



OUTLAW™

MEDIA KIT

Explore™

Big Sky



Explore Big Sky's

TOWNCRIER

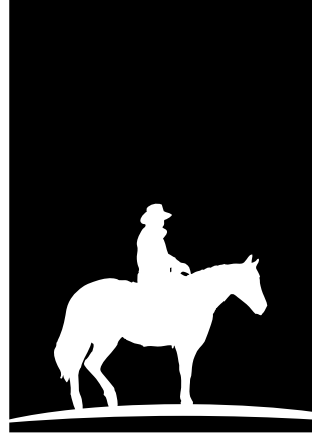
MOUNTAIN
OUTLAW™

VIEWS.

Big Sky's Real Estate Guide

Explore

Big Sky
WITH
HOARY MARMOT



WHAT IS OUTLAW?

OUTLAW, based in Big Sky, Montana, is a one-of-a-kind real estate, marketing, media and events company, that provides residents and visitors a passport to western lifestyle. Founded on the pioneering principles of the Code of the West, Outlaw's family of brands are strategically curated to create connections, build community and inspire action. This powerful ecosystem has contributed to a track record of success spanning 25 years in marketing, sales and real estate related to over \$2 billion in real estate transactions in Southwest Montana alone.

The Outlaw audience is affluent and engaged. Outlaw media reaches over 4 million readers a year through its Explore Big Sky newspaper and flagship magazine publications Mountain Outlaw and VIEWS, while being a voice for life, land and culture in the greater Yellowstone region.

Outlaw is the cornerstone of events production in Big Sky and is renowned for its award-winning, high demand events like Big Sky PBR and Wildlands Festival that entertain tens of thousands of fans and generate over \$38 million in economic impact each year.

Outlaw's real estate teams live, work, play, and truly understand the lifestyle and dynamic characteristics of the Southwest Montana market. Through relationships and a thoughtful approach, our development team anchors purpose in sustainably growing projects to enhance this special place.

Outlaw is driven to make an impact by creating meaningful connections, supporting local community organizations, inspiring action in service, and producing quality content that represents a unique demographic and fosters a global kinship to the spirit of the Mountain West.





OUTLAW FAMILY OF BRANDS

MARKETING

STRATEGY & CONSULTING | PUBLIC RELATIONS | GRAPHIC DESIGN
VIDEO PRODUCTION & PHOTOGRAPHY | WEBSITE DEVELOPMENT
DIGITAL & SOCIAL MANAGEMENT | CONTENT PRODUCTION





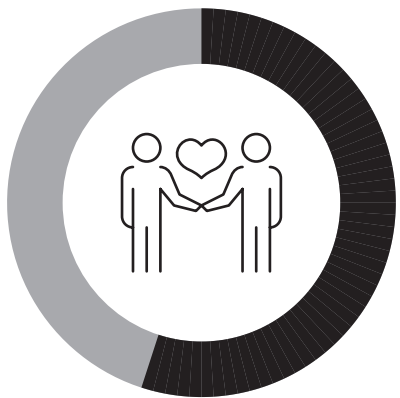
OUTLAW'S CORE AUDIENCE

The Outlaw audience is affluent and engaged. Outlaw reaches over **4 million people** each year through its media, events, and marketing platforms, and has an extended database of clients, firms, family offices and investors from around the world.

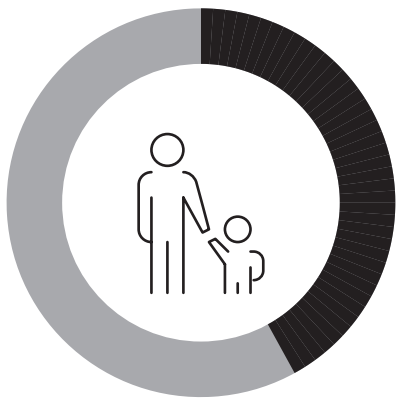


AGE:

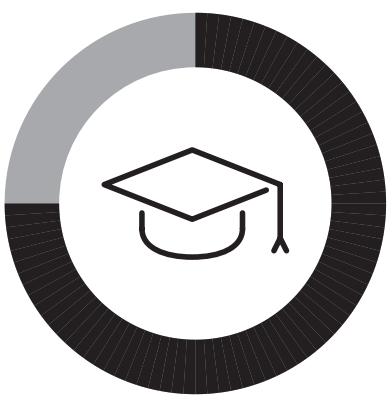
18-24 - 7%	35-44 - 20%	55-64 - 20%
25-34 - 21%	45-54 - 18%	65+ - 14%



