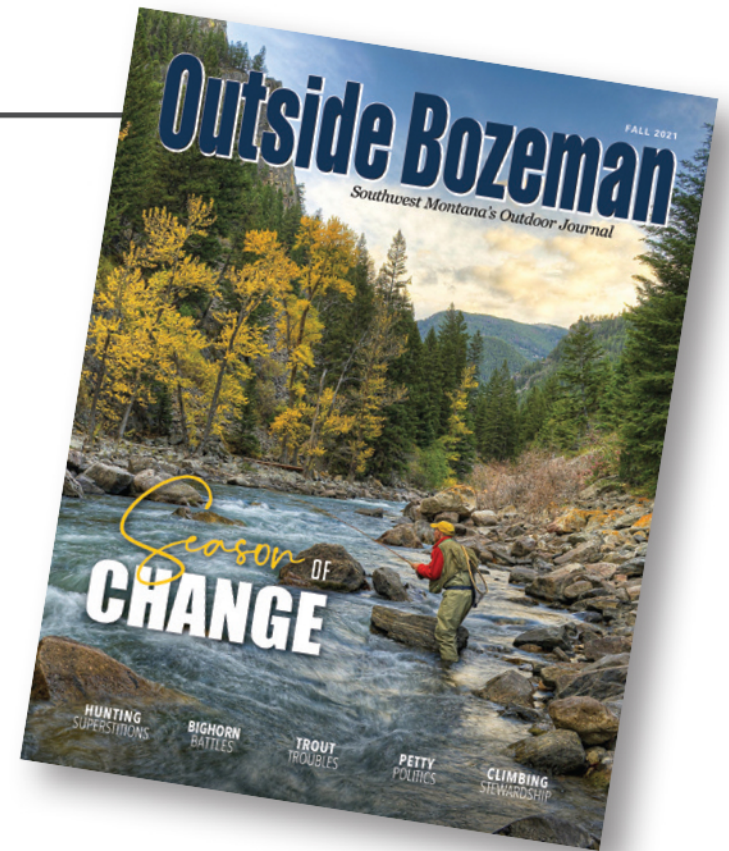


AN INDEPENDENT PUBLISHING COMPANY STAFFED BY OUTDOOR ENTHUSIASTS

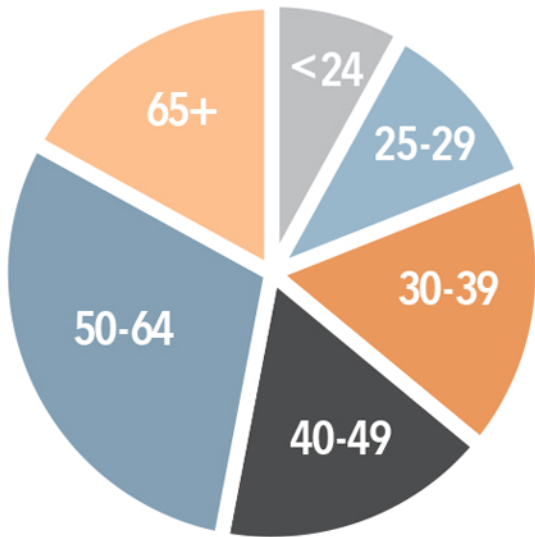
OUTSIDE BOZEMAN MAGAZINE

Outside Bozeman is the only magazine that captures southwest Montana in its outdoor-oriented entirety. It's where locals and visitors alike turn to engage Bozeman's active lifestyle: local trends, community news, health & fitness, outdoor sports & activities, humor, and much, much more.

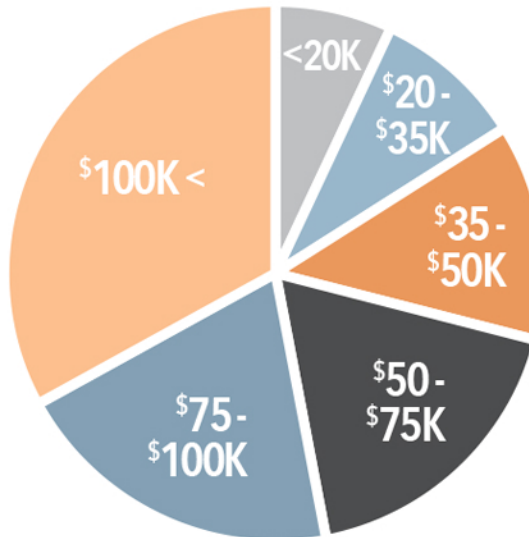


READER DEMOGRAPHICS

AGE



INCOME



FEMALE
53%



MALE
45%

ROI

52%

O/B READERS

plan to purchase gear/apparel in the next 12 months.

