

Stalk

Hunting Southwest Montana



According to Montana Fish, Wildlife & Parks, over **60 million dollars** are spent in our region each hunting season. Of that, more than 40% is from out-of-state hunters searching for big game. This large influx of money sets nicely between the busy summer season and the holiday rush—and by advertising in *Stalk*, you can get your fair share. Distribution starts in August, with the bulk of the copies going out between September and November.



NICHE PRICING

EXPOSURE		PRICE (PER PUBLICATION)
PRINT	DIGITAL	
Center Double-Track		\$1225
Back Cover		\$1075
Premium		\$975
Full		\$825
Half		\$475

Combo buy in Cast & Stalk = 10% discount.

- Digital issue hyperlink
- Web ad in online article
- Email promotion of online article
- Logo in online article
- Online directory ad

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"

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

Half-Page Vertical
2.35" x 7.75"

All sizes width by height.
Book size is approx. 5.375" x 8.375 inches. Contact sales@outsidebozeman.com for more information.

CIRCULATION 7,500

FEATURES

- Species info: elk, deer, and antelope, plus upland birds, waterfowl & more
- Dressing & processing tips
- Skills & knowledge
- Ethics & access
- Gear & apparel

SPACE RESERVATION DEADLINE: June 26, 2020 | **AD COPY DEADLINE:** July 6, 2020

406-582-8068 • sales@outsidebozeman.com