

# Jackson Hole magazine



# 2019

## MEDIA KIT

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## REGULAR FEATURES

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Each issue of *Jackson Hole* magazine

*explores our western landscape and lifestyle*  
using award-winning writers and photographers.

### TETONSCAPES

Four quick looks into sports, events, food, arts, and/or activities that enrich the Jackson Hole community.

### PIQUED

The stuff—gear, restaurants, shops, drinks, openings—we love now.

### JH LIVING: LOCALS

Q&As with valley movers and shapers.

### JH LIVING: ON THE JOB

Jackson Hole is filled with unique jobs. This department gives readers an inside look at one of them.

### JH LIVING: DESIGN

Style choices made by Jackson Hole residents in their homes—from architecture to landscape and design.

### FEATURES

Three hard-hitting stories appealing to both locals and visitors about 1) the environment 2) adventure/the outdoors and 3) culture and society.

### PHOTO GALLERY

Uses photos to tell a compelling story.

### LOOKING BACK

A feature-length article about a piece of Jackson Hole's past.

### AS THE HOLE DEEPENS

A humor column by acclaimed Jackson-based novelist Tim Sandlin.

### BEST OF JACKSON HOLE: GETTING OUT

Three adventures—some inside, some outside—to be had around the area.

### BEST OF JACKSON HOLE: BODY & SOUL

How to take care of yourself—inside and out—in our valley.

### BEST OF JACKSON HOLE: NIGHTLIFE

Just because you played hard all day doesn't mean you should lay low at night. *Jackson Hole* magazine tells readers what to do.

### BEST OF JACKSON HOLE: DINING

From breakfast burritos to game meat, we cover the valley's food scene and introduce readers to local chefs.

### BEST OF JACKSON HOLE: ART SCENE

Jackson Hole is full of culture. This department covers all the options—music, art, museums, concerts, shows, events—of the current season.

### GO JACKSON HOLE

A fun illustrated map grabs readers' attention while text suggests top things to do in each corner of the valley.

# THE NUMBERS

*Published  
Twice Per Year*

## VISITOR INFORMATION



### SUMMER VISITORS

Major reason for visiting:

**NATIONAL PARKS & SCENERY**

Over **3 MILLION** visitors in  
**YELLOWSTONE NATIONAL PARK.**

Median household income of the Jackson  
Hole summer visitor is

**\$137,000**

Nearly **40% OF VISITORS** have  
**BEEN TO JACKSON BEFORE.**

**73%** of Jackson Hole visitors go to  
**GRAND TETON NATIONAL PARK**  
with **DINING** as the second most popular  
activity for visitors.



### WINTER VISITORS

Major reason for visiting:

**RECREATION & RELAXATION**

The average Jackson Hole visitor  
**STAYS ONE WEEK** on their trip.

**85%** of visitors go  
**SKIING/SNOWBOARDING**  
during winter trips.

Each visitor **SPENDS** an average of  
**\$355 PER DAY.**

The majority of winter visitors are between  
**AGES 45 TO 54.**

\*Statistics provided by JH Airport winter 14/15 and summer 2015 surveys.

## OUR READERS



Average **NUMBER** of Readers:

**144,000**



**HAVE HOUSEHOLD INCOMES** of

**\$250,000+**



Average **TIME SPENT** Reading Each Issue:

**4 HOURS**

# CIRCULATION

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## LODGING

In-room at hotels throughout the valley including: Four Seasons, Amangani, Teton Resorts, Snake River Lodge & Spa, JH Resort Lodging, Clear Creek Group vacation rentals, Rusty Parrot and Grand Targhee Resort

## PRIVATE JET TRAVELERS

Exclusive distribution on private jet operators in Jackson Hole including: NetJets, NewFlight Charters, Independent Jets and other private air charters

## REGIONAL NEWSSTANDS

Salt Lake International Airport, Denver International Airport, Grand Teton & Yellowstone National Parks, regional Barnes & Noble and Hastings stores, and locations throughout Utah, Colorado, and Idaho

## RETAILERS THROUGHOUT THE VALLEY

## OTHER DISTRIBUTION

Events throughout the valley, membership organizations including Teton Pines and National Museum of Wildlife Art members, and a nationwide subscriber base

