

# MOUNTAIN OUTLAW™ + Explore Yellowstone

## The most popular and widely distributed magazine in the Greater Yellowstone.

With award-winning editorial content, design and photography, Mountain Outlaw magazine, now featuring Explore Yellowstone within it, 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.



PRINT & SUBSCRIPTIONS:  
ANNUAL READERSHIP -  
**1.1M READERS**

DIGITAL:  
**MTOUTLAW.COM**

**24,500** users

**35,900** pageviews

ONLINE EDITIONS (VIA ISSUU)

**10,400** impressions

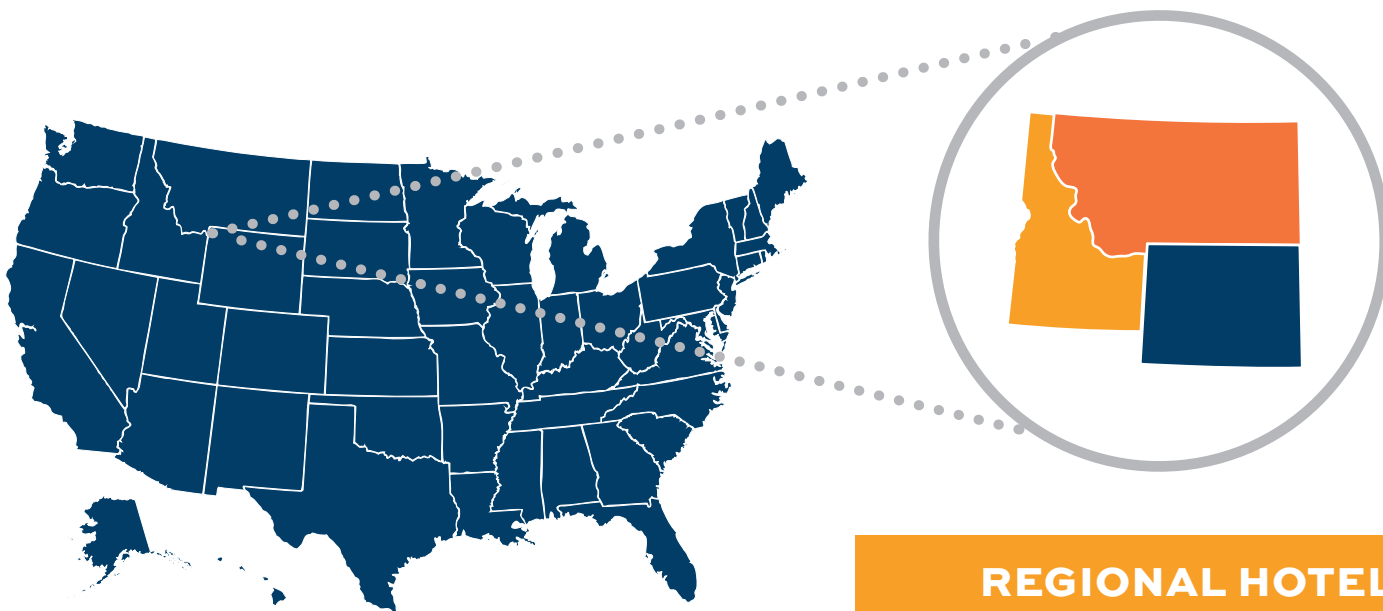
**4:58** average read time

*Data as of Sept. 2020*



### ASK US ABOUT:

- Our free model
- Direct mail to Big Sky's second homeowners and club members
- Bedside placement in 25+ hotels
- Contracted placement in 500+ national vacation rental properties
- 1,000 public drop points across the Yellowstone region
- Placement on private chartered jets
- Private club distribution



## READERS IN ALL 50 STATES



### 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.

## 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

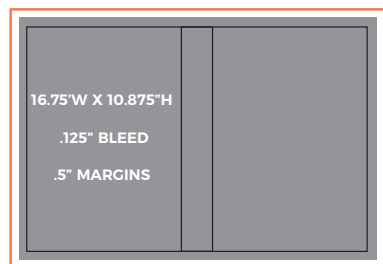
## ADVERTISING RATES

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

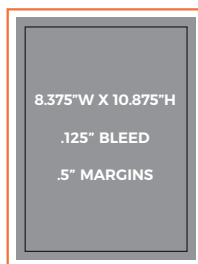
## PREMIUM AD PLACEMENT

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

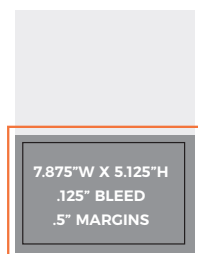
2 PAGE SPREAD



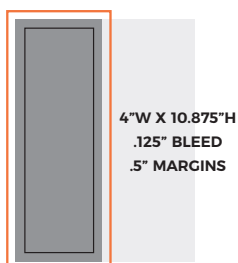
FULL PAGE



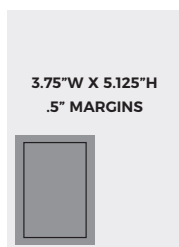
1/2 PAGE  
HORIZONTAL



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



**PLEASE MAKE SURE TO  
EXPORT YOUR FILE WITH THE  
BLEED SETTING ON.**

- 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 when sending final .pdf file**
- Minimum 250 DPI for photos
- Submit artwork as a high resolution PDF. Other file formats will not be accepted
- For any artwork questions, please email our designer:  
marisa@theoutlawpartners.com

## FINAL AD ARTWORK DUE

Winter 2020 issue: **October 10, 2020**  
Spring 2021: **April 30, 2021**

Original ad design options available

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

AD TEMPLATES AVAILABLE HERE





**OUTLAW**<sup>™</sup>  
• P A R T N E R S •

**WANT TO LEARN MORE AND GET INVOLVED?  
DROP US A LINE!**

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