55% MARRIED/PARTNERED



42% HAVE CHILDREN UNDER 16



75% COLLEGE GRADS



85% OWN A HOME



40% OWN A 2ND HOME

AFFLUENT:

\$250K
MEDIAN HOUSEHOLD INCOME

\$3M
MEDIAN NET WORTH

\$1.5M
MEDIAN HOME VALUE

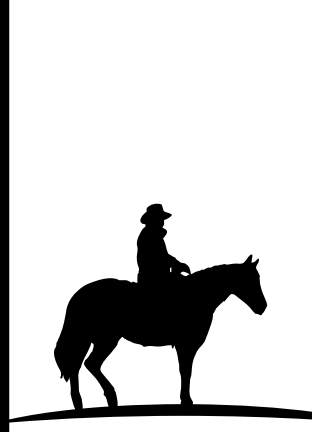
ACTIVE:

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

60% HAVE VACATIONED OVERSEAS IN THE PAST YEAR

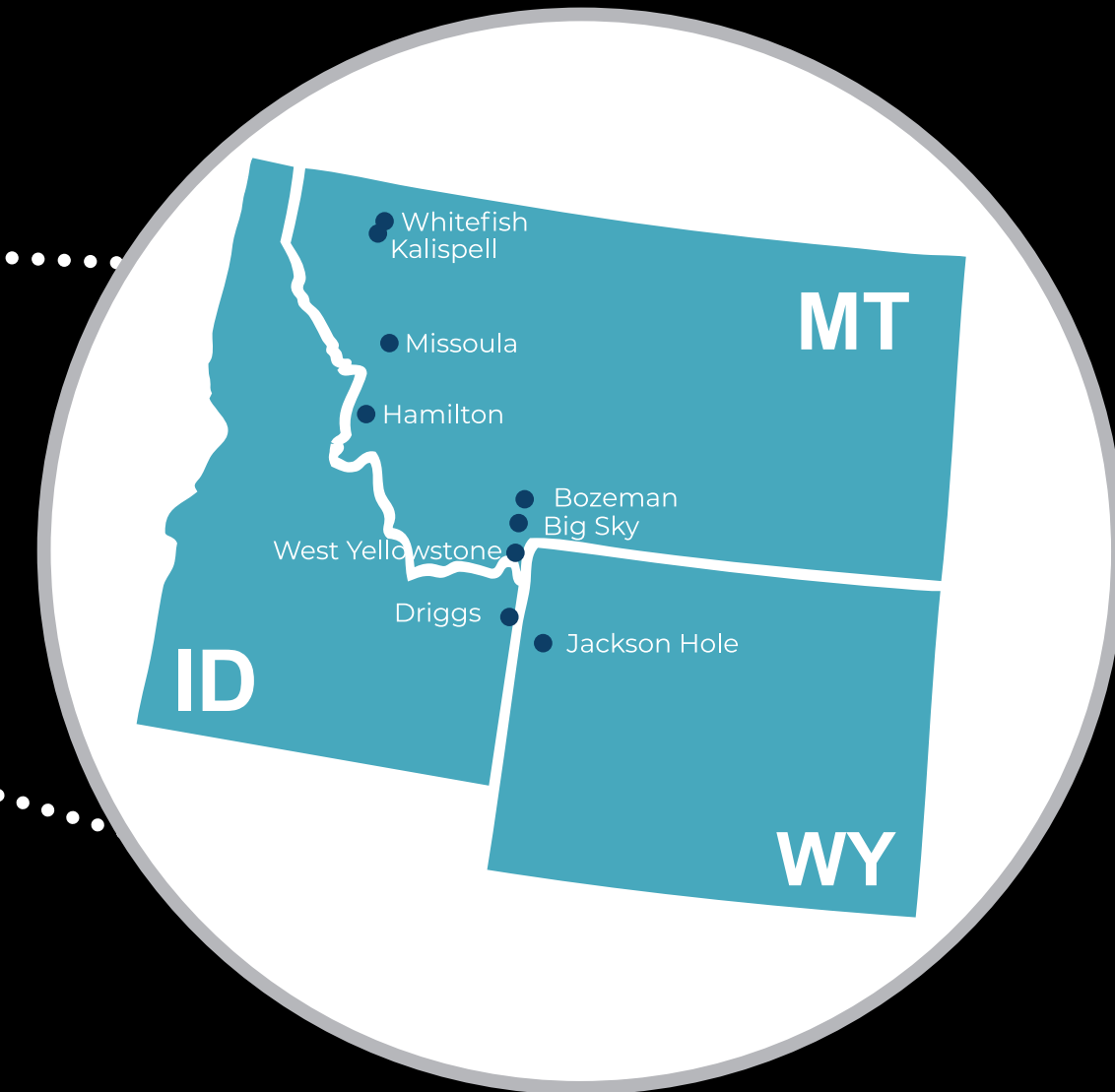
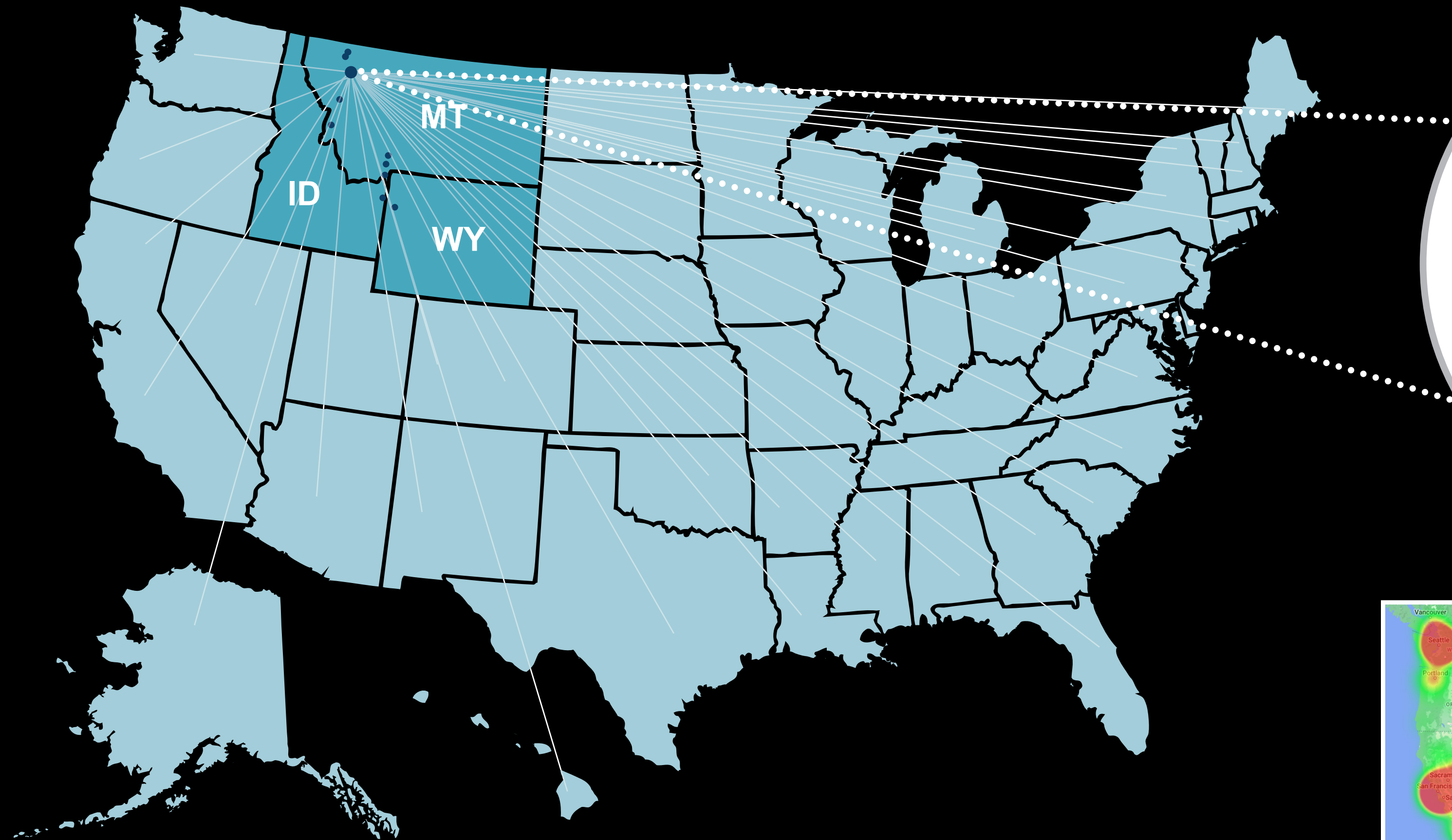
TRAVELED TO A NATIONAL PARK WITHIN THE PAST YEAR **80%**

