

BIG SKY JOURNAL

Lifestyle in the Northern Rockies



2027 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: December 30

FILES DUE: January 1

ON SALE: January 28

HOME

AD CLOSING: March 3

FILES DUE: March 5

ON SALE: April 1

SUMMER

AD CLOSING: April 28

FILES DUE: April 30

ON SALE: May 27

ARTS

AD CLOSING: June 30

FILES DUE: July 2

ON SALE: July 29

FALL

AD CLOSING: August 25

FILES DUE: August 27

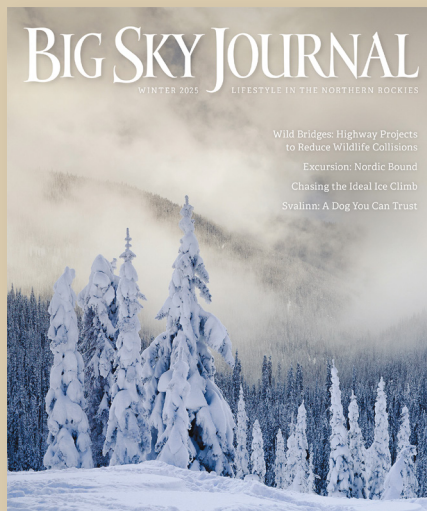
ON SALE: September 23

WINTER

AD CLOSING: October 20

FILES DUE: October 22

ON SALE: November 18



Reader Facts

\$263K

Average annual household income

\$8.6 MILLION

Average net worth

40-71

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

80% enjoy fly fishing



Total Audience

PRINT

22,000

PER ISSUE PRINT VOLUME

88,000

READERS PER ISSUE

132,000

ANNUAL PRINT VOLUME

528,000

ANNUAL PRINT IMPRESSIONS

DIGITAL

120,000

MONTHLY WEB VISITORS

45,000

SOCIAL MEDIA FOLLOWERS

32,000

NEWSLETTER SUBSCRIBERS

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.

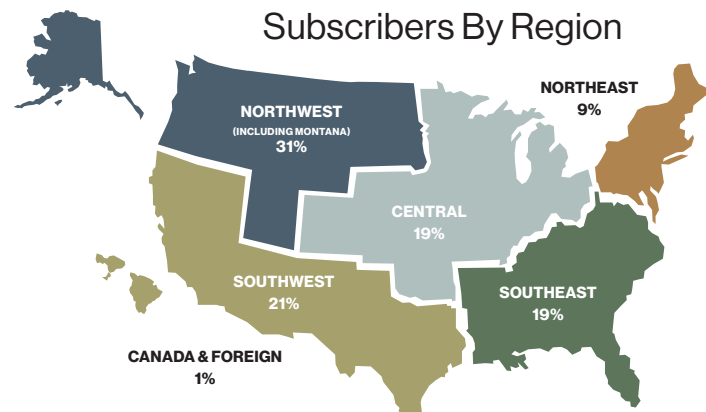
SOCIAL Strategic social media marketing roll-outs with Facebook and Instagram video capability.

Distribution

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.



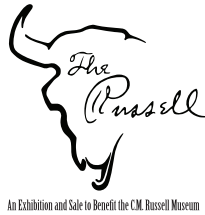
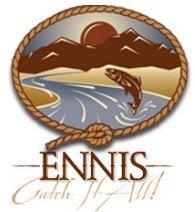
Travel First Class

In 2027 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.

Events

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

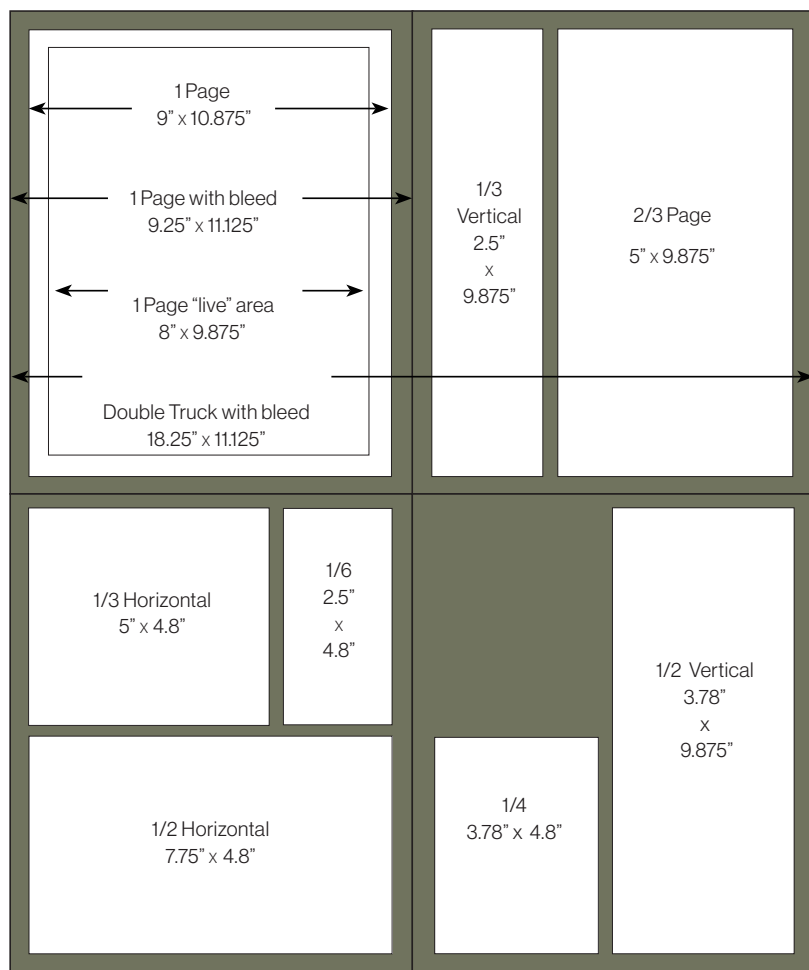


Ad Specs

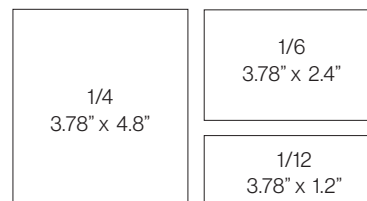
BIG SKY JOURNAL

TRIM SIZE OF BOOK:

9" wide x 10.875" high



Big Sky Marketplace



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

Contact Josh@bigskyjournal.com for questions about digital advertising

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.

Contact

ADVERTISING

Josh Warren

406.600.4202 | josh@bigskyjournal.com

Jared Swanson

406.539.3715 | jared@bigskyjournal.com

Owen Raisch

406.586.2712 | owen@bigskyjournal.com

CIRCULATION

Owen Raisch

406.586.2712 | owen@bigskyjournal.com

SUBSCRIPTIONS

800.417.3314

STREET ADDRESS

1050 E. Main St., Suite 3, Bozeman, MT 59715

MAILING ADDRESS

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

PHONE

800.731.1227 | 406.586.2712

CIRCULATION

800.417.3314

adv@bigskyjournal.com | bigskyjournal.com