29%

O/B READERS

plan to make a major purchase (vehicle, appliances, RV/Camper etc.) in the next 6 months.



OUTSIDE BOZEMAN IS ONE OF THE FEW REGIONAL PUBLICATIONS THAT LOWA ADVERTISES IN, AND FOR GOOD REASON: THEY DO A STELLAR JOB.

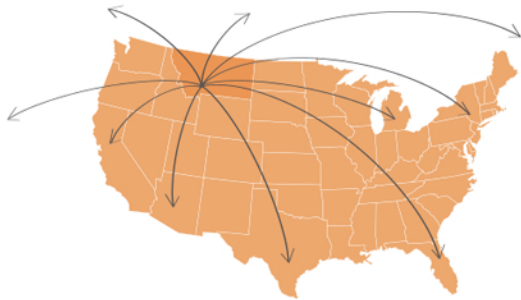
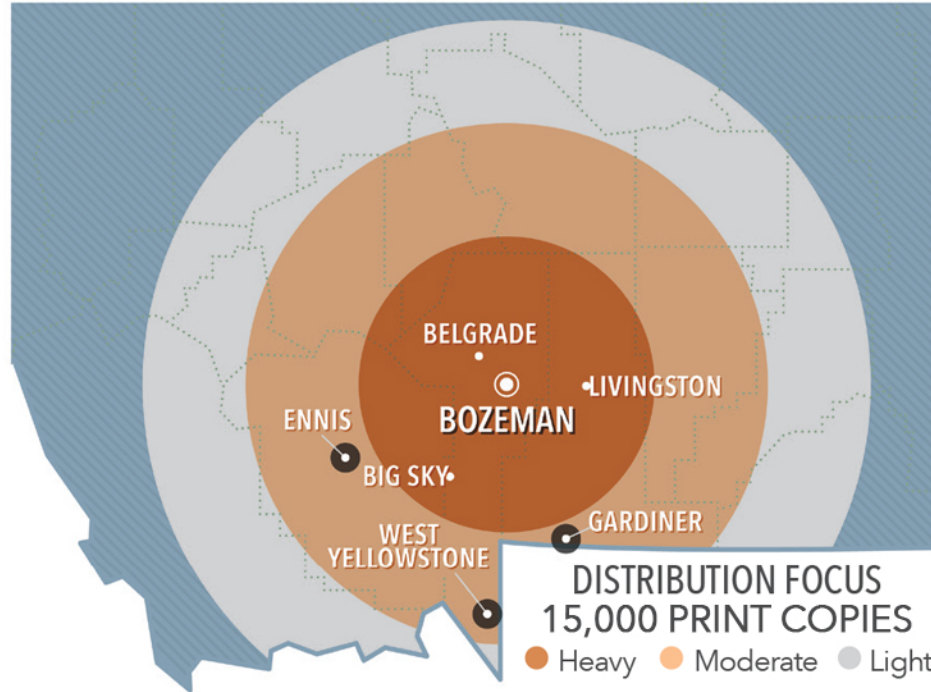
-LESLEY, LOWA BOOTS



O/B DISTRIBUTION

WHERE ARE YOUR CUSTOMERS?

If they live in the greater Bozeman area—or spend time here—then Outside Media Group is the best bang for your buck. 95% of our circulation focuses on southwest Montana and Yellowstone National Park.



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32,000+
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DIGITAL EDITIONS
3,000
READERS




































WEBSITES
43,000+
MONTHLY VISITORS



EMAIL-MARKETING
12,000
RECIPIENTS



O/B PRICING

| EXPOSURE | | 1 QTR. | 2 QTRS. | 4 QTRS. |
|------------------------------|--|--------|---------|---------|
| PRINT | DIGITAL | | | |
| Back Cover |     | \$3100 | \$2650 | \$2375 |
| Inside Cover, Page 3 |     | \$2800 | \$2425 | \$2150 |
| All other Premium Placements |     | \$2600 | \$2250 | \$1995 |
| Full Page |    | \$2275 | \$1975 | \$1700 |
| 2/3 Page |    | \$1900 | \$1654 | \$1470 |
| 1/2 Page |    | \$1600 | \$1400 | \$1225 |
| 1/3 Page |    | \$1225 | \$1075 | \$995 |
| 1/4 Page |    | \$1025 | \$915 | \$825 |
| 1/6 Page |   | \$700 | \$630 | \$575 |
| 1/9 Page |   | \$370 | \$330 | \$300 |
| 1/12 Page |   | \$370 | \$330 | \$300 |

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