

# BIG SKY JOURNAL

CULTURE AND LIFESTYLE OF THE ROCKY MOUNTAIN WEST

## 2012 MEDIA INFORMATION



### OUR UNIQUE NICHE

*Big Sky Journal* captures the dynamic lifestyle of the Northern Rockies: Montana, Idaho and Wyoming. From hunting to fly fishing and the fine arts, our features and photography tell stories with a sense of place.

In every issue we cover the topics our readers tell us they love — outdoor adventure; art collecting; food and wine; architecture and human interest articles. From the rugged frontier to the poshest homefront, BSJ is a reflection of life in the Northern Rockies.

*Big Sky Journal* subscribers show their appreciation for the magazine's dedication to fabulous photography, fine writing and artful design time and again: 71% have renewed their subscriptions more than once; 89% say they keep past issues and 49% have given it as a gift.

An authentic voice in Big Sky country, BSJ is the magazine of people and place.

## 2012 EDITORIAL INFORMATION and DEADLINES



### FLY FISHING

AD CLOSING: January 18  
FILES DUE: January 20  
ON SALE: February 15

### SUMMER

AD CLOSING: March 28  
FILES DUE: March 30  
ON SALE: April 25th



### ARTS

AD CLOSING: June 6  
FILES DUE: June 8  
ON SALE: July 5

### HOME

See Home Advertising rates on opposite page

AD CLOSING: August 8  
FILES DUE: August 10  
ON SALE: September 5



### WINTER

AD CLOSING: October 31  
FILES DUE: November 2  
ON SALE: December 3

### FLY FISHING

AD CLOSING: January 16  
FILES DUE: January 18  
ON SALE: February 13



# BIG SKY JOURNAL

## 2012 ADVERTISING RATES

Effective January 1, 2012, based on number of issues in any 12-month period. All orders non-cancelable 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	\$2,035	\$2,150	\$2,335	\$2,505	\$2,685	\$2,875
2/3 Page	1,770	1,885	1,965	2,095	2,235	2,395
1/2 Page	1,490	1,570	1,645	1,745	1,855	1,985
1/3 Page	1,275	1,320	1,380	1,450	1,525	1,640
1/4 Page	1,130	1,145	1,225	1,295	1,350	1,440
1/6 Page	1,035	1,050	1,115	1,155	1,205	1,295

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

### COVERS

Non-cancelable 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
Pages 1-3	2,575	2,630	2,810	2,950	3,085	3,300
Pages 4-5	2,480	2,535	2,715	2,845	2,965	3,170
Pages 6-13	2,340	2,390	2,560	2,685	2,795	2,990

### BIG SKY MARKET PLACE

1/4 Page: \$650 1/6 Page: \$425 1/12 Page: \$200

### TERMS

First-time advertisers must pay for first ad (first insertion) in advance. Payment is due at the time supplied materials are due. Our standard billing terms are 2%/10 Net 30. Any accounts not paid within 30 days are subject to a 19.99% APR interest charge and a 30% collection fee charge unless specific payment arrangements have been made.

## BIG SKY JOURNAL HOME

### 2012 ADVERTISING RATES

2 Page Spread	\$4,900	1 Page	2,450
Back Cover	3,400	1/2 Horizontal	1,675
Inside Front Cover	3,200	1/2 Vertical	1,675
Inside Back Cover	2,900	1/4 Vertical	1,000
Pages 3, 5, 7, 9	2,700	Elements section	650

## ADVERTISING DEPARTMENT

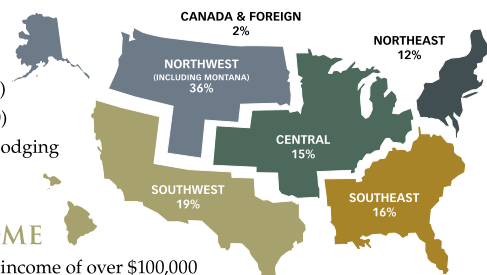
PHONE: 800.731.1227 ■ 406.586.2712 ■ fax 406.586.2986  
 EMAIL: adv@bigskyjournal.com ■ WEBSITE: www.bigskyjournal.com  
 CIRCULATION: 800.417.3314

STREET ADDRESS: 1050 E. Main St., Suite 3 ■ Bozeman, MT 59715  
 MAILING ADDRESS: P.O. Box 1069 ■ Bozeman, MT 59771-1069

www.bigskyjournal.com  
 JD Publishing, LLC

### READERSHIP BY REGION

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



### READER INCOME

84% of readers have an income of over \$100,000  
 39% of readers have an income of over \$300,000

## FACTS ABOUT OUR READERS

- 85% of our readers have a college degree.
- 58% have a post-graduate education.
- 56% of our readers own property in the Northern Rockies with the average value over \$500,000
- Our non-resident readers spent an average of 14 days vacationing in the region last year.
- 81% of our readers spend time fly-fishing.
- 89% recommend Big Sky Journal to friends.
- 32% of our readers spent an average of 7 days hunting with an outfitter or guide last year.
- 52% give Big Sky Journal as a gift.
- 59% of our readers plan to purchase fly-fishing equipment in the next year.
- 40% of our readers plan to spend up to \$10,000 in home renovation and redecorating. While 34% will spend over \$10,000.

