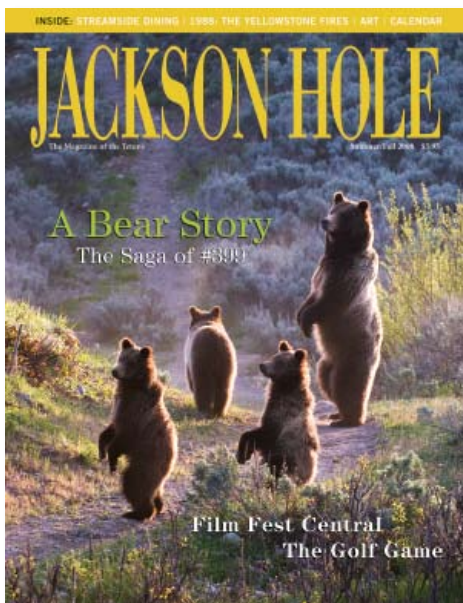


# JACKSON HOLE

*The Magazine of the Tetons*



MEDIA KIT 2008/2009



FOR MORE THAN 30 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 a virtual map of the people, places, and events.

## IN EVERY ISSUE

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** Through the years, our feature stories have ranged from local adventurer's climbing the Tetons to in-depth looks at Jackson's staple ranches and businesses.

## DEPARTMENTS

- Tetonscapes - the latest news in the Teton region
- Locals - profiles our colorful residents and their adventures
- Dining - the best local dining guide in Jackson
- Nightlife - find out where to party in the mountains
- Getting Out - explore Jackson's events and places
- Art Scene - our area artists and galleries are second to none
- Calendar of Events - know when and where to go all year round
- As the Hole Deepens - a different look at Jackson's goings-on
- Looking Back - a historical look at life in Jackson Hole



## CIRCULATION

*Jackson Hole Magazine* is distributed to our visitors, residents, and Western piners around the country.

**LODGING** Over 13,000 copies of *Jackson Hole Magazine* fill our local hotels, such as the Four Seasons Resort, Amangani, and The Lodge at Jackson Hole.

**LOCAL BUSINESS** A variety of businesses in Jackson Hole sell our magazine including the Jackson Hole Airport, high-end retail stores, grocery stores, and more.

**EVENTS** *Jackson Hole Magazine* is at events in the Teton area, such as the Fall Arts Festival, the Home & Building Show, and the Western Design Conference.

**SUBSCRIPTION & NEWSSTAND** Our magazines can be found in newsstands and homes around the country as shown in the "Our Readers" section

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

-Dana Sanders, *Terra*

## OUR READERS

Average Number of Readers: 72,000

Average Reader's Household Income: \$125,000

Average Time Spent Reading Each Issue: Four Hours

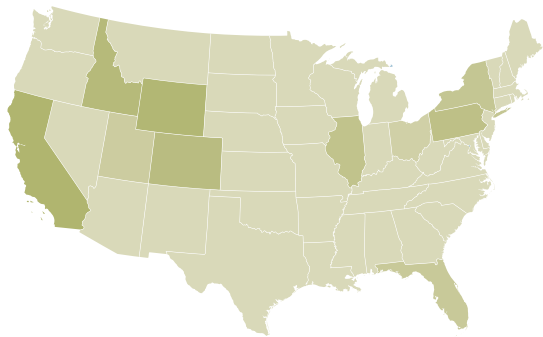
## VISITOR INFORMATION\*

- 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.
- Married couples with children visiting increased 30% last year.
- The majority of winter visitors are between ages 35 to 54.

*\*Jackson Hole Airport Survey, 2005 & 2006*

## 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    |



"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, *Sotheby's International Realty*  
Western Region Marketing Director

## DISTRIBUTION LOCATIONS

*Some properties are summer or winter specific.*

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



"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*

## ADDITIONAL INFORMATION

### DISCOUNTS

5% with payment at order.  
5% for a 2 issue commitment.

### TERMS

One-third of the net amount is due at closing date. One-third is due upon publication, and balance due 30 days after date publication. A finance charge of 1.5% per month, which is an 18% annual percentage rate, will be charged on all past due accounts.

### 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.

## SPECIAL ADVERTISING FEATURES

### PEAK PROPERTIES

*Real Estate feature for properties with a list price of \$2.5 million and up*  
500 characters of text, 100 characters (2 or 3 lines) for listing/contact information and image area of 3.562" x 2.549"

### GEAR UP!

*Outdoor recreational equipment feature*  
200-600 characters of text, depending on size of supplied image.

### GALLERIES & ARTISTS

*An elegant showing of Jackson's finest*  
Listing template consists of artwork, contact info (up to 7 lines) and 400 characters of text



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