



“The *Jackson Hole Magazine* is one of our favorite glossy publications. As our client typically already knows and loves the Jackson area, they are eager to pick up this magazine to read the latest happenings in the valley. Our sellers love seeing this publication out-and-about regionally and the distribution to the top-end hotels surrounding the resort is key. My favorite thing about *Jackson Hole Magazine*? The six month shelf.”

-Lisa Delaney,  
*Jackson Hole Sotheby's International Realty,*  
*Western Region*  
*Marketing Director*

**CELEBRATING 35 YEARS,** *Jackson Hole Magazine* brings the best in editorial, photography and design to one of the most visited, unique and popular resort areas in the United States. With a wealth of natural beauty, outdoor activities and luxurious hotels and boutiques, Jackson Hole situates itself as one of the most magnificent places in the country. *Jackson Hole Magazine's* goal is to bring our readers into our one-of-a-kind area and virtual map of the people, places and events.

## IN EVERY ISSUE

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In each issue of *Jackson Hole Magazine*, we explore our western landscape with a variety of local writers and photographers who help paint our area's canvas.

**FEATURES** Feature stories range from local adventurer's fulfilling their passion in the Tetons to providing in-depth looks at Jackson's staple ranches and businesses.

### DEPARTMENTS

- Tetonscapes - culture, current events, business, wildlife, adventure sports
- Locals - Q&As with a handful of our colorful cast of residents
- Dining - the best in dining, from chuckwagon to fusion to 'high' cuisine
- Nightlife - find out where to party beneath the peaks
- Getting Out - some of northwest Wyoming's less-publicized outdoor activities
- Art Scene - our area artists and galleries are second to none
- Calendar of Events - find out what's hot and happening the year around
- On the Job - a peek into the lives and livelihoods of local residents
- Outdoors - Veteran outdoorsman Paul Bruun tackles topics dear to hunters and anglers
- "As the Hole Deepens" - Local humorist Tim Sandlin shares his wacky perspective

## OUR READERS

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*Average Number of Readers:* 144,000

*Average Reader's Household Income:* 54% had household incomes of \$250,000 or more.

*Average Time Spent Reading Each Issue:* 4 Hours

## VISITOR INFORMATION

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- Major reason for visiting: recreation & relaxation
- The average Jackson Hole visitor stays one week on their trip.
- 82% of visitors go skiing/snowboarding during winter trips.
- Each visitor spends an average of \$219 per day.
- More men come to Jackson in winter than in summer.
- Nearly 40% of visitors have been to Jackson before.
- The majority of winter visitors are between ages 35 to 54.

# DISTRIBUTION

## Lodging

In-room at all hotels throughout the valley including; Four Seasons, Amangani, Terra Resort Group, Snake River Lodge & Spa, Rusty Parrot, 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, locations throughout Utah, Colorado and Idaho

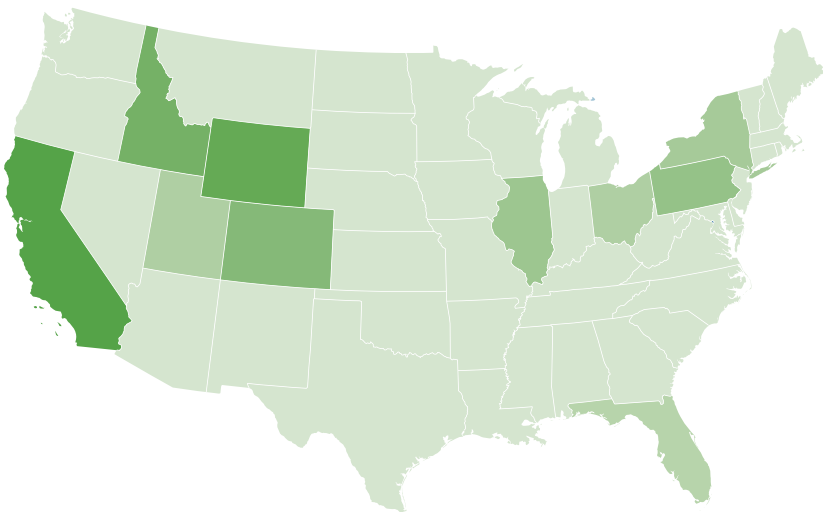
## Retailers throughout the Valley

## Other Distribution

Events throughout the valley  
Membership organizations, i.e. Teton Pines  
NMWA members  
National Subscriber base

