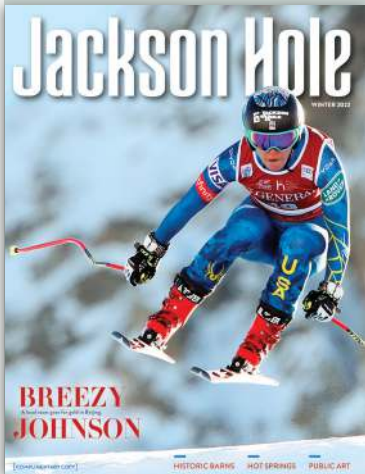
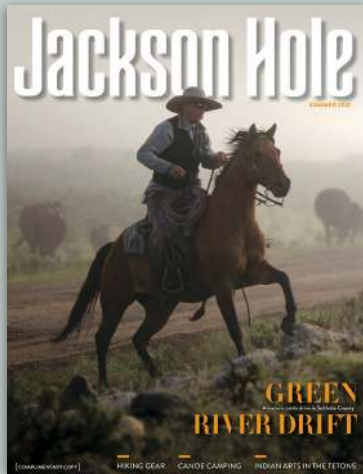


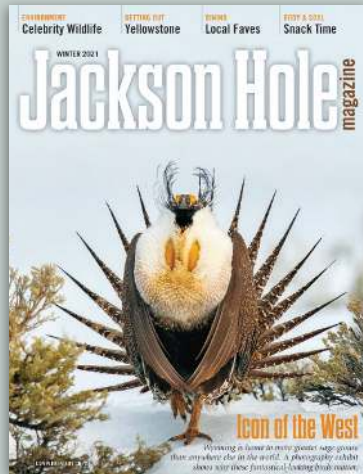
# Jackson Hole



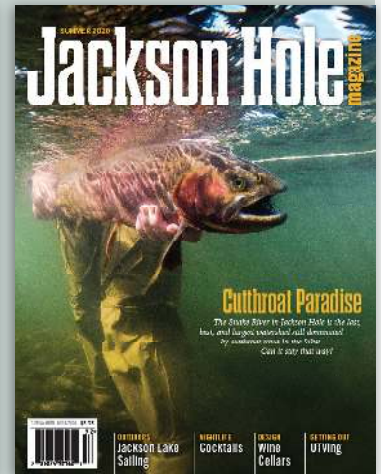
WINTER 2022



SUMMER 2021



WINTER 2021



SUMMER 2020

## 2022

### MEDIA KIT

#### JACKSON HOLE MAGAZINE

ALYSON KLACZKIEWICZ • ALYSON@JHMMAGAZINE.COM  
(307) 413-1568 • JACKSONHOLEMAGAZINE.COM

1225 Maple Way | Post Office Box 7445 | Jackson, Wyoming 83002 | Phone: (307) 732-5900 | Fax: (307) 733-2138

144,000+ READERS

PUBLISHED TWICE A YEAR, SUMMER & WINTER

# REGULAR FEATURES

EACH ISSUE OF JACKSON HOLE

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

## LOCAL LIFE

### LOCAL KNOWLEDGE

Get the low-down on a local in the news and learn about some of their favorite things.

### ANATOMY OF

A close look at an iconic ski run, bike ride, trail run, climb, or hike.

### BOOKS

Recommendations of new books by locals and/or about the area.

### MY JACKSON LIFE

A local tells us about their life in the valley and recommends things to do.

### ALL YOU NEED

All the gear you need for an adventure, from Nordic skiing to picnicking.

### GO DEEP

A deep-dive into multiple options of one piece of gear, from coolers to mittens.

### THINGS WE LOVE

A photo-driven page highlighting a valley must-see/do.

### HELLO

Profiles of locals, with actionable recommendations for readers.

### BLAST FROM THE PAST

The history behind a local place and how readers can experience it today.

## ENJOY

### FOOD

A themed round-up highlighting local restaurants, dishes, and producers.

### JH PANTRY

Featuring a locally made food/drink item or local specialty food retailer.

### TASTE OF JH

The story behind a must-eat item at a local restaurant.

### ART

Short, newsy hits about what's happening across the valley's art scene.

### CULTURE

A look at the performing arts and local performers.

### DESIGN

Learn about new spaces and trends in architecture and homes in the valley.

### HEALTH

How to improve your health while in Jackson Hole.

### CHOOSE YOUR OWN ADVENTURE

A humorous column from journalist Whitney Royster.

### CALENDAR OF EVENTS

The biggest seasonal events from advertisers.

## EXPLORE

### ADVENTURES TO HAVE IN JACKSON HOLE & ALL THE DETAILS & GEAR YOU NEED TO KNOW TO HAVE THEM

Five first-person accounts of indoor and outdoor adventures to be had around the valley with sidebars explaining how readers can recreate the adventures for themselves, and recommendations of the gear they'll need to do them.

