

AN INDEPENDENT PUBLISHING COMPANY STAFFED BY OUTDOOR ENTHUSIASTS

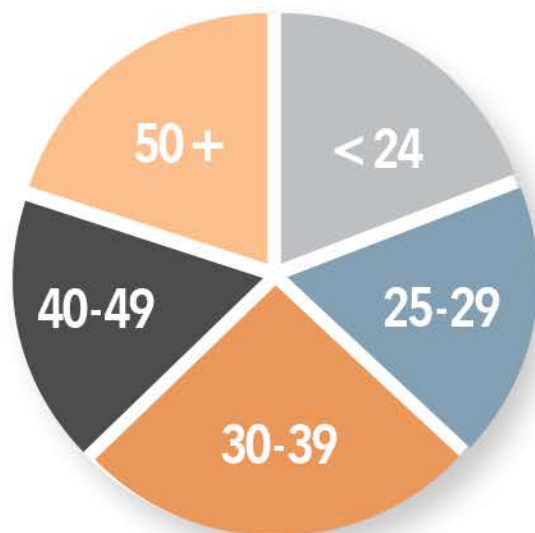
OUTSIDE BOZEMAN MAGAZINE

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.

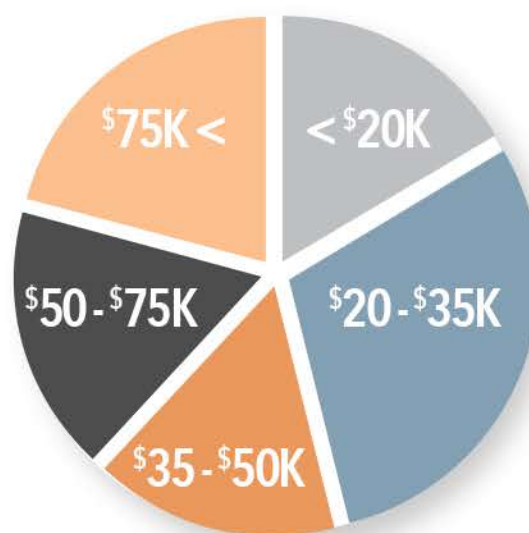


READER DEMOGRAPHICS

AGE



INCOME



FEMALE
43%



MALE
57%

EDUCATION

53%

O/B READERS

have a
bachelor's
degree

27%

O/B READERS

have a
post-graduate
education

ROI

91%

O/B READERS

have purchased
products/services
advertised in the
magazine.

52%

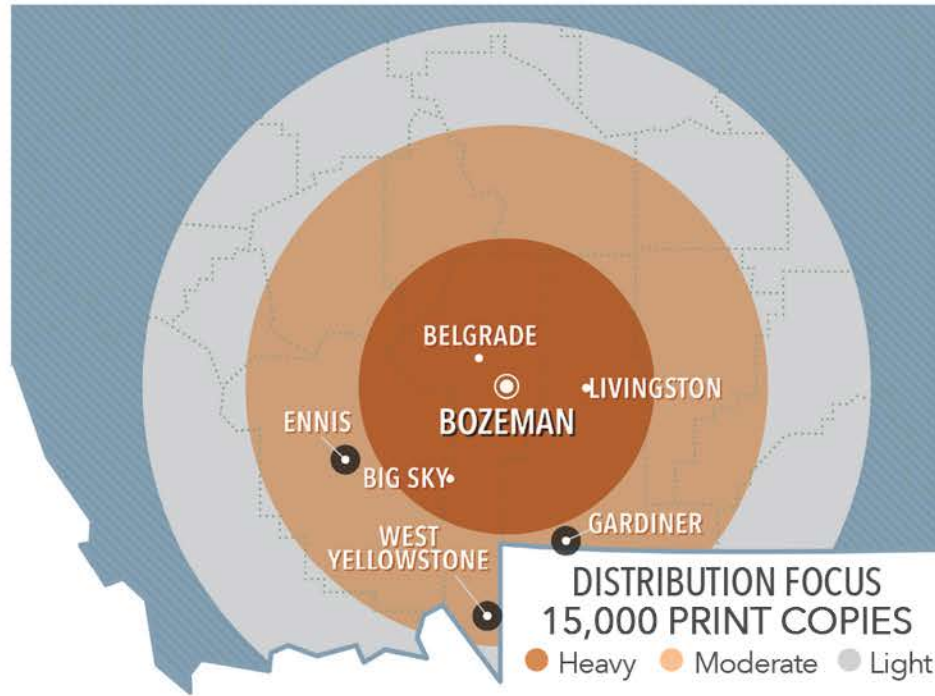
O/B READERS

plan to purchase
gear/apparel in the
next 12 months.

