Connecting People with Experiences through Storytelling

When Traveling, we all face an “information deficit”—What to do, where do we eat, where do we stay, what’s local to experience? We tell your story by providing content about and within a contextually relevant placements in each of our mediums — digital, print and social media.

We are a Visitor Guide. 100% of our content is directed to connecting our readers with your business. From initial research from afar, to being in-market, Jackson Hole Traveler is the vital resource for our 4+ million annual visitors.
Total Annual Reach

We target the 4 million annual visitors on Where to stay, What to do, and Where to eat. JACKSON HOLE TRAVELER is the most targeted, cost effective and broadest reach of any local travel advertising medium.

- 85% of travelers pre-plan using websites
- 36% use destination-related sites
- 65% use smartphones
- 58% use social media

**PRINT**
- 287,500 READERSHIP
- 100,000 CIRCULATION

**DIGITAL**
- 300,000 READERSHIP
- 200,000 CIRCULATION
- 75,000 + MONTHLY USERS

**TOTAL**
- 2 MILLION+
- ANNUAL READERSHIP

100,000 CIRCULATION
200,000 CIRCULATION

This drives our **COST-PER-THOUSAND (CPM)** to less than $2.6, whereas other local brands range from $50-200.
We are the leading printed planning resource for local businesses.

The only all-in-one planning resource for things to do, restaurants, lodging and shopping.

- #1 pre-planning resource in print and on the web
- #1 distribution resource – more than 300 high-traffic locations in Jackson Hole, Grand Teton National Parks, surrounding Yellowstone National Park and eastern Idaho.
- Direct Request – more than 18,000+ people order the Visitor Guide FREE from our website for pre-planning their trip.

“The 54% of travelers pre-plan trips using print, the highest usage in 8 years.”

— The State of the American Traveler Report
We are the premier digital planning resource for local businesses.

Our family of 3 travel-related websites informs and links visitors directly to your business.

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“The 2019 U.S. traveler is more informed and uses more sources for travel planning than ever before.”
— The State of the American Traveler Report
Distributed nationally, regionally, and locally! Emphasis on "first point of contact" Traveler’s friendly size is portable and available everywhere! We ship 1000+ Visitor Guides out nationally each month.

19% NATIONAL PARK GATEWAY COMMUNITIES
Reaching Yellowstone National Park visitors before arrival
- West Yellowstone
- Gardiner
- Cody

17% REGIONAL
- Idaho Falls, ID
- Island Park, ID
- Big Sky/Gallatin Gateway, MT
- I-80 Visitor Centers
- Other regional locations

18% NATIONAL
- 1000+ Guides a month
- Print Guide is mailed to visitor’s home at their request before visiting Jackson!

46% LOCAL
- Visitor Centers
- Lodging
- Airport
- Activity Locations
- Museums
- Restaurants
- Guest Services Locations
- Retailers
- Real Estate Offices
- Transportation Providers
- Wedding & Event Planners

18,000+ shipped nationally 2022

300+ Locations

Jackson Hole Traveler is Published by Circ Design  www.circ.biz  307.733.8319
Our visitors come to experience the National Parks—yet they can’t get the official map until they go into the park. Our maps are designed to solve this problem with a handy tear-off tablet sized interpretive map.

- 200,000 Printed versions
- May-Oct Circulation
- Tear off Tablet Sized Map
- State-wide Distribution to Visitor Centers
- Locally distributed at Visitor Centers
- Rental Car companies
- Front Desk & Concierges Services

LIMITED SPACE: $1,895.00 per Spot
DO: a case study
Brand impressions over 12 months

Jackson Hole Rodeo
427,369
Brand Impressions

- 194,111 Content article Inclusion
  - 27,564 Article Views
  - 82,721 Youtube Views
  - jackson-things-to-in-summer
  - 43,453 jackson-calendar-of-events
  - 15,080 experience-the-best-of-the-west
  - 12,251 jackson-hole-top attractions
  - 9,737 Things-to-do-with-kids
  - 3,305 jackson-hole-rodeo-essentials
  - 3:39 Average Time Viewing
- 12,988 Instagram accounts reached
- 969 Likes
- 12,795 Facebook accounts reached
- 3,133 web Leads
- 2,204 Local Special Views & Redirects
- 417 Business Profile Views
- 752 Business Profile Redirects

200,000 Visitor
Readership Guide

1,169 Profile Views + Redirects
jacksonholetraveler.com

194,111 Content article Inclusion

12,988 Instagram accounts reached

969 Likes

12,795 Facebook accounts reached

3,133 web Leads

2,204 Local Special Views & Redirects

417 Business Profile Views

752 Business Profile Redirects

jacksonholetraveler.com
EAT: a case study
Brand impressions over 12 months

- **25,341** Content / Media Inclusions
  - Views
  - 2,000
  - /article/whats-local-eat-drink-jackson-hole/
  - 584
  - /article/local-spirits/
  - 1,217
  - /article/snake-river-brew-pub/
  - 908
  - /travelguide/family-friendly-restaurants/
  - 9,221
  - /article/things-jackson-hole-october/
  - 5,424
  - /travelguide/jacksonholerestaurants/
  - 1,331
  - Youtube Views

