



OUTLAW<sup>TM</sup>  
· PARTNERS ·

MEDIA KIT  
2023



BIG SKY  
PBR

WILDLANDS<sup>TM</sup>  
FESTIVAL

Explore

Big Sky



Town  
& Crier

BROUGHT TO YOU BY  
EXPLORE BIG SKY

MOUNTAIN  
OUTLAW<sup>TM</sup>

VIEWS.  
*Big Sky's Real Estate Guide*

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WHO IS OUTLAW?

VISION

At Outlaw Partners, we work to create connections and inspire others to act.

MISSION

Outlaw Partners mission is to share stories and experiences through publications, marketing and event productions that inspire individuals and businesses alike to connect, create, and grow.

OUR VALUES

THE CODE OF THE WEST

Live Each Day With Courage	When You Make A Promise, Keep It
Take Pride In Your Work	Ride For The Brand
Always Finish What You Start	Talk Less and Say More
Do What Has To Be Done	Remember That Some Things Aren’t For Sale
Be Tough, But Fair	Know Where To Draw The Line

THE OUTLAW AUDIENCE IS:  
ENGAGED - AFFLUENT - ACTIVE



55% MALE  
45% FEMALE

AGE:

18-24 - 7%	45-54 - 18%
25-34 - 21%	55-64 - 20%
35-44 - 18%	65+ - 16%



85%  
HOMEOWNERS  
40%  
OWN 2<sup>ND</sup> HOME



250K  
MEDIAN HOUSEHOLD INCOME  
\$3M  
MEDIAN NET WORTH  
\$1.5M  
MEDIAN HOME VALUE



80%  
PARTICIPATE IN  
SPORTS  
GOLF, HIKING, BIKING, ALPINE  
SKIING, TRAVEL

OUTLAW FAMILY OF BRANDS



BIG SKY'S  
BIGGEST WEEK

BIG ART SKY  
AUCTION



PARTNER EVENTS  
& COLLABS

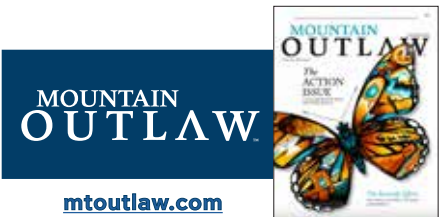
STRATEGY &  
CONSULTING  
PUBLIC RELATIONS

GRAPHIC DESIGN  
VIDEO PRODUCITON  
& PHOTOGRAPHY

WEBSITE  
DEVELOPMENT

DIGITAL & SOCIAL  
MANAGEMENT

CONTENT PRODUCTION



EVENTS

MARKETING

MEDIA

DIGITAL  
PRINT PUBLICATION

OUTLAW

REAL  
ESTATE

ADVENTURE  
+ TRAVEL  
BRANDS

PARTNER  
BRANDS



OUTLAW.PARTNERS / 2023





Explore™

# Big Sky

Explore Big Sky is Big Sky's local news source - a bi-weekly print newspaper and digital resource featuring award-winning editorial content, design and photography. EBS provides sweeping coverage of the issues impacting Big Sky and the greater Yellowstone region.



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



## DIGITAL:

**26K** INSTAGRAM FOLLOWERS  
40K Impressions/Week

**13K** FACEBOOK FOLLOWERS

## EXPLOREBIGSKY.COM ANNUAL PERFORMANCE

**690,000** users  
**1,010,000** sessions  
**1,349,000** pageviews

## TRAFFIC SOURCES

**27%** Direct  
**35%** Organic Search  
**13%** Social  
**22%** Referral

## TOP 10 USER TRAFFIC LOCATIONS

- Bozeman, MT
- Big Sky, MT
- Salt Lake City, UT
- Denver, CO
- Seattle, WA
- New York, NY
- Pheonix, AZ
- Dallas, TX
- Chicago, IL
- Billings, MT

Data as of Dec. 2022



Five times a week, Explore Big Sky's "Town Crier" newsletter delivers news briefs that provide our audience with information they need to stay relevant and carry conversations on the most interesting bits of regional news and entertainment. We do the heavy lifting, curating the most engaged-with and talked-about stories from around our town, region and state...all you need to do is hop on board.

