

Montana Quarterly

Real Montana Stories Get Real Attention. So Will Your Ad.

**MONTANA'S
BEST MAGAZINE,
YEAR AFTER YEAR***

** Society of Professional Journalists*



Ad pricing (All prices include full color)

2020

AD SIZE	1X	2X	3X	4X
Back Cover	\$2430	\$2195	\$2085	\$1975
Inside Covers	\$2195	\$1980	\$1870	\$1765
Page 3, 5	\$2075	\$1870	\$1770	\$1670
Full Page	\$1950	\$1765	\$1670	\$1575
2/3 Vertical	\$1785	\$1620	\$1510	\$1345
Half Page	\$1455	\$1315	\$1240	\$1170
1/3 Vert. / Square	\$1160	\$1045	\$985	\$935
1/4 Page	\$860	\$775	\$735	\$690
Double Truck (2-page spread)	\$2910	\$2625	\$2480	\$2330
Gatefold (3-page foldout)	\$3615	\$3315	\$3215	\$3020

Take advantage of our 4-issue discount!
Ready-to-go ads get a 7 percent discount!

Upcoming issues

SPRING 2020

Ad Deadline: FEB. 3
Publishes EARLY MARCH

SUMMER 2020

Ad Deadline: MAY 4
Publishes EARLY JUNE

FALL 2020

Ad Deadline: AUG. 3
Publishes EARLY SEPTEMBER

WINTER 2020

Ad Deadline: NOV. 2
Publishes EARLY DECEMBER

Photo by Alexis Bonagofsky

Ad specs

FULL PAGE*
9.25" wide x 11.167" deep

HALF PAGE (HORIZONTAL)
7.75" wide x 4.75" deep

HALF PAGE (VERTICAL)
3.75" wide x 9.75" deep

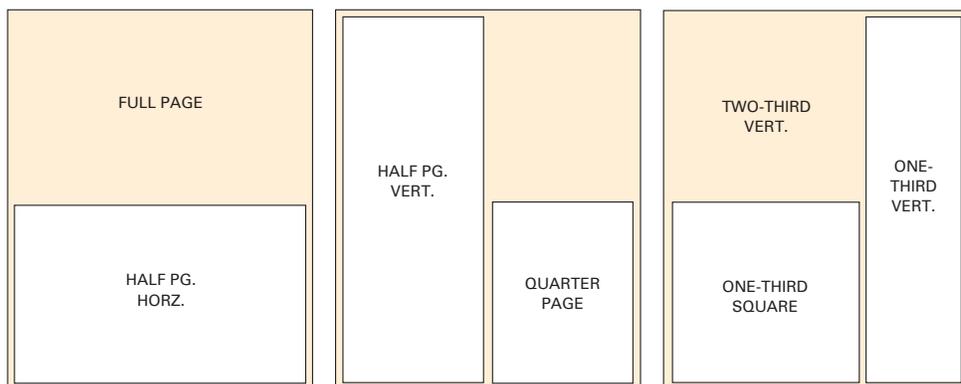
ONE-THIRD PAGE (SQUARE)
5" wide x 4.75" deep

ONE-THIRD PAGE (VERTICAL)
2.5" wide x 9.75" deep

QUARTER PAGE
3.75" wide x 4.75" deep

TWO-THIRD PAGE (VERTICAL)
5" wide x 9.75" deep

*these specifications are for full-page ads that bleed; please ensure that typographical elements are at least half an inch from the edge; no-bleed full-page ads are 7.75" x 9.75"



Call 406 587 8910 or 406 333 2154

or email [Bob Bullock at Advertising@themontanaquarterly.com](mailto:Bob.Bullock@themontanaquarterly.com)
or Admin@themontanaquarterly.com
to reserve your space



MONTANA QUARTERLY

P.O. BOX 1900, LIVINGSTON, MT 59047

406.333.2154

www.themontanaquarterly.com

Big state. Big idea.

**INDEPENDENCE.
INTEGRITY.
INSIGHT.**

Montana Quarterly's local ownership has attracted decades of Montana journalism experience to the magazine's pages. Our contributors include National Magazine Award winners, National Book Award finalists, even an Oscar nominee. And we're all Montanans. That's why readers devour each issue, cover to cover.

WE'LL HELP YOU FIND THE CUSTOMERS YOU WANT

Each issue reaches approximately 25,000 readers. Most are Montanans, and the rest just wish they were. They have the time, energy and inclination to explore this great state and find its best offerings. They count on the *Quarterly* to help them navigate, and they count on advertisers to help them find the things they need to make the journey possible. If it's in the *Quarterly*, they know it's the real deal, just like the rest of the magazine. That's why our subscriber list has nearly doubled since 2012, while others are shrinking. We're leading the pack.



Photo by Alexis Bonogofsky

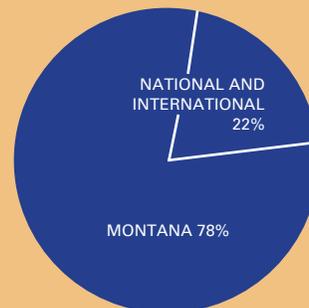
STAND OUT. STAND PROUD.

The *Quarterly* limits its ad space to 35 percent of the magazine. Readers linger on our award-winning stories and photography. Our clean and evocative design means nobody's ad gets lost in the clutter. Every ad gets prominent position!

How we reach people



Where our readers are



- We publish 6,500 copies per quarter.
- Top-flight reader retention and loyalty.
- Award-winning content, year after year.

STAND OUT!
ADS ARE LIMITED
TO 35% OF THE
MAGAZINE