

BIG SKY JOURNAL

2023 MEDIA GUIDE



BIGSKYJOURNAL.COM

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 4

FILES DUE: January 6

ON SALE: February 2

HOME

AD CLOSING: March 8

FILES DUE: March 10

ON SALE: April 6



SUMMER

AD CLOSING: May 3

FILES DUE: May 5

ON SALE: June 1

ARTS

AD CLOSING: July 5

FILES DUE: July 7

ON SALE: August 3



FALL

AD CLOSING: August 30

FILES DUE: September 1

ON SALE: September 28

WINTER

AD CLOSING: October 25

FILES DUE: October 27

ON SALE: November 24

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



COLTON STIFFLER



15,000+
direct mail subscribers



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



Average annual household
Income is \$320k

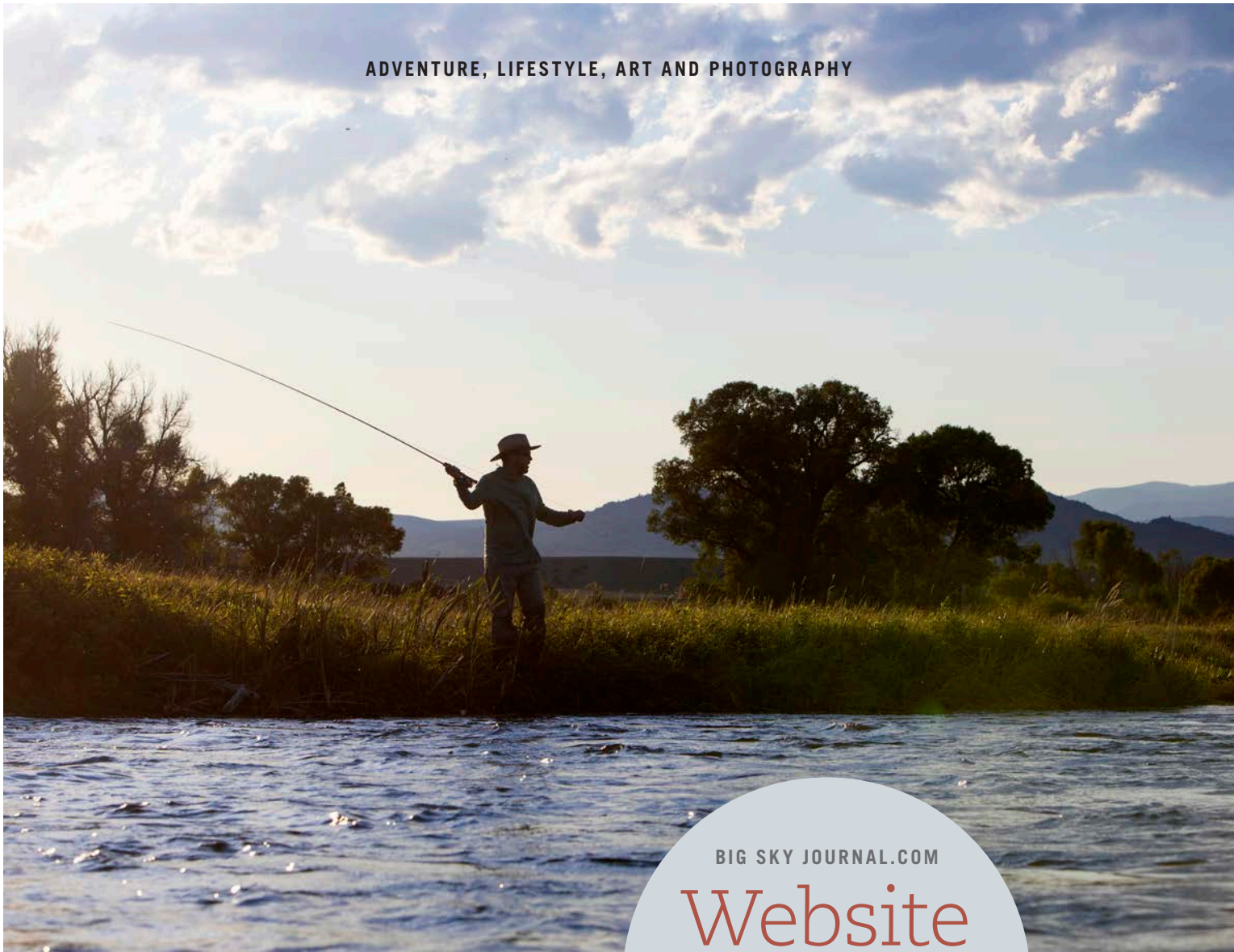