Not to mention...our readers love us.

## WEEKLY REACH

**57,000 INBOXES**

## OPEN RATE

**35%**  
(industry avg 15-25%)

## CLICK RATE

**5%**  
(industry avg 2.5%)

Data as of Dec. 2022



## HOARY MARMOT PODCAST

The official weekly podcast of the Big Sky community in partnership with Explore Big Sky.

## TOTAL REACH

**2K+ LISTENERS**

## AVG. MONTHLY REACH

**185 DOWNLOADS**

## MOST POPULAR ON

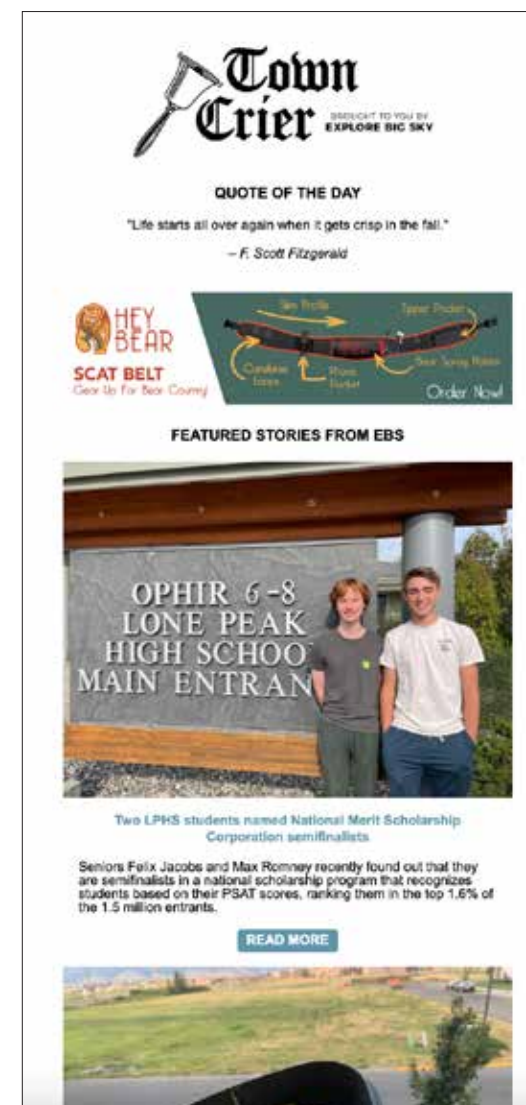


Apple Podcasts



Spotify

Data as of Dec. 2022





# MOUNTAIN OUTLAW™

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**

**41,500** users

**55,000** pageviews

**2:00** average read time  
*Data as of Dec. 2022*

**530** digital reads

#### ASK US ABOUT:

- Our free model
- Direct mail to Big Sky’s second homeowners and club members
- 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



# VIEWS.

*Big Sky's Real Estate Guide*

With a focus on the real estate market in our town, supplemented with Big Sky living and lifestyle pieces, VIEWS aims to remind even longtime residents of the roots of their love affair with the beautiful landscapes and people of our community.

*Printed twice per year, and online at [viewbigsky.com](http://viewbigsky.com)*

PRINT & SUBSCRIPTIONS  
**240K READERS**

Bozeman, Big Sky and the greater Gallatin Valley continue to be some of the fastest growing communities in the mountain west.

