

Jackson Hole magazine



2020

MEDIA KIT

ALYSON KLACZKIEWICZ
(307) 413-1568 | alyson@jhmagazine.com

1225 Maple Way | Post Office Box 7445 | Jackson, Wyoming 83002

Phone: (307) 732-5900 | Fax: (307) 733-2138

REGULAR FEATURES

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

LODGING

Four Seasons Private Residences, The Clear Creek Group vacation rentals, Hotel Jackson, Abode Luxury Rentals, Outpost JH vacation rentals, Rendezvous Mountain Rentals (west bank vacation rentals), Terra Hotels, Snake River Lodge & Spa, JH Resort Lodging, 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.*

HOTELS/LODGING

Amaran
Cabin & Co
3 Creek Ranch
49er Hotel
Abode Luxury Rentals
Alpenhof
Alpine House B&B
Amangani
Antler Inn
Anvil Motel
Apex Properties
Cowboy Village
Elk Country Inn
Elk Refuge Inn
Fireside Resort
Flat Creek Inn
Flat Creek Ranch
Flying Saddle Resort
Four Seasons Jackson Hole
Four Seasons Private Residences
Grand Teton Brewery
Grand Teton Property Management
Grand Valley Lodging
Hampton Inn
Heart Six Ranch
Hilton Suites - Homewood
Hotel Jackson
Hotel Terra
Hungry Jack's
Inn at Jackson Hole
Inn on the Creek
Jackson Lodging
JH Hideout
JH Lodge
JH Resort Lodging
Lexington Hotel
Live Water Properties
Lost Creek Ranch
Luxury Properties JH
Miller Park Lodge
Moosehead Ranch
Motel 6
Mountain Modern Motel
Mountain Property Management
Outpost
Parkway Inn
Ranch Inn
Rendezvous Mountain Rentals
Rustic Inn of Jackson Hole
Rusty Parrot Lodge and Spa
Snake River Lodge
Snow King Resort

Spring Creek Ranch
Spring Hill Suites Marriott
Super 8
Teton Club
Teton Pines
Teton Springs Lodge & Spa
The Clear Creek Group
The Lodge at Jackson Hole
The Virginian Lodge
Togwotee Mountain Lodge
Triangle X Ranch
White Buffalo Club
Wildflower Bed & Breakfast
Wort Hotel
Wyoming Inn

RESTAURANTS

Aspens Market
Bodega
Bunnery
Café 6311
China Town
Cowboy Coffee
Dairy Queen
E.Leaven
Gather
Glorietta
Handfire Pizza
Mangy Moose
McDonalds
Net Jets / Jedidiah's @ Airport
Nora's Café
NYC Subs
Pearl Street Bagels
Pearl Street Market
Picas
Picnic
Roadhouse Taproom
Snake River Brewing
Stillwest Brewery
Streetfood
Sweet Cheeks Meats
Teton Thai
Whole Grocer

PUBLIC INSTITUTIONS

Center for the Arts
Chamber Office
Jackson Hole Airport
Jackson Town Hall
JH and GYE Visitor Center
JH Historical Society & Museum
Snow King Center
Teton County Administration

Teton County Library
Teton Geotourism Center

RETAIL/SERVICES

4 Peaks Urgent Care Clinic
Adventure Rentals
Albertson's
All Body Therapy
Basecamp Wilson
Boot Barn
Budget/Avis
Cache Creek Chevron
Cayuse
Cowboy Exxon
Dollar Rent-A-Car
Dornans Trading Post
Dr. John Zendler - Sports Injury Center
Emerg-A-Care
Festive Living
Four Seasons Spa
General Store at Teton Village
Grand Targhee Ski Resort
Grand Teton Vodka
Hines Goldsmiths
Jackson Whole Grocer
JH Aviation
Kismet Fine Rugs
Legacy Lodge
Lucky's Market
MD Nursery
New West Knife Works
Prugh Real Estate
Rocky Mountain Yeti
Shooting Star
Smiths
Snake River Builders
Snake River Sporting Club
Sotheby's International Realty
Spring Creek Animal Hospital
Stio
Stockton & Shirk
Stone Drug
Stoneworks of Jackson Hole
Teton Aviation
Teton Gravity Research
Teton Motors Subaru
Teton Science Schools
Teton Sports Club
Teton Tails
Teton Yoga Shala
Thrifty Car Rental
Valley Book
West Lives On

West Side Wine & Spirits
Western Range
Wyoming Untrapped
Wyoming Whiskey

BANKS

Bank of Jackson Hole
First Interstate Bank
First Republic
Rocky Mountain Bank
US Bank
Wells Fargo

ART GALLERIES

Altamira
Brookover Gallery
By Nature Gallery
Diehl Gallery
Gallery Wild
Heather James
Images Of Nature / Mangelson
Legacy Gallery
National Museum Of Wildlife Art
RARE Gallery
Ringholtz
Tayloe Piggot
Trailside Galleries
Trio Gallery
Turner Fine Art
Wild By Nature