70%
PARTICIPATE IN WINTER SPORTS LIKE SKIING AND SNOWBOARDING

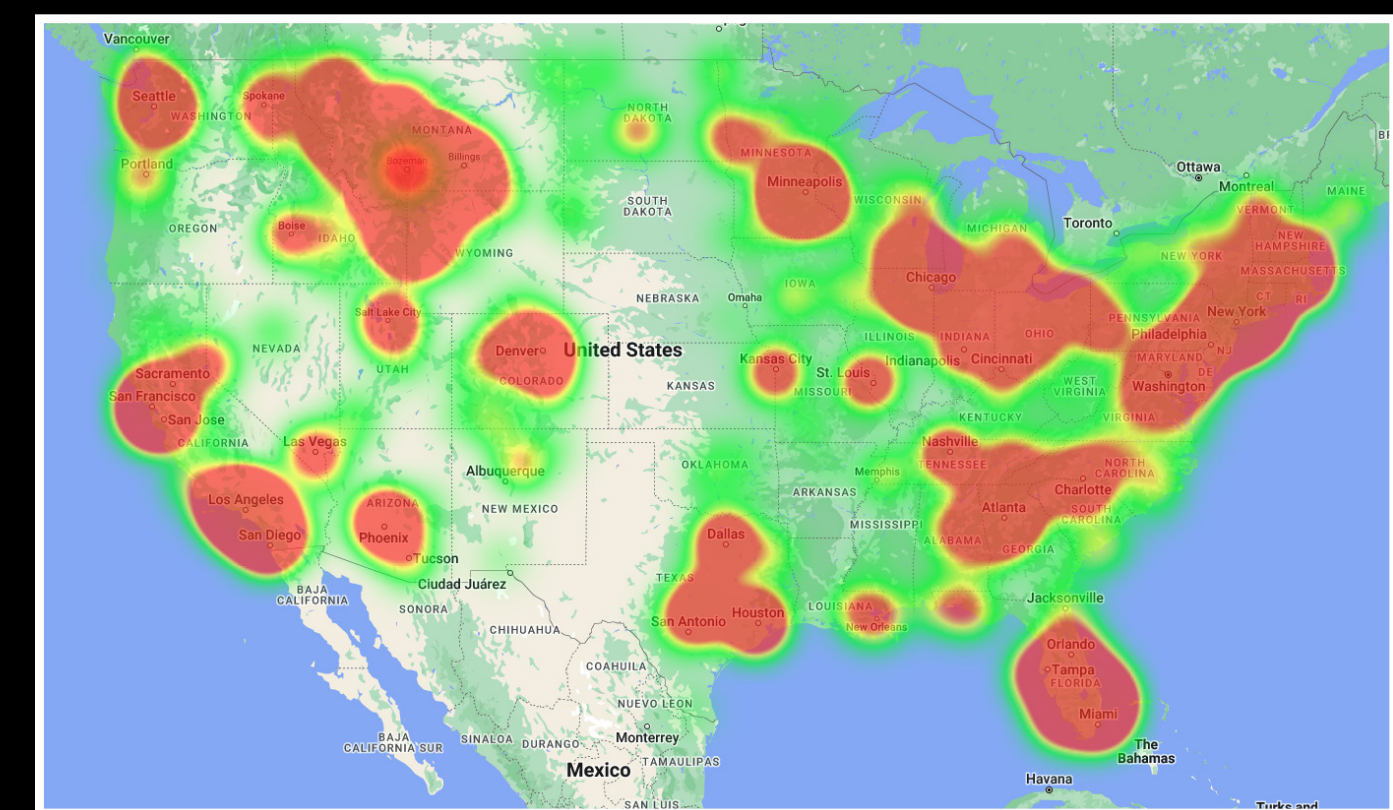


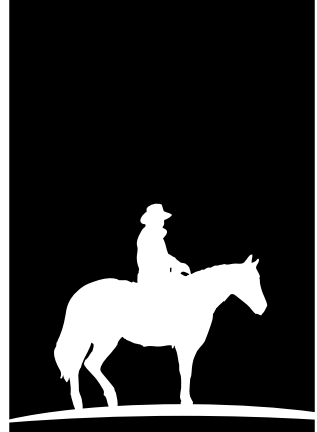
OUTLAW MEDIA DISTRIBUTION AUDIENCE

PRINT, DIGITAL, SUBSCRIBER



Outlaw's media has global digital reach, subscriber presence in **all 50 states**, and hyper-focused print distribution in the Greater Yellowstone ecosystem including Big Sky, Bozeman, Missoula, Whitefish, and Jackson, WY.