PRINT ISSUES DISTRIBUTED  
TWICE PER YEAR

**6,000**

NEW ACCOUNTS REACHED ON SOCIAL  
MEDIA PER MONTH INCLUDING LOCAL  
BUSINESSES, ORGANIZATIONS AND  
REAL ESTATE AGENCIES

**300**

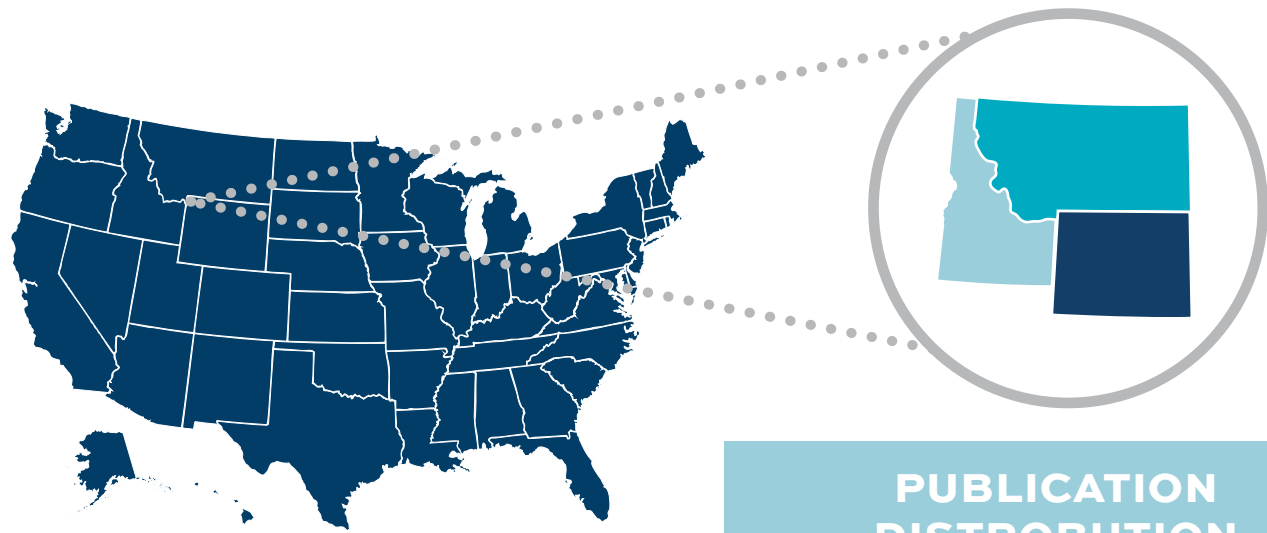
REGULAR VISITORS ON  
**VIEWBIGSKY.COM**

**2,000**

*Data as of Jan. 2022*







FROM ALL 50 STATES



#### READERSHIP IN PRIVATE CLUBS AND CHARTERS

Mountain Outlaw and Outlaw publications are all distributed at Yellowstone Club, Spanish Peaks and Montage Big Sky. We've also secured additional placement in private chartered flights to and from Bozeman-Yellowstone International Airport via Yellowstone Jet Center.

## PUBLICATION DISTRIBUTION

### MONTANA

- The LARK, Bozeman
- Lodge at Big Sky, Big Sky
- Montage Big Sky
- 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

