

Jackson Hole's all-in-one Annual Visitor's Guide in Print & Digital, offering an integrated marketing platform on—Things to do, Restaurants and Lodging

**JACKSON HOLE TRAVELER**

2023 MEDIA GUIDE 2024

JACKSONHOLETRAVELER COM

The image features a group of people riding horses in a mountainous landscape. In the foreground, a laptop displays the same scene. To the left, a print version of the Jackson Hole Traveler guide is shown, featuring a cover with a mountain scene and text including 'VISITOR GUIDE', 'JACKSON HOLE TRAVELER', '25th ANNIVERSARY', 'YOUR GUIDE TO NATIONAL PARKS • ACTIVITIES • DRIVING • SHOPPING', and 'INCLUDING TOWN AND NATIONAL PARK MAPS'. To the right, a smartphone displays the digital version of the guide, showing a 'HOWDY STRANGER' sign and the text 'YONDER IS JACKSON HOLE' and 'THE LAST OF THE OLD WEST'.



# 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

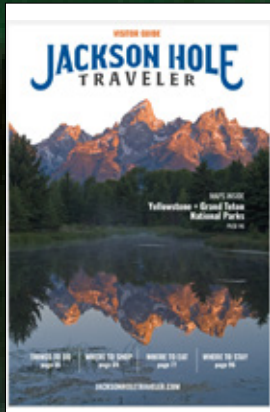
We target the 4 million annual visitors on Where to stay, What to do, and Where to eat. JACKSON HOLE TRAVELER is the most targeted, cost effective and broadest reach of any local travel advertising medium.

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

## PRINT

287,500  
READERSHIP

300,000  
READERSHIP



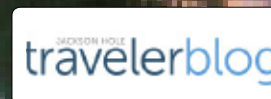
100,000  
CIRCULATION

200,000  
CIRCULATION

+

## DIGITAL

75,000 +  
MONTHLY  
USERS



=

## TOTAL

**2  
MILLION+**

ANNUAL READERSHIP

\$7.6    \$50    \$200

THIS DRIVES OUR  
COST-PER-THOUSAND (CPM)  
TO LESS THAN \$2.6, WHEREAS  
OTHER LOCAL BRANDS  
RANGE FROM \$50-200.



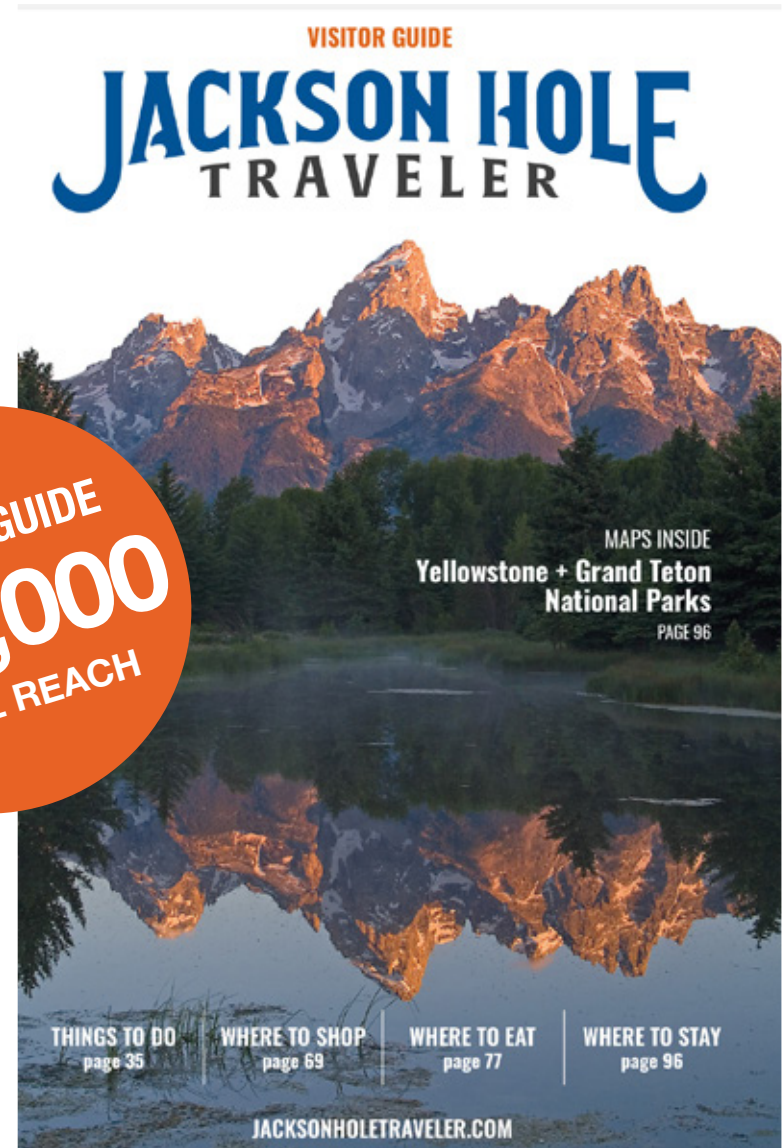
# We are the leading printed planning resource for local businesses.

