



OUTLAW™

MEDIA KIT

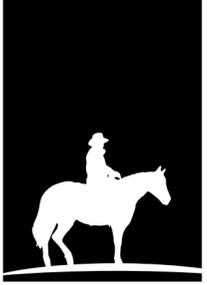
Explore
Big Sky

Explore Big Sky's
TOWNCRIER

MOUNTAIN
OUTLAW™


**OUTLAW
BEAT**
STORIES FROM THE WEST

Explore
Yellowstone



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.

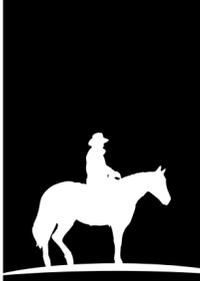
The Outlaw audience is affluent and engaged. Outlaw media reaches over 4 million readers a year through its Explore Big Sky newspaper and flagship magazine publications Mountain Outlaw and VIEWS, while being a voice for life, land and culture in the greater Yellowstone region.

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.

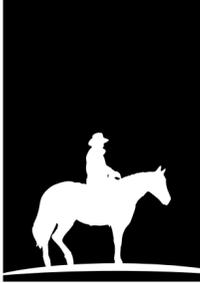
Outlaw is driven to make an impact by creating meaningful connections, supporting local community organizations, inspiring action in service, and producing quality content that represents a unique demographic and fosters a global kinship to the spirit of the Mountain West.





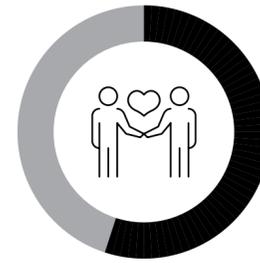
OUTLAW FAMILY OF BRANDS



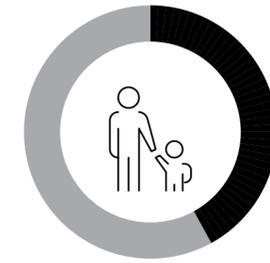


OUTLAW'S CORE AUDIENCE

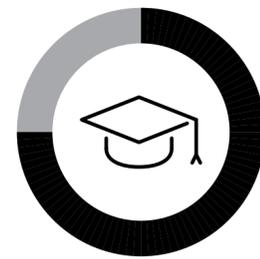
The Outlaw audience is affluent and engaged. Outlaw reaches over **4 million people** each year through its media, events, and marketing platforms, and has an extended database of clients, firms, family offices and investors from around the world.