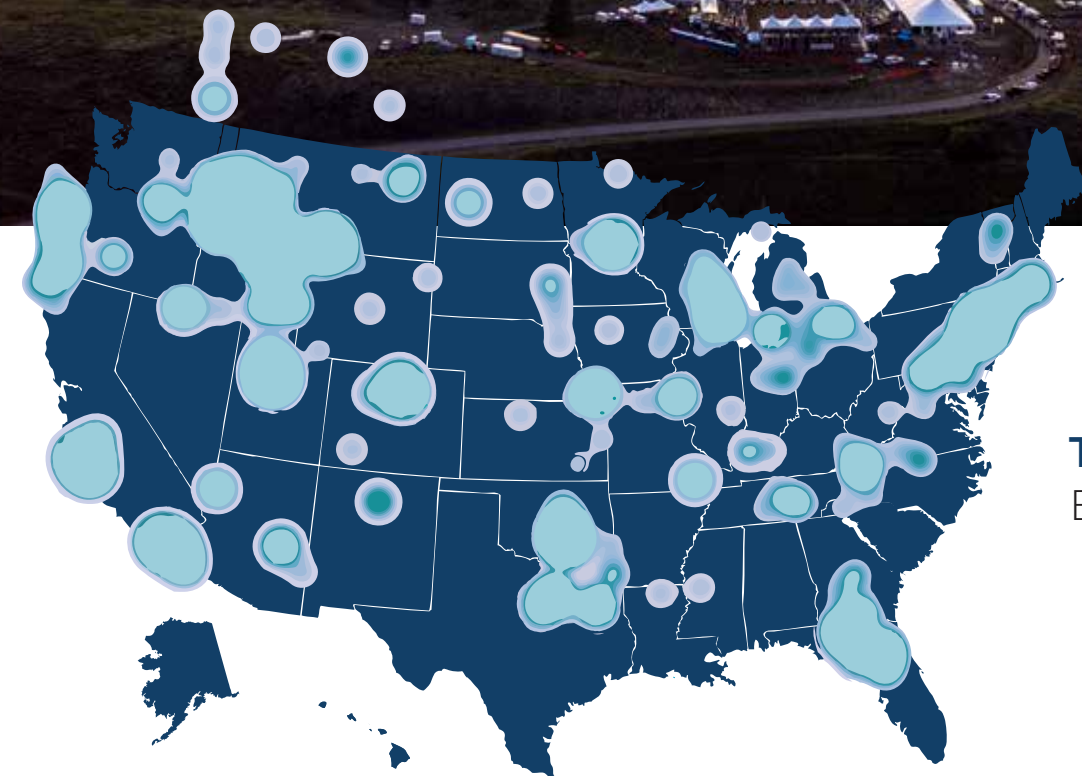
- Snake River Lodge & Spa, Jackson
- Inn on the Creek, Jackson
- Mountain Modern, Jackson
- Virginian, Jackson
- White Buffalo Club, Jackson
- Lodges of East Yellowstone, Cody
- Buffalo Bill's Irma Hotel, Cody
- Buffalo Bill's Antler Inn, Cody
- Pollard Hotel, Red Lodge

### PLUS

- ★ Big Sky Resort
- ★ Jackson Hole Mountain Resort

## NATIONAL DISTRIBUTION WITH NATURAL RETREATS

- Tahoe City, CA
- Mammoth Lakes, CA
- Palm Springs, CA
- Breckenridge, CO
- Ketchum, ID
- Park City, UT
- Taos, NM
- Big Sky, MT



TICKET SALES  
BY REGION



Over 300,000+  
attendees



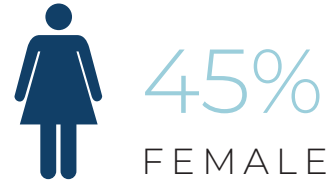
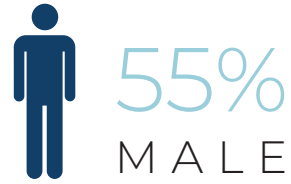
500+ brands activated  
to their target audiences, engaging  
consumers and creating brand loyalty



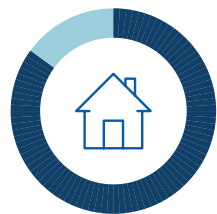
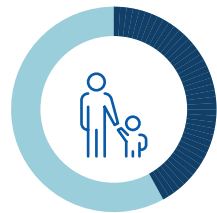
\$2.5 million+  
donated to charities  
through Outlaw Partners events



OUTLAW EVENTS CORE AUDIENCE IS:



**AGE:** 18-24 - 7%  
25-34 - 21%  
35-44 - 18%  
45-54 - 18%  
55-64 - 20%  
65+ - 16%



AFFLUENT:

\$250K  
MEDIAN  
HOUSEHOLD  
INCOME

\$3M  
MEDIAN NET  
WORTH

\$1.5M  
MEDIAN HOME  
VALUE

60% HAVE VACATIONED OVERSEAS  
IN THE PAST YEAR

TRAVELED TO A NATIONAL  
PARK WITHIN THE PAST YEAR 80%

ACTIVE:

80%  
PARTICIPATE IN SUMMER  
SPORTS LIKE GOLF, HIKING,  
AND BIKING

70%  
PARTICIPATE IN WINTER  
SPORTS LIKE SKIING AND  
SNOWBOARDING

BIG SKY'S  
BIGGEST WEEK



BIG SKY COMMUNITY RODEO

2,500  
ATTENDEES/YEAR

BIG SKY ART AUCTION

250  
BIDDERS/YEAR

BIG SKY COMMUNITY DAY

200  
ATTENDEES/YEAR

BIG SKY PBR GOLF TOURNAMENT

84  
ATTENDEES/YEAR

ANNUAL DICK ALLGOOD COMMUNITY  
BINGO

230  
ATTENDEES/YEAR

EIGHT-TIME NATIONAL PBR  
AWARD WINNING EVENT

8,100

BIG SKY'S BIGGEST WEEK  
ATTENDEES/YEAR

\$151,900

RAISED IN CALCUTTA  
AND 50/50 RAFFLE



4,500  
ATTENDEES

THE INAUGURAL WILDLANDS MUSIC  
FESTIVAL WAS HELD AT THE ROMNEY  
OVAL ON THE MSU CAMPUS IN 2018,  
CELEBRATING WILD AND OPEN  
SPACES AND THE NON-PROFITS  
THAT WORK TO PROTECT THEM.

\$145,000

RAISED FOR  
CONSERVATION CHARITIES





OUTLAW  
PARTNERS

# ARTWORK PREPARATION 2023

Explore™

# Big Sky



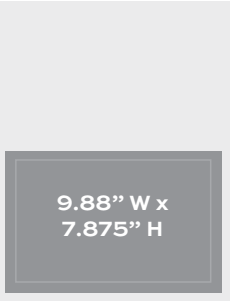
2 PAGE SPREAD



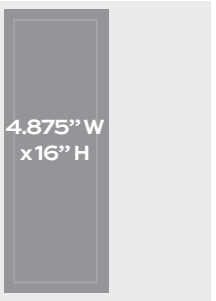
FULL PAGE



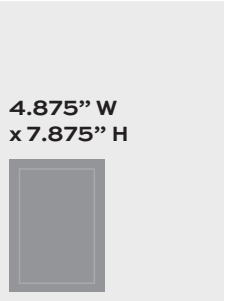
1/2 PAGE  
HORIZONTAL



1/2 PAGE  
VERTICAL



1/4 PAGE



## ARTWORK PREPARATION

- File type: Printable Adobe Print Quality (choose this setting in the drop down menu when you export your file)
- **USE HIGH RES IMAGES:**  
At least 260 DPI / higher MB files.
- Images print darker in newsprint, please tone photos 20% lighter than what you desire on screen. **Very dark images not recommended.**
- Use 100% black for text and shapes. (C=0, M=0 Y=0, K=100)
- Keep font size at 10pt. or higher and bold fonts are recommended.
- Requested ad design, resizing, or text edits billed at \$250/hr.
- Package discounts are available for consecutive-issue placement
- Specified placement fee: 20%
- A late fee is applied for files sent after the deadline
- **For any artwork questions, please email our designer:**  
[maryelizabeth@theoutlawpartners.com](mailto:maryelizabeth@theoutlawpartners.com)

*\*Special placement on pages 3, 5, and 7: Request pricing*

*\*A 20% premium is added to retail pricing for single issue buys in June, July, November & December Issues*