Average reader
age is **36-64**

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

ADVENTURE, LIFESTYLE, ART AND PHOTOGRAPHY



JANIE OSBORNE

BIG SKY JOURNAL.COM

Website

17,000

average monthly
visitors

43,317

total followers

Social

 19,712

 20,000

 3,605

Newsletter

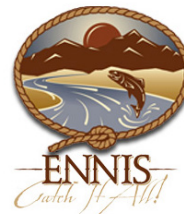
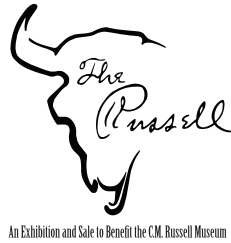
subscribers

25,000

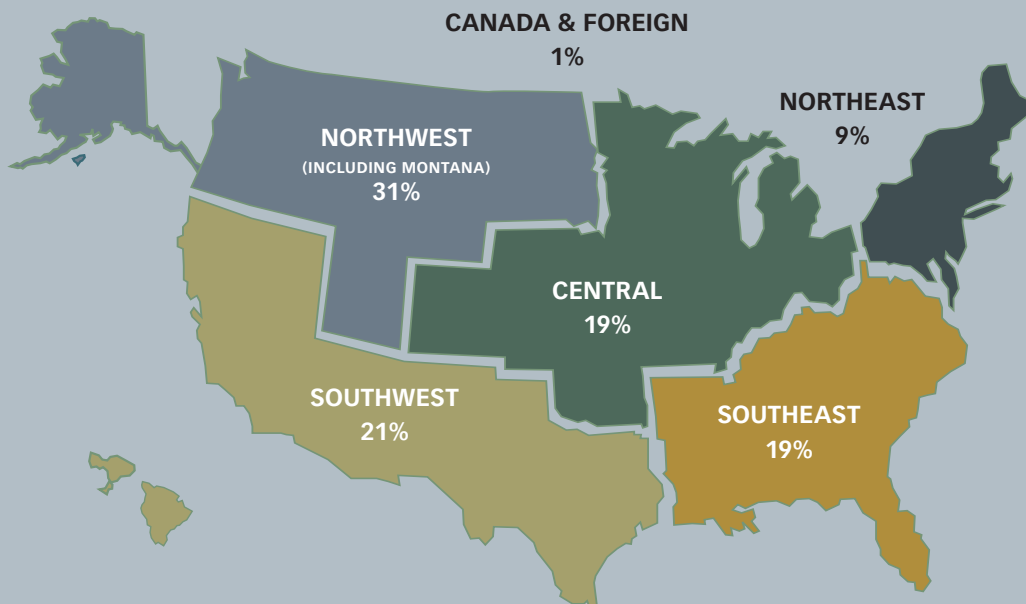
average
open rate **7%**

EVENTS

Big Sky Journal sponsors and highlights many regional events



SUBSCRIBERS BY REGION



Readership by Region

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

Travel First Class

In 2023 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.

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.