## TOP 10 SUBSCRIBER STATES

1. CALIFORNIA
2. WYOMING
3. NEW YORK
4. TEXAS
5. COLORADO
6. IDAHO
7. FLORIDA
8. ILLINOIS
9. UTAH
10. MASSACHUSETTS

# DISTRIBUTION \*Some properties are summer or winter specific.

3 Creek Ranch	Family Practice - Dr. Sugden	Larson Family Dentistry	Stone Drug
4 Peaks Urgent Care Clinic	Festive Living	Legacy Gallery	Stoneworks of Jackson Hole
49er Hotel	Fireside Resort	Lexington Hotel	Super 8
A-Cut-Above	Fjallraven	Live Water Properties	Svalinn
Adventure Rentals	Flat Creek Inn	Lodge at J.H.	Terra and Tots
AION	Flat Creek Ranch	Lost Creek Ranch	Teton Aviation
Albertson's	Flying Saddle	Lucky's Market	Teton Club
All Body Therapy	Four Pines Physical Therapy	Mangy Moose Liquors	Teton Craftsman
Alpenhof	Four Seasons Jackson Hole	Marge's Hair Style	Teton Hand Therapy
Alpine Dentistry	Four Seasons Spa	MC Presents	Teton Motors Subaru
Alpine House B&B	Gather	MD Nursery	Teton Mountain Lodge
Altamira	Glamour Nails	Medical Clinic - Teton Village	Teton Orthopaedics
Amangani	Grand Targhee Ski Resort	Medicine Wheel Wellness	Teton Outpatient Surgery Center
Amaran	Grand Teton Brewery	Meno Clinic	Teton Pines
Antler Hotel	Grand Teton Gallery	Moosehead Ranch	Teton Springs Lodge & Spa
Aspen Market	Grand Teton Music Festival	Motel 6	Teton Tails
Astoria	Grand Teton Property Management	Mountain Property Management	Teton Valley Eye Clinic
Balance Salon	Grand Teton Vodka	Nani's Ristorante & Bar	Teton Valley Hospital
Bodega	Gros Ventre OB/GYN	National/Alamo Rental Car	Teton Valley Realty
Brokers of Jackson Hole - Berkshire Hathaway Home Services	Hairmosa Beauty Salon	National Museum Of Wildlife Art	Teton Yoga Shala
Brookover Gallery	Hampton Inn	Net Jets / Jedidiah's @ Airport	The Hair Place
Bunnery	Hatchet Resort	New West Knives	The Rose
By Nature Gallery	Heads Ups Beauty & Nail	Nolita	Thompson Palmer
Cabin & Co.	Heart Six	Obsidian Real Estate	Thrifty Car Rental
Cache Creek Chevron	Hines Goldsmith	Orthopedics Institute	Togwotee Mountain Lodge
Carney Logan Burke Architects	Hoback Sports	Painted Buffalo	Trailcreek
Celebrity Tanning	Hole Family Eye Care	Parkway Inn	Trailside Galleries
Center for the Arts	Hilton Suites - Homewood	Prugh Real Estate	Triangle X Ranch
Chamber Office	Hotel Jackson	R Lazy S	Trio Gallery
Changes Hair Salon	Hotel Terra	Ranch Inn	Twenty Two Home
Chrome Design	Hub Insurance	RARE Gallery	Two Grey Hills
Clear Creek Group	Hungry Jack's	Rendezvous Mountain Rentals	Urgent Care
Clip Joint	Huntsman Springs	River Rock Lodge	Valley Book
Coletta DDS	Images Hair Salon	Rustic Inn of Jackson Hole	Virginian Motel
Cowboy Exxon	Images Of Nature / Mangelson	Rusty Parrot Lodge and Spa	Vision Center of Jackson
Cowboy Village	Inn at Jackson Hole	Scenic Safaris	Vroman's Auto Repair
Creekside Market	Inn on the Creek	Scott Larson, DMD	West Lives On
Dental Care of Jackson Hole	Inversion Yoga	Shear Dimensions	West Side Wine & Spirits
Diehl Gallery	Jacque Jenkins-Stireman Design	Shooting Star	Western Wyoming Dermatology & Surgery
Divas Nails	Jackson Family Dentistry	Silver Star Communications	White Buffalo Club
Dollar Rent-A-Car	Jackson Hole Land Trust	Smith's Grocery	Wild By Nature
Dr. Hayes Office	Jackson Hole Mountain Resort	Snake River Builders	Wild Hands
Dental Care of JH	Jackson Lodging	Snake River Grill	Wildflower Bed & Breakfast
Dr. John Zendler - Sports Injury Center	Jackson Whole Grocer	Snake River Interiors	Willow Creek Interior Design
E.Leaven	Jairus Salon	Snake River Lodge	Wilson Medical - Dr. Menolascino
Eagle Orthopedic & Sports Physical Therapy	JH Aviation	Snake River Sporting Club	Wort Hotel
Eagle Vision	JH Lodge	Snow King Resort	Wyoming Info Center
Elk Country Inn	JH Marketplace	Sotheby's International Realty	Wyoming Inn
Elk Ridge Dental	JH Real Estate & Associates	Spirit Book Store	Wyoming Untrapped
Emerg-A-Care	JH Resort Lodging	Spring Creek Ranch	Wyoming Whiskey - DeFazio Law
	JH Safaris	St. John's Medical Center	Xssentials
	General Store at Teton Village	Stio	
	Kismet Fine Rugs	Stockton & Shirk	

