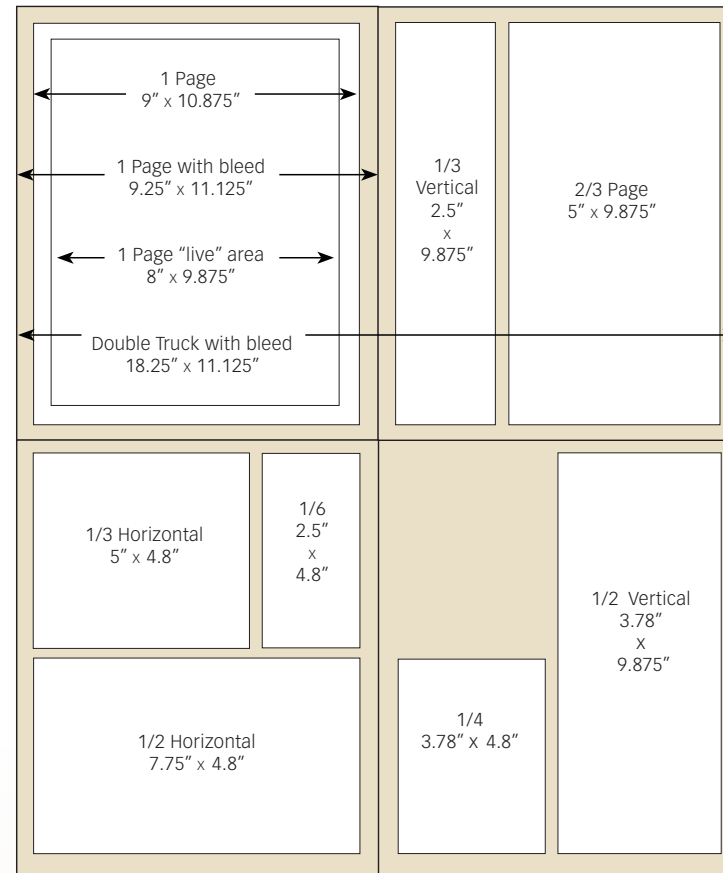


Advertising

COLTON STIFFLER

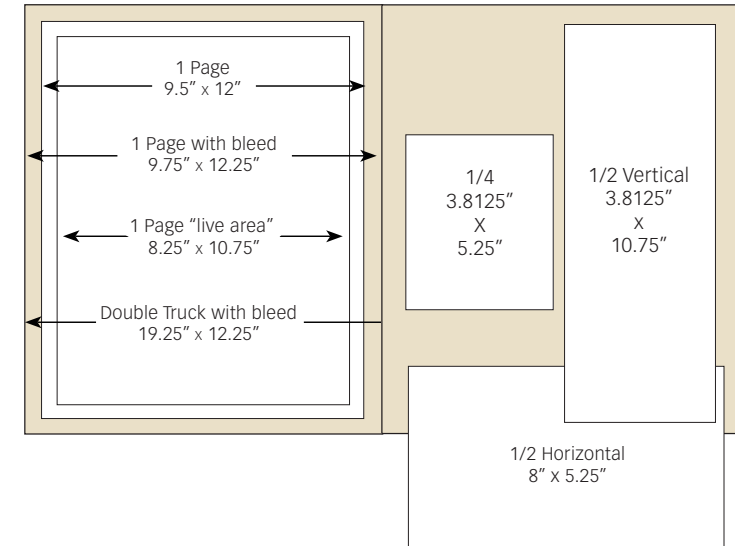
BIG SKY JOURNAL

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



BIG SKY JOURNAL HOME

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



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.

BSJ 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

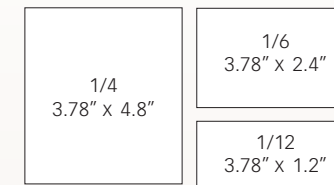
2 Page Spread	\$5,400
Back Cover	3,550
Inside Front Cover	3,300
Inside Back Cover	3,000
Pages 3, 5, 7, 9	2,850
1 Page	2,750
1/2 Horizontal	1,875
1/2 Vertical	1,875
1/4 Vertical	1,400
Elements section	650

BIG SKY MARKETPLACE

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

Ad Specs

BIG SKY MARKETPLACE



Digital Advertising

Website

Banner ad on home page, along with our latest stories, about, social scene, and issues. Rectangle ad on all articles. \$250

Newsletter

Banner ad imbedded in weekly newsletter.

