

Explore

# Big Sky

Explore Big Sky features award-winning editorial content, design and photography. Published in Big Sky, Montana, the newspaper highlights the lifestyle, land and culture of Southwestern Montana.

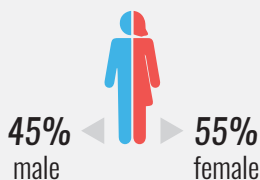


## CORE TITLE AUDIENCE:

**4.5**  
readers per issue

**40,500**  
readership per issue

**1,000,000**  
annual readership



55%  
married/partnered



42%  
have children under the age of 16



**EBS Frequency: 26x per year / Every 2 weeks**

## THE EBS READER IS:

### Engaged

Readers per issue: 4.5 (includes online)

Median time spent with an issue: 45 minutes

Have read multiple issues of Explore Big Sky: 80%

### Affluent

Median household income: \$150,000

Median Net Worth: \$950,000

Median Home Value: \$750,000

Have vacationed overseas in the past year: 60%

Traveled to a National Park within the past year: 80%

### Active

Participate in winter sports like skiing and snowboarding: 70%

Participate in summer sports like golf, hiking, and biking: 80%

## DISTRIBUTION MODEL:

### Controlled Commercial

National Park Visitor Center locations, ski resorts, Chamber of Commerce entities, coffee shops, salons, private clubs, select retailers, medical & professional offices, public and private airport terminals and other premier locations.

With over 250 drop points, these public spaces add significant reach to Explore Big Sky's readership.

50%

### Direct Residential Mail

Mailed to a dedicated readership in all 50 states. Readership spans from Northeast cities like Boston to Southern locations like Atlanta. Central locations range from Chicago to Minneapolis and Western cities such as Denver and Seattle. Recipients also include second-home owners and over 750 families with net worth ranging \$10 million to multi-billion.

25%

### Contracted Placement

Strategic partnerships networked to showcase EBS with quality partners: top-tier hotels in the Northwest region, high end vacation rental properties, luxury transport companies, art galleries, luxury lodging and recreation properties, and preferred airport rack placement.

20%

### Event

EBS is represented at some of the finest events including athletic races, concerts, rodeos, art shows, charity fund raisers, auctions, National Park events and business functions.

5%

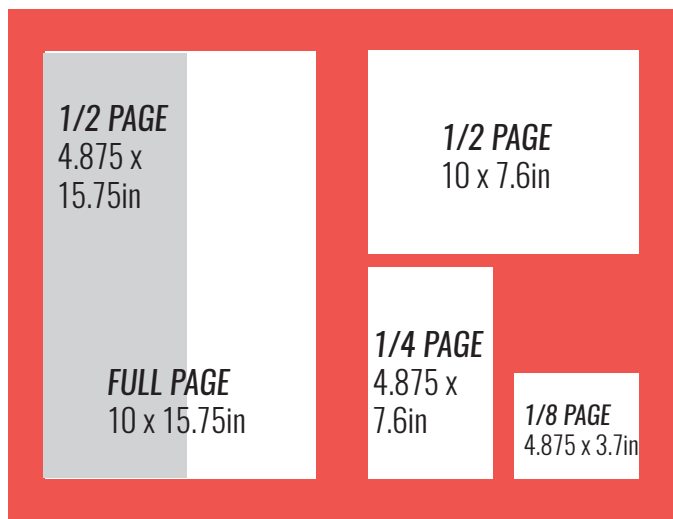
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## ADVERTISING RATES:

2 page spread	2 - 10 x 15.75in	\$1,575
Center spread w/ bleed	21.5 x 15.75in	\$1,840
Full page	10 x 15.75in	\$920
1/2 page horizontal	10 x 7.6in	\$465
1/2 page vertical	4.875 x 7.6in	\$465
1/4 page	4.875 x 7.6in	\$305
1/8 page	4.875 x 3.7in	\$160
Page 3, right read		\$1,575
Page 5, right read		\$1,050

- Requested ad design, resizing, or text edits billed at \$125/hr
- Package discounts are available for multi-runs
- Specified placement fee: 20%
- \$50 late fee for ads or design requests submitted after deadline



Please refer to SNAP guidelines for best print results. Available at [outlaw.partners/resources](http://outlaw.partners/resources)

## FILE SPECIFICATIONS:

### File Type:

Printable Adobe PDF/X-1a: 2001 file  
 Text and images embedded  
 All images: 300dpi / CMYK  
 Text: 100% black (C-0 / M-0 / Y-0 / K-100)

### Naming Conventions:

“160801\_businessname\_ebs\_ad.pdf”  
 (160801 = yy/mm/dd)

### Submissions:

[ersin@theoutlawpartners.com](mailto:ersin@theoutlawpartners.com)  
[ej@theoutlawpartners.com](mailto:ej@theoutlawpartners.com)

## EXPLOREBIGSKY.COM ADVERTISING

Featured video on homepage: \$350/month  
 Advertisement Tile (330x310): \$350/month

### Subpage takeover = \$750/month

1. Top header area - 750x270 pixels
2. Logo in top-right corner - 330x63 pixels
3. Right sidebar - 330x523 pixels



■ Publication date (every 2 weeks) / Submit final artwork the Wednesday (10 days) prior to print date)

## October

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## November

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## December

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10	11	12	13	14	15	16
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24	25	26	27	28	29	30
31						

## 2017

## January

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22	23	24	25	26	27	28
29	30	31				

## February

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26	27	28				

## March

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## April

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## May

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## June

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## July

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## August

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## September

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