

MONTANA

SPORTING JOURNAL

fishing • hunting • gear • conservation • ethics

MEDIA INFORMATION

WHO READS MONTANA SPORTING JOURNAL?

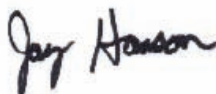
YOUR CURRENT AND FUTURE CUSTOMERS.

Montana Sporting Journal is the premier hunting and fishing publication that covers the Big Sky State. Being the fourth largest state in the country with less than a million people residing here, the good old days of hunting and fishing are still in Montana.

From fly fishing our famous blue-ribbon rivers to looking for that big-game trophy of a lifetime, *Montana Sporting Journal* has something for everyone. Here in Montana our upland bird hunting is second to none, the wild turkey hunting is expanding every season and our fisheries for walleye, pike and bass are just being discovered. *Montana Sporting Journal's* excellent photography and fascinating articles will take you there every issue.

If your business could benefit from the millions of dollars that are spent each year in Montana's hunting and fishing industry, you should be visible to the *Montana Sporting Journal* reader. They are your target market and are easily reached with our low advertising rates. *Montana Sporting Journal* would love to work with you.

Thanks,



Jay Hanson
Lead Publisher

READER INCOME

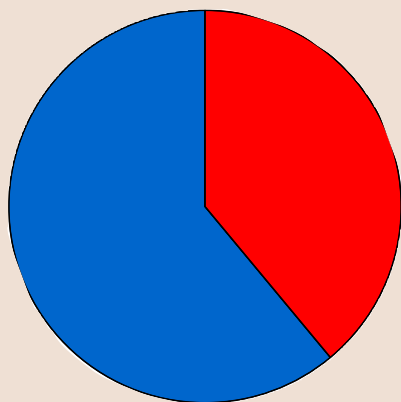
41% of readers have an income of \$50,000 - \$100,000
29% of readers have an income of \$100,000 - \$200,000
11% of readers have an income of over \$200,000

READER PROFILE

95% of our readers are male
83% of our readers attended and/or graduated college
74% of our readers fly fish
71% of our readers hunt upland birds
84% of our readers hunt big game

READERSHIP BY LOCATION

40% of our readers are Montana residents
60% of our readers are non-resident and of those:
75% plan to hunt in Montana over the coming year
86% plan to fish in Montana over the coming year
93% will be utilizing the services of local lodging establishments or guides/outfitters while in Montana
81% plan to patronize local fly shops and sporting goods stores while in Montana



Resident: 40%

Non-resident: 60%

MONTANA SPORTING JOURNAL READERSHIP

Montana Sporting Journal is available on hundreds of newsstands in high traffic locations throughout Montana, boasting a strong sell through rate of 50%. We can also be found in a growing number of businesses across the state catering specifically to our audience and yours: fly shops, lodges/resorts, sporting goods stores and etc. On the national stage, our publication is available on the newsstands of large book retailers throughout the West, such as Borders and Barnes & Noble.

One of our top priorities at *Montana Sporting Journal* has been finding hunters and anglers nationwide who have a passion for all that Montana has to offer. With well over half a million licenses sold in the state per year (approximately 1/3rd of which go to non-residents), we knew they were out there. *Montana Sporting Journal* reaches thousands of subscribers with a common passion for blue-ribbon trout streams, unspoiled wilderness and wide open prairie in which to pursue their dreams.

We are the only high quality, full color publication dedicated exclusively to hunting and fishing in Montana, providing your business with the opportunity to promote your goods and services alongside valuable editorial content that keeps our customers, and yours, coming back for more, issue after issue.

CALL 1-800-559-4351 TO RESERVE YOUR ADVERTISING SPACE



EDITORIAL INFORMATION & DEADLINES

AD REQUIREMENTS

- Ads can be submitted as eps, tif or pdf.
- Four-Color images' maximum density is 285%.
- Black shadow dot should not exceed 85%.

ADS SUBMITTED IN ALL FORMATS MUST:

1. Be built to the correct size.
2. Full bleed ads must include an extra .125 on all sides.
3. If using black backgrounds, please use:
C-10 M-10 Y-0 K-100
4. All colors must be CMYK.
5. Digital files should be accompanied by a proof. If no proof is supplied, any errors are the responsibility of the advertiser.

MAIL YOUR AD ON CD OR DVD TO:

MSJ Design
PO Box 1204
Lewistown, MT 59457

E-MAIL YOUR AD TO:

design@montanasportingjournal.com

Please call Montana Sporting Journal advertising at 1-800-559-4351 if you have any further questions about submissions.

WINTER (JAN/FEB/MARCH)

SPACE DEADLINE: November 23
DIGITAL ART DUE: November 30
ON SALE: Week of January 1

SPRING (APR/MAY/JUNE)

SPACE DEADLINE: February 22
DIGITAL ART DUE: February 26
ON SALE: Week of April 1

SUMMER (JULY/AUG/SEPT)

SPACE DEADLINE: May 24
DIGITAL ART DUE: May 28
ON SALE: Week of July 1

FALL (OCT/NOV/DEC)

SPACE DEADLINE: August 23
DIGITAL ART DUE: August 27
ON SALE: Week of October 1