

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



# JACKSON HOLE TRAVELER

2024 MEDIA GUIDE 2025

JACKSONHOLETRAVELER  .COM



# 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—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.

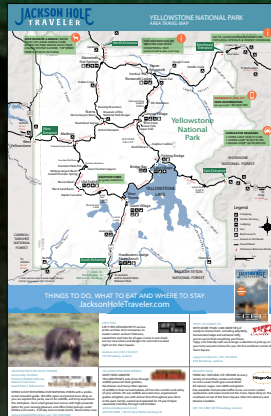
## PRINT

287,500  
READERSHIP



100,000  
CIRCULATION  
ANNUAL  
VISITOR GUIDE

300,000  
READERSHIP



200,000  
CIRCULATION  
PARK MAPS

+

## DIGITAL

75,000 +  
MONTHLY  
USERS



=

## TOTAL

2  
MILLION+

ANNUAL READERSHIP

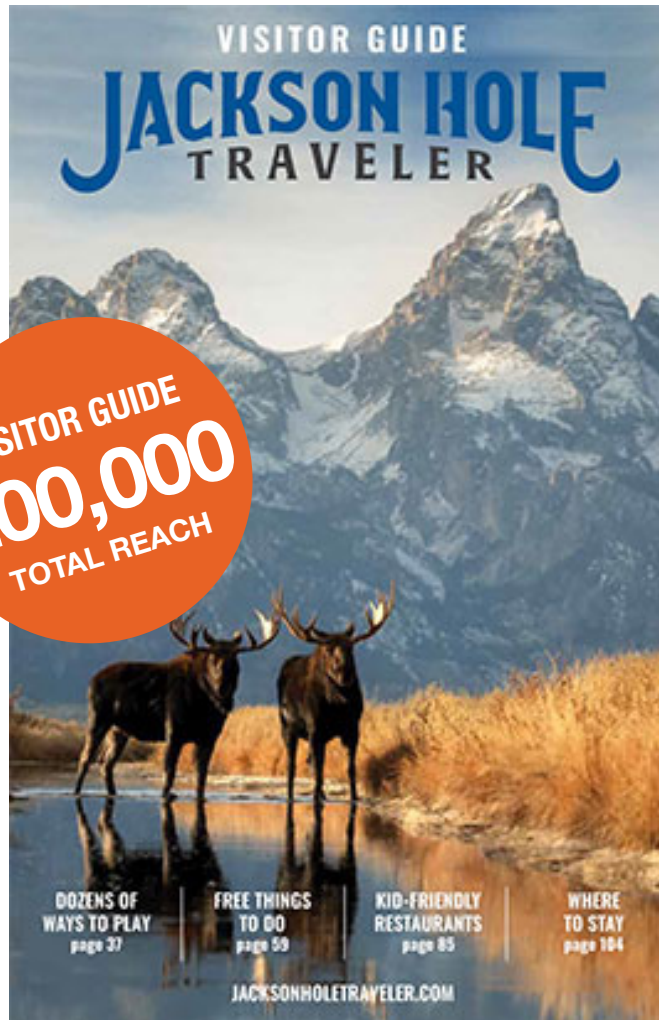
\$2.6    \$50    \$200

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

# #1 pre-planning resource in print & web

## Printed planning resource

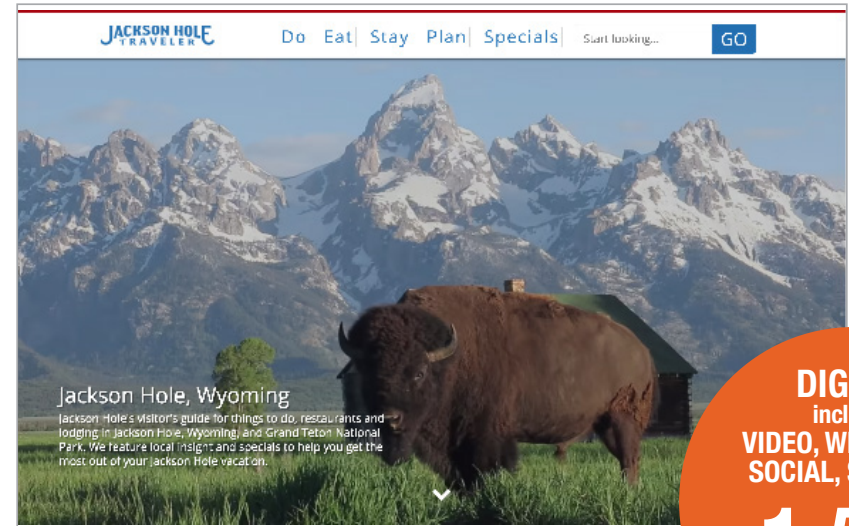
- ▶ Direct Request – more than 18,000+ people order the Visitor Guide FREE for pre-planning their trip.



