



Stalk

Hunting Southwest Montana

According to Montana Fish, Wildlife & Parks, over **60 million dollars are spent in our region** each hunting season. Of that, over 40% is from out-of-state hunters searching for elk, deer, and antelope. This large influx of money sets nicely between the busy summer season and the holiday rush, but how do you get your fair share? Outside Media Group, the publishers of *Outside Bozeman* magazine and *Cast: Fishing Southwest Montana*, is proud to introduce

Stalk: Hunting Southwest Montana. Don't worry, we won't divulge your secret spot; instead we'll discuss individual species, ethical hunting, gaining access, and more—*Stalk* will focus on the **hunting experience**, with special attention to the interests of visitors and new residents. With **7,500 copies** distributed throughout southwest Montana, *Stalk* will be the go-to guide for hunters of all stripes—birds and big game, bow and rifle, and everything in between.

HUNTING GUIDE FEATURES

- Species information: elk, deer and antelope, with additional info on upland birds, waterfowl, and more
- Tips on dressing and butchering/processing
- Ethics
- Lifestyle and local color
- Access
- Gear & apparel

BUSINESS BENEFITS

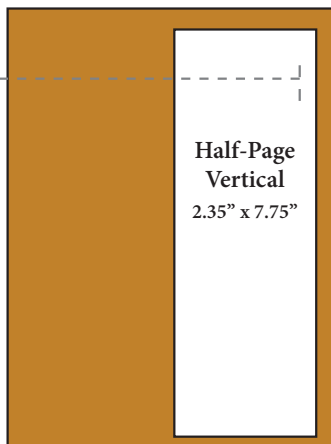
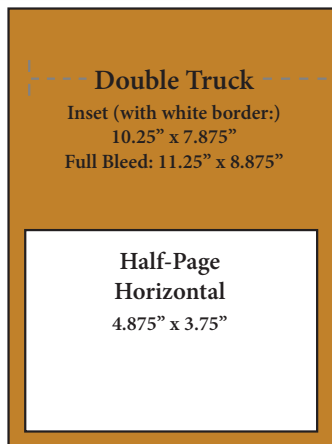
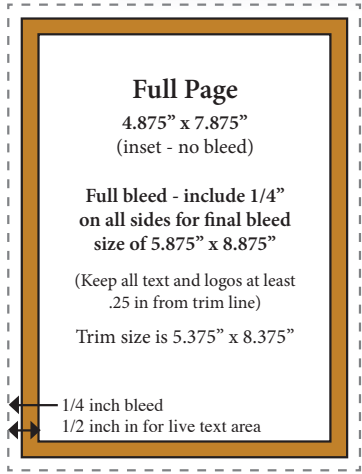
- Exposure to a large, relatively untapped, regional recreational group
- Direct distribution for maximal availability and exposure
- Focused content targeting a specific niche market

DISTRIBUTION HIGHLIGHTS

- Throughout FWP Region 3 (Helena to Dillon, Butte to Livingston)
- Outside Bozeman* magazine racks
- Outdoor stores
- Motels & restaurants
- Coffee shops

SIZING/PRICING INFO

- Half-page – \$375
- Full page – \$625
- Inside Front, Inside Back, Page 3 – \$750
- Back Cover – \$825
- Center double-truck (ONE) – \$950
- Cast & Blast
Run the same-sized ad in *Cast* and receive a 10% discount off both ads.



All sizes width by height. Book size approx. 5.5" x 8.5"

SPACE RESERVATION DEADLINE: JULY 7, 2017

Call 406-582-8068 or e-mail sales@outsidebozeman.com.

Business: _____ Ad Size: _____ Cast & Blast Upgrade: _____

Date: _____ Signature: _____