

BIG SKY JOURNAL



CULTURE AND LIFESTYLE OF THE ROCKY MOUNTAIN WEST

OUR UNIQUE NICHE

Big Sky Journal's content matches the diversity of lifestyle in the Northern Rockies. From hunting to fly fishing and the fine arts, our features and fiction, photos and poetry, tell stories of landscape, people and wildlife.

Our readers show their appreciation time and time again: 71% have renewed their subscriptions more than once, 89% say they keep past issues and 49% have given it as a gift.

IN EVERY ISSUE...

We address those topics our readers tell us are most important to them.

Home And Nesting: 72% of our readers tell us they will do at least some renovation on their home in the coming year. Our *Western Design* column offers ideas for updating their existing homes—or starting over by building or buying something new.

Food And Wine: 48% of our readers are wine aficionados and almost 40% take a special interest in gourmet dining or cooking. The *Dining Out West* column, includes recipes and covers fine dining in the Northern Rockies from Haute Cuisine to Cowboy Diners.

Art Collecting: *The Artist of the West* column identifies the best artists of the Northern Rockies for them throughout the year.

Outdoor Adventure: Our readers hike, camp, raft, sail, climb, hunt, fish, snowboard—not to mention the cross-country and alpine skiers. *Sporting Life* addresses outdoor adventure applicable to the issue and season.



GORDON GREGORY

FACTS

- 35% Plan to buy or build a home in this region within 2 years.
- 32% Plan on buying a new car or truck within the next 12 months.
- Our non-resident readers spent an average of 13 days vacationing in the region last year.
- Our readers own 4 fly rods on average.
- 49% give *Big Sky Journal* as a gift.
- 89% recommend *Big Sky Journal* to friends.
- 89% of our readers keep their past issues.

DISTRIBUTION

NEWSSTAND DISTRIBUTION—Big Sky Journal’s newsstand distribution is 20,000 copies and Big Sky Journal’s sell-through rate is more than double industry averages.

AIRPORT DISTRIBUTION—As the Northern Rockies grows into one of the nation’s featured destinations; we are making a concerted effort to target all of the feeder airports for this region. We are in the Salt Lake, Denver, Seattle, and Los Angeles airports, and the feedback has been impressive. On airport newsstands, our sell through rate is also double the national average.

IN ROOM DISTRIBUTION—You’ll find our magazines on the nightstands in the finest hotels and resorts in Jackson, Bozeman, Big Sky, Coeur d’Alene, Sun Valley, and the Kalispell/Flathead area. We are well on our way to reaching our goal of placing Big Sky Journal in every room in the Northern Rockies that costs more than \$100 per night. We are in approximately 5,500 of these rooms right now, and the number is growing with every issue.

READER INCOME

- 72% of readers have an income of over \$100,000
- 44% of readers have an income of over \$200,000
- 30% of readers have an income of over \$300,000

ADVERTISER COMMENTS

“The *Big Sky Journal* has been far and above the best advertising resource for us to directly reach an affluent clientele. It is the only magazine that we have received consistent and direct sales from advertising.”

—Nicole R. Todd
Visions West Gallery, Livingston, Montana

“In my opinion the *Big Sky Journal* is the West’s leading publication. Each issue comes with inviting articles and superb photography. We have always felt that our advertisement dollars are well spent.”

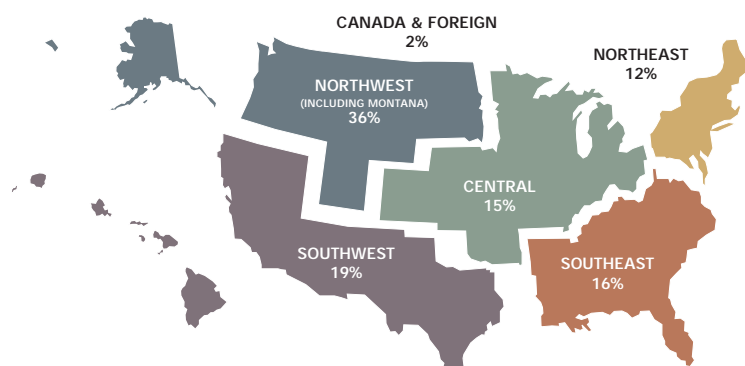
—C. Price Wills
Montana Tile & Stone, Bozeman, Montana

“Working with *Big Sky Journal* has been a very positive experience. Our ads have helped Hunter & Company achieve name recognition and reach our target audience. We are proud to advertise in such a beautiful and well received magazine.”

—Hunter Dominick
Hunter & Company, Whitefish, Montana

READERSHIP BY REGION

- 57% Newsstand (20,000)
- 29% Subscribers (12,500)
- 14% Retail/Specialty/Lodging Outlets (7,500)



READER PROFILE

- 83% of our readers have a college degree, 54% have a post-graduate education
- 80% of our readers own at least one S.U.V.
- 47% of our readers own property in the Northern Rockies with the average value over \$500,000
- 40% plan to invest in the stock market this year

2007 EDITORIAL INFORMATION

AND DEADLINES



FLY-FISHING ISSUE

The ripple widens. Almost 80% of *Big Sky Journal* readers are fly fishers. So in early spring, we concentrate an entire issue on the beauty of the sport.