*\*Ads submitted after deadline will incur a 10% late fee.*



# 2023

## EXPLORE BIG SKY SCHEDULE

### JANUARY

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### FEBRUARY

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

### MARCH

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

### APRIL

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

### MAY

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

### JUNE

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

### JULY

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

### AUGUST

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

### SEPTEMBER

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

### OCTOBER

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### NOVEMBER

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

### DECEMBER

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

○ AD DEADLINE

○ DISTRIBUTION DAY



Town Crier runs 5X per week

- Regular banner ad:  
Banner size:1600x400 pixels at 300 dpi, JPEG format
- Presenting Partner:  
Banner size: 1600x800 pixels, 300 dpi, JPEG format
- KEEP TEXT & LOGO LARGE!  
Tagline / header text font size 42pt. (min), the bigger the better.
- Less is more!
- Need design assistance? We'd be happy to help.  
Billed at \$250/hr.



## EXPLOREBIGSKY.COM ADVERTISING

see image to the right for examples

**TOP BANNER AD:**  
1600x408 pixels

**HOME PAGE ADVERTISEMENT TILE:**  
330x310 pixels

**OTHER BANNER ADS BREAKING UP TEXT:**  
728x186 pixels

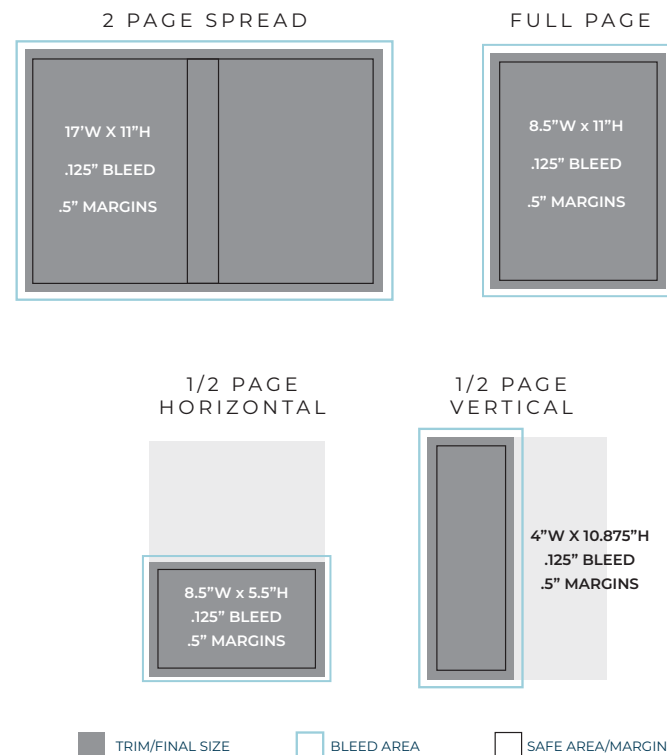
**TILE ADS ON SUBPAGES**  
330x310 pixels

### ADVERTISING EXAMPLES:



All files must be submitted in jpeg format, at 300 DPI.

# MOUNTAIN OUTLAW™



## FINAL AD ARTWORK DUE

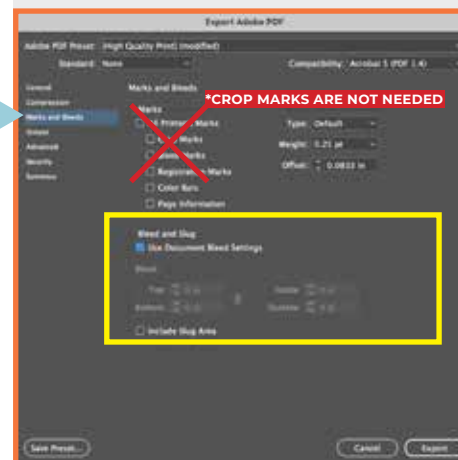
Spring 2023: **May 1, 2023**  
Winter 2023/24: **November 1, 2023**