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.

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

VISITOR GUIDE  
**200,000**  
TOTAL REACH



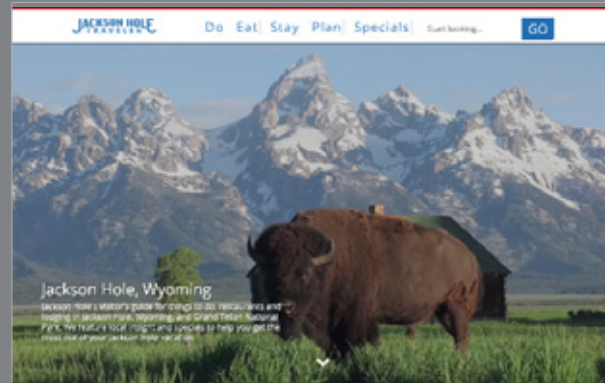
# We are the premier digital planning resource for local businesses.

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

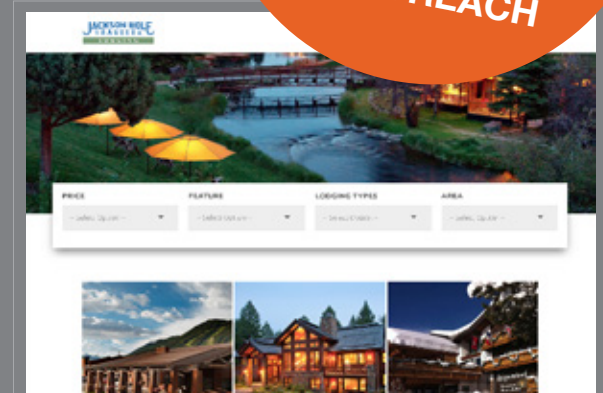
DIGITAL  
includes  
VIDEO, WEB LEADS,  
SOCIAL, SPECIALS  
**1.5M**  
TOTAL REACH



JacksonHoleRestaurants.com



JacksonHoleTraveler.com



JacksonHoleLodging.com

- ▶ 85% of travelers pre-plan using websites
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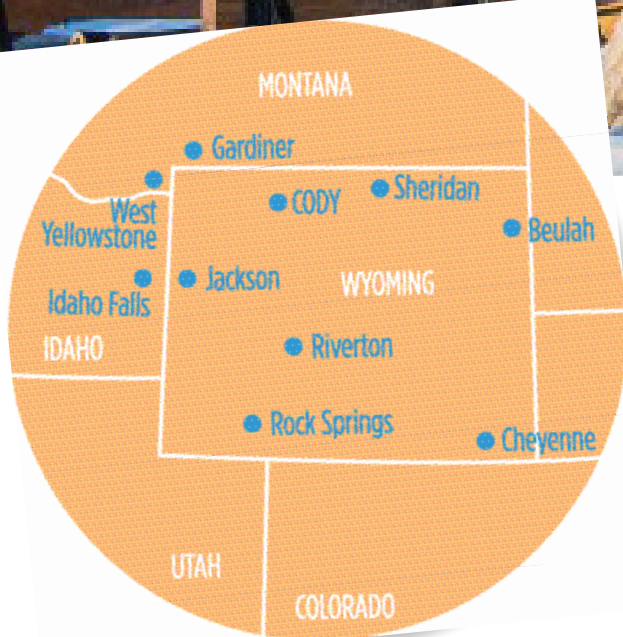
“The 2019 U.S. traveler is more informed and uses more sources for travel planning than ever before.”  
— The State of the American Traveler Report

# 300+ Locations

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.