VISITOR GUIDE  
**200,000**  
TOTAL REACH

## Digital planning resource

- ▶ 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

JacksonHoleTraveler.com



JacksonHoleRestaurants.com



JacksonHoleLodging.com

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

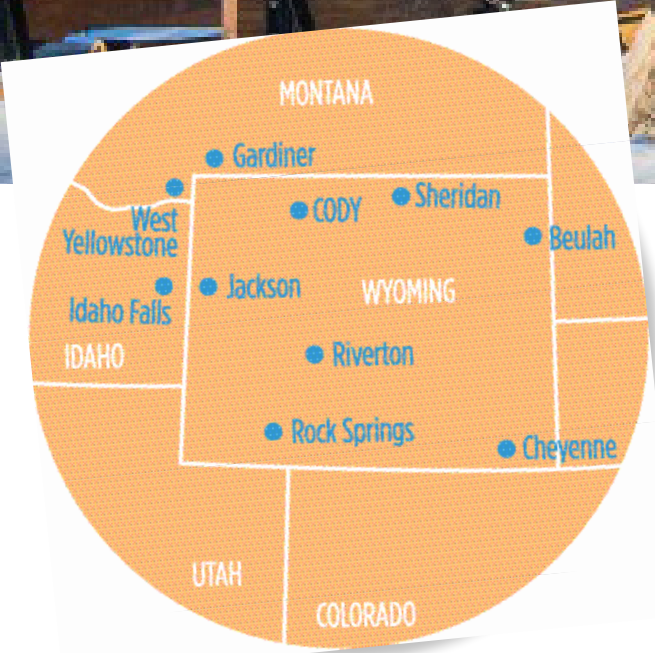
- ▶ 85% of travelers pre-plan using websites
- ▶ 36% use destination-related sites
- ▶ 65% use smartphones ▶ 58% use social media

# 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 2023



## 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

## 24% NATIONAL

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

## 40% 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

**JACKSON HOLE TRAVELER**

**GRAND TETON NATIONAL PARK AREA TRAVEL MAP**

**YELLOWSTONE NATIONAL PARK AREA TRAVEL MAP**

**THINGS TO DO, WHAT TO EAT AND WHERE TO STAY**  
[JacksonHoleTraveler.com](http://JacksonHoleTraveler.com)

**QUALITY MEDICAL CARE AWAY FROM HOME**

**ST. JOHN'S HEALTH A WORLD'S BEST HOSPITAL**  
 —2022 Newsweek  
**stjohns**

OPEN 7 DAYS A WEEK for illnesses and injuries requiring immediate medical attention. X-ray and lab available. For emergencies, call 911 or go to the hospital.

stjohns.health | 1-307-733-3636

**JACKSON HOLE WILDLIFE SAFARI**  
 Curator: Certified Premium Wildlife Safari & National Park Tour  
 Grand Teton | Yellowstone

**SPEND A DAY EXPLORING OUR NATIONAL PARKS** with a professional wildlife guide. We offer open and private tours daily, so you can explore the parks, search for wildlife, and truly experience this wild place. Each small group tour comes with high-powered optics for your viewing pleasure, and offers hotel pickups, water bottles and snacks. Full day tours include lunch. Book online now! [JacksonHoleWildlifeSafari.com](http://JacksonHoleWildlifeSafari.com) | 307-460-6422

**LEAF TREE LEEFES DESIGNS** With various artful and low-odor compasses for creative custom Jackson Hole t-shirts, sweatshirts and hats for all ages. Come in and check out our new colors and designs for summer! Located right on the Town Square.  
 Hours: Mon-Fri 10:00-5:00 | Sat 10:00-4:00 | Sun 11:00-4:00  
 10 E Broadway, Jackson

**WHY GO CANDY CO.**  
 WITH MORE THAN 1,000 VARIETIES of candy to choose from, including jelly belly, homemade candy and chocolate truffles, you're sure to find something you'll love. Yaggy's Candy staff can arrange a selection to pick up or ship your tasty souvenirs home for you. On the southwest corner of Town Square.  
 Hours: Mon-Fri 10:00-5:00 | Sat 10:00-4:00 | Sun 11:00-4:00  
 84 E Broadway, Jackson