Original ad design options available

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

## 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 required. This means that all important text/logos are placed within this area
- Ad design, resizing, or text edits will be billed at \$250/hour
- Do not include crop or bleed marks when sending final .pdf file**
- Minimum 260 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: maryelizabeth@theoutlawpartners.com**



# VIEWS.

*Big Sky's Real Estate Guide*

### COVER FEATURE:

This is our premier advertisement offering, a package that not only includes the cover photo – a first and lasting impression made on any reader – but also a half-page ad within the publication to complement the cover.

**This opportunity is limited to one advertiser per issue.**

### BACK COVER:

This opportunity, a full-page ad located on the back cover of the publication, is limited to one advertiser per issue.

### TWO PAGE SPREAD:

A two-page spread within the publication is a fantastic means to earn a reader's consideration. This offering can be supplemented with original ad design at negotiated costs.

### FULL PAGE ADVERTISEMENT:

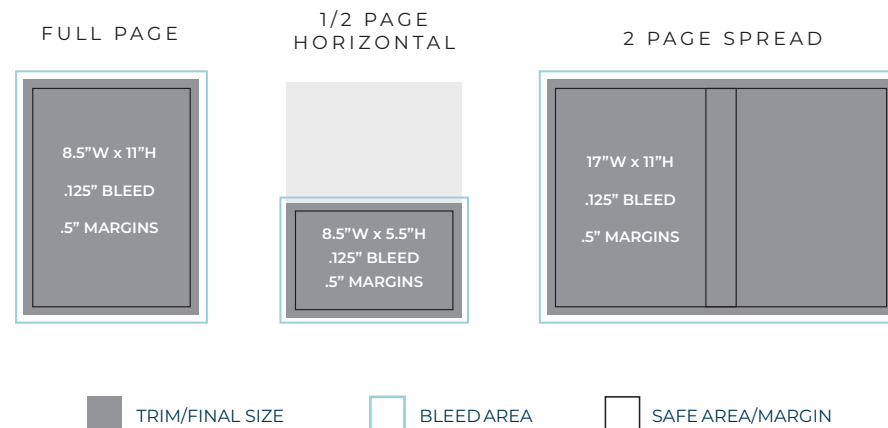
This standard of print publication advertising, a full-page placement, and can be supplemented with original ad design at negotiated costs.

### HALF PAGE ADVERTISEMENT:

One half-page advertisement placement within the publication costs, with original ad design options available at negotiated costs.

### ADVERTORIAL:

Advertorials rank among the most effective means to capture a reader's consideration, tapping formatting and writing styles akin to original content. This native content offering is a 2-to-4-page feature on a listing, product or topic relating to the general real estate and interior design industries. Our writers will conduct a half day interview with you and craft an article, with your oversight, to tell the story behind you as an agent, your business or your properties.



## FINAL AD ARTWORK DUE

Spring 2023: **April 1, 2023**  
Fall 2023/24: **October 1, 2023**

Original ad design options available

## ARTWORK PREPARATION

- For all sizes, please create your design file with 0.125" bleed and 0.5" margins
- PLEASE MAKE SURE TO EXPORT YOUR FILE WITH THE BLEED SETTING TURNED ON**
- 0.5" safe area margin required. This means that all important text/logos are placed within this area
- Do not include crop or bleed marks when sending final .pdf file**
- Minimum 260 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: maryelizabeth@theoutlawpartners.com**



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

**ERSIN@THEOUTLAWPARTNERS.COM**

**406.451.4073**

**PATRICK@THEOUTLAWPARTNERS.COM**

**207.808.3341**



**11 Lone Peak Drive, Unit  
#104 Big Sky, Montana 59716  
outlaw.partners**



**SCAN HERE TO  
LEARN MORE ABOUT US**