"Big Sky Journal ads work, and they work for a long time. We have generated business from ads that have been out for 2 or 3 years. We know that people hold onto and reference their past issues!"  
 Chad Bottcher - SBC Construction

"Advertising in the Big Sky Journal has been an extremely rewarding experience. I am able to reach individuals who are looking for original and intensely unique artwork like mine, and who also have a great appreciation for their great editorial! I would recommend advertising in the Big Sky Journal."  
 — Tom Dean,  
 Milo Creek Carvings  
 Great Falls, Montana

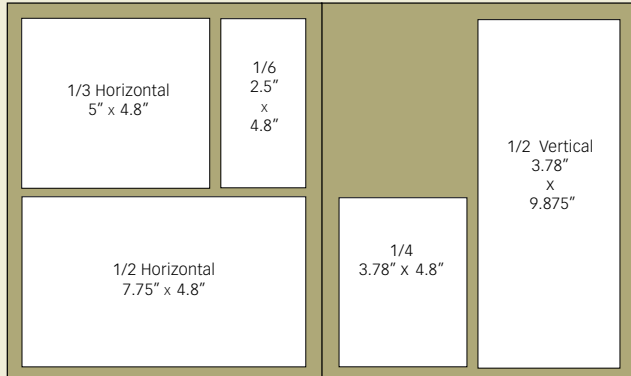
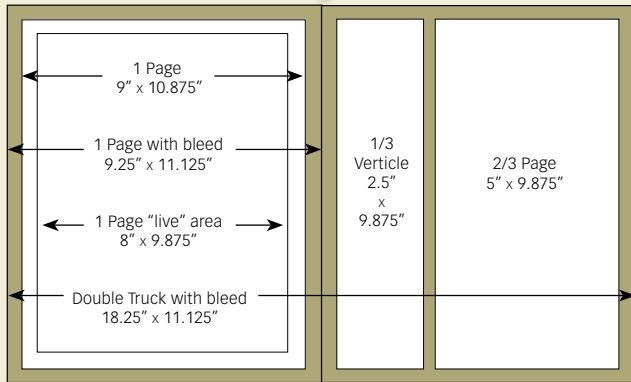
## DISTRIBUTION

**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.

# BIG SKY JOURNAL



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

## BIG SKY MARKETPLACE

To see a sample contact your sales representative.

1/4 3.78" x 4.8"	<p><b>1/4 Page in the Big Sky Marketplace</b></p> <ol style="list-style-type: none"> <li>1. One Image</li> <li>2. One Logo</li> <li>3. No more than 35 words of text describing your business</li> <li>4. Contact Information</li> </ol>
1/6 3.78" x 2.4"	<p><b>1/6 Page in the Big Sky Marketplace</b></p> <ol style="list-style-type: none"> <li>1. One Image</li> <li>2. One Logo</li> <li>3. No more than 20 words of text describing your business</li> <li>4. Contact Information</li> </ol>
1/12 3.78" x 1.2"	<p><b>1/12 Page in the Big Sky Marketplace</b></p> <ol style="list-style-type: none"> <li>1. One Image</li> <li>2. No more than 20 words</li> <li>3. Contact Information</li> </ol>

## MECHANICAL REQUIREMENTS

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

Ads can be submitted as PDF or original source documents from InDesign, Photoshop, Illustrator. If you are using any program other than these listed to build your files you must export them as PDF files with outlined fonts. PDFs must be sent as PDF/X-1a:2001. Please package your files to ensure all images, fonts, etc. are included. Please outline or rasterize fonts.

### ADS SUBMITTED IN ALL FORMATS MUST:

1. Be built to the correct size. Please double check size!
2. All colors must be CMYK. No spot color, no pantone colors. Remove all pantone colors from swatch palette before exporting PDF file. If using black backgrounds, use rich black: C-40 M-40 Y-40 K-100.
3. 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.
4. 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.

**WE DO NOT ACCEPT:** ads built in Pagemaker, Freehand, Quark, Microsoft Word, Publisher or IBM-formatted files.

- Design and prepress services are charged at publisher's cost. Charges are not subject to agency commission or cash discount.
- The accuracy of all ads supplied is the responsibility of the advertiser or ad agency.

### UPLOAD YOUR AD USING YOUR WEB BROWSER:

www.bigskyjournal.com/fileman/  
Username: visitor  
Password: filearea

### UPLOAD YOUR AD USING A FTP CLIENT:

Host-Name: ftp.jdpublishing.com  
Username: bsj@jdpublishing.com  
Password: artupload

### EMAIL YOUR AD TO:

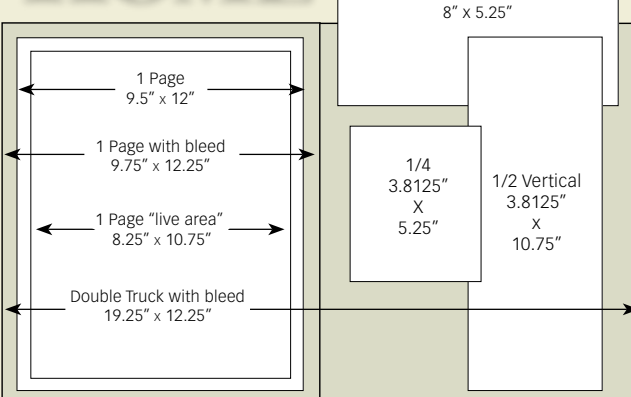
production@bigskyjournal.com

### MAIL YOUR AD ON CD OR DVD TO:

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

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

# BIG SKY JOURNAL HOME



**Trim size of book:** 9.5" wide x 12" high