Dedicated Email

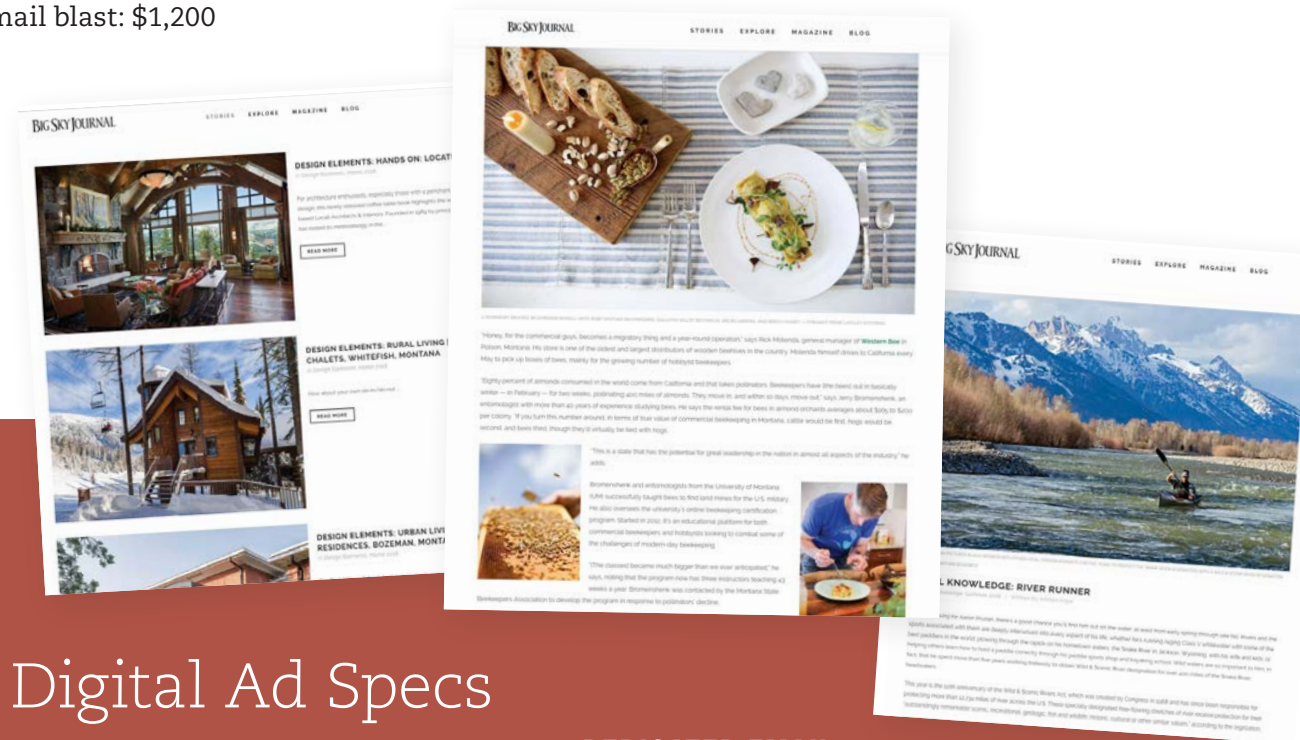
Individual full page ad in weekly email blast: \$1,200



COLTON STIFFLER

Social

Integrated Social Media marketing programs with Facebook and Instagram video capability.



