

Outside Media Group

PUBLISHERS OF FINE OUTDOOR-ORIENTED MEDIA PRODUCTS

Exposure to customers—both current and prospective—is the number-one goal of advertising. Outside Media Group offers a range of media products, allowing you to effectively and affordably deliver your message to your desired market.



Outside Bozeman Magazine

Outside Bozeman explores and celebrates the outdoor recreation and lifestyle of southwest Montana. Excellent editorial, stunning photography, handy maps, and an authentic Montana attitude have made this eight-year-old magazine a locals' favorite. 20,000 copies saturate southwest Montana every season. As the area's only complimentary full-color, glossy journal, *Outside Bozeman* enjoys the best local/regional distribution of any publication in its class. Our active-lifestyle focus gives advertisers authenticity and credibility in Bozeman's distinctly outdoor-oriented marketplace. What's more, our competitive CPM (cost per thousand readers) allows you to deliver your brand message affordably.

Outside Bozeman Calendar

Amazing area photographs and an exhaustive list of outdoor-oriented events make the Outside Bozeman Calendar a top item on every Bozeman-area outdoor enthusiast's wish list. Money-saving coupons and interesting facts about southwest Montana round out this one-of-a-kind twelve-month calendar. Advertisers enjoy exclusivity (only 12 ads are sold) and increased store traffic through the use of coupons. What's more, a portion of every calendar sale goes to support Eagle Mount, a local nonprofit that helps disabled children enjoy the outdoors.



MSU Pocket Guide

Reaching over 10,000 students, parents, and faculty every year, the MSU Pocket Guide is southwest Montana's most tightly focused publication. Informative articles, product and service directories, money-saving coupons, gear rental info, maps, and insider tips make this an invaluable student guide. The only full-color, glossy guide out there, the MSU Pocket Guide is included in new-student orientation packets, residence halls, and recruitment packets. If Montana State University is part of your market—or you want it to be—the MSU Pocket Guide is the single best way to make your business known.

outsidebozeman.com

With over 3,000 unique visitors a month, outsidebozeman.com is fast becoming both a tourist planning resource and a go-to guide for Bozeman-area locals. Maps, photos, gear, ski reports, trail guides, river conditions, books & music, weather information, area events, and a list of local clubs are just a few of the site's outdoor-oriented offerings. Not to mention every back issue of *Outside Bozeman* at one's fingertips: viewers can search the archives by topic or author, view specific articles, or scroll through each issue article by article. A full site re-design is underway and multiple advertising options are available.



Call 406-582-8068 or e-mail sales@outsidebozeman.com to advertise.