EXPLORE BIG SKY & TOWN CRIER

NEWSPAPER AND NEWSLETTER: SUBSCRIPTION AND READERSHIP

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 Page views

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
- Phoenix, AZ
- Dallas, TX
- Chicago, IL
- Billings, MT



Explore Big Sky's

TOWNCRIER

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%)



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

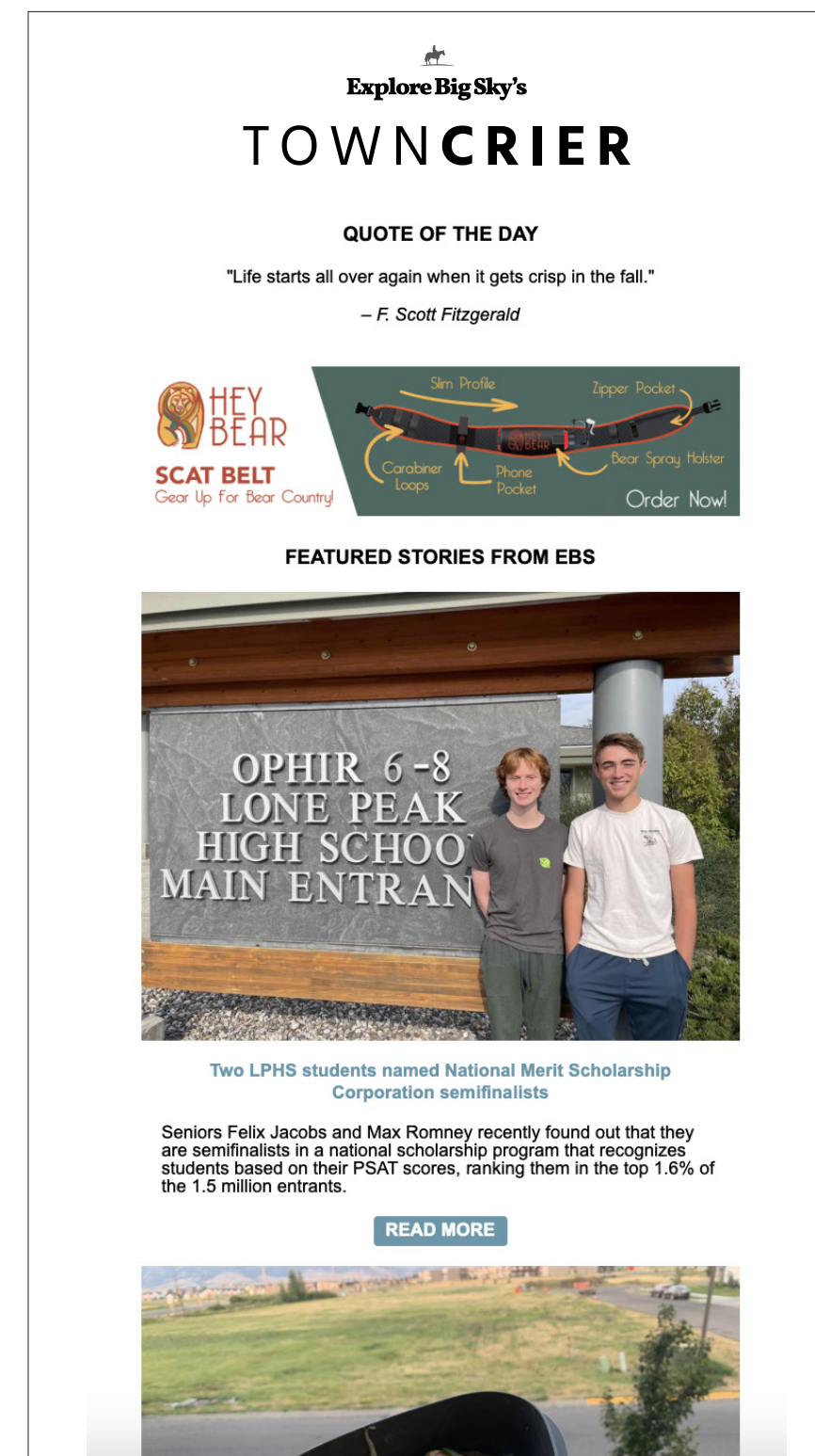
MOST POPULAR ON



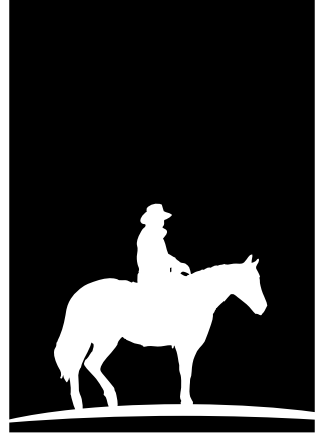
Apple Podcasts



Spotify



Data as of Dec. 2022



MOUNTAIN OUTLAW

SUBSCRIPTION, READERSHIP & DISTRIBUTION

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 Page views
2:00 Average read time
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