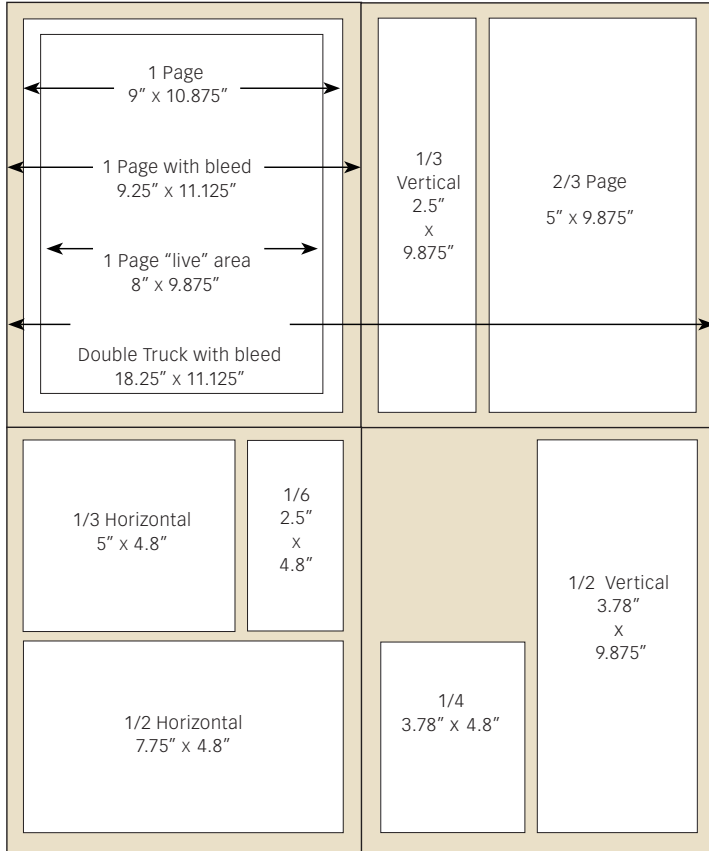
IN-ROOM: You'll find our magazines on nightstands in the finest hotels and resorts in Jackson Hole, Bozeman, Big Sky, Coeur d'Alene, Sun Valley, and the Kalispell/Flathead area. We are well on our way to reaching our goal of placing Big Sky Journal in every room in the Northern Rockies that costs more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

BIG SKY JOURNAL
IS SUPPLIED IN OVER
5,000
Hotel Rooms
in the Northern Rockies

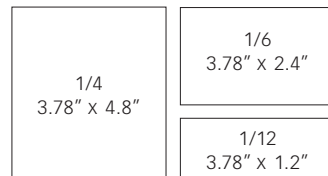
AD SPECS

BIG SKY JOURNAL

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



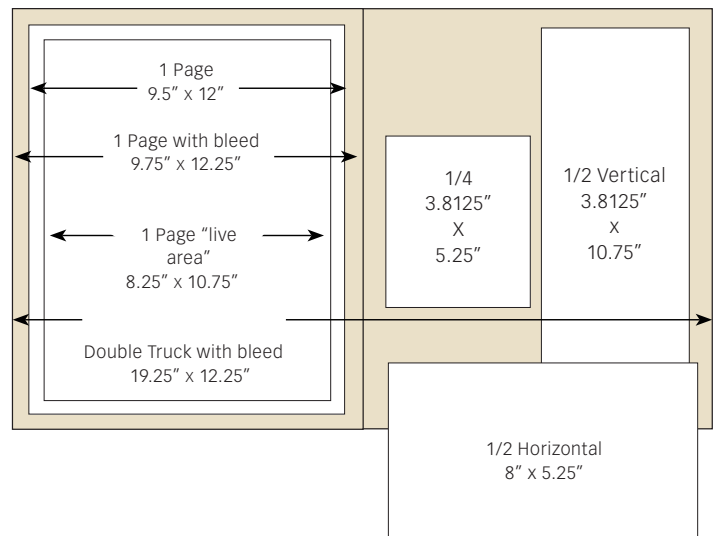
BIG SKY MARKETPLACE



BUILDER: FISHCAMP CUSTOM PHOTO: JACI TWIDDY

BIG SKY JOURNAL HOME

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



MECHANICAL REQUIREMENTS

Ads can be submitted to elaine@bigskyjournal.com 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.

DIGITAL ADVERTISING

Website

Banner ad on home page next to the latest feature stories, blog posts, and most popular content.
Rectangle ad on all articles.

Newsletter

Banner ad imbedded in email newsletter, sent out weekly to our loyal readers.