55% MARRIED/PARTNERED



42% HAVE CHILDREN UNDER 16



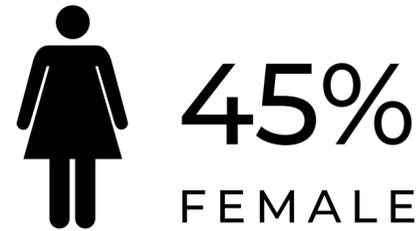
75% COLLEGE GRADS



85% OWN A HOME



40% OWN A 2ND HOME



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

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

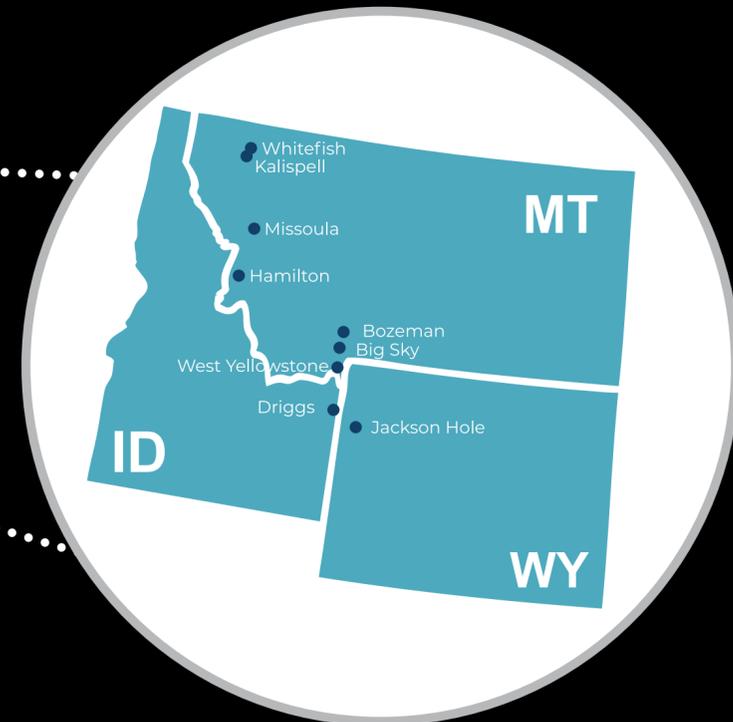
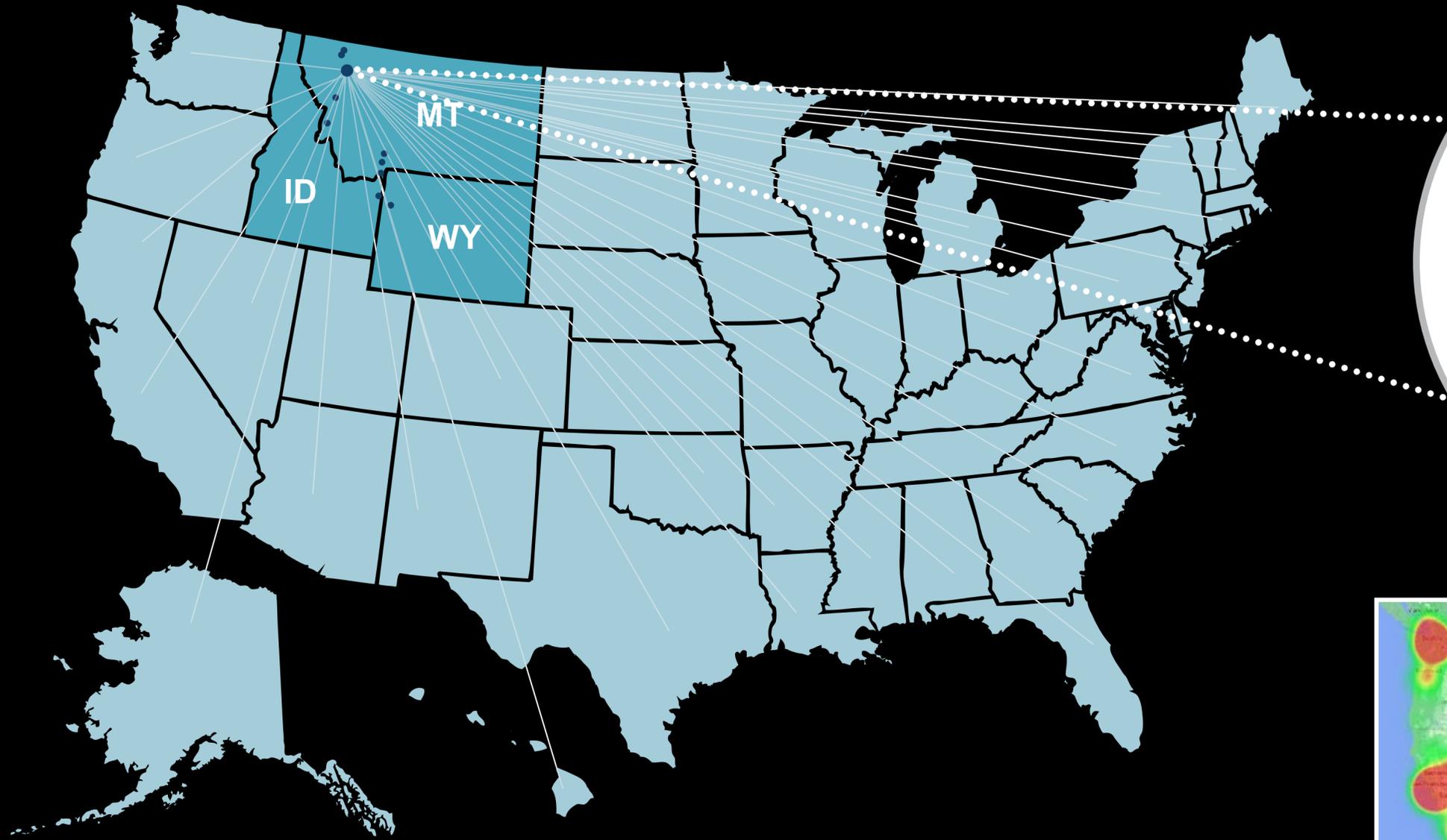
TRAVELED TO A NATIONAL PARK WITHIN THE PAST YEAR **80%**