PUBLICATION DISTRIBUTION

MONTANA

- Big Sky
- Bozeman
- Livingston
- Red Lodge
- Missoula
- Kalispell
- Whitefish

IDAHO

- Island Park
- Teton Valley

WYOMING

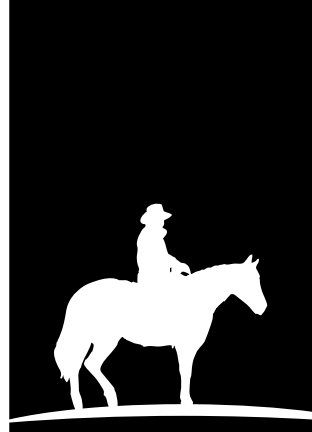
- Jackson
- Cody

NATIONAL DISTRIBUTION WITH NATURAL RETREATS

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

READERSHIP IN PRIVATE CLUBS & 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.



EXPLORE BIG SKY NEWSPAPER

ARTWORK PREPARATION

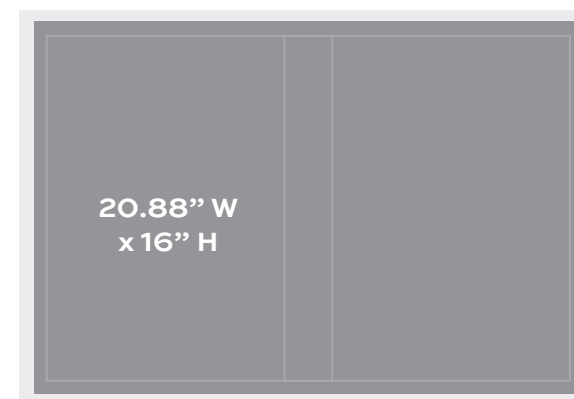


ARTWORK PREPARATION

- **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**



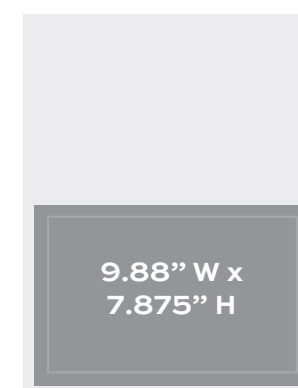
2 PAGE SPREAD



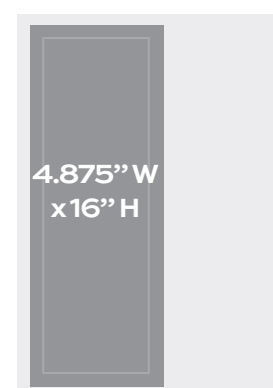
FULL PAGE



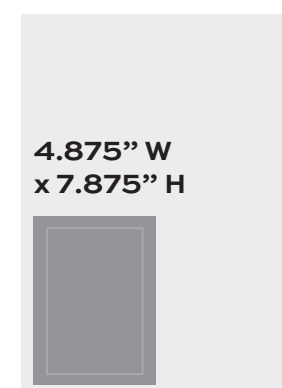
1/2 PAGE HORIZONTAL



1/2 PAGE VERTICAL



1/4 PAGE



2024

EXPLORE BIG SKY AD DEADLINE AND PAPER DATES

January						
S	M	T	W	T	F	S
			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						
S	M	T	W	T	F	S
				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		

March						
S	M	T	W	T	F	S
					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						
S	M	T	W	T	F	S
				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						
S	M	T	W	T	F	S
				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						
S	M	T	W	T	F	S
						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						
S	M	T	W	T	F	S
			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						
S	M	T	W	T	F	S
					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						
S	M	T	W	T	F	S
				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						
S	M	T	W	T	F	S
			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	

