

Southwest Montana boasts some of the best fishing in the world—which is why an estimated **49,000 nonresidents** travel here to fish every year, and why visitors and residents combined spend over **\$100 million** annually on fishing in our region. For ten years now, *Cast* has been highlighting area waters, giving tips on gear and tackle, plus emphasizing river etiquette, all while introducing local businesses to the multitudes of anglers that annually descend on our area. Distribution starts in May, with the bulk of the copies disseminated between June and September.

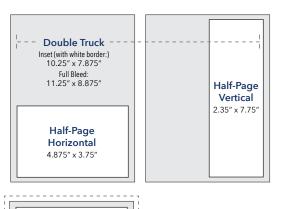
NICHE PRICING

EXPOSURE	PRICE (PER PUBLICATION)
PRINT	
Double-Truck	\$1350
Back Cover	\$1185
Premium	\$1075
Full	\$885
Half	\$525

Combo buy in Cast & Stalk = 10% discount.



NICHE SPECS





All sizes width by height.

Book size is approx. 5.375

x 8.375 inches. Contact

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CIRCULATION 7,500

FEATURES

- Full coverage of all major rivers
- How-to articles

- Beautiful photography
- Accurate, thorough maps
- Gear & apparel
- Lifestyle & local color