

Explore

# Big Sky

Explore Big Sky features award-winning editorial content, design and photography. Published in Big Sky, Montana, the newspaper highlights the lifestyle, land and culture of the Mountain West.

## CORE TITLE AUDIENCE:

6,000

print base/issue

33,000

readership/issue

1 million

annual readership



45%

male



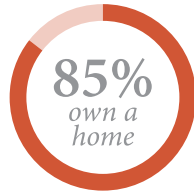
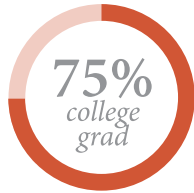
55%

female

Frequency: 26x/year  
every 2 weeks

45

median age



55%

married/partnered

42%

have children under  
the age of 16

## EXPLORE BIG SKY READERS ARE:

### Engaged

Readers per copy – 5.5 (includes online readership at explorebigsky.com)

Median time spent with an issue - 45 min.

Have read multiple editions of Explore Big Sky - 80%

### Affluent and Traveled

Median Household Income – \$150,000

Median Net Worth - \$950,000

Median Home Value - \$750,000

Have Vacationed Within the U.S. in the past year – 90%

Have Vacationed Overseas in the past year – 60%

Traveled to a National Park within the past year – 80%

### Active

Participate in winter sports like skiing and snowboarding – 70%

Participate in summer sports like golf, hiking and biking – 80%

## DISTRIBUTION MODEL:

50%

### Controlled Commercial

National Park Visitor Center locations, ski resorts, Chamber of Commerce entities, coffee shops, salons, private clubs, select retailers, medical and professional offices, public and private airport terminals and other premier locations. With over 250 drop points, these public spaces add significant reach to Explore Big Sky's readership.

25%

### Direct Residential Mail

Mailed to a dedicated readership in 39 states including some of the most affluent zip codes in the country. Readership spans from Northeast cities like Boston, Greenwich and Manhattan to Southern locations like Atlanta, Palm Beach, Naples and Houston. Central locations range from Chicago, Minneapolis, Fargo and Green Bay to Western cities like Denver, Jackson Hole, San Francisco, Los Angeles, Bend and Seattle. Direct residential mail includes numerous Forbes 500 members and over 750 families with net worth ranging from \$10 million to multi-billion.

50%

20%

### Contracted Placement

Strategic partnerships networked to showcase Explore Big Sky with quality partners: top-tier hotels in the Northwest Rocky Mountain region, in the country's finest Private Mountain Clubs, luxury transport companies, art galleries, preferred rack placement in airports like Bozeman/Yellowstone International, and bedside at luxury lodging and recreation properties.

25%

5%

### Event

Explore Big Sky 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.

5%



### Digital Distribution

Every edition of Explore Big Sky is available online in digital format.