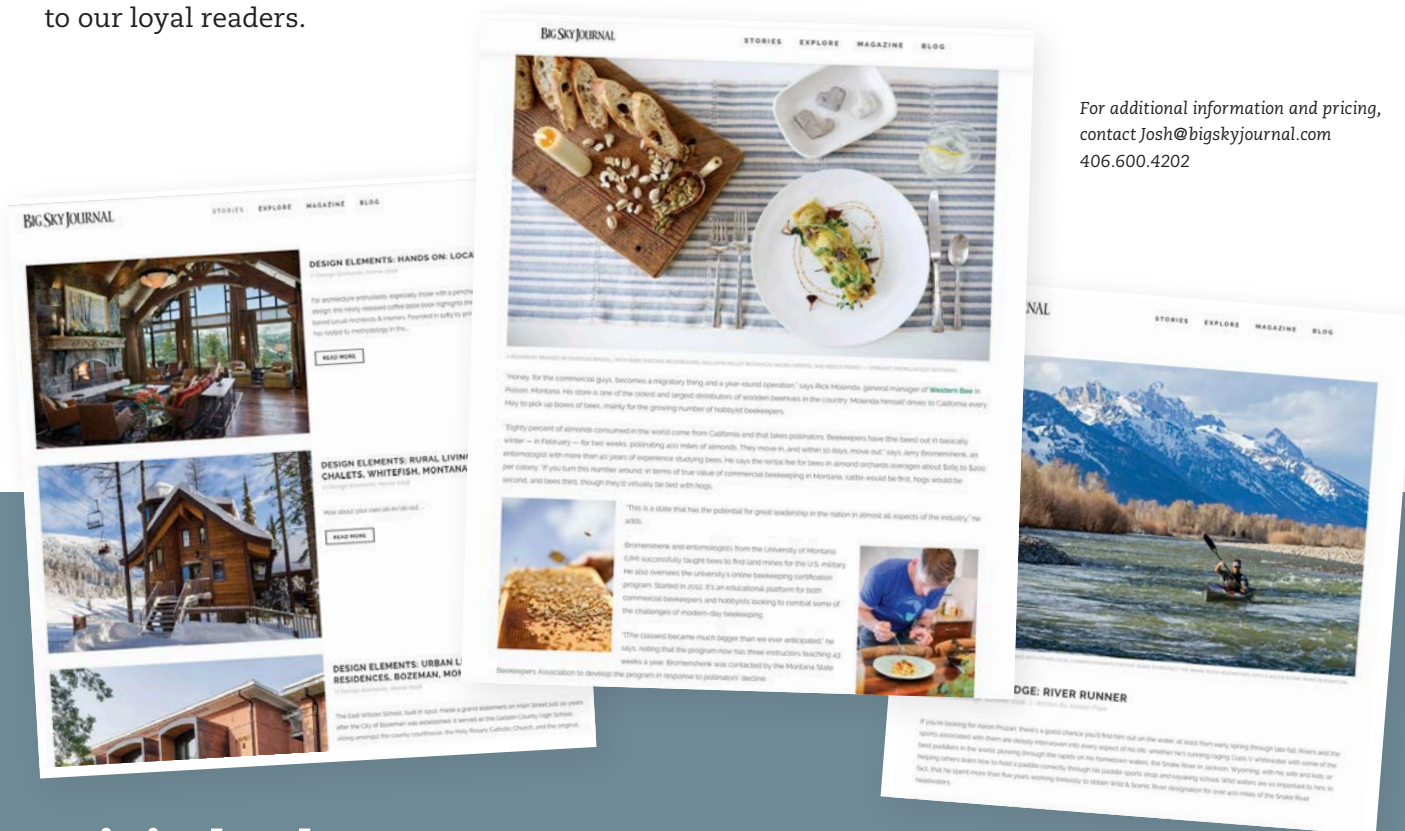
Dedicated Email

Individual full-page ad in weekly email newsletter.

Social

Strategic social media marketing roll-outs with Facebook and Instagram video capability.

For additional information and pricing,
contact Josh@bigskyjournal.com
406.600.4202



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)

CONTACT



ADVERTISING

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CIRCULATION

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SUBSCRIPTIONS

Phone: 800-417-3314

PHONE: 800.731.1227 ■ 406.586.2712

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WEBSITE: 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

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

bigskyjournal.com