70%
PARTICIPATE IN WINTER SPORTS LIKE SKIING AND SNOWBOARDING

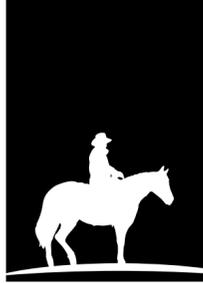


OUTLAW MEDIA DISTRIBUTION AUDIENCE

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

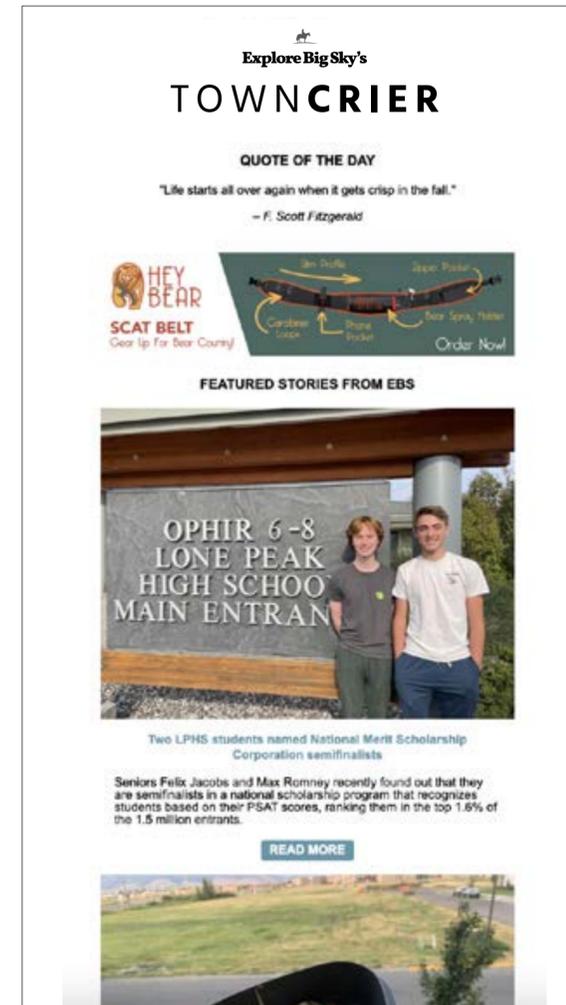
- Bozeman, MT
- Big Sky, MT
- Salt Lake City, UT
- Denver, CO
- Seattle, WA
- New York, NY
- Phoenix, AZ
- Dallas, TX
- Chicago, IL
- Billings, MT

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%)



OUTLAW BEAT

OUTLAW BEAT PODCAST

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

TOTAL REACH
2K+ LISTENERS

AVG. MONTHLY REACH
550 DOWNLOADS

MOST POPULAR ON





OUTLAW BEAT PODCAST

ADVERTISING & SPONSOR OPPORTUNITIES



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

We are the only local podcast covering news and culture from Big Sky, Bozeman and communities around the Greater Yellowstone Ecosystem.

