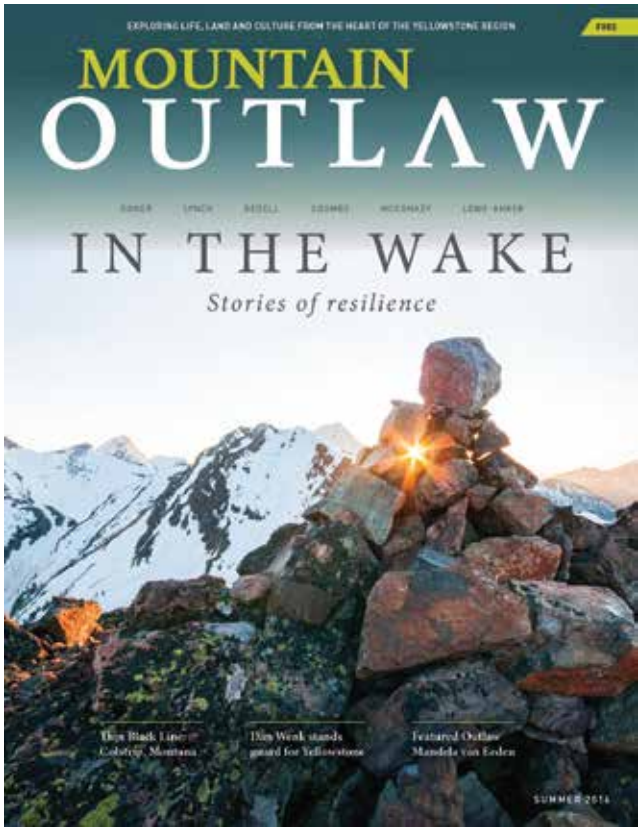
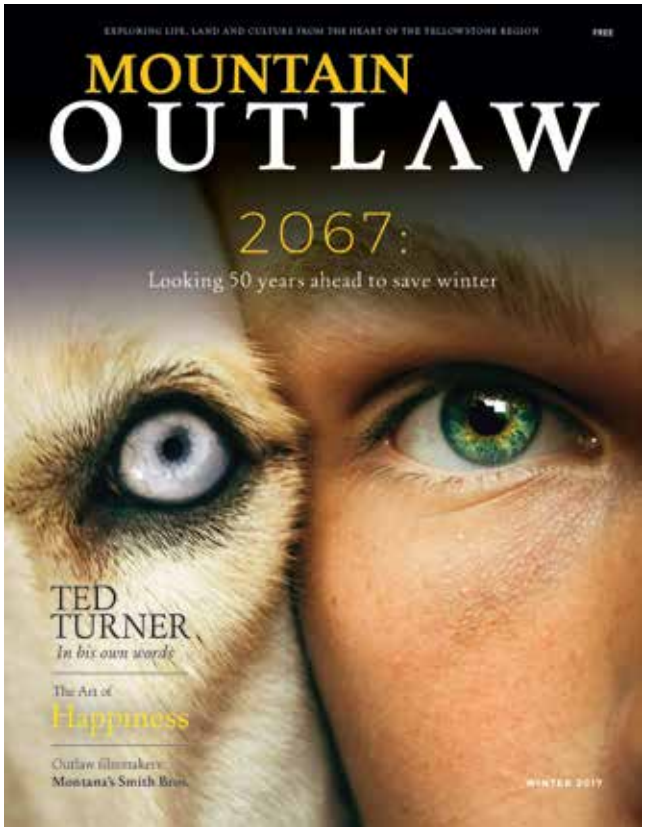
MOUNTAIN OUTLAW



SUMMER



WINTER

With award-winning editorial content, design and photography, Mountain Outlaw magazine has been described as "Powder Magazine meets Rolling Stone." Published in Big Sky, Montana, the magazine highlights the lifestyle, land and culture of the Mountain West.

2014
BEST PAGE DESIGN
2nd place
Best of the West
Journalism Contest

2013
BEST OVERALL
PUBLICATION
(Circ. 75,000/consumer)
Maggie Awards

2013
BEST NEWS STORY
(Circ. 75,000/consumer)
Maggie Awards

2016
BEST USE OF
EDITORIAL VIDEO
('The Shooter')
Maggie Awards

OUTLAW
PARTNERS

MOUNTAIN OUTLAW

550,000
readership/issue

1.1 million
annual readership

45% *male*

55% *female*

Frequency: 2x/year
(June, Dec.)

45
median age

75% *college grad*

85% *own a home*

40% *own a 2nd home*

55% *married/partnered*

42% *have children under the age of 16*

ADVERTISING RATES:

2 page spread	16.75 x 10.875”	$5,250
Full page	8.375 x 10.875”	$3,150
1/2 page (horiz)	7.875 x 5.125”	$2,100
1/2 page (vert)	4 x 10.875”	$2,100
1/4 page (8 available)	3.75 x 5.125”	$1,050

PREMIUM ADS:

Inside cover, 2 page spread	$7,875
Advertorial *(limit 3)*: one page article & adjacent full page ad	$7,875
Inside front cover, full page	$4,200
Page 3, 5 placement, full page	$4,200
Inside back cover, full page	$3,675
Back cover, full page	$5,250
1/2 page ad series (1 available, ask for details)	$4,200
Other specific placement	+$350

- *For full bleed, add 0.125in. to trim size*
- *0.5in. safe area margin recommended, 0.25in. required*
- *Any requested ad design, resizing or text edits billed at $140/hr*

Final ad artwork due for Summer 2017 issue:
April 7, 2017
Ads submitted after deadline will incur a 10% late fee
Non-cancelable 60-days prior to closing date

DISTRIBUTION MODEL:

40%

30%

25%

5%

40%
Contracted Placement
Strategic partnerships networked to showcase Mountain Outlaw magazine with quality partners: • Bedside in over 25 top-tier hotels in the Northwest Rocky Mountain Region and in hotels across every gateway town surrounding Yellowstone National Park • The country’s finest Private Mountain Clubs • Luxury transport companies • Art galleries • Preferred counter-top placement: Bozeman/Yellowstone International Airport • Bedside in over 500 luxury vacation rental properties across the Western Rocky Mountain Region

30%
Controlled Commercial
With more than 500 drop points, these public spaces add significant reach to Mountain Outlaw’s readership:

- National park visitor centers
- Private clubs
- Ski resorts
- Select retailers
- Chambers of commerce
- Medical and professional offices
- Coffee shops
- Public and private airport terminals
- Salons

25%
Direct Residential Mail
Mailed to dedicated readership in 50 states, including some of the most affluent zip codes in the country including:

Northeast cities: Boston, Greenwich, Manhattan
Southern cities: Atlanta, Palm Beach, Naples, Houston
Central cities: Chicago, Minneapolis, Fargo, Green Bay
Western cities: Denver, Jackson Hole, San Francisco, Los Angeles, Bend, Seattle

Direct residential mail includes over 750 families with net worth ranging from $10 million to multi-billion.

5%
Event
Mountain Outlaw is represented at some of the finest events including everything from athletic races, concerts, rodeos, art shows, charity fund raisers, National Park events to business grand openings.

Digital Distribution
Mountain Outlaw is available in a digital format on mtoutlaw.com and explorebigsky.com

ersin@theoutlawpartners.com / 406.451.4073 / outlaw.partners / Big Sky, Montana