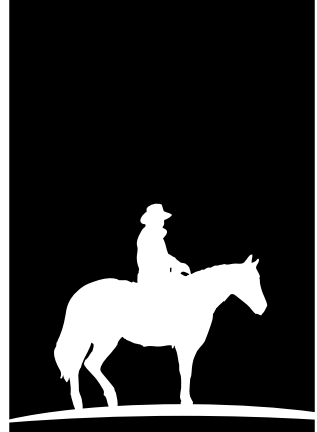
November						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December						
S	M	T	W	T	F	S
			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	

 PAPER DAY

 AD DEADLINE

*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. Non-cancelable 60-days prior to closing date



TOWN CRIER NEWSLETTER

DIGITAL AD SPACE OPTIONS



Explore Big Sky's

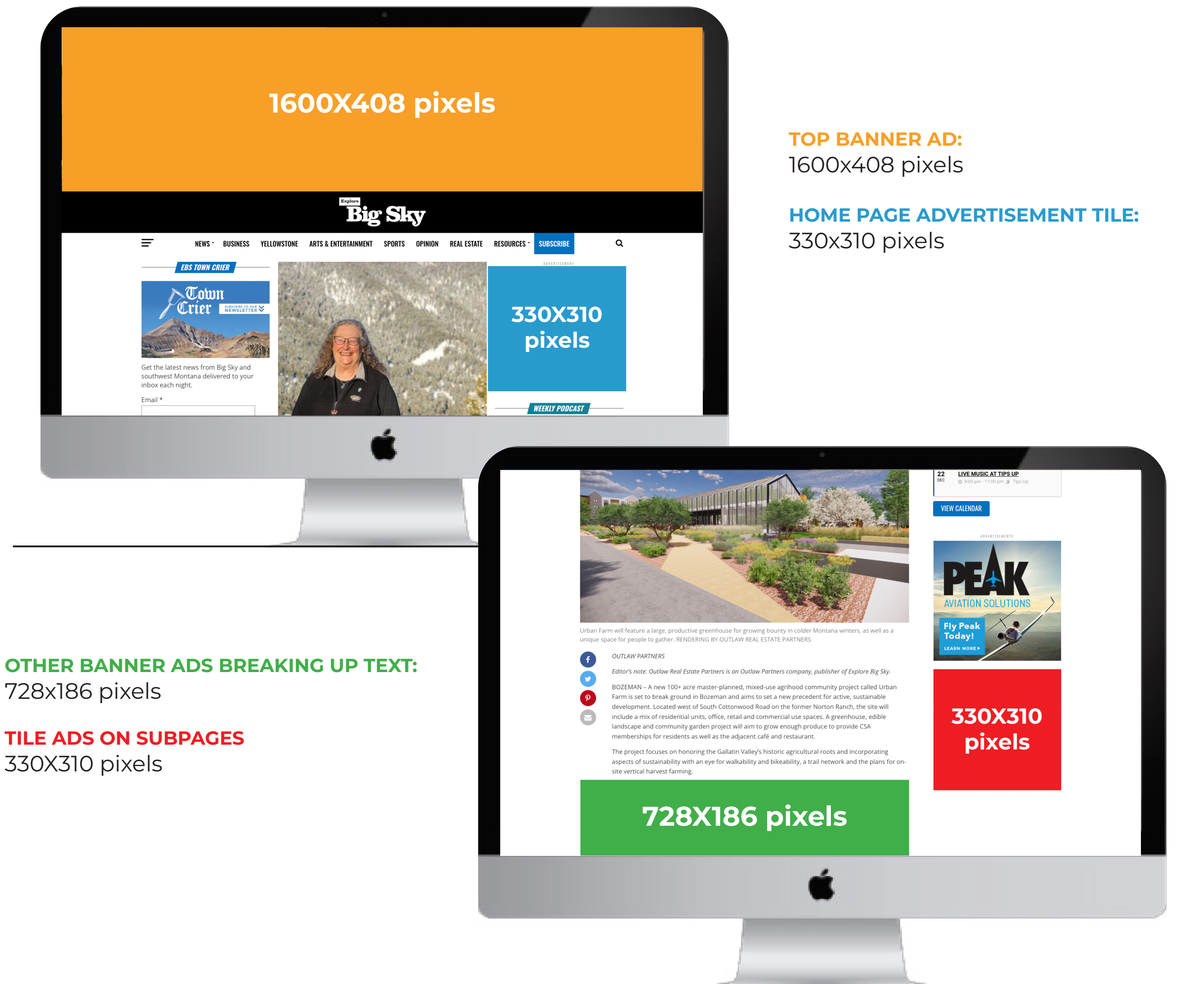
TOWN CRIER

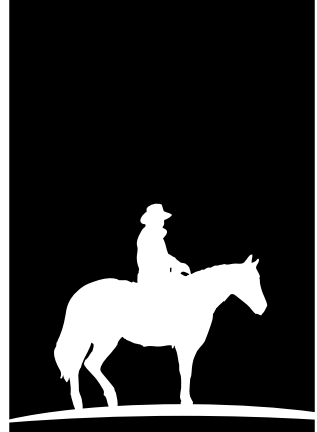
EXPLOREBIGSKY.COM ADVERTISING

See images to the right for examples or visit www.explorebigsky.com.