VIEWERSHIP:

- 1,190** YouTube Views
- 550** Downloads Per Month
- 2,000** Social Media Fans

TOP 10 LISTENER LOCATIONS

- Bozeman, MT
- Big Sky, MT
- Salt Lake City, UT
- Denver, CO
- Missoula, MT
- Belgrade, MT
- Billings, MT
- Great Falls, MT
- Chicago, IL
- Minneapolis, MN

SPONSOR & AD OPPORTUNITIES

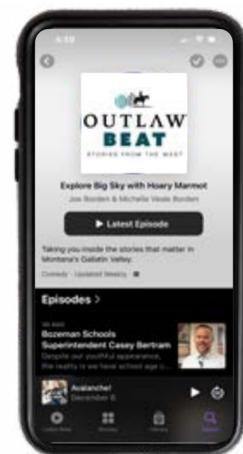
Each ad purchase is featured in the following Outlaw media:

- Posted on podcast social media | **2,000 followers**
- Posted on EBS social media | **30,000 followers**
- Shared in Town Crier newsletter | **10,000 subscribers**
- Logo is featured in all YouTube videos
- Company website is in podcast episode description

Sponsor an episode for \$500

TOTAL REACH
2K+ LISTENERS

AVG. MONTHLY REACH
550 DOWNLOADS



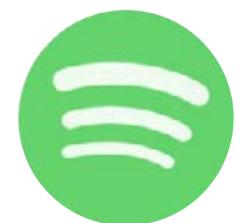
TOP PERFORMING EPISODES

- *“Remembering Jon Kircher”* - 572 downloads
- *“Coming to Wildlands: Wyatt Flores”* - 308 downloads
- *“Axing ALS with Amanda Stevens”* - 5,000 views (YT)
- *“Lighting round on the new Lone Peak Tram”* - 4,200 views (YT)
- *“Ren Ferguson: Legendary guitar luthier”* - 2,000 views (YT)
- *“Translating wolf howls”* - 880 views (YT)
- *“What’s so great about the prairie”* - 1,100 views (YT)

MOST POPULAR ON



Apple Podcasts



Spotify



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: MTOUHLAW.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
- Mammoth Lakes, CA
- Palm Springs, CA
- Breckenridge, CO
- Ketchum, ID
- Park City, UT
- Taos, NM
- 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.



PLAN YELLOWSTONE

DIGITAL AD SPACE OPTIONS

PLANYELLOWSTONE.COM ADVERTISING

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

HEADER BANNER (ALL PAGES):

1600x408 pixels | Mobile: 360x300 pixels

HOME BANNER #1:

1600x408 pixels | Mobile: 360x300 pixels

HOME BANNER #2:

1600x408 pixels | Mobile: 360x300 pixels

FEATURED HOME BLOCK:

Four side-by-side image tiles with overlay graphics, bold title, and a central call-to-action button

EXCULSIVE OFFERS TILE:

Landscape photo, offer description, promo code

SPONSORED PARTNERS (FOOTER/ALL PAGES):

Logo File, 72 DPI or greater, JPG/PNG

REAL ESTATE BANNER:

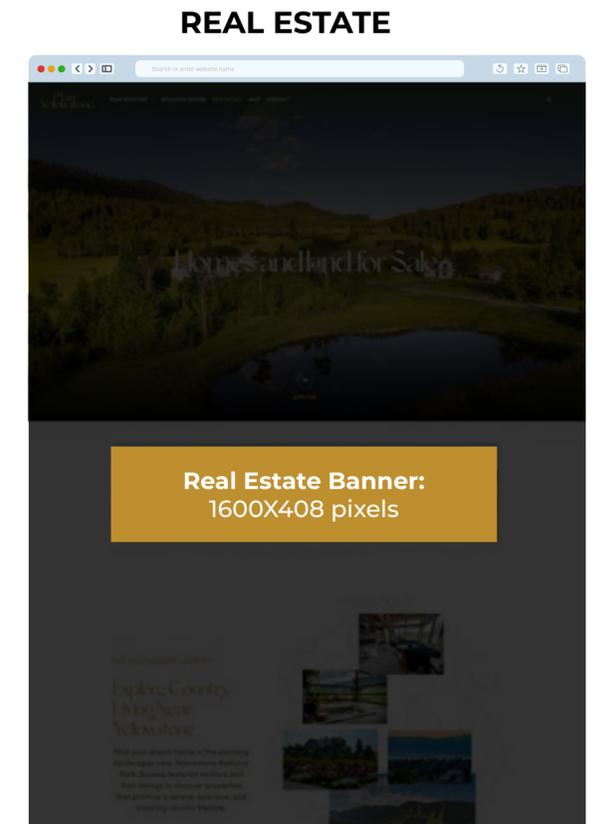
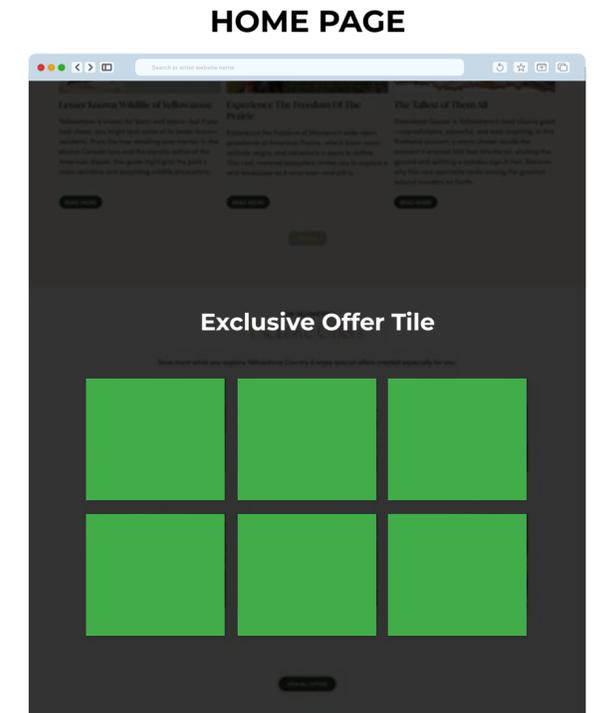
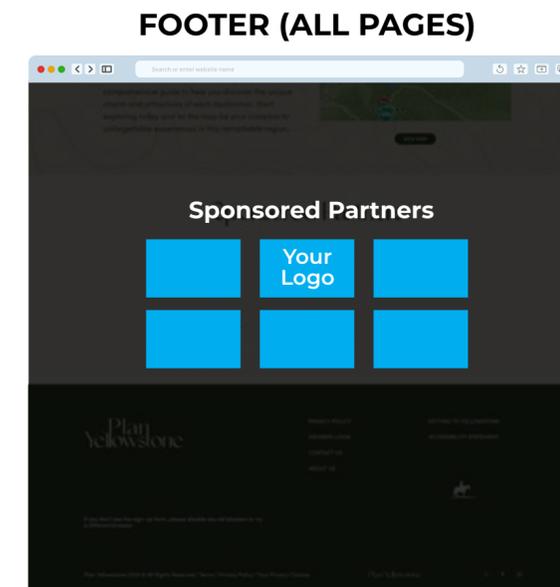