# TOP 10 SUBSCRIBER STATES

- |                |            |
|----------------|------------|
| 1 California   | 6 Illinois |
| 2 Wyoming      | 7 New York |
| 3 Idaho        | 8 Florida  |
| 4 Colorado     | 9 Utah     |
| 5 Pennsylvania | 10 Ohio    |



“So many shoppers mention seeing my ad. Their feedback keeps me advertising confidently in the *Jackson Hole Magazine*.”

-Dana Sanders, *Terra*

# DISTRIBUTION LOCATIONS

*Some properties are summer or winter specific.*

4 Timbers	NewFlight Charters
49er Hotel	The Painted Porch
A Teton Tree House	Parkway Inn
Access Air	Painted Buffalo
Alpehnhof	Rendezvous Mountain Rentals
Alpine House	River Rock Ranch
Amangani	R Lazy S Ranch
Antler Hotel	Rustic Inn
Anvil Motel	Rusty Parrot
AV Center	The Sassy Moose
Brooks Lake Lodge	Snake River Lodge & Spa
Clear Creek Group	Snow King Resort
Cowboy Village	Spring Creek Resort
Dornan's Spur Ranch Cabins	Sundance Motel
Elk Country Inn	Teton Club
Flat Creek Inn	Teton Mountain Lodge
Four Seasons Resort	Teton Pines
Fox Creek Inn	Teton Springs
Grand Targhee	Teton View Bed & Breakfast
Grand Teton Property Management	Teton Village Realty
Grand Victorian Lodge	The Point Inn & Suites
Gros Ventre River Ranch	Togwotee Mountain Lodge
Hatchet Resort	Trail Creek Ranch
Heart 6 Ranch	Trapper Inn
Homewood/Hilton Suites	Triangle X Ranch
Hotel Terra	Virginian Motel
Inn at Jackson Hole/Teton Village	Wagon Wheel Motel
Inn on the Creek	White Buffalo Club
Jackson Hole Aviation	White Pines Resort
JH Resort Lodging	Wildflower Inn
Lodge at Jackson Hole	Woods Motel
Lost Creek Ranch & Spa	Wort Hotel
M&N Aviation	Wyoming Info Center
Moosehead Ranch	Wyoming Inn
Motel 6	

*Jackson Hole Magazine* is made available to all Teton Pines Country Club members, National Museum of Wildlife Art members and to the customers of Jackson's own 2 local vehicle rental companies.

## ADDITIONAL INFORMATION

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### DISCOUNTS

5% for a 2 issue commitment.

5% additional discount when advertising in sister publications including *Images West*, *Teton Valley* and *Teton Home & Living*.

### LISTINGS

Display ad prices include a free 400-character listing. Additional characters are charged at 50¢ per character. Listings can be purchased on their own for 50¢ per character, \$200 minimum.

### 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.

## LIFEINTHETETONS.COM

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### THE LIFESTYLE MAGAZINE PORTAL OF THE TETONS.

Compelling content, photography and visitor resources from the region's most regarded magazine publishers: *Jackson Hole* magazine, *Teton Valley*, *Images West* and *Teton Home & Living*.

Increase visits to your website through ads reaching readers seeking information and content on the lifestyle of the Tetons.

- For increased exposure for your business at a very sustainable monthly rate
- For extended reach  
Access to regional readers and vacationers through ads & listings
- For direct response  
Customers can research you 24/7 through your website
- To control and expand your message with featured business listings  
Contact info  
Link to website  
Listing is automatically picked up from *Jackson Hole* magazine.

“Beautiful issue, this magazine continues to impress me over and over again and I’m certainly glad to participate as an advertiser. I think it consistently captures the heart and soul of the area while portraying a nice mix of classy, non-cluttered ads which makes for soothing reading and an upscale portrayal of our market.”