18,000+ shipped nationally 2022



## 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

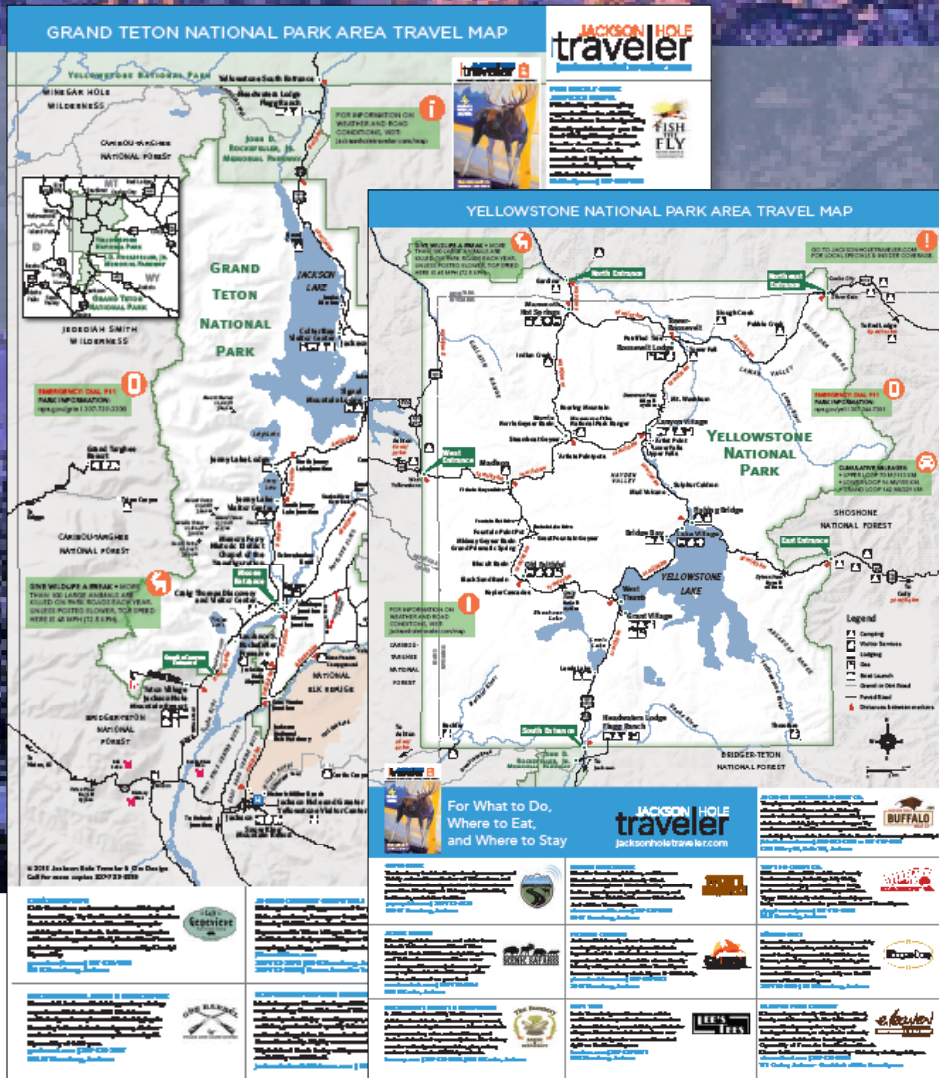
- 1000+ Guides a month
- Print Guide is mailed to visitor's home at their request before visiting Jackson!

