

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)

2024

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 (square, horiz., vertical)	\$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 four-issue discount!
Ready-to-go ads get a 7 percent discount!

Upcoming issues

SPRING 2024

Ad Deadline: FEB. 15
Publishes EARLY MARCH

SUMMER 2024

Ad Deadline: MAY 15
Publishes EARLY JUNE

FALL 2024

Ad Deadline: AUG. 15
Publishes EARLY SEPTEMBER

WINTER 2024

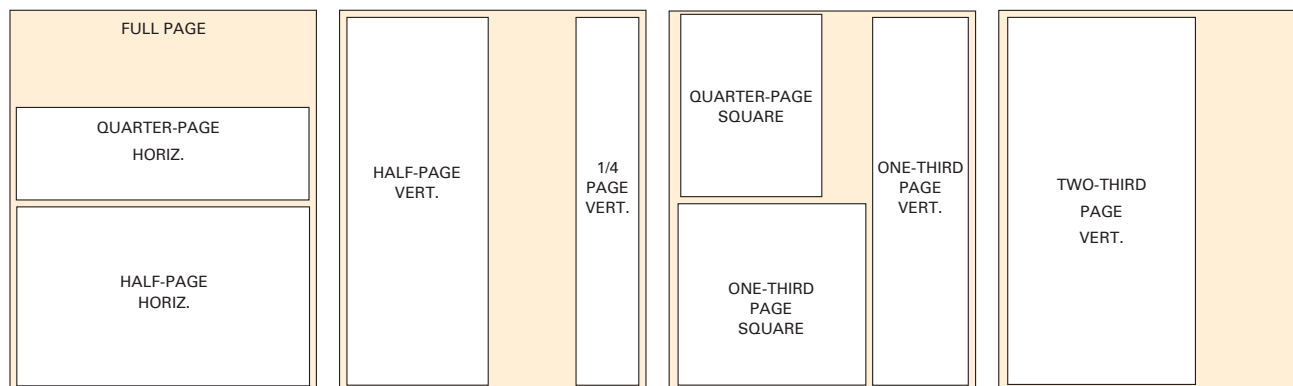
Ad Deadline: NOV. 5
Publishes EARLY DECEMBER

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	ONE-THIRD PAGE (SQUARE) 5" wide x 4.75" deep	TWO-THIRD PAGE (VERTICAL) 5" wide x 9.75" deep	QUARTER PAGE (HORIZONTAL) 7.75" wide x 2.25" deep
	HALF PAGE (VERTICAL) 3.75" wide x 9.75" deep	ONE-THIRD PAGE (VERTICAL) 2.5" wide x 9.75" deep	QUARTER PAGE (SQUARE) 3.75" wide x 4.75" deep	QUARTER PAGE (VERTICAL) 2" wide x 9.75" deep

*for bleeding full-page ads; please ensure that type elements are at least a half-inch from the edge; no-bleed full ads are 7.75" x 9.75"



COME JOIN US

Call 406 599 1075 or
email Joanne Gardner Lowell at
joannegardnerlowellmt@gmail.com
to reserve your space and talk
about the ad package that will
work for you.



P.O. BOX 1900, LIVINGSTON, MT 59047

406.333.2154

www.themontanaquarterly.com

Big state. Big idea.

Be a Part of the Big Idea!

Montana
Quarterly

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 life here, 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.

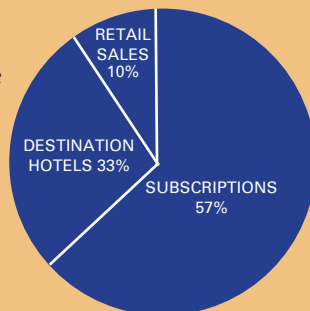


Photo by Alexis Bonogofsky

STAND OUT. STAND PROUD.

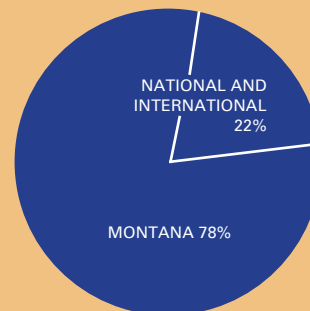
The *Quarterly* strikes a pleasing visual balance between top-flight editorial content and eye-grabbing advertising. Readers linger on our award-winning stories and photography. Our clean design means nobody's ad gets lost in the clutter. Every ad gets prominent position!

How we reach people



- We publish 6,000 copies per quarter.
- Top-flight reader retention and loyalty.
- Award-winning content, year after year.
- Frequent re-readings. Your ad gets seen again and again.

Where our readers are



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