-Kevin Getz,  
*Teton Pines Country Club*

## SPECIAL ADVERTISING FEATURES

### Peak Properties:

Real Estate feature for list price of \$2 million and up

- \$865 per insertion or free with purchase of half page ad
- 500 characters of text, 100 words (2 or 3 lines) for listing/contact information and image area of 3.562" x 2.549"

### Galleries & Artists:

An elegant showing of Jackson's finest

- \$800 per insertion or free with purchase of one-third page ad and up
- Listing template consists of artwork, contact information (up to 7 lines) and 400 characters of text

## SUMMER 2012 DEADLINES

advertising copy deadline:  
March 7, 2012

advertising approval deadline:  
April 1, 2012

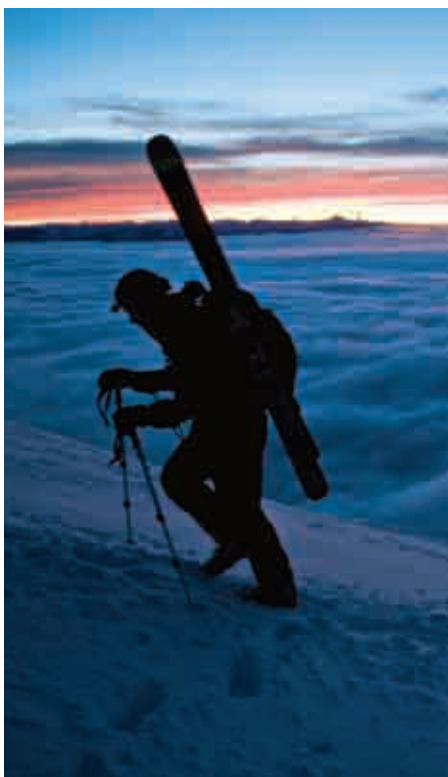
publishes:  
Memorial Day Weekend 2012



SUMMER 2012  
ADVERTISING RATES

# Jackson Hole magazine

CELEBRATING 35 YEARS  
PUBLISHED TWO TIMES PER YEAR  
144,000+ READERS



*Jackson Hole* magazine offers an escape to the grandeur and magnificence of one of nature's most beautiful mountain valleys. Each issue is loaded with insightful information about the Yellowstone-Teton region as well as stunning photography capturing the beauty and unique lifestyle of the area.

## DISTRIBUTION

### Lodging

In-room at all hotels throughout the valley including; Four Seasons, Amangani, Terra Resort Group, Snake River Lodge & Spa, Rusty Parrot, 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

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### Retailers Throughout the Valley

### Other Distribution

Events throughout the valley  
Membership organizations, i.e. Teton Pines, NMWA members  
National Subscriber base

## RATES INCLUDE...

...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.

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.

## RATES

### Four-Color Display Ads

Back Cover.....	\$4970
Inside Back Cover .....	\$3995
Page One.....	\$3995
Inside Front Cover .....	\$3995
Full Page .....	\$3435
Two-Thirds Page .....	\$2325
Half Page.....	\$1850
One-Third Page.....	\$1460
Restaurant Display .....	\$880
One-Sixth Page.....	\$800

### Listings

Display ad prices include a free 400-character listing. Additional characters are charged at 50¢ per character. Listings can be purchased on their own for 50¢ per character, \$200 minimum.

**Closing Date is  
March 7, 2012 for the  
Summer 2012 issue**

# ADVERTISING PRODUCTION SPECIFICATIONS

# Jackson Hole

magazine

SUMMER 2012

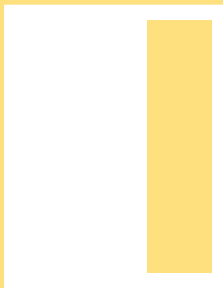
advertising copy deadline: March 7, 2012

advertising approval deadline: April 1, 2012

publishes: Memorial Day weekend 2012

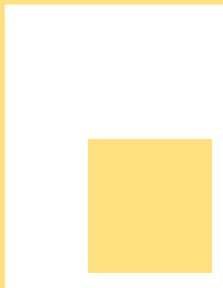
## ADVERTISING SIZE DIMENSIONS IN INCHES

