

# MOUNTAIN OUTLAW™

MEDIA KIT



**Follow us and be a part of the most widely distributed publication in the Greater Yellowstone.**

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.



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# MOUNTAIN OUTLAW™

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## AN ELEVATED VIEW OF OUR DISTRIBUTION

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### Mountain Outlaw's free model

- Allows us to be proactive regarding where we put our magazine, and who we put it in front of—keeping the publication in front of your target audience.
- Outlaw Partners distributes the magazine over a six-month period so that each distribution location always has the publication available to their guests.



### Bedside placement in 25+ hotels

- In all gateway cities surrounding Yellowstone National Park, from Jackson Hole, Wyoming to Livingston, Montana



### Contracted placement in 500+ national vacation rental properties

- In markets including Big Sky, Jackson Hole, Sun Valley, Winter Park, Taos, Lake Tahoe, Mammoth, Park City and Denver.



### Direct mail to Big Sky's second homeowners and club members

- Mountain Outlaw is mailed to where these families call home when they are not in Big Sky—this is your “in” to these club members and homeowners
- This includes more than 1,000 families with net worth ranging from \$10 million to multi-billion, in addition to our subscriber base and physical distribution.
- If you've ever wondered, “How can I get in front of a direct mail campaign to the primary addresses of Big Sky's second homeowners and club members?” This is your answer.



### 1,000 public drop points across the Yellowstone region

- Distributed to hotels, restaurants, regional visitors centers and museums, and popular business destinations throughout Montana, Idaho and Wyoming.



### Private chartered jets

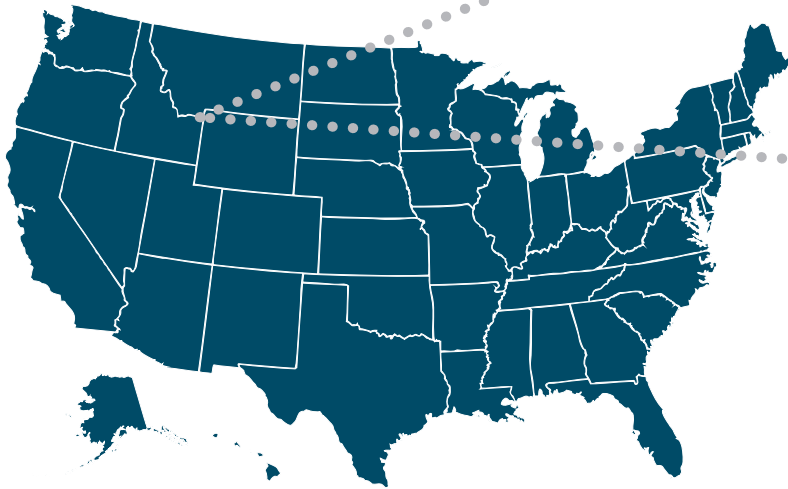
- Mountain Outlaw is the seatback magazine on all private chartered flights, in and out of Bozeman Yellowstone International Airport, that are operated by Summit Aviation and Generation Jets.



### Private club distribution

- Distribution in private clubs including Yellowstone Club, and Spanish Peaks Mountain Club.

READERS IN ALL 50 STATES



## REGIONAL HOTEL DISTRIBUTION POINTS

### MONTANA

- The LARK, Bozeman
- Lodge at Big Sky, Big Sky
- Inn on the Gallatin, Gallatin Gateway
- Rainbow Ranch, Big Sky
- Cabins at Spanish Peaks Mountain Club, Big Sky
- Lone Mountain Ranch, Big Sky
- Stage Coach Inn, West Yellowstone
- Murray Hotel, Livingston
- Yellowstone Pioneer Lodge, Livingston
- Chico Hot Springs, Paradise Valley
- Pollard Hotel, Red Lodge
- Sage Lodge, Paradise Valley
- Yellowstone Club's Warren Miller Lodge, and Spanish Peaks Mountain Club Lodge
- Wilson Hotel, Big Sky

### IDAHO

- Rustic Cabins, Island Park
- Grand Targhee Resort Lodging & Property Management, Teton Valley
- Teton Springs, Teton Valley

### WYOMING

- Snake River Lodge & Spa, Jackson
- Inn on the Creek, Jackson
- Mountain Modern, Jackson
- Virginian, Jackson
- White Buffalo Club, Jackson
- Lodges of East Yellowstone, Cody
- Buffalo Bill's Irma Hotel, Cody
- Buffalo Bill's Antler Inn, Cody
- Pollard Hotel, Red Lodge

### PLUS

- ★ Big Sky Resort
- ★ Jackson Hole Mountain Resort



INTERESTED IN ADVERTISING?  
SAM@THEOUTLAWPARTNERS.COM  
410.960.4152

## 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

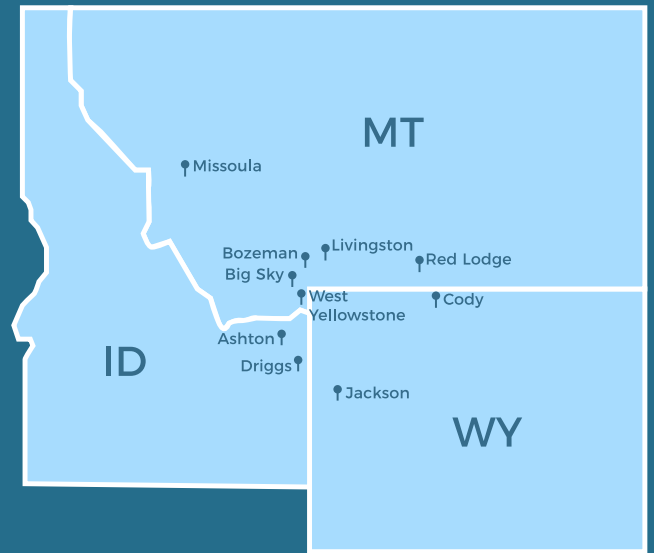
Direct residential mail to thousands of families with net worth ranging from \$10 million to multi-billion.