## 46% LOCAL

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



# Grand Teton & Yellowstone National Park Maps



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

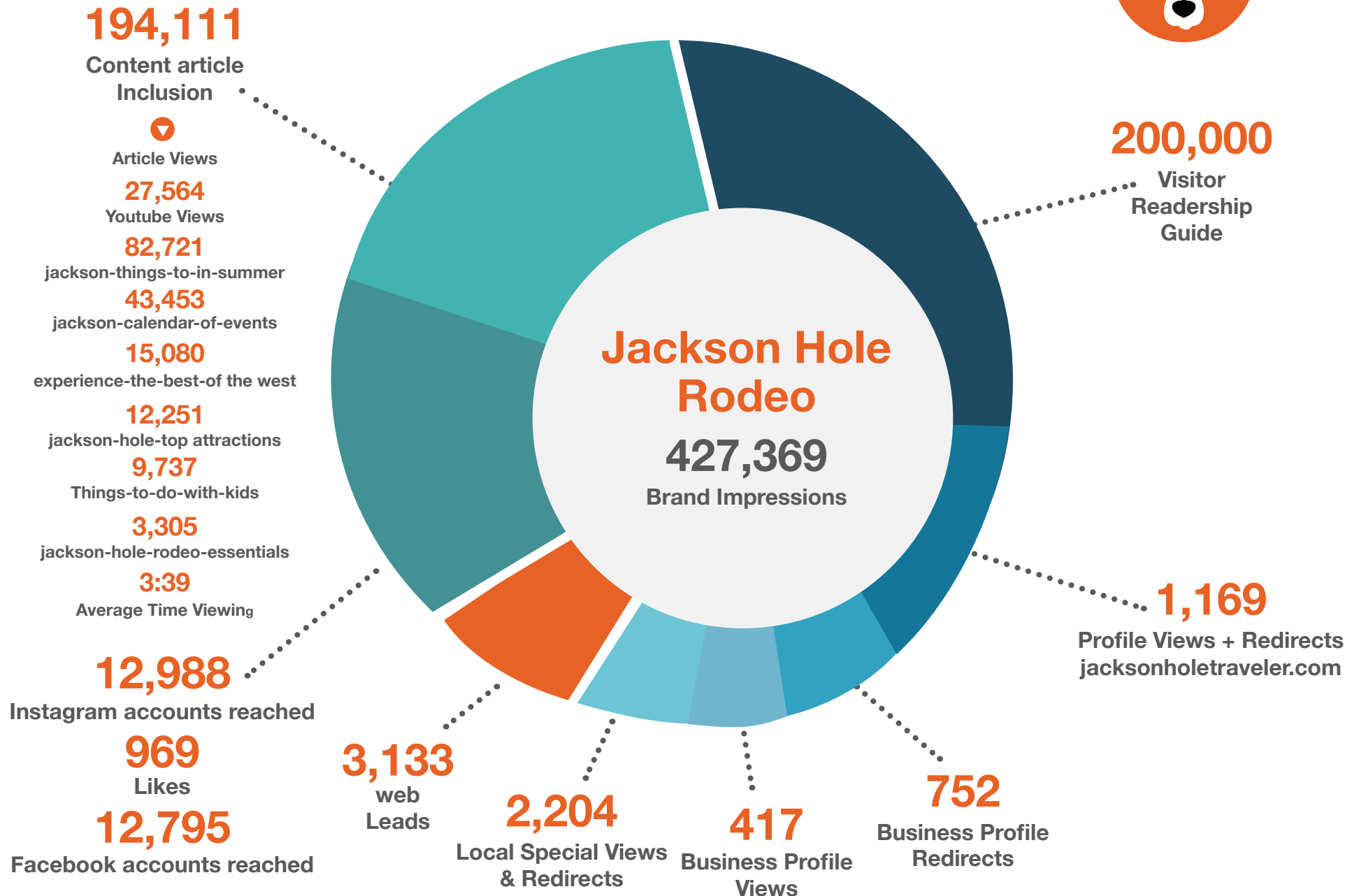
**LIMITED SPACE: \$1,895.00 per Spot**

JACKSONHOLETRAVELER  COM

# DO: a case study

Brand impressions over 12 months

**JACKSON HOLE**  
TRAVELER

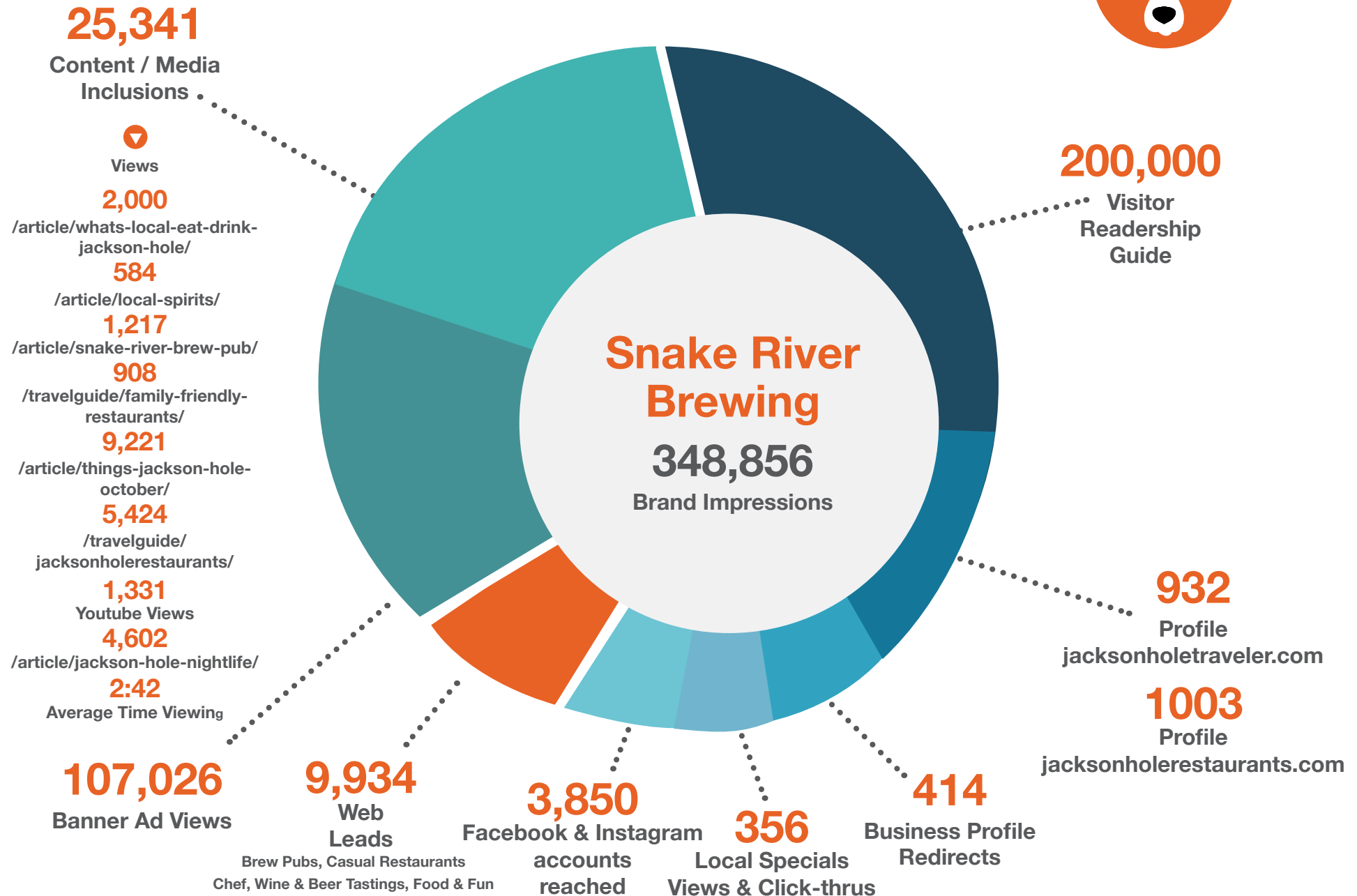




