

# BIG SKY JOURNAL



LINDA LANTZY

## 2025 MEDIA GUIDE

[bigskyjournal.com](http://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 21



## 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.

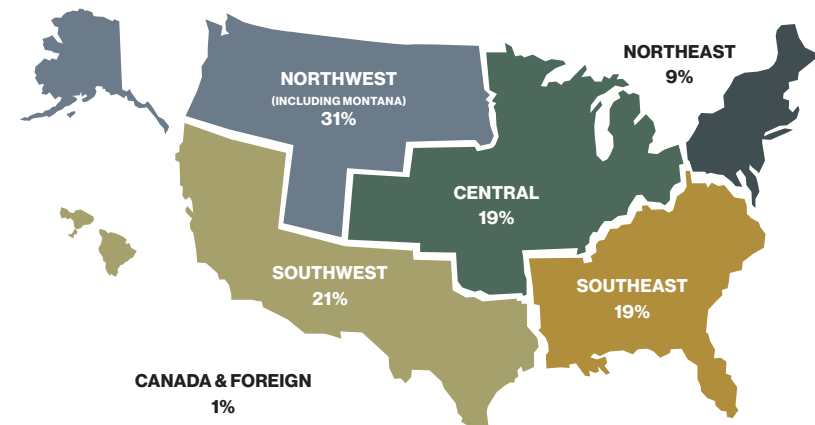


## Travel First Class

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





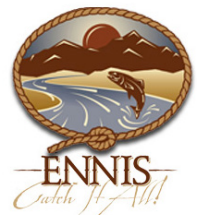
JOHN JURACEK

# Events

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



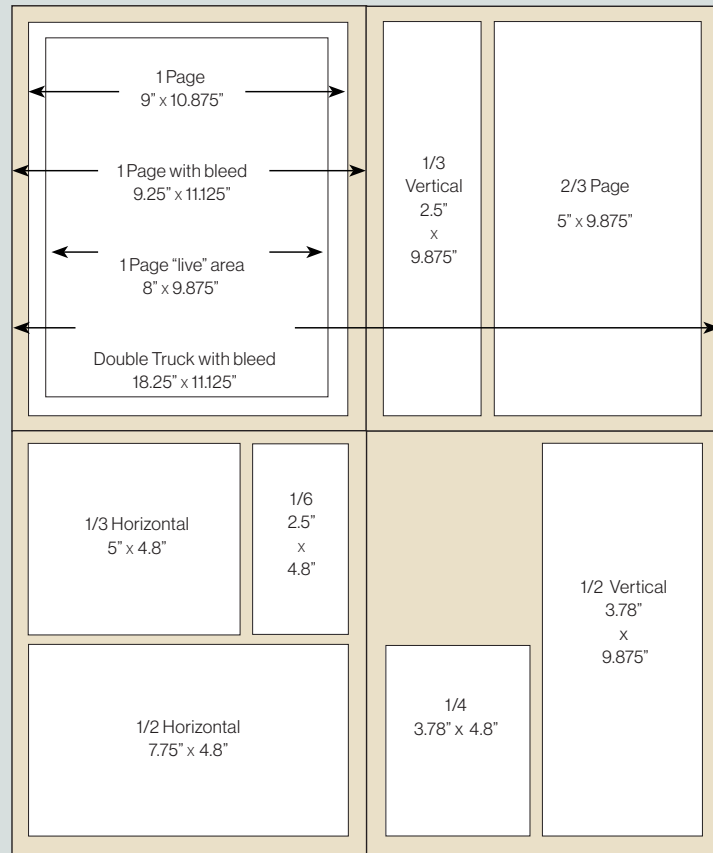
An Exhibition and Sale to Benefit the C.M. Russell Museum



