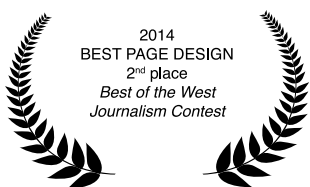


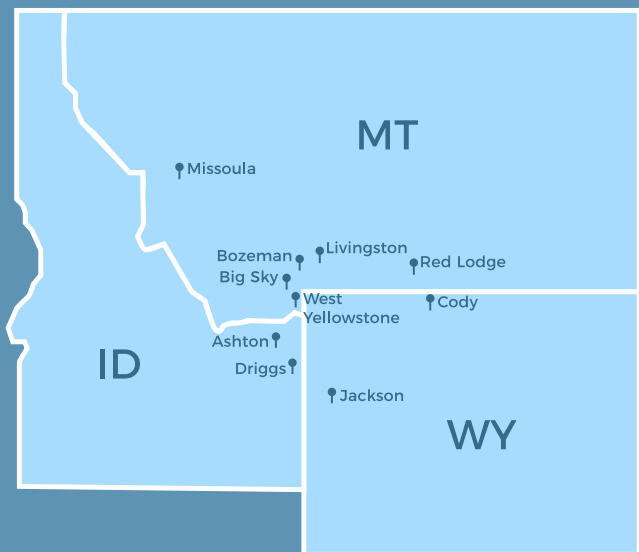


MOUNTAIN OUTLAW™

MEDIA KIT

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.





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 and seatback in private chartered jets flying in/out of Bozeman
- 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

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

ADVERTISING RATES & SIZES

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

PREMIUM ADS

Inside cover, 2 page spread	\$8,200
Advertorial (limit 3)	\$8,000
Inside front cover	\$5,000
Page 3, 5 placement, full page	\$4,400
Inside back cover	\$5,000
Back cover, full page	\$5,500
1/2 page ad series	\$5,000
Other specific placement	\$350

FILE PREPARATION

- For all sizes but 1/4 page, please add .125" bleed
- .5" safe area margin recommended, .25" required
- Ad design, resizing, or text edits billed at \$150/hour
- Do not include crop or bleed marks. If you prefer to include them, they must be offset from the bleed perimeter by .25"
- Minimum 250 DPI for photos

FINAL AD ARTWORK DUE

for Summer 2018 issue: April 6, 2018
 for Winter 2019 issue: October 5, 2018

Ads submitted after deadline will incur a 10% late fee
 Non-cancelable 60-days prior to closing date

READER DEMOGRAPHICS

550,000
 READERSHIP/ISSUE

1.1 MILLION
 ANNUAL READERSHIP

45%
 MALE

55%
 FEMALE

55%
 MARRIED/
 PARTNERED

45 MEDIAN
 AGE

42% HAVE CHILDREN
 UNDER 16

75%
 COLLEGE
 GRADS

85%
 OWN A
 HOME

45%
 OWN A
 2ND HOME