1/3 PAGE vertical



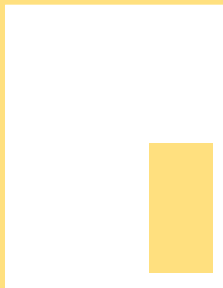
2.25x10

1/3 PAGE horizontal



4.687x4.875

1/6 PAGE vertical



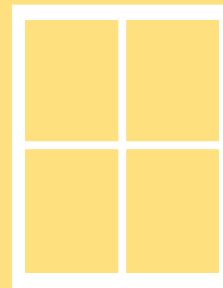
2.25x4.875

1/6 PAGE horizontal



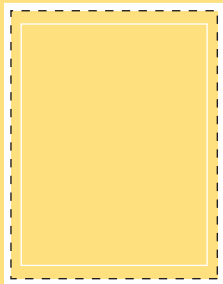
4.687x2.312

RESTAURANT DISPLAY



3.437x4.875

FULL PAGE BLEED



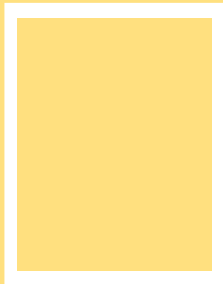
bleed: 8.625x11.125

trim size: 8.375x10.875

live area: 7.625x10.125

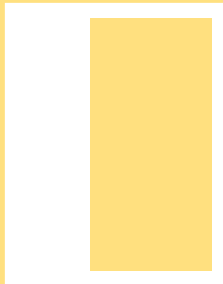
On full page bleed ads, please keep all important information within the live area.

FULL PAGE no bleed



7.625x10.125

2/3 PAGE



4.687x10

1/2 PAGE vertical



4.687x7.437

1/2 PAGE Horizontal



7.125x4.875

## SPECIAL ADVERTISING FEATURES

### GALLERY LISTINGS

**PLEASE PROVIDE:** name of gallery, physical address, phone number, website

**BODY COPY:** 400 characters or 80 words

**PHOTO:** must be at least 3" wide at 300dpi

### GEAR UP

**PLEASE PROVIDE:** name of store, location/address, phone & website

**BODY COPY:** 200-600 characters depending on size of supplied image

**IMAGES:** must be at least 3" x 3" at 300 dpi

### PEAK PROPERTY

**HEADER:** must be under 28 characters **SUBHEAD:** under 6 words

**BODY COPY:** 500 characters or up to 100 words

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

**IMAGES:** must be at least 3"x4" at 300dpi

## DESIGN SERVICES

Display ads produced by *Jackson Hole* magazine include design, typesetting, layout, three proofs and one color matchprint if requested. Advertiser is responsible for providing text, images and artwork.

## SUBMITTED ADS

Please provide digital files on CD, DVD or by uploading to our FTP site. **All provided ads must be accompanied by a matchprint. Any provided ad requiring changes may be subject to production charges.** Ad templates are available on our ftp site .

## ACCEPTED FILES

- High-resolution PDF (preferred)
- InDesign CS4 or below (include all images & fonts)
- Illustrator CS4 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

## USING OUR FTP SITE

FTP address: 69.146.3.234  
username: jhmagazine  
password: jhmagazine

Title your file with the advertiser name and place in the folder called PRINT READY ADS. If providing multiple files, please create a folder. Please notify your sales rep when your art has been uploaded.

# FILE SUBMISSION CHECKLIST

- Please make sure all files are provided as CMYK. Files provided in RGB, or as spot colors will have to be converted and charged a production fee.
- On full page bleed ads, keep important information inside the live area.
- The advertiser is responsible for the content of their provided ad. **Please proof your ad carefully and provide ONLY the final version of the ad.** Ads requiring replacement will be charged \$50/occurrence
- Do not stylize type in a layout program. Use only the actual bold, italic or other style of the typeface.
- PLEASE DO NOT INCLUDE CROP MARKS** when providing a PDF. The PDF should be the size of the final ad to ensure a perfect fit. Production fees will be charged for crop mark removal.
- Please do not embed images in InDesign documents.
- For rich CMYK black: 40c, 30m, 30y, 100k

## BUSINESS OFFICE

phone: (307) 733-2047  
fax: (307) 733-2138  
1225 Maple Way  
Post Office Box 7445  
Jackson, WY 83002

## ADVERTISING SALES

DEIDRE NORMAN  
phone: (307) 732-7075  
e-mail: deidre@jhmagazine.com