# EAT: a case study

Brand impressions over 12 months

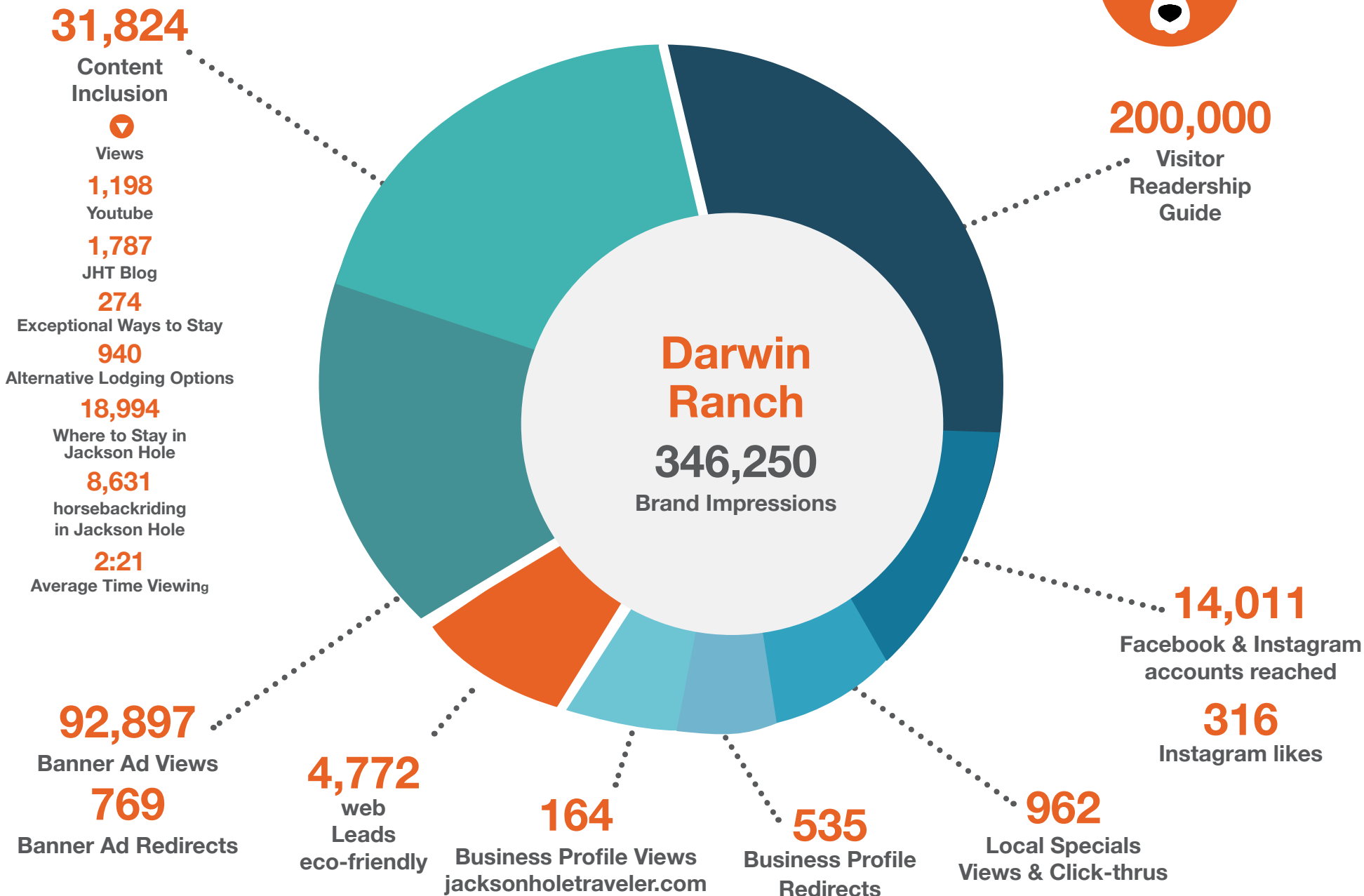
**JACKSON HOLE**  
TRAVELER



# STAY: a case study

Brand impressions over 12 months

**JACKSON HOLE**  
TRAVELER

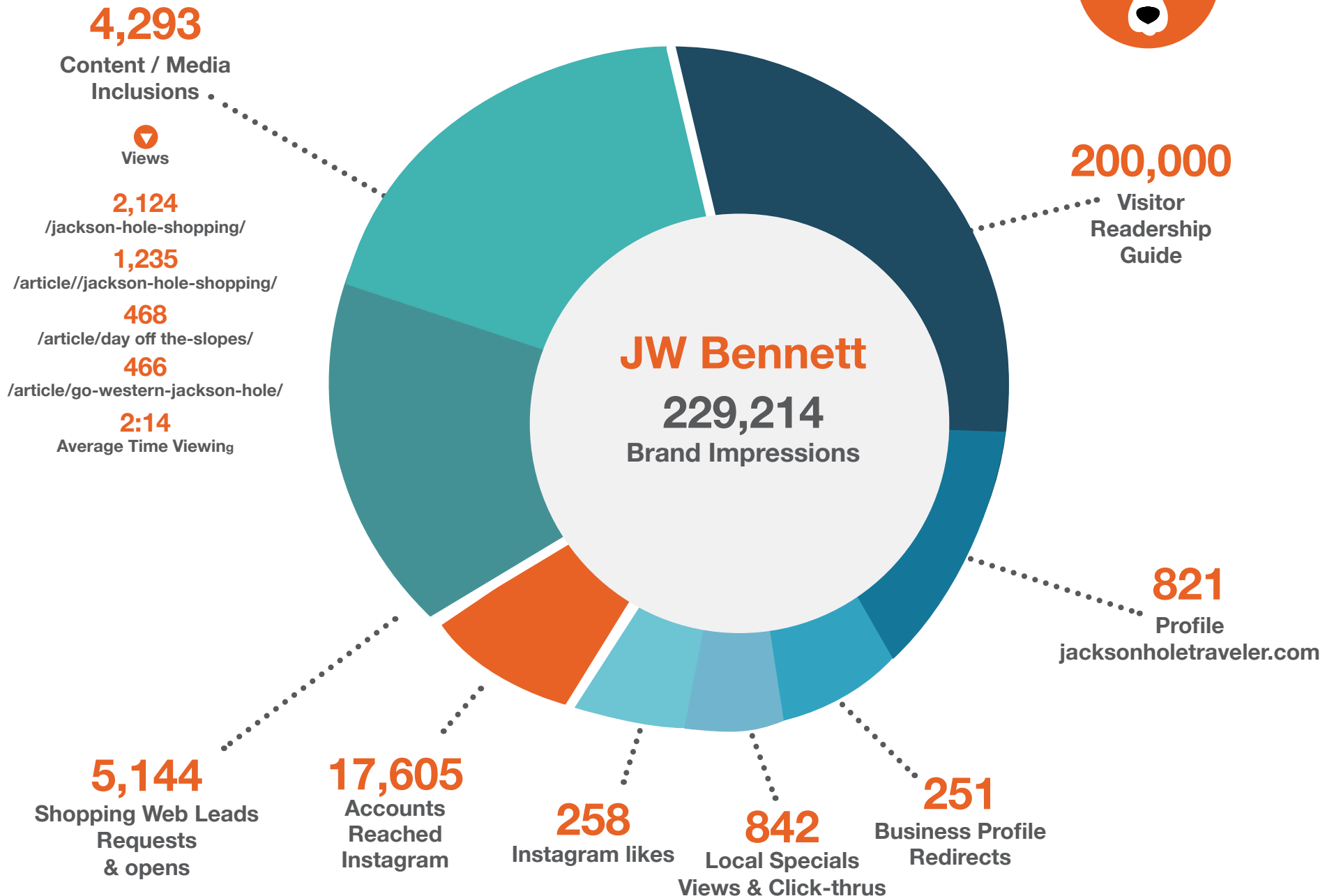




# SHOP: a case study

Brand impressions over 12 months

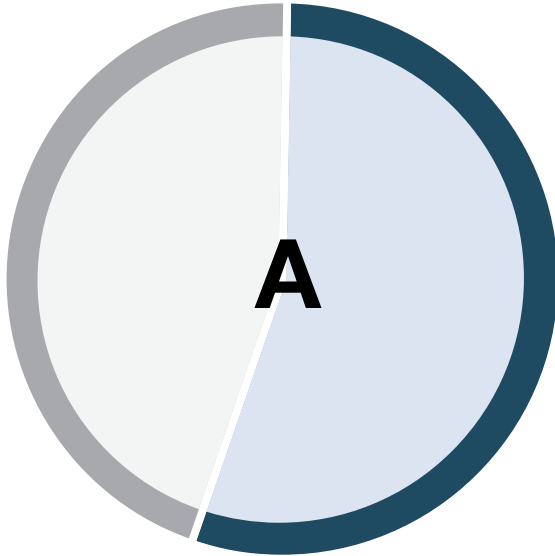
JACKSON HOLE  