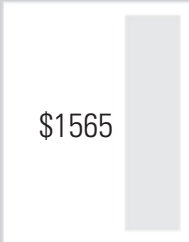
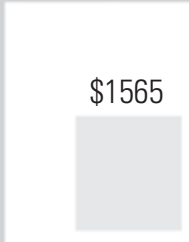
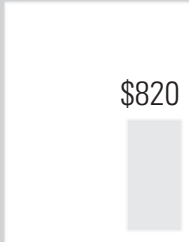
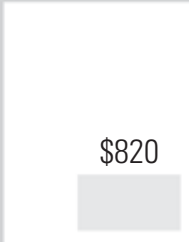
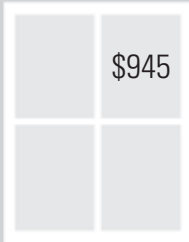
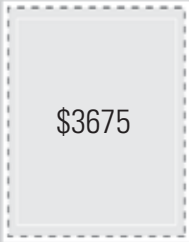

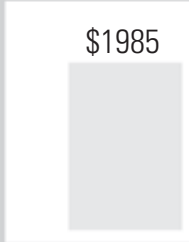
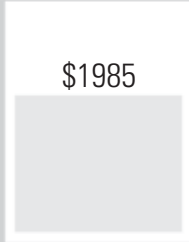
# Jackson Hole magazine RATES

## FOUR-COLOR DISPLAY ADS

Back Cover .....	\$5320	Two-Thirds Page.....	\$2490
Inside Back Cover .....	\$4275	Half Page.....	\$1985
Page One.....	\$4275	One-Third Page.....	\$1565
Inside Front Cover.....	\$4275	Restaurant Display .....	\$945
Full Page.....	\$3675	One-Sixth Page .....	\$820

\*ASK ABOUT ADVERTISING YOUR BUSINESS AS BRANDED CONTENT.

ADVERTISING SIZE DIMENSIONS IN INCHES

<p>1/3 PAGE vertical</p>  <p>\$1565</p> <p>2.25x10</p>	<p>1/3 PAGE square</p>  <p>\$1565</p> <p>4.687x4.875</p>	<p>1/6 PAGE vertical</p>  <p>\$820</p> <p>2.25x4.875</p>	<p>1/6 PAGE horizontal</p>  <p>\$820</p> <p>4.687x2.312</p>	<p>RESTAURANT DISPLAY</p>  <p>\$945</p> <p>3.437x4.875</p>
<p>FULL PAGE BLEED</p>  <p>\$3675</p> <p>bleed: 8.625x11.125 trim size: 8.375x10.875 live area: 7.625x10.125</p>	<p>2/3 PAGE</p>  <p>\$2490</p> <p>4.687x10</p>	<p>1/2 PAGE vertical</p>  <p>\$1985</p> <p>4.687x7.437</p>	<p>1/2 PAGE Horizontal</p>  <p>\$1985</p> <p>7.125x4.875</p>	

On full page bleed ads, please keep all important information within the live area.

