

BIG SKY JOURNAL



LINDA LANTZY

2025 MEDIA GUIDE

bigskyjournal.com



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 1
FILES DUE: January 3
ON SALE: January 30

ARTS

AD CLOSING: July 1
FILES DUE: July 3
ON SALE: July 31

HOME

AD CLOSING: March 5
FILES DUE: March 7
ON SALE: April 3

FALL

AD CLOSING: August 27
FILES DUE: August 29
ON SALE: September 25

SUMMER

AD CLOSING: April 30
FILES DUE: May 2
ON SALE: May 29

WINTER

AD CLOSING: October 22
FILES DUE: October 24
ON SALE: November 11



ANTHONY PAVKOVICH

Reader Facts

\$294K Average annual household income

\$9 Million Average net worth

42-68 Average reader age

88% enjoy the outdoors

61% enjoy the arts

52% have roots in Big Sky Country

96% read BSJ for the lifestyle and a way to escape to the West

85% have a college degree

58% have a post-graduate education

80% enjoy fly fishing

“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

Distribution

Bozeman | Big Sky | Livingston | Jackson Hole | Whitefish | Flathead Valley
| Missoula | Billings | Wyoming | Idaho | Fly Shops | Nationwide

148,750

Total monthly reach

11,000

Newsstands

6,000

Specialty/Retail/Lodging

NEWSSTAND: *Big Sky Journal's* newsstand distribution is 11,000 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 in approximately 5,000 of these rooms right now, and the number is growing with every issue.

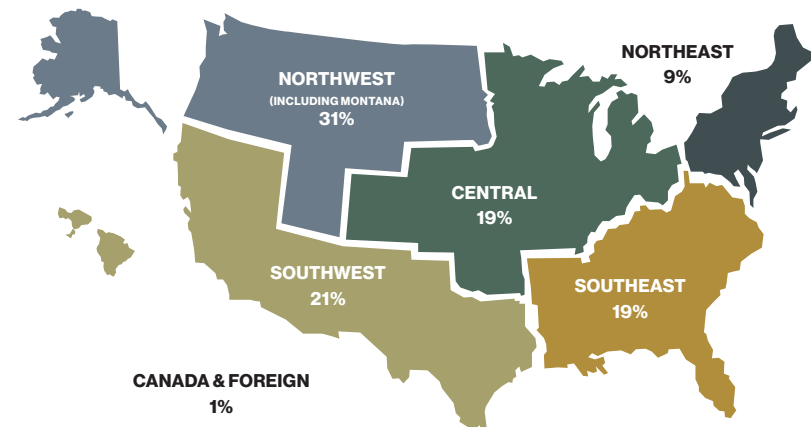


Travel First Class

In 2025 BSJ will continue to reach even more readers!

Our proven relationship with Delta Airlines offers *Big Sky Journal* 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 *Big Sky Journal* and your advertising. This translates to even more exposure for your products and services.

Subscribers By Region





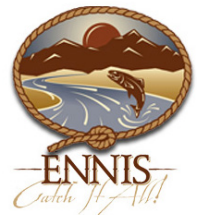
JOHN JURACEK

Events

Big Sky Journal's sponsors and highlights many regional events.



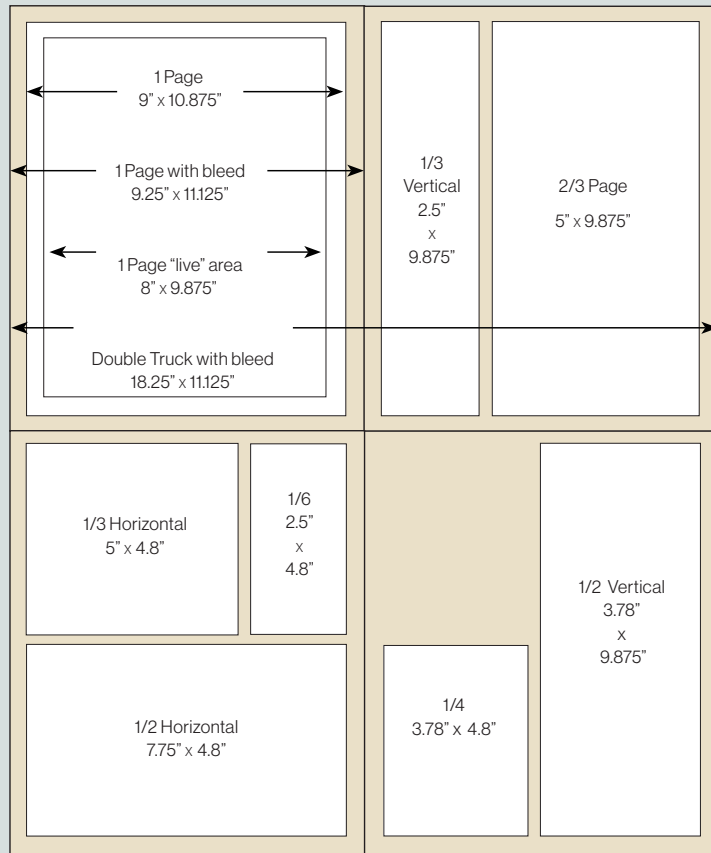
An Exhibition and Sale to Benefit the C.M. Russell Museum