- Town Crier runs 5x per week
- All Banner Ad Sizes: 1600x400 pixels at 72 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.
- Please keep taglines to 5-7 words if possible and large

All files must be submitted in jpeg format, at 72 DPI.





MOUNTAIN OUTLAW & VIEWS MAGAZINE

AD SPACE & ARTWORK PREPARATION



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.

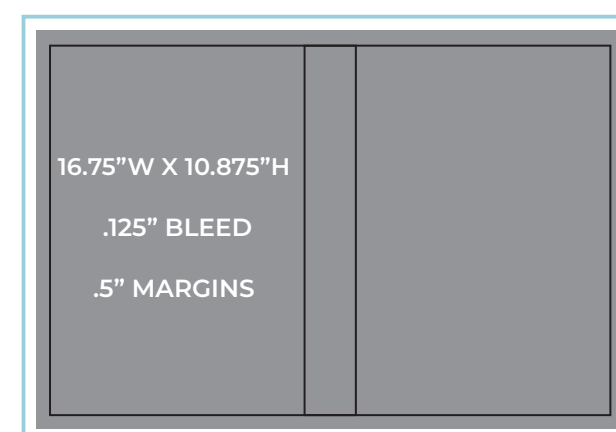
HALF PAGE ADVERTISEMENT:

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

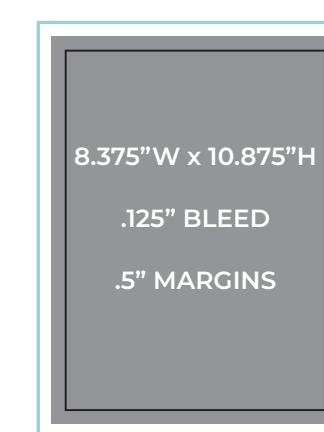
ADVERTORIAL:

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.

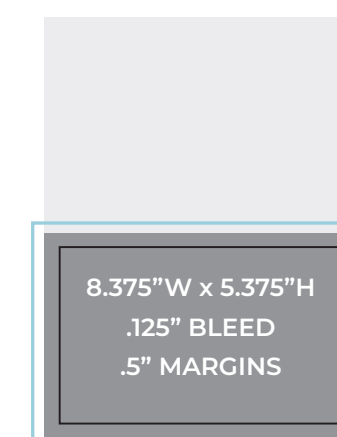
2 PAGE SPREAD



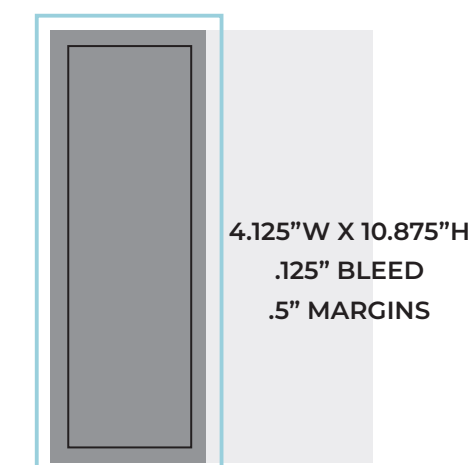
FULL PAGE



1/2 PAGE HORIZONTAL



1/2 PAGE VERTICAL



■ TRIM/FINAL SIZE □ BLEED AREA □ SAFE AREA/MARGIN

Fraction ads are not available for Mountain Outlaw; only VIEWS.

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 you don't place anything important less than .5" from trim, especially type. TRIM IS THE TOP, BOTTOM & SIDES OF THE PAGE. If type, images and/or content are within .5" of trim, it is possible for it to be cut off.
- 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**

MOUNTAIN OUTLAW & VIEWS FINAL AD ARTWORK DUE

Summer 2024: **April 1, 2024**
Winter 2025: **Oct. 1, 2024**

Original ad design options available

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

Contact us to learn about our digital advertising options on mtoutlaw.com or viewsbigsky.com