

Outside Bozeman

MEDIA KIT



"I continue to be amazed by the amount of useful, interesting, and well-written content you put out, issue after issue." —Tom Dickson, editor of *Montana Outdoors*

➔ MAGAZINE SUMMARY

Features & Benefits:

- 3-month shelf life
- 50,000 readers per issue
- 8-county distribution
- Passionate local readership
- Tourist / new resident appeal
- Insertion in welcome packets
- Paid subscription list

Editorial Focus:

- Active outdoor lifestyle
- Sports & activities
- Community goings-on
- Health & fitness
- Contests and giveaways
- Humor and personality
- Local color



➔ DEMOGRAPHICS/PSYCHOGRAPHICS

Outside Bozeman is the only magazine that captures southwest Montana in its outdoor-oriented entirety. It's where locals and visitors alike turn to engage Bozeman's active lifestyle: local trends, community news, health & fitness, outdoor sports & activities, humor, and much, much more.

ROI

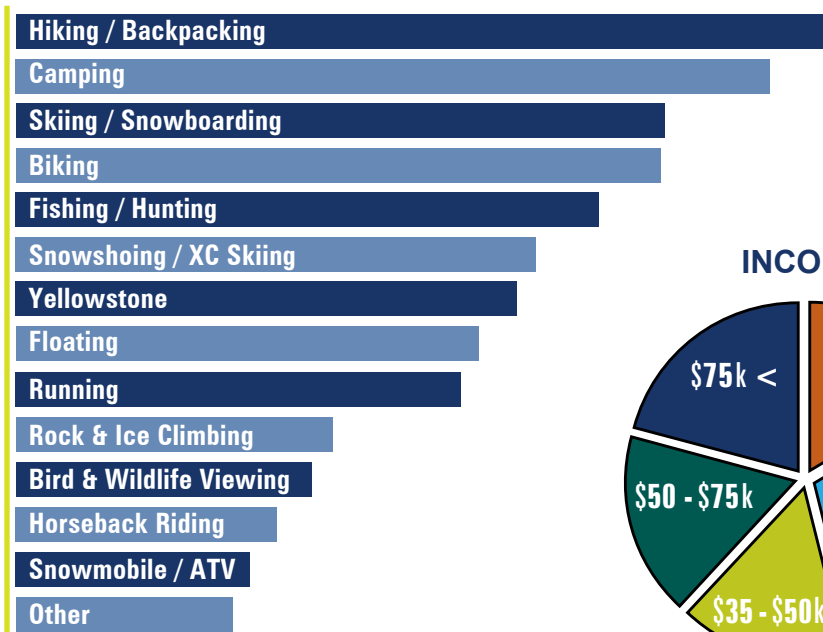


EDUCATION

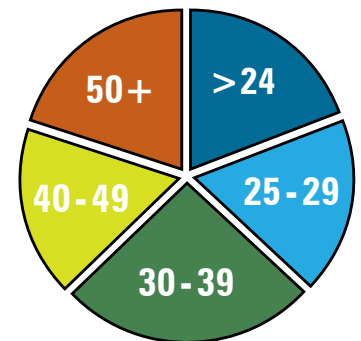


➔
52% of readers plan to purchase gear/apparel in the next 12 months

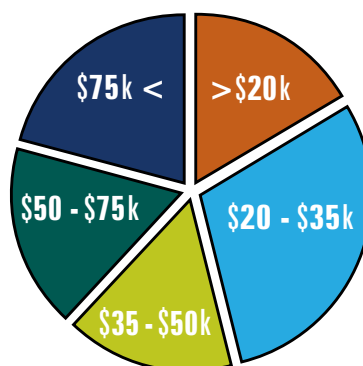