TRAVELER



# Print + Digital

## Annual Marketing Packages

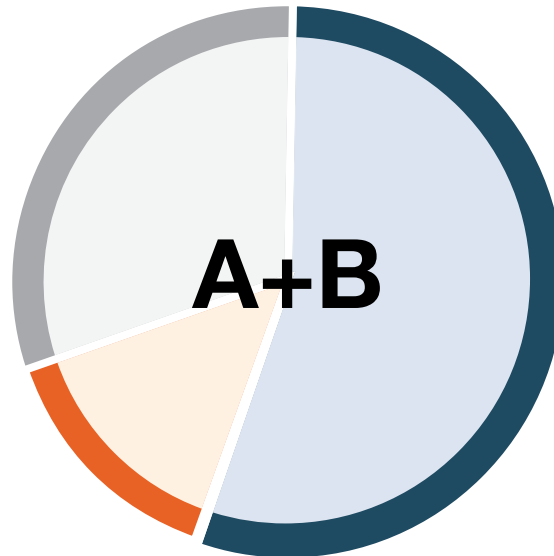
### Package A



**\$2,595 / \$225 per month**

- 1/4-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

### Package B

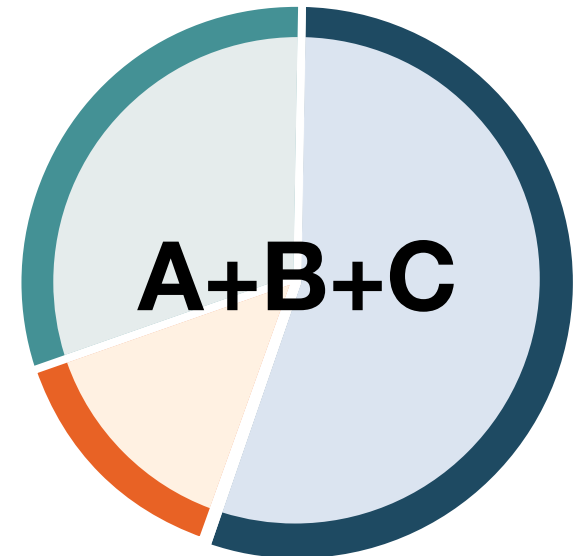


**\$3,495 / \$290 per month**

- 1/4-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**

### Package C



**\$6,295 / \$525 per month**

- 1/4-Page Print Advertorial Visitor Guide
- Map Locator Listing Visitor Guide
- Digital Business Profiles
  - + JacksonHoleTraveler.com
  - + JacksonHoleRestaurants.com
  - + JacksonHoleLodging.com
- Local Wifi Specials • Social

**+ 12 month Web Leads**

**+ Banner Ad Campaign**

**+ Custom Brand & Video Story**



# 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-  
Board

"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

"Your 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

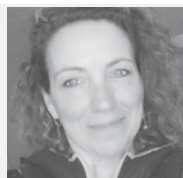
"It's my favorite guide. Pull out maps restaurant listings, everything a traveler needs."

—Pat, KOA in Hoback

"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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