Digital Ad Specs

WEBSITE:

Top/Bottom Banner: 1275 x 150 pixels
 Sidebar Square: 350 x 350 pixels
 JPEG, PDF or PNG file

NEWSLETTER:

600 x 200 pixels
 JPEG, PDF or PNG file

DEDICATED EMAIL:

600 x 725 pixels
 JPEG, PDF or PNG file

BUSINESS DIRECTORY:

- Name of Business, Website URL, Phone # and/or Email Address
- JPEG, PDF or PNG file of logo (200 x 200 pixels)
- Brief Description of Business (no more than 100 words)

Digital ad packages

Presenting Partner (limited to 3)

NATIVE ADVERTISING: 3x

3 Expert Advice articles, includes a home page slider during week of deployment + Facebook boosts

DISPLAY ADVERTISING: 12 MONTHS

Half-page banner

E-NEWSLETTER ADVERTISING: 6 WEEKS

Dedicated Email: 6 Weeks

Business Directory

Annual resource directory, promoted 4x in the e-newsletter

Package value: \$18,700

PACKAGE PRICE: \$9,350 (\$779/month)

Leadership Program (limited to 5)

NATIVE ADVERTISING: 2x

2 Expert Advice articles + Facebook boosts

DISPLAY ADVERTISING: 12 MONTHS

Leaderboard or Medium Rectangle

E-NEWSLETTER: 4 WEEKS/YEAR

Dedicated Email: 4 Weeks/year

Business Directory

Annual resource directory, promoted 4x in the e-newsletter

Package value: \$11,800

PACKAGE PRICE: \$5,900 (\$491/month)

Local Hotspot (limited to 10)

NATIVE ADVERTISING: 1x

1 Expert Advice article

DISPLAY ADVERTISING: 6 MONTHS

Leaderboard or Medium Rectangle

E-NEWSLETTER: 3 WEEKS/YEAR

Dedicated Email: 3 weeks/year

Business Directory

Annual resource directory, promoted 4x in the e-newsletter

Package value: \$7,850

PACKAGE PRICE: \$5,495 (\$450/month)

Basic (limited to 9)

NATIVE ADVERTISING

1 Expert Advice article

DISPLAY ADVERTISING: 4 MONTHS

Leaderboard or Medium Rectangle

E-NEWSLETTER: 2 WEEKS

Find a Pro Business Directory

Annual resource directory, promoted 4x in the e-newsletter

Package value: \$4,000

PACKAGE PRICE: \$3,200 (\$266/month)

A La Carte + Packages

NATIVE ADVERTISING:

Expert Advice article \$1,000

DISPLAY ADVERTISING

Leaderboard or Medium Rectangle: \$3,200/Year

Leaderboard or Medium Rectangle: \$3,800/6months

E-newsletter Advertising: \$250 per 600x200

Find a Pro: Business Listing: \$500/year

Instagram Post: \$250ea

Facebook Post: \$500ea

CHOOSE 4 OR MORE GET 40% OFF

CHOOSE 3 GET 30% OFF

CHOOSE 2 GET 20% OFF



LOCAL KNOWLEDGE | WILKINS BROS. CO.

Duckworth
A traditional yet progressive Montana-based clothing company establishes a sheep-to-shelf model

PHOTOGRAPHS BY ANDREW WILKINS COOPER

A MOUNTAIN MAN grows extra for the Montana Valley and joins the ranks of the Montana backbone of the clothing, gear, and outdoor industry. In the heart of Montana, the Wilkings family has spent years building a reputation for quality and durability. The company's roots are in the mountains, and the company's products are made from the finest materials. The company's products are made from the finest materials. The company's products are made from the finest materials.

The sheep are fluffy, the yarn soft and precise, and the clothing has a rich, earthy feel. It's all part of the story. The sheep are fluffy, the yarn soft and precise, and the clothing has a rich, earthy feel. It's all part of the story. The sheep are fluffy, the yarn soft and precise, and the clothing has a rich, earthy feel. It's all part of the story.



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

“Advertising with Big Sky Journal allows the Museum of the Rockies to reach its primary target audience with various marketing messages to engage them in life-long learning and the process of discovery while promoting our world-class exhibitions and events. The museum is one of the best in the world, and so is Big Sky Journal.

— ALICIA THOMPSON, MUSEUM OF THE ROCKIES

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