O/B DISTRIBUTION

WHERE ARE YOUR CUSTOMERS?

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



50 STATES +
CANADA & OTHER
FOREIGN COUNTRIES

paid subscription list
& online delivery



SOCIAL-MEDIA
25,000
FOLLOWERS



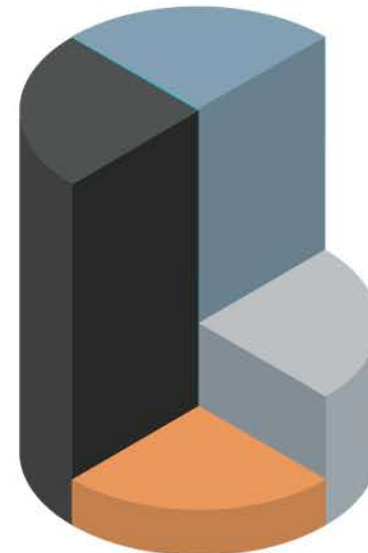
DIGITAL EDITIONS
3,000
READERS


















































WEBSITES
25,000
MONTHLY VISITORS



EMAIL-MARKETING
10,000
RECIPIENTS



O/B PRICING

EXPOSURE		1 QTR.	2 QTRS.	4 QTRS.
PRINT	DIGITAL			
Back Cover	      	\$2950	\$2550	\$2275
Inside Cover, Page 3	      	\$2675	\$2325	\$2050
Inside Back, Page 4, 5, 6, 9	      	\$2475	\$2150	\$1900
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 issue hyperlink



Web ad in online article



Logo in online article



Sidebar web ad



Email promotion of online article



Facebook promotion of online article



Instagram promotion of online article



Online directory ad

2020 AD DEADLINES

	SPRING 2020	SUMMER 2020	FALL 2020	WINTER 2020-21
SPACE RESERVATIONS / COPY DUE	1/31/20	5/8/20	7/31/20	10/30/20
PRINT-READY ADS DUE	2/10/20	5/18/20	8/10/20	11/9/20
PUBLICATION DATE	3/6/20	6/12/20	9/4/20	12/4/20

*All dates are approximate; contact a salesperson for firm deadlines.

MECHANICAL REQUIREMENTS

Print-ready ads: Submit print-ready ads whenever possible, making sure to flatten your artwork. This ensures we will not be missing fonts or images from your original design.

Copy: Magazine is created in InDesign CC. Submit all logos, photos, and artwork in CMYK, 300 dpi, using the following versions and formats: JPG, PDF, TIFF.

DO NOT INCLUDE ANY CROPMARKS OR COLOR BARS WITH FINAL ARTWORK.

Submitting: FTP information: sftp.outsidebozeman.com, user: obads, password: outdoors, port: 8022 or e-mail TIFF, PDF or JPEG to ads@outsidebozeman.com (RGB okay by e-mail) or bring a disk with all files/fonts to 313 West Mendenhall if applicable.

Note: A border may be added to your finished ad during layout (if it does not already include one) at the discretion of the Art Director.

TERMS & CONDITIONS

Payment: 50% down payment due upon space reservation; balance due at printing. Late fees assessed as applicable. Cancellations or failure to produce copy/artwork by deadline are subject to a 50% cancellation fee. Make checks payable to **Outside Bozeman**.

Design Fees: We have in-house and freelance designers available to create your ad for a reduced rate; contact us for more information.

Discounts: Advertisers committing to multiple issues receive a special discount (see pricing sheet). Non-profits receive a 20% discount. There is also a 5% discount for full pre-payment.

Restrictions: Unless part of a special section, clip-out coupons are not allowed as part of any advertisement. No changes to ads may be made after final proof sign-off. Failure to make payment deadlines may result in a printing delay or in the omission of your ad.

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, logos, web addresses, etc.) at least .5" in from Bleed edge, or 0.25" in from Trim Edge. Final trim size is approximately 8.375 x 10.875".