TOP READER INTERESTS



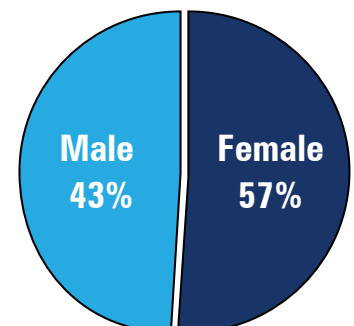
AGE



INCOME



GENDER



➔ DISTRIBUTION/CIRCULATION

O/B READERS ARE
YOUR
CUSTOMERS



O/B IS DISTRIBUTED AROUND:
SOUTHWEST MONTANA
&
YELLOWSTONE NATIONAL PARK

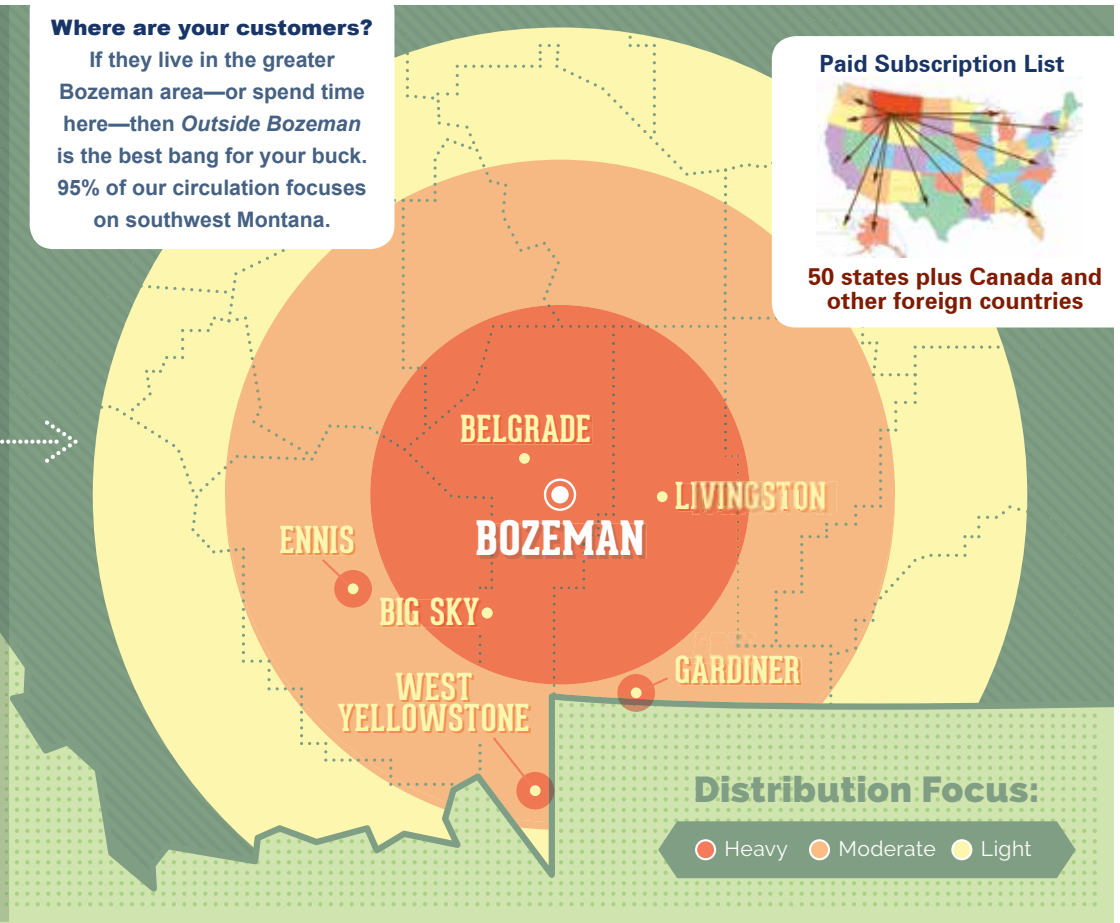
Where are your customers?

If they live in the greater Bozeman area—or spend time here—then *Outside Bozeman* is the best bang for your buck. 95% of our circulation focuses on southwest Montana.

Paid Subscription List



50 states plus Canada and other foreign countries



Distribution Focus:

● Heavy ● Moderate ● Light

➔ DON'T TAKE OUR WORD FOR IT



Peter Ponca
Occupation: IT Specialist

"Thank you for producing an excellent broad-spectrum publication. I am not aware of any other regional outdoor magazine that is so well-balanced and enjoyable to read. I look forward to each and every issue." —Reader survey



Mary Keefer
Occupation: College Instructor

"I get a lot of magazines, and I think *Outside Bozeman* is about the best one of the bunch – it's entertaining, witty, and packed full of good info. Keep up the good work."