### 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](http://mtoutlaw.com) and [explorebigsky.com](http://explorebigsky.com)



### We've partnered with Summit Aviation.

So, Mountain Outlaw will be on all of their private chartered flights flying to and from Bozeman, an average of 700 flights per year. Average cost is \$18k per trip, so you'll be reaching an audience of high net worth individuals.

## ADVERTISING RATES

| SIZE                | SINGLE ISSUE PRICE | DOUBLE ISSUE PRICE |
|---------------------|--------------------|--------------------|
| 2 page spread       | \$6,500            | \$5,500            |
| Full page           | \$3,500            | \$3,000            |
| 1/2 page horizontal | \$2,500            | \$2,000            |
| 1/2 page vertical   | \$2,500            | \$2,000            |
| 1/4 page (8 limit)  | \$1,500            | \$1,000            |

## PREMIUM AD PLACEMENT

|                                |         |
|--------------------------------|---------|
| 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 pag           | \$5,500 |
| 1/2 page ad series             | \$5,000 |
| Other specific placement       | \$350   |

## READER DEMOGRAPHICS

550,000  
READERSHIP/ISSUE

1.1 MILLION  
ANNUAL READERSHIP

45 MEDIAN  
AGE

42% HAVE CHILDREN  
UNDER 16

45%  
MALE

55%  
FEMALE

55%  
MARRIED/  
PARTNERED

75%  
COLLEGE  
GRADS

85%  
OWN A  
HOME

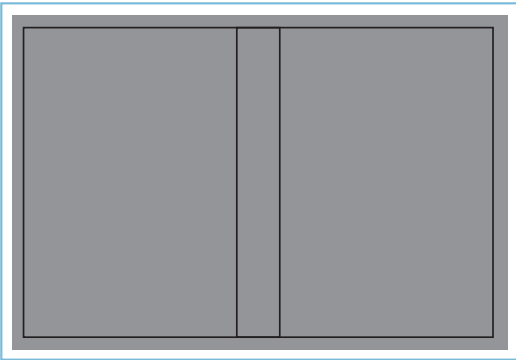
45%  
OWN A  
2<sup>ND</sup> HOME

# ADVERTISING DESIGN SPECS

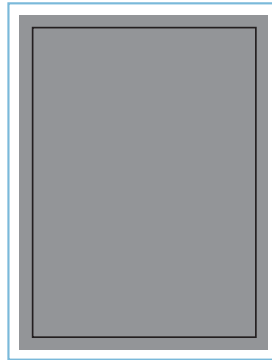
|                     | TRIM/FINAL SIZE | BLEED AREA      | SAFE AREA/MARGIN |
|---------------------|-----------------|-----------------|------------------|
| 2 page spread       | 16.75 x 10.875" | 17 x 11.125"    | 16.25 x 10.325"  |
| Full page           | 8.375 x 10.875" | 8.675 x 11.125" | 8.125 x 10.625"  |
| 1/2 page horizontal | 7.875 x 5.125"  | 8.125 x 5.375"  | 7.625 x 4.875"   |
| 1/2 page vertical   | 4 x 10.875"     | 4.25" x 11.125" | 3.75 x 10.625"   |
| 1/4 page (8 limit)  | 3.75 x 5.125"   | No bleed needed | 3.25 x 4.675"    |

**AD TEMPLATES AVAILABLE HERE**

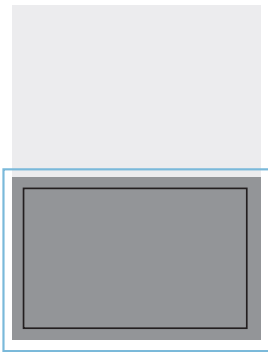
2 PAGE SPREAD



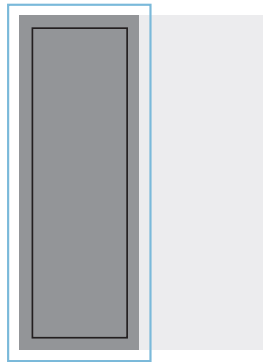
FULL PAGE



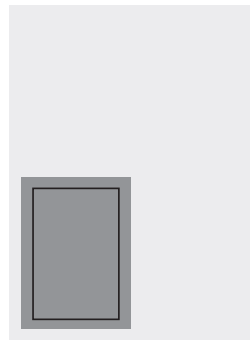
1/2 PAGE HORIZONTAL



1/2 PAGE VERTICAL



1/4 PAGE



■ TRIM/FINAL SIZE

□ BLEED AREA

□ SAFE AREA/MARGIN

## ARTWORK PREPARATION

- For all sizes by 1/4 page, please at least 0.125" bleed.
- 0.5" safe area margin recommended, 0.25" required. This means that all important text/logos are placed within this area.
- Ad design, resizing, or text edits will be 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 0.25"
- Minimum 250 DPI for photos
- Submit artwork as a high resolution PDF. Other file formats will not be accepted.

## FINAL AD ARTWORK DUE

for Summer 2020 issue: **April 10, 2020**

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

# OUTLAW PARTNERS MEDIA

**1.5 MILLION** EYES

**LARGEST**  
MEDIA COMPANY IN  
SOUTHWEST MONTANA

**1000** REGIONAL DROP  
POINTS WITHIN GREATER  
YELLOWSTONE REGION



● PRINT PUBLICATION

● DIGITAL