## CHANGES TO CLIENT PROVIDED ADS (includes type changes, color conversion)

crop mark removal, ad re-sizing) .....	\$100/hr
color proof/matchprint.....	\$50
additional proofs (after third proof).....	\$25 each
changes after ad approval deadline .....	\$100/hr
replacement of print ready ad .....	\$50/occurrence

## CLOSING DATES:

**WINTER 19/20 ISSUE**

**October 4, 2019**

Materials due: Oct. 18, 2019

**SUMMER 2019 ISSUE**

**March 8, 2019**

Materials due: March 15, 2019

# AUDIENCE REACH & DIGITAL REQUIREMENTS

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\* PLEASE SUBMIT WITH DISPLAY AD OR MATERIALS

## GALLERY LISTINGS (free with 1/3 page and up)

PLEASE PROVIDE: Name of gallery, physical address, phone number, website

BODY COPY: 75 words

PHOTO: Must be at least 3" wide at 300dpi

## PEAK PROPERTY SECTION (free with 1/2 page and up)

HEADER: 6 - 7 words max

BODY COPY: 75 word property description

SIDEBAR: Square feet or acreage, # of bedrooms and baths, price, mls# (optional)

CONTACT INFO: Name of realtor, name of company, phone number, website, email

IMAGES: Must be at least 3"x4" at 300dpi

## DINING LISTINGS

PLEASE PROVIDE: Restaurant name, location, phone. Please put dollar sign(s) by the following (\$=Under \$15, \$\$ = \$16-\$20, \$\$\$ = \$21 and up), For Breakfast, Lunch and Dinner

PLEASE INCLUDE:

- Alcohol - YES or NO
- Take Out - YES or NO
- Kid Menu - YES or NO
- Brief Description, 50 characters or less

## SOCIAL MEDIA (free dedicated posts for full-page advertisers, mentions for smaller ads)

FACEBOOK: Please provide us with any of the following:

- A link to a Facebook event as well as two descriptive sentences.
- A link to a web page event/promotion as well as two descriptive sentences.
- A hi-resolution, quality photo sized to a minimum size of 1024 x 512 pixels, as well as two descriptive sentences.

INSTAGRAM: Please provide us with 3- 5 professional quality photos

## WEBSITE

Free banner for 2/3 page and up. Banner size: 300 x 250 pixels

# SPECIFICATIONS

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## SUBMITTED ADS

Please provide digital files by uploading to a transfer site, such as **dropbox.com** and sharing the link. **Any provided ad requiring changes may be subject to production charges.** Ad templates can be provided per request.

## DESIGN SERVICES

The cost of your ad includes ad design with three proofs and one color matchprint if requested. Advertiser is responsible for providing text, images and artwork. A photo shoot can be arranged at no extra cost - these photos can only be used in *Jackson Hole* magazine, purchase of photos for other uses can be arranged with the photographer.

## ACCEPTED FILES

High-resolution PDF (preferred)  
InDesign CS5 or below (include all images & fonts)  
Illustrator CS5 or below (type outlined)  
High resolution PSD or TIF (flattened, CMKY, 300dpi)

## IMAGES

All provided photos should be CMYK, 300dpi and sized at 100% when imported into a your layout program.

All provided photos should be color-corrected and ready for print. *Jackson Hole* magazine is not responsible for the quality of supplied photos and art.

## COLOR MATCHING

While our printer makes every effort to match color, it is not possible for us to guarantee exact color matching. A match print, provided with the electronic ad, will greatly improve the chance for a more accurate color match. A matchprint can be provided for customer supplied, print ready ads for an additional \$50 .

## PRODUCTION FEES

Provided ads must meet our specifications and deadlines or production fees listed below will be charged to the ad provider. **Agencies, please finalize the ad with your client before sending it.**

Submitted ads must meet our technical standards and specifications for publication in *Jackson Hole* magazine. Ads not meeting our technical standards will be returned for corrections and charged a \$50 fee.