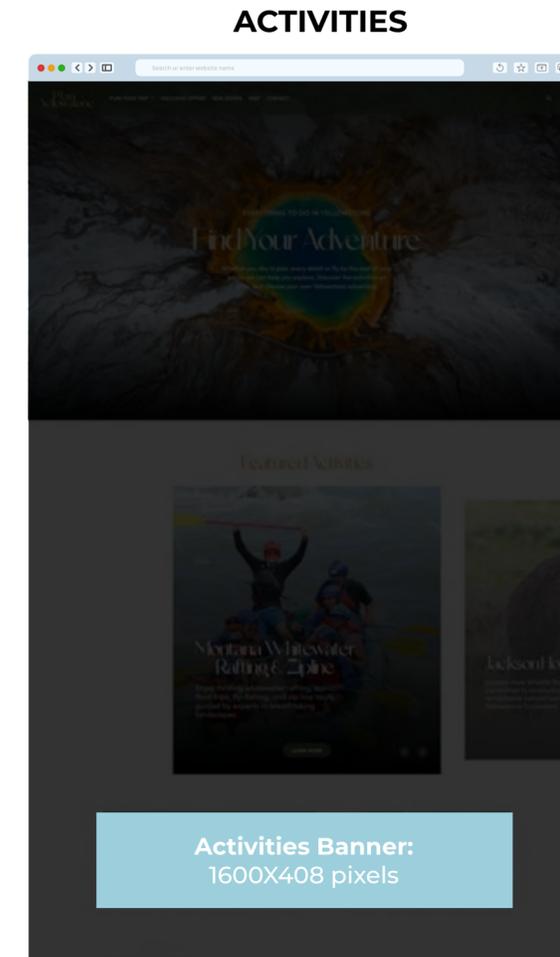
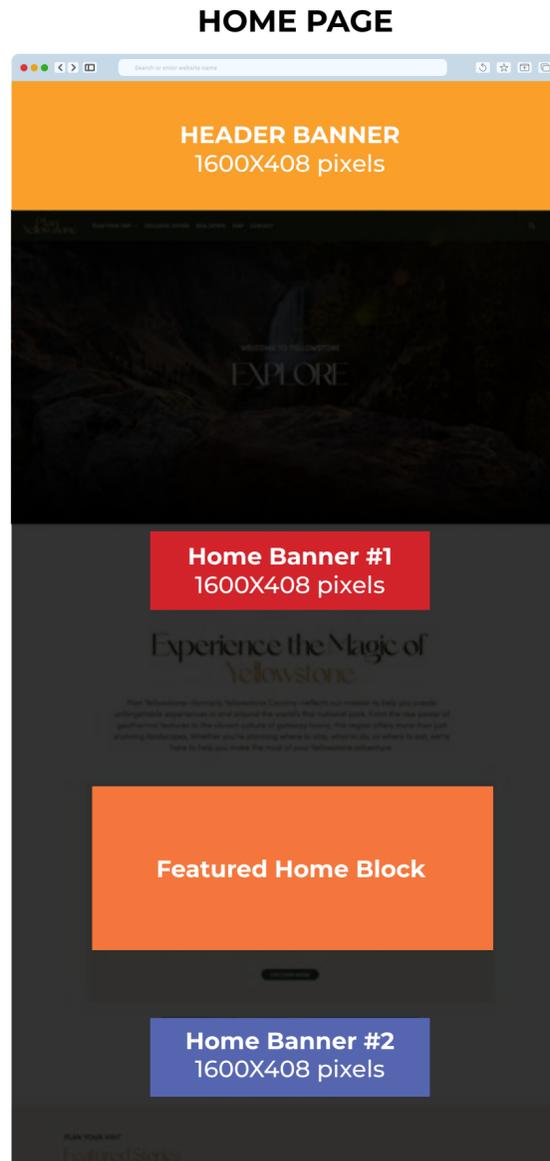
1600x408 pixels | Mobile: 360x300 pixels