Ad Specs

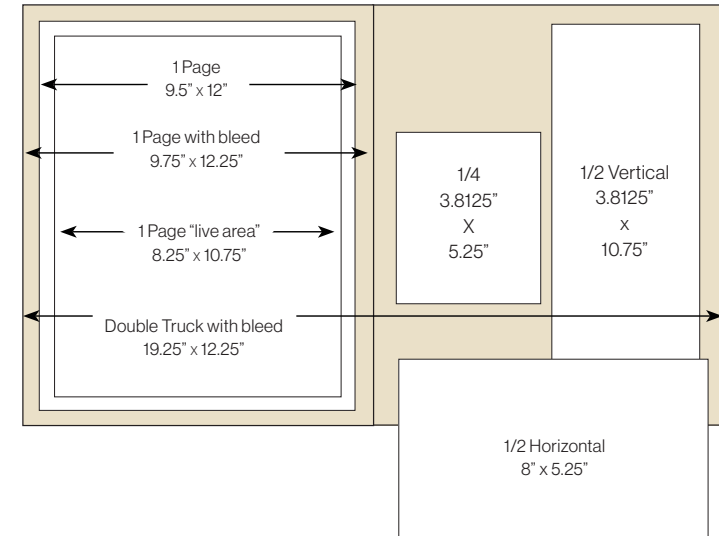
BIG SKY JOURNAL

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

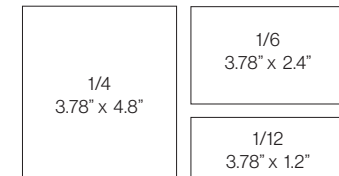


BIG SKY JOURNAL HOME

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



Big Sky Marketplace



Mechanical Requirements

- Ads can be submitted to elaine@bigskyjournal.com as PDF or original source documents from InDesign, Photoshop, or 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 and double check size.
- 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.

- Please DO NOT include any crop marks, registration marks or color bars.
- 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.
- The accuracy of all supplied ads are the responsibility of the advertiser or advertising agency.

Digital

Digital Audience

Social Media:

60,000

Average monthly visitors to bigskyjournal.com:

34,000

Newsletter subscribers:

10,000

11% average open rate

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.

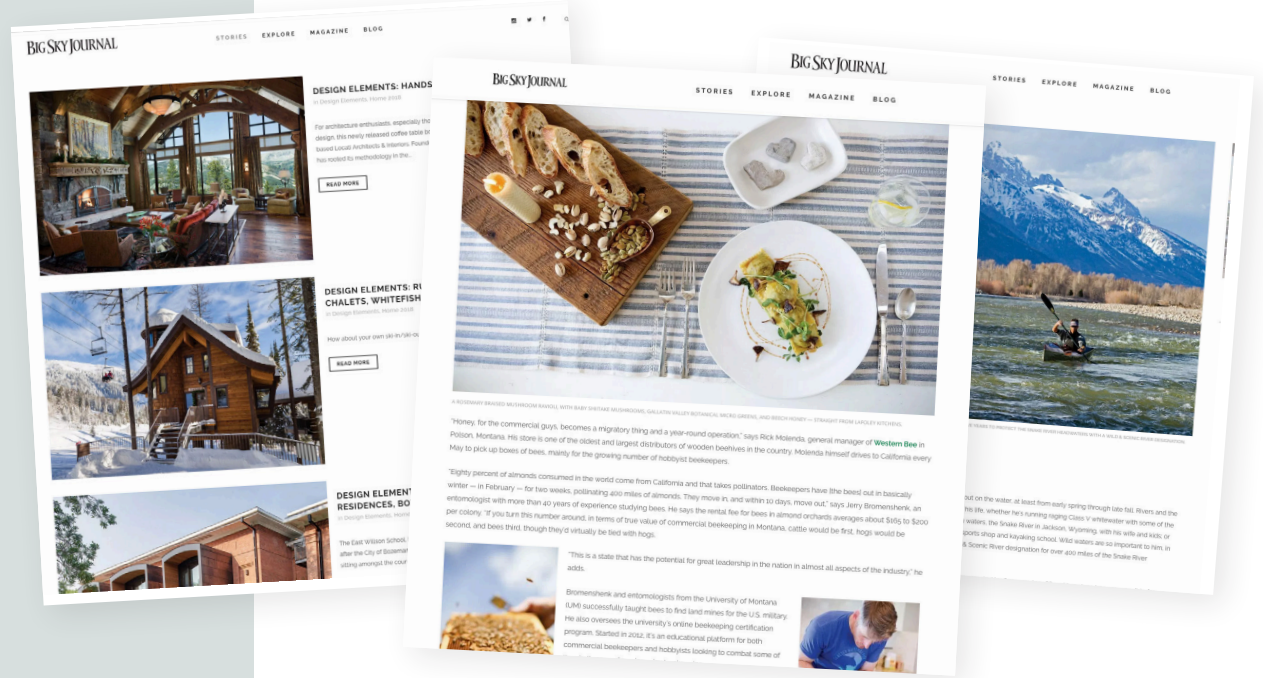
DEDICATED EMAIL

Individual full-page ad in weekly email newsletter.

SOCIAL

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

Contact Josh Warren at josh@bigskyjournal.com to discuss digital advertising



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)



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