# Ad Specs

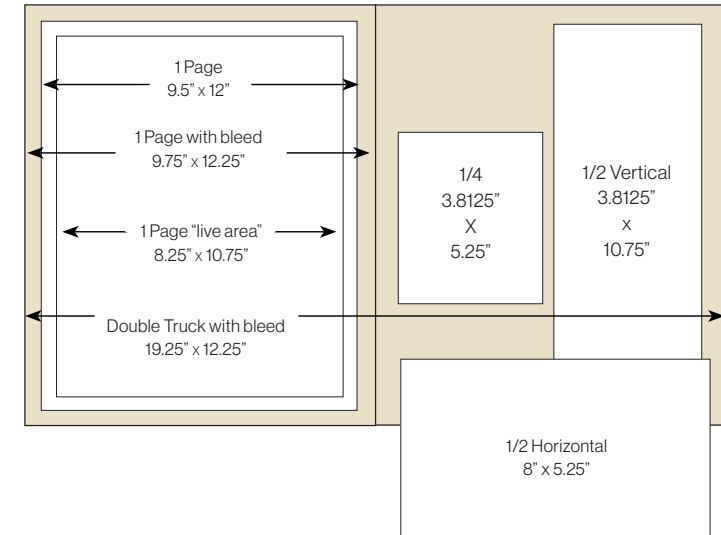
## BIG SKY JOURNAL

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

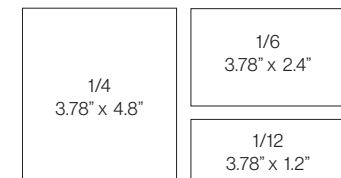


## BIG SKY JOURNAL HOME

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



## Big Sky Marketplace



## Mechanical Requirements

Ads can be submitted to [elaine@bigskyjournal.com](mailto:elaine@bigskyjournal.com) as PDF or original source documents from InDesign, Photoshop, or Illustrator. If you are using any program other than those 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

## 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.

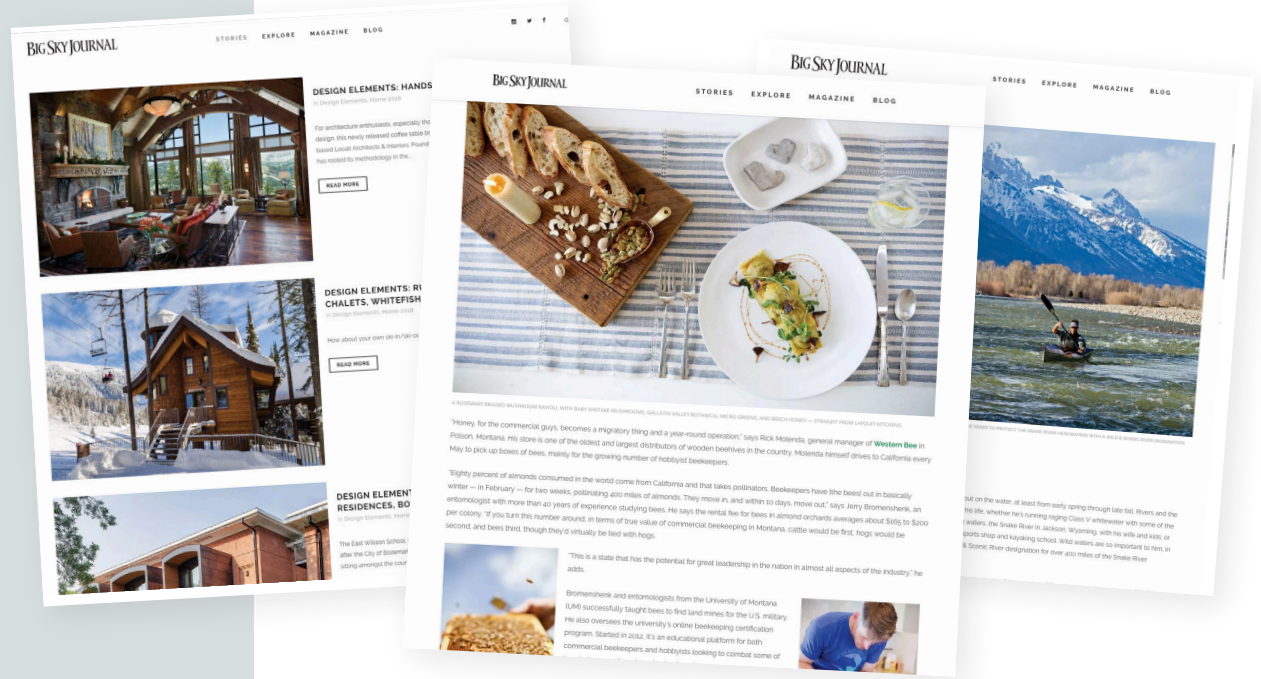
## DEDICATED EMAIL

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](mailto: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)





# Contact

## Advertising

**Josh Warren**

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**Jared Swanson**

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## Circulation

**Owen Raisch**

406-586-2712 | [owen@bigskyjournal.com](mailto:owen@bigskyjournal.com)

## Subscriptions

Phone: 800-417-3314

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