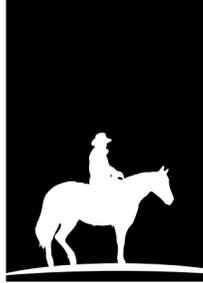
ACTIVITIES BANNER:

1600x408 pixels | Mobile: 360x300 pixels

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

- 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





EXPLORE BIG SKY

DIGITAL AD SPACE OPTIONS

EXPLOREBIGSKY.COM ADVERTISING

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

HEADER BANNER (ALL PAGES):

1600x408 pixels | Mobile: 360x300 pixels

HOME BANNER #1:

1600x408 pixels | Mobile: 360x300 pixels

OTHER BANNER ADS:

728x186 pixels | Mobile: 360x300 pixels

HOME SIDEBAR #1:

330x310 pixels

HOME SIDEBAR #2:

330x310 pixels

ARTICLE SIDEBAR #1:

330x310 pixels

ARTICLE SIDEBAR #2:

330x310 pixels

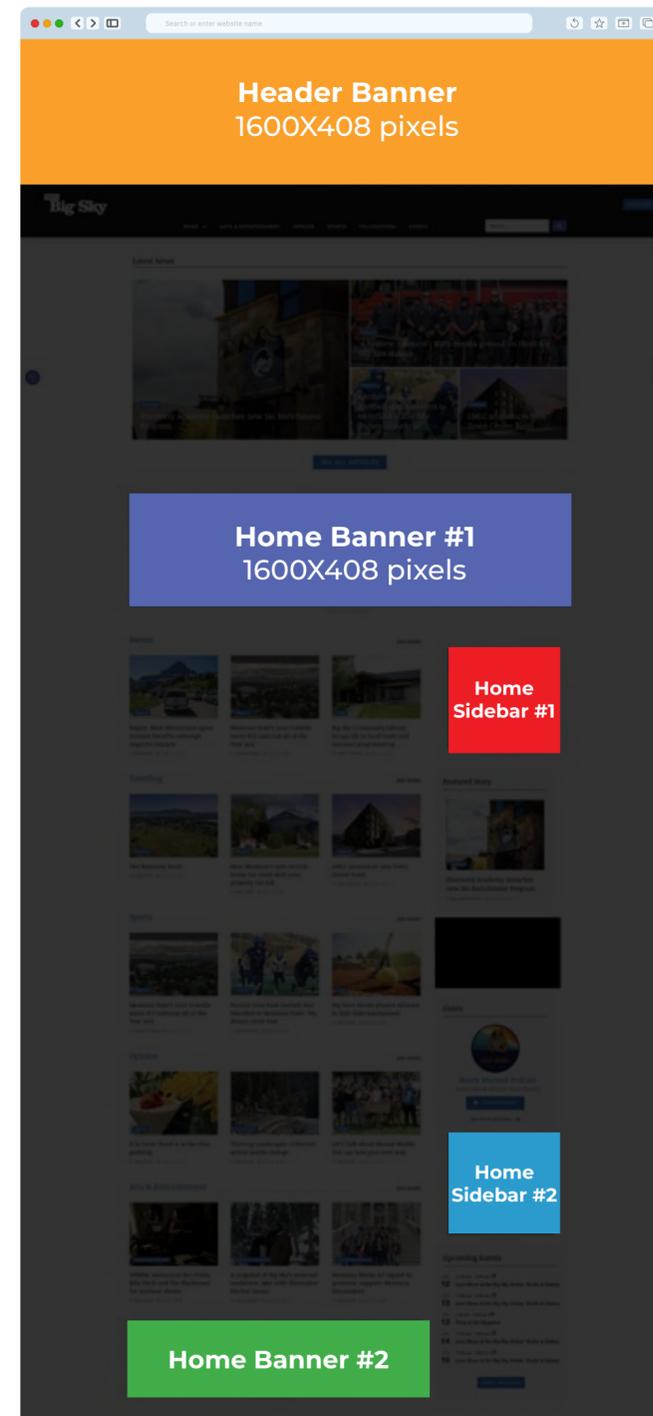
INLINE ARTICLE BANNER AD

728x186 pixels