BUSINESS OFFICES

Alpine Dentistry
Brokers of Jackson Hole - Berkshire Hathaway Home Services
Centennial Building
CLB Architects
Coletta DDS
Defazio Law
Dental Care of Jackson Hole
Dr. Hayes Office
Eagle Orthopedic
Eagle Vision
Elk Ridge Dental
Family Practice - Dr. Sugden
Four Pines Physical Therapy
Gros Ventre OB/GYN
Hole Family Eye Care
Hub Insurance
Jackson Family Dentistry
Jackson Hole Land Trust
Jacque Jenkins-Stireman Design

JH Real Estate & Associates
Larson Family Dentistry
Medical Clinic - Teton Village
Medicine Wheel Wellness
Meno Clinic
Orthopedics Associates
Silver Star Communications
Snake River Interiors
St. John's Medical Center
Teton Hand Therapy
Teton Orthopaedics
Teton Outpatient Surgery Center
Teton Valley Eye Clinic
Teton Valley Hospital
Teton Valley Realty
Urgent Care
Vision Center of Jackson
Western Wyoming Dermatology & Surgery
Wilson Medical - Dr. Menolascino

HAIR

A-Cut-Above
Balance Salon
Champu
Changes Hair Salon
Diva's Nails
Frost Salon
Ginger Root Salon
Images Hair Salon
Jairus Salon
Pro Nails
Shear Dimensions
Teton Barber
Whiskey Barber

ACTIVITIES/ ENTERTAINMENT

Grand Targhee Ski Resort
Grand Teton Music Festival
Inversion Yoga
Jackson Hole Golf & Tennis
Jackson Hole Mountain Resort
Jackson Hole Playhouse
JH Food and Wine Festival
JH Safaries
JH Shooting Experience
Scenic Safaris
Western Design Conference

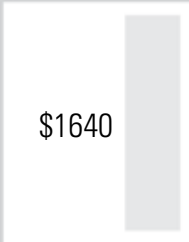
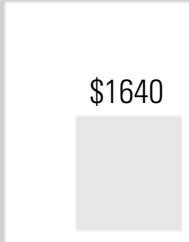
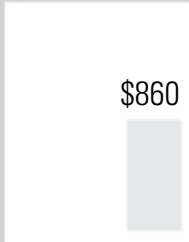
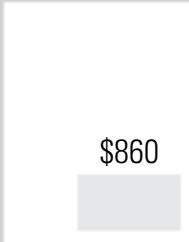
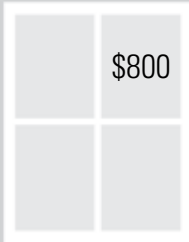

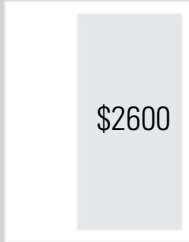
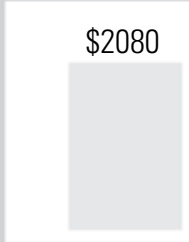
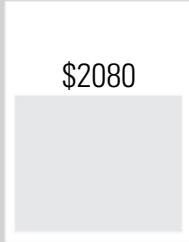
Jackson Hole magazine RATES

FOUR-COLOR DISPLAY ADS

Back Cover	\$5580	Two-Thirds Page.....	\$2600
Inside Back Cover	\$4480	Half Page.....	\$2080
Page One.....	\$4480	One-Third Page.....	\$1640
Inside Front Cover.....	\$4480	Restaurant Display	\$800
Full Page.....	\$3850	One-Sixth Page	\$860

*ASK ABOUT ADVERTISING YOUR BUSINESS AS BRANDED CONTENT.

ADVERTISING SIZE DIMENSIONS IN INCHES

<p>1/3 PAGE vertical</p>  <p>\$1640</p> <p>2.25x10</p>	<p>1/3 PAGE square</p>  <p>\$1640</p> <p>4.687x4.875</p>	<p>1/6 PAGE vertical</p>  <p>\$860</p> <p>2.25x4.875</p>	<p>1/6 PAGE horizontal</p>  <p>\$860</p> <p>4.687x2.312</p>	<p>RESTAURANT DISPLAY</p>  <p>\$800</p> <p>3.437x4.875</p>
<p>FULL PAGE BLEED</p>  <p>\$3850</p> <p>bleed: 8.625x11.125 trim size: 8.375x10.875 live area: 7.625x10.125</p>	<p>2/3 PAGE</p>  <p>\$2600</p> <p>4.687x10</p>	<p>1/2 PAGE vertical</p>  <p>\$2080</p> <p>4.687x7.437</p>	<p>1/2 PAGE Horizontal</p>  <p>\$2080</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:

SUMMER 2020 ISSUE

March 13, 2020

Materials due: March 20, 2020

WINTER 20/21 ISSUE

October 12, 2020

Materials due: Oct. 19, 2020

AUDIENCE REACH & DIGITAL REQUIREMENTS

* 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

All advertisers will have a social media post during the time the magazine is in circulation. Please follow Jackson Hole Magazine on both Facebook and Instagram to keep an eye out for your business's post. You can work with your ad rep on timing and content if you would like.

WEBSITE

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

SPECIFICATIONS

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.