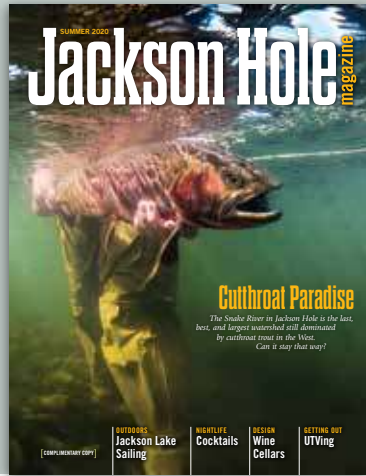


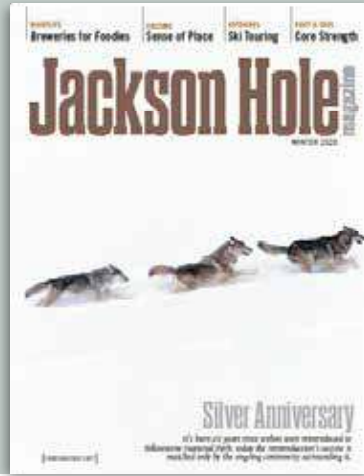
Jackson Hole



WINTER 2021



SUMMER 2020



WINTER 2019/20



SUMMER 2018

2021

MEDIA KIT

JACKSON HOLE MAGAZINE

ALYSON KLACZKIEWICZ • ALYSON@JHMAGAZINE.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 fav 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

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

AUDIENCE REACH

Exclusive and guaranteed in-jet and in-room placements

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. **Online magazine** is viewed at www.jacksonholemagazine.com, with 27,000 web readers annually.

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/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**

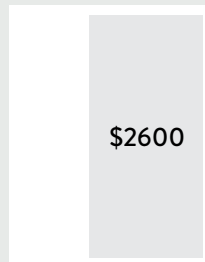
ADVERTISING SIZE DIMENSIONS IN INCHES

FULL PAGE BLEED



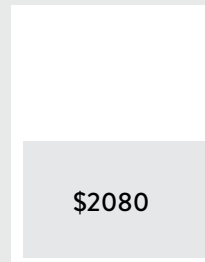
BLEED: 8.625 x 11.125
TRIM: 8.375 X 10.875
LIVE: 7.625 X 10.125

2/3 PAGE



4.604 x 9.5

1/2 PAGE HORIZONTAL



7 x 4.657

PREMIUM FULL-PAGE ADS

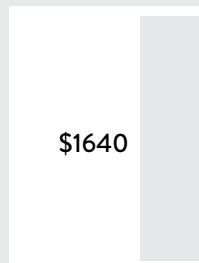
INSIDE FRONT COVER:
\$4480

PAGE ONE:
\$4480

INSIDE BACK COVER:
\$4480

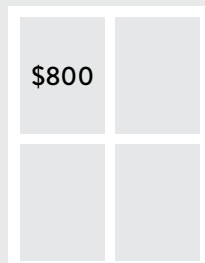
BACK COVER:
\$5580

1/3 PAGE VERTICAL



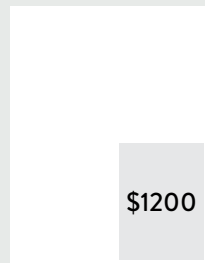
2.208 x 9.5

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 2021 ISSUE

AD SALES CLOSE: MARCH 12, 2021

MATERIALS DUE MARCH 19, 2021

WINTER 2022 ISSUE

AD SALES CLOSE: OCTOBER 8, 2021

MATERIALS DUE OCTOBER 15, 2021

Jackson Hole

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

DIGITAL REQUIREMENTS

*PLEASE SUBMIT WITH DISPLAY AD

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.**

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.