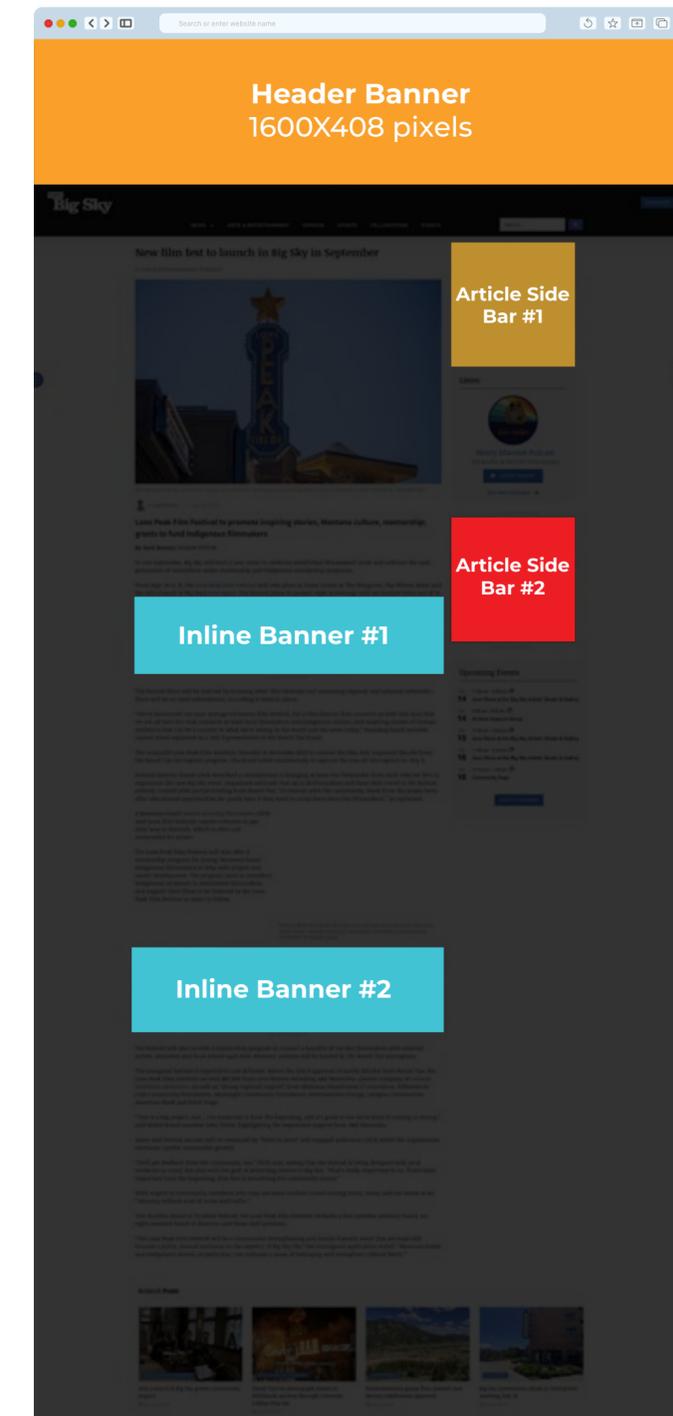
All files must be submitted in jpeg format, at 72 DPI.

- 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.
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HOME PAGE



ARTICLE PAGE





MOUNTAIN OUTLAW & EXPLORE YELLOWSTONE 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:

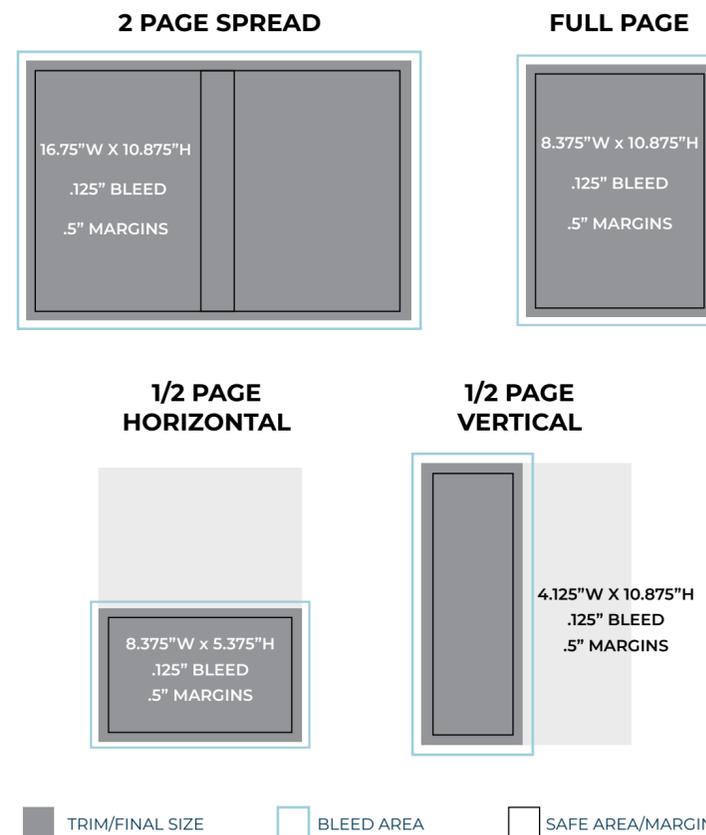
This standard of print publication advertising, a full-page placement, and can be supplemented with original ad design at negotiated costs.

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.



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 & EXPLORE YELLOWSTONE FINAL AD ARTWORK DUE

Summer 2025: **April 7, 2025**
Winter 2025: **Oct. 6, 2025**

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