**SHAGGER DAZES**  
 FROM REAL NATURAL ICE CREAM to every variety of smoothie, sundae and shake, we have it all! We're so confident you'll love it, we'll even buy you a smoothie!  
 All natural, vegan, non-GMO and gluten-free available. Homemade vanilla coffee, ice cream, cookie sandwiches and cakes round out the menu. Open daily on the southeast corner of the Town Square. Open late delivery and takeout available.  
 307-739-1880 | 10 E Broadway, Jackson

Our visitors come to experience the National Parks—yet they can't get the official map until they go into the park.

Our handy tear-off tablet sized interpretive map supports the visitor to explore a perfectly planned trip into the park...

- 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

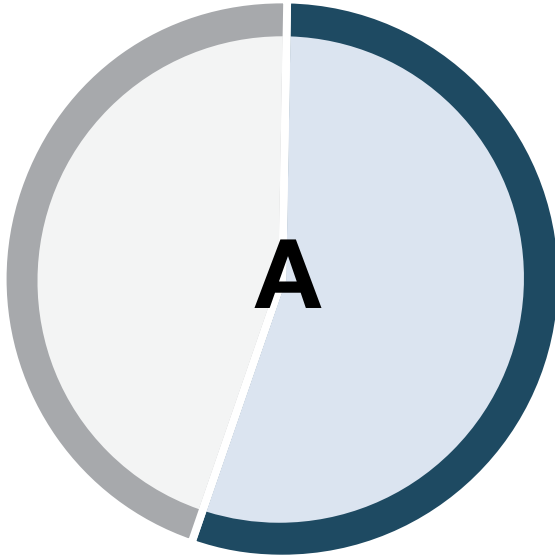
**LIMITED SPACE: \$2,495.00 per Spot**

JACKSONHOLETRAVELER  .COM

# Print + Digital

## Annual Marketing Packages

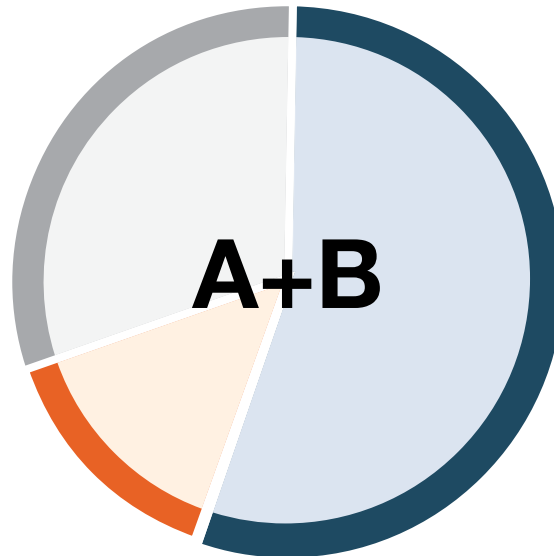
### Package A



**\$2,695 / \$225 per month**

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

### Package B

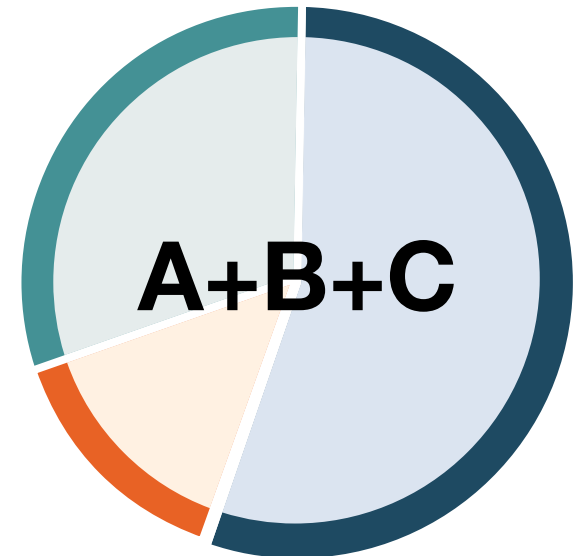


**\$3,595 / \$300 per month**

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

**+ 12 month Web Leads**

### Package C



**\$4,495 / \$375 per month**

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

**+ 12 month Web Leads**

**+ Banner Ad Campaign**