AD CLOSING: December 21

DIGITAL ART DUE: January 2

ON SALE: February 1



SPRING ISSUE

Returning to nature. Longer, warmer days push our readers outdoors: 46% hike; 50% enjoy photography and 32% golf.

AD CLOSING: March 2

DIGITAL ART DUE: March 7

ON SALE: April 6



SUMMER ISSUE

Warmed by the sun—38% of our readers camp; 32% bike; 52% say they'll purchase outdoor apparel in the next year.

AD CLOSING: April 27

DIGITAL ART DUE: May 2

ON SALE: June 1



ARTS ISSUE

The stroke of a brush—55% of our readers are interested in art and 26% plan a purchase in the next year. An entire issue dedicated to Northern Rockies Arts helps them make decisions.

AD CLOSING: June 29

DIGITAL ART DUE: July 3

ON SALE: August 3



FALL ISSUE

Season of harvest—38% hunt and 80% fish, they understand the delicate balance of harvest and conservation—the concern with preservation of the land and its wildlife and the continuation of the Northern Rockies lifestyle.

AD CLOSING: August 31

DIGITAL ART DUE: September 5

ON SALE: October 5



WINTER ISSUE

Into the white—56% of our readers are downhill or cross-country skiers, the beauty of the region's longest season brings them outside to enjoy winter's wonders. The Winter Issue focuses on outdoor adventures and insider views of lifestyle in the Northern Rockies.

AD CLOSING: October 26

DIGITAL ART DUE: October 31

ON SALE: December 3

2007 ADVERTISING RATES

Effective January 1, 2007, based on number of issues in any 12-month period. All orders noncancelable after closing date. Minimum ad size of 1/6 page required to hold contract rate.

4-COLOR RATES

	6x	5x	4x	3x	2x	1x
Full Page	\$1,935	\$2050	\$2,225	\$2,385	\$2,560	\$2,740
2/3 Page	1,685	1,795	1,870	1,995	2,130	2,280
1/2 Page	1,420	1,495	1,570	1,665	1,765	1,890
1/3 Page	1,215	1,255	1,315	1,380	1,450	1,560
1/4 Page	1,075	1,090	1,165	1,230	1,285	1,370
1/6 Page	985	1000	1,060	1,100	1,150	1,230

Spot color, PMS, 5-color process: Call for quote and approval.

BLACK & WHITE RATES

	6x	5x	4x	3x	2x	1x
Full Page	\$1,335	\$1,465	\$1,615	\$1,770	\$1,959	\$2080
2/3 Page	1,095	1,145	1,260	1,385	1,520	1,630
1/2 Page	820	890	955	1,050	1,155	1,235
1/3 Page	615	660	700	770	850	915
1/4 Page	480	510	565	615	680	725
1/6 Page	400	425	450	495	545	580

COVERS

Noncancelable 30 days prior to closing date.

	6x	5x	4x	3x	2x	1x
Back Cover	\$2,935	\$3,015	\$3,230	\$3,395	\$3,535	\$3,785
Inside Front	2,725	2,775	2,965	3,110	3,245	3,470
Inside Back	2,575	2,630	2,810	2,950	3,085	3,300
Page 1	2,575	2,630	2,810	2,950	3,085	3,300
Pages 2 & 3	2,480	2,535	2,715	2,845	2,965	3,170

PREMIUM POSITIONING

All position requests subject to advertising and editorial makeup approval.

	6x	5x	4x	3x	2x	1x
	\$2,500	\$2,750	\$3,000	\$3,250	\$3,500	\$3,800

DESTINATIONS

Rate: Noncommissionable, \$650 each

Dimensions: 3.78" wide x 4.75" deep

DISCOVERIES

Rate: Noncommissionable, \$425 each

Dimensions: 3.78" wide x 3.125" deep

MARKETPLACE—CLASSIFIED & SERVICES

Noncommissionable. Prices are per column inch. Width: 2-3/16". Maximum depth: 3".

	6x	5x	4x	3x	2x	1x
	\$50	\$60	\$70	\$80	\$98	\$100

TERMS

First-time advertisers must pay for first ad (first insertion) in advance. Payment is due at the time supplied materials are due.

INTRODUCING OUR

NEW PUBLICATION...

Big Sky Journal HOME showcases the finest design and architecture in the state. It is edited for homeowners, builders and design professionals who are continuously looking for ideas, inspiration and resources. Our annual issue provides lively coverage of luxurious homes, remodeling and decorating ideas, furnishings, gardens and landscaping that are unique to Montana and the West.

