

# Cast

*Fishing Southwest Montana*



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)
<b>PRINT</b>	
Double-Truck	\$1350
Back Cover	\$1185
Premium	\$1075
Full	\$885
Half	\$525

**Combo buy in Cast & Stalk = 10% discount.**

**PHIL LOEN**  
TUALATIN, OR



I was recently in Cooke City and picked up a copy of the 2021 edition of *Cast*. It is by far the single best fishing publication I have ever come across—and we have a lot of them in the Northwest. I was planning to take a 2-4 week trip to fish all the rivers listed in your publication. I got books from the library, attended a sportsman show presentation on the subject, and did internet research. Nothing came close to the information you put together in *Cast*. Thank you very much, you saved me hours of research. My compliments to all those involved. Well done.

## NICHE SPECS

### Double Truck

Inset (with white border):

10.25" x 7.875"

Full Bleed:

11.25" x 8.875"

### Half-Page

Horizontal

4.875" x 3.75"

### Half-Page

Vertical

2.35" x 7.75"

### Full Page

4.875" x 7.875"

(inset - no bleed)

### Full Bleed

include .25" on all sides for final bleed size of 5.875" x 8.875"

### Final Trim Size

5.375" x 8.375"

(Keep all text & logos at least .25" from trim line or .5" from bleed edge)

← .25 inch bleed

→ keep all text & logos inside live area →

All sizes width by height.

Book size is approx. 5.375

x 8.375 inches. Contact

[sales@outsidebozeman.com](mailto:sales@outsidebozeman.com)

for more information.

**CIRCULATION 7,500**

## FEATURES

- Full coverage of all major rivers
- Beautiful photography
- Gear & apparel
- How-to articles
- Accurate, thorough maps
- Lifestyle & local color

**SPACE RESERVATION DEADLINE:** March 11, 2022 | **AD COPY DEADLINE:** March 21, 2022

406-582-8068 • [sales@outsidebozeman.com](mailto:sales@outsidebozeman.com)