# Jackson Hole

ALYSON KLACZKIEWICZ • ALYSON@JHMAGAZINE.COM  
(307) 413-1568 • JACKSONHOLEMAGAZINE.COM

# THE NUMBERS

PUBLISHED TWICE PER YEAR



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.



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**

# Jackson Hole

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# AUDIENCE REACH

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## Exclusive and guaranteed in-jet and in-room placements

### LODGING

Four Seasons Hotel and 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 and Grand Targhee Resort

### PRIVATE JET TRAVELERS

Distributed at Jackson Hole's private FBO, and exclusive placements in jets servicing 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

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

**ONLINE MAGAZINE** is viewed at [www.jacksonholemagazine.com](http://www.jacksonholemagazine.com). Inquire for current stats.



**pressreader™**

*Jackson Hole* magazine is available on PressReader, a global digital platform offering free access to cruise ship, luxury hotel, airline and library patrons.

# Jackson Hole

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(307) 413-1568 • [JACKSONHOLEMAGAZINE.COM](http://JACKSONHOLEMAGAZINE.COM)

# 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/Avia  
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

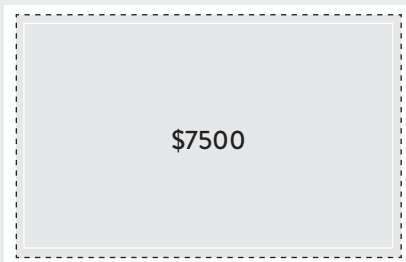
ALYSON KLACZKIEWICZ • ALYSON@JHMAGAZINE.COM  
(307) 413-1568 • JACKSONHOLEMAGAZINE.COM

# RATES

**\*ASK ABOUT ADVERTISING BUSINESS AS BRANDED CONTENT**

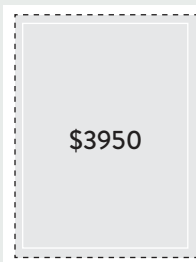
## ADVERTISING SIZE DIMENSIONS IN INCHES

### TWO PAGE SPREADS BLEED



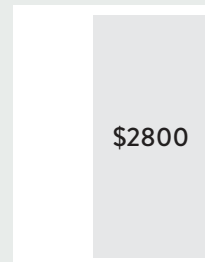
BLEED: 17 x 11.125  
TRIM: 16.75 X 10.875  
LIVE: 16 X 10.125 (ALLOW 1.3 FOR GUTTER)

### FULL PAGE BLEED



BLEED: 8.625 x 11.125  
TRIM: 8.375 X 10.875  
LIVE: 7.625 X 10.125

### 2/3 PAGE



4.604 x 9.5

### PREMIUM FULL-PAGE ADS

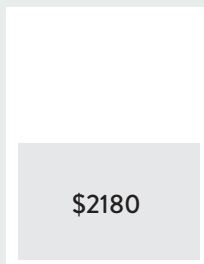
INSIDE FRONT COVER:  
**\$4700**

PAGE ONE:  
**\$4700**

INSIDE BACK COVER:  
**\$4700**

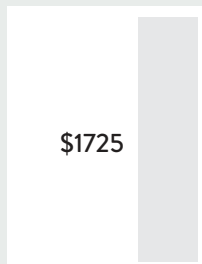
BACK COVER:  
**\$5860**

### 1/2 PAGE HORIZONTAL



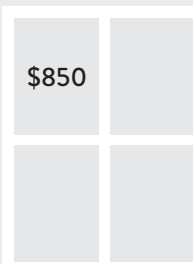
7 x 4.657

### 1/3 PAGE VERTICAL



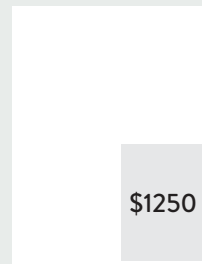
2.208 x 9.5

### RESTAURANT DISPLAY



3.406 x 4.657

### 1/4 PAGE HORIZONTAL



3.406 x 4.657

### CALENDAR MARQUEE AD

HIGHLIGHT YOUR  
EVENT IN OUR  
CALENDAR SECTION.

Includes event name,  
date, one-line description,  
website, event photo

APPROX SIZE:  
5.4 x 1.6 \$600

## 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.

**Ask about advertising your business as branded content.**

## SUMMER 2022 ISSUE

AD SALES CLOSE: MARCH 11, 2022  
MATERIALS DUE MARCH 18, 2022

## WINTER 2022/23 ISSUE

AD SALES CLOSE: OCTOBER 7, 2022  
MATERIALS DUE OCTOBER 14, 2022

# Jackson Hole

ALYSON KLACZKIEWICZ • ALYSON@JHMAGAZINE.COM  
(307) 413-1568 • JACKSONHOLEMAGAZINE.COM

# DIGITAL REQUIREMENTS

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## GALLERY LISTING *(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 LISTING *(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 LISTING

**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

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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.**

## 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

*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.*

# Jackson Hole

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