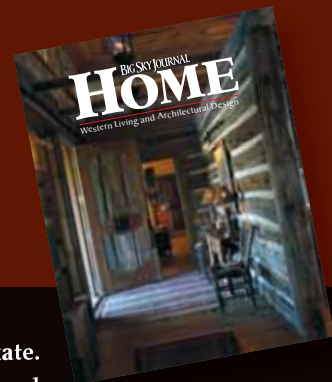
BIG SKY JOURNAL HOME

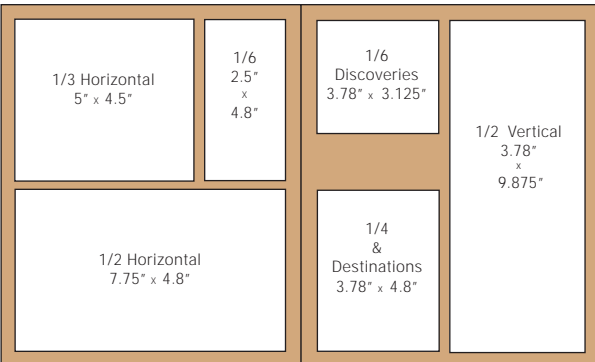
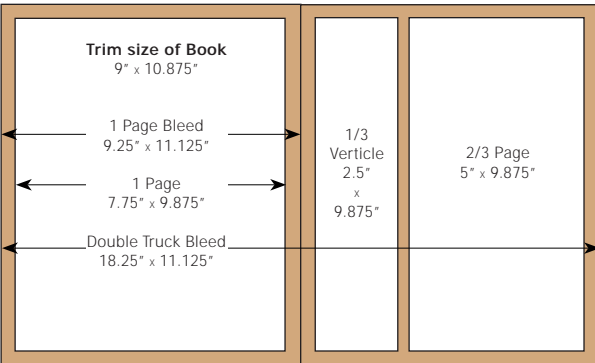
AD CLOSING: August 15

DIGITAL ART DUE: August 22

ON SALE: September 10

For more information, please see the *Big Sky Journal HOME* media info piece.





Trim size of book: 9" wide x 10.875" high

Dimensions (in inches)	Width	Height
2 Page Spread/Double Truck Bleed	18.125	11.125
1 Page Bleed	9.25	11.125
1 Page	7.75	9.875
2/3	5	9.875
1/2 Horizontal	7.75	4.8
1/2 Vertical	3.78	9.875
1/3 Horizontal	5	4.8
1/3 Vertical	2.5	9.875
1/4 Vertical & "Destinations"	3.78	4.8
1/6 Vertical	2.5	4.8
1/6 "Discoveries"	3.78	3.125

Important:

Keep all live matter (type, borders, etc.) at least .5" from all trim edges and gutters.

ADVERTISING DEPARTMENT

800.731.1227 ■ 406.586.2712 ■ fax 406.586.2986
e-mail adv@bigskyjournal.com

STREET ADDRESS

1050 E. Main St., Suite 3 ■ Bozeman, MT 59715

MAILING ADDRESS

P.O. Box 1069 ■ Bozeman, MT 59771-1069

CIRCULATION

800.417.3314

www.bigskyjournal.com

Published by Big Sky Journal, LLC

MECHANICAL REQUIREMENTS

All ads must be supplied according to the specifications listed on this page.

- Ads can be submitted as eps, tif, pdf or original source documents. Source documents from InDesign CS, Photoshop, CS, Illustrator CS or Quark XPress 6.5. PDFs must be sent as Press Quality or PDF/X-1a:2001.
- Ads submitted in Adobe Illustrator and Photoshop—please outline or rasterize the fonts and supply them as well.
- Ads submitted in InDesign or Quark XPress—use no menu styled fonts, please package your files to ensure all images, fonts, etc. are included.

ADS SUBMITTED IN ALL FORMATS MUST:

1. Be built to the correct size with crop marks offset by at least 18 points (.125 inches)
2. Full bleed ads must include an extra .125 on all sides. If using black backgrounds use rich black C-40 M-40 Y-40 K-100.
3. All colors must be CMYK, no spot color, no pantone colors, remove extra colors.
4. All ads must have 300 DPI resolution to ensure print accuracy. Please be sure all photos placed within ads are high resolution (300 dpi). Low resolution web images cannot be "sized up" to high resolution.

WE DO NOT ACCEPT: ads built in Pagemaker, Freehand, Mirosoft Word or IBM-formatted files.

- Digital files should be accompanied by a proof: If no proof is supplied, any errors are the responsibility of the advertiser. Proofs must be representative of file(s) supplied.
- Submissions can be on CD-ROM or you may send them digitally via email. We will accept up to 6 MB files via email.
- Design and prepress services: Charged at publisher's cost. Charges are not subject to agency commission or cash discount.
- The accuracy of all ads supplied are the responsibility of the advertiser or ad agency.

MAIL YOUR AD TO:

Big Sky Journal, 1050 East Main Street, Suite 3, Bozeman, MT 59715

EMAIL YOUR AD TO:

production@bigskyjournal.com

Please call Kathy at Big Sky Journal advertising at 406-586-2712 or 800-731-1227 if you have any further questions about submissions.

JEREMY LURGIO

