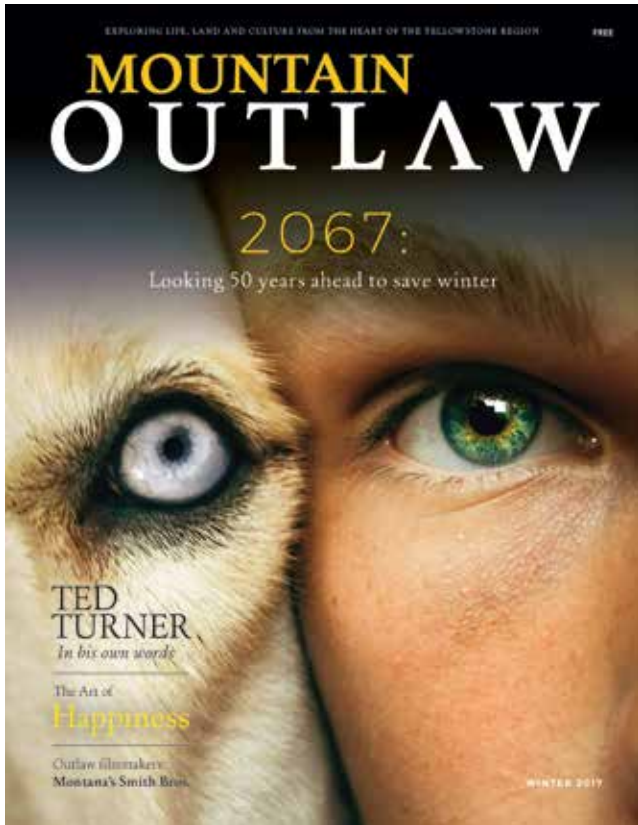
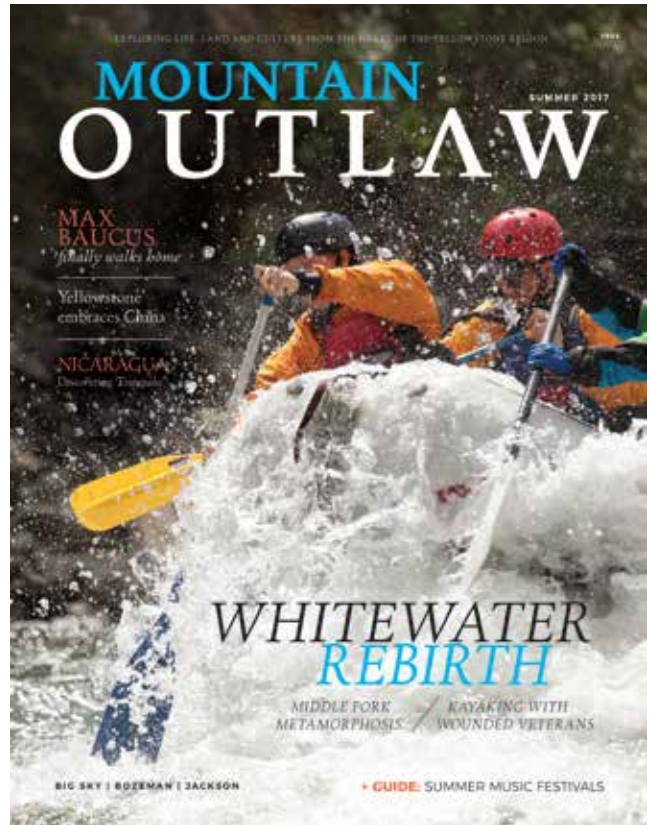


# MOUNTAIN OUTLAW™



WINTER



SUMMER


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.




# MOUNTAIN OUTLAW™

**550,000**  
readership/issue

**1.1 million**  
annual readership

 **45%**  
male

 **55%**  
female

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

**45**  
median age



 **55%**  
married/partnered

**42%**  
have children under the age of 16

## ADVERTISING RATES:

2 page spread	16.75 x 10.875"	\$5,500
Full page	8.375 x 10.875"	\$3,300
1/2 page (horiz)	7.875 x 5.125"	\$2,200
1/2 page (vert)	4 x 10.875"	\$2,200
1/4 page (8 available)	3.75 x 5.125"	\$1,100

## PREMIUM ADS:

Inside cover, 2 page spread	\$8,200
Advertorial (limit 3): one page article & adjacent full page ad	\$8,000
Inside front cover, full page	\$5,000
Page 3, 5 placement, full page	\$4,400
Inside back cover, full page	\$5,000
Back cover, full page	\$5,500
1/2 page ad series (1 available, ask for details)	\$5,000
Other specific placement	+\$350

## DISTRIBUTION MODEL:

**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

40%

**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

30%

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.

25%

### Digital Distribution

Mountain Outlaw is available in a digital format on [moutlaw.com](http://moutlaw.com) and [explorebigsky.com](http://explorebigsky.com)

5%

- 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 \$150/hr

## Final ad artwork due

for Winter 2018 issue: **October 6, 2017**

for Summer 2018 issue: **April 6, 2018**

Ads submitted after deadline will incur a 10% late fee

Non-cancelable 60-days prior to closing date