- **9,934** Web Leads
  - Brew Pubs, Casual Restaurants
  - Chef, Wine & Beer Tastings, Food & Fun

- **3,850** Facebook & Instagram accounts reached

- **356** Local Specials Views & Click-thrus

- **414** Business Profile Redirects

- **107,026** Banner Ad views

- **200,000** Visitor Readership Guide

- **932** Profile
  - jacksonholetraveler.com

- **1003** Profile
  - jacksonholerestaurants.com

- **4,602** Average Time Viewing

- **1,217** Banner Ad views

- **1,331** Banner Ad views

- **2:42** Average Time Viewing

- **348,856** Brand Impressions

- **107,026** Banner Ad views

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STAY: a case study
Brand impressions over 12 months

Darwin Ranch
346,250
Brand Impressions

31,824
Content Inclusion
Views
1,198
Youtube
1,787
JHT Blog
274
Exceptional Ways to Stay
940
Alternative Lodging Options
18,994
Where to Stay in Jackson Hole
8,631
horsebackriding in Jackson Hole
2:21
Average Time Viewing

200,000
Visitor Readership Guide

14,011
Facebook & Instagram accounts reached
316
Instagram likes

92,897
Banner Ad Views
769
Banner Ad Redirects

4,772
web Leads eco-friendly

164
Business Profile Views jacksonholetraveler.com
535
Business Profile Redirects

962
Local Specials Views & Click-thrus
SHOP: a case study
Brand impressions over 12 months

- 200,000 Visitor Readership Guide
- 821 Profile jacksonholetraveler.com
- 229,214 JW Bennett Brand Impressions
- 4,293 Content / Media Inclusions
  - Views: 2,124 /jackson-hole-shopping/
  - 1,235 /article//jackson-hole-shopping/
  - 468 /article/day off the-slopes/
  - 466 /article/go-western-jackson-hole/
  - 2:14 Average Time Viewing
- 5,144 Shopping Web Leads Requests & opens
- 17,605 Accounts Reached Instagram
- 258 Instagram likes
- 842 Local Specials Views & Click-thrus
- 251 Business Profile Redirects
Print + Digital
Annual Marketing Packages

Package A
- ¼-Page Print Advertorial Visitor Guide
- Map Locator Listing Visitor Guide
- Digital Business Profiles
  + JacksonHoleTraveler.com
  + JacksonHoleRestaurants.com
  + JacksonHoleLodging.com
- Local Wifi Specials
- Social Media Promotion

$2,595 / $225 per month

Package B
- ¼-Page Print Advertorial Visitor Guide
- Map Locator Listing Visitor Guide
- Digital Business Profiles
  + JacksonHoleTraveler.com
  + JacksonHoleRestaurants.com
  + JacksonHoleLodging.com
- Local Wifi Specials
- Social Media Promotion

$3,495 / $290 per month

Package C
- ¼-Page Print Advertorial Visitor Guide
- Map Locator Listing Visitor Guide
- Digital Business Profiles
  + JacksonHoleTraveler.com
  + JacksonHoleRestaurants.com
  + JacksonHoleLodging.com
- Local Wifi Specials
- Social Media Promotion

+ 12 month Web Leads
+ Banner Ad Campaign
+ Custom Brand & Video Story

$6,295 / $525 per month
What our partners say...

"Please have eight to ten bundles of the Traveler delivered to the Airport as quickly as possible. Our supply is depleted again...! I hope you take pride in how popular this publication is!"

—Robin Usher
Jackson Hole Airport

“You cannot imagine how many people came in with the magazine in hand. It gives you an idea of the penetration rate your advertising is having. It was an amazing direct response, which enabled us to cut 4 other types of advertising. The saturation was everywhere and I saw it in cars, people walking the square, it was a great success, even the social marketing tie-ins”

—Jackson Hole Pendleton

“Had a JH Traveler on my desk this morning when I got to work! I will say this, after going to hotels and different venues around town, I am very confident that JH Traveler is one of our best investments. From the map all the way through the website.”

—David Johnson, Jackson Hole Mountain Resort

“The team at Jackson Hole Traveler goes the extra yard as a partner in helping extend the value of our advertising dollars. It’s hard to put a price on success like this with Travel + Leisure.”

—Lucas Turner - Triangle X Ranch

This is ideal for people of all interests exploring this magical valley for the first time. We send a copy to all our renters in their reservation package. Thank you, Jackson Hole Traveler staff.”

—Ginger Gainer, Owner VRBO rentals #42639, 42741, 42737

“Our Jackson Hole Traveler magazines are flying off the Idaho Falls racks and we are in need of more.”

—Jim Wilent, Bear Brochures - Brochure Design & Display Service

“I was hoping to order 40 to 50 of your Travelers guides for the Jackson Hole area for our local office. I am with AAA Carolinas in Matthews, North Carolina and our clients are always looking for additional information when they travel to this area. You can send the guides to:"

—AAA Carolinas c/o Crystal Beasley

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