—Ingrid Niehaus, outdoor industry PR rep

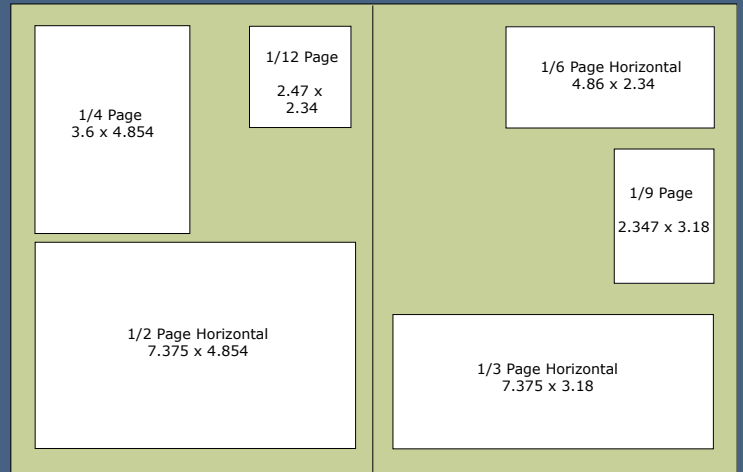
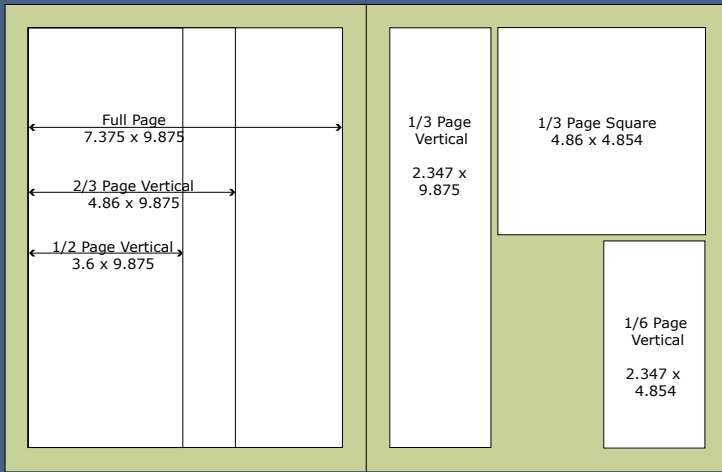


Lou Walters
Occupation: Doctor

"*Outside Bozeman* has great pictures and well-written articles. A lot of publications want to be like *Outside Bozeman* but can't because of poor writing." —Rob Branson, reader

AD SPECS

AD DIMENSIONS



ADVERTISING RATES

Ad Size / Location	1 Issue	2 Issues (per issue)	4 Issues (per issue)
Premium Pages			
Back Cover	\$2950	\$2550	\$2275
Inside Cover, Page 3	\$2675	\$2325	\$2050
Inside Back, Page 4-9	\$2475	\$2150	\$1900
Inside Pages			
Full Page	\$2175	\$1900	\$1650
2/3-Page	\$1825	\$1575	\$1400
1/2-Page	\$1525	\$1350	\$1175
1/3-Page	\$1175	\$1025	\$945
1/4-Page	\$975	\$870	\$785
1/6-Page	\$675	\$600	\$550
1/9-Page*	\$350	\$315	\$290
1/12-Page	\$350	\$315	\$290

Digital Edition

Include a live link from your ad directly to your website	\$50
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*1/9-page ads included in directories only

WEBSITE ADVERTISING

TOP BANNER
700 pixels (w) x 85 pixels (h)

Top banner ads are exclusive to a section \$300/month or \$2,500 for the year

Sidebar ads rotate through the entire site \$175/mont or \$1,000 for the year

SIDEBAR AD
224 pixels(w) x 303 (h)

AD DIMENSIONS

Size	Width	Height
Full Page	7.375	9.875
Full Page - Full Bleed	8.875*	11.375*
2/3-Page Vertical	4.86	9.875
1/2-Page Vertical	3.6	9.875
1/2-Page Horizontal	7.375	4.854
1/3-Page Vertical	2.347	9.875
1/3-Page Horizontal	7.375	3.18
1/3-Page Square	4.86	4.854
1/4-Page	3.625	4.854
1/6-Page Vertical	2.347	4.854
1/6-Page Horizontal	4.86	2.34
1/9-Page	2.347	3.18
1/12-Page	2.347	2.34

*Important: For full page, full bleed, keep all live matter (type, borders, etc.) at least .5" from all trim edges and gutters.

• Submit all ads/copy to ads@outsidebozeman.com



Outside Bozeman Magazine | outsidebozeman.com

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