

Best of Jackson Hole

Media Kit

JACKSON HOLE 2020

What is Best of Jackson Hole?

Started in 2007, Best of Jackson Hole is a series of annual awards voted on by the community to recognize local businesses, organizations, people, and experiences for their awesomeness in 90+ categories. Winning a Best of Jackson Hole award is highly coveted, and get-out-the-vote campaigns are fierce. Buckrail is pleased to continue the tradition and bring you the **Best of Jackson Hole 2020**.

The Vote

Every spring the people of Jackson Hole vote for their favorite watering-holes, eateries, ski bums, and yoga shalas in our annual competition. Tens of thousands of votes are cast in 90+ categories and when the dust settles we crown the **Best of Jackson Hole!**

Key Stats

15,000

Participating community members in 2019

240,412

Votes by community members in 2019

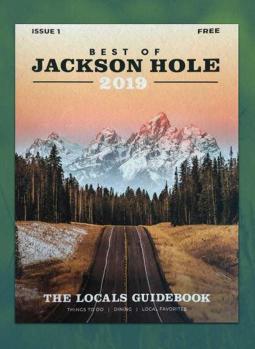
500,000

Website traffic in 2019



Guidebook Distribution

Best of Jackson Hole has evolved from a special edition of an altweekly newspaper into a gorgeous print guidebook that is distributed free on racks and stands all around Jackson Hole. It also features a robust web platform reaching tens of thousands of people from around the world when they search for the best Jackson Hole has to offer.



18,000+

Copies printed in 2020

150+

Distribution points

75,000

Estimated readership in 2020





Layout & Pricing

Ads sales close June 8th Ad creative deadline June 22nd

> **FULL PAGE ADS** Inside Front Cover | \$3,500 Inside Back Cover | \$3,500 First 5 Pages in the Magazine | \$3,000 **Back Cover | \$5,000** Internal Full Page | \$2,700

INCLUDES

Full page print ad in magazine Featured web listing (see page 6) Social media promotion Best of Jackson Hole profile published on Buckrail.com

Half Page Ads | \$1,600

INCLUDES

Half page print ad in magazine Featured web listing (see page 6) Social media promotion Best of Jackson Hole sponsored post published on Buckrail.com

Print & Web Combos

3 Featured Listing | \$400

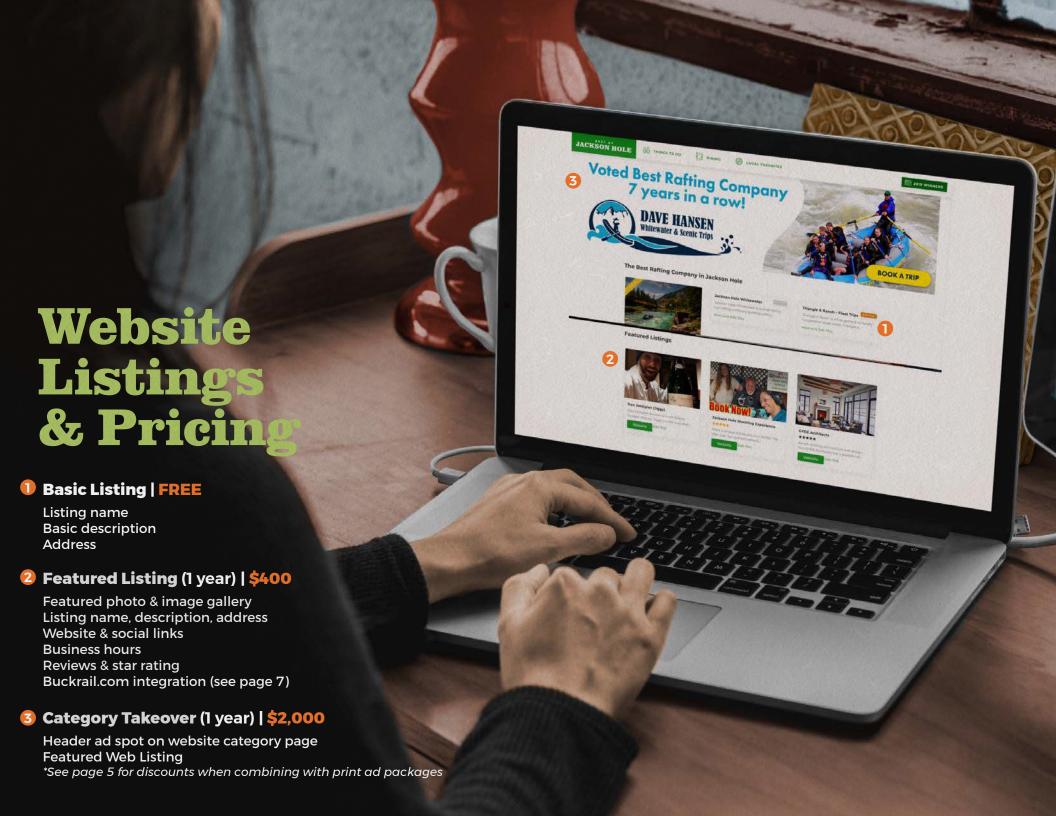
INCLUDES

Text only print listing in magazine Featured web listing (see page 6) Each additional featured listings at \$200

Full Page + Category Takeover | \$4,000

INCLUDES

Full page ad in magazine Web category takeover (see page 6)



Buckrail Integration

Applies to all Featured Listing & Category Takeovers

More Bang For Your Buck
If you buy a digital listing you are also shown
in the Best Of Widget in the Buckrail sidebar,
which is seen millions of times each year.

2,400,000

Unique users in 2019

60%

Traffic from Direct Flight
Markets in 2019

8,000,000

Website traffic in 2019



Social Media



We actively promote Best of Jackson Hole winners and advertisers on all of our social media channels throughout the entire year. This basic Social Media integration is included free in all ad packages.

Additional paid social promotion can be added to your print or digital ad package and used to drive traffic or engagement to almost anything you can dream up.

Please let us know if you're interested in a paid Social Media campaign through Best of Jackson Hole!

Social Stats to Boost Your Business



@best_of_jh
@buckrailnews

14k
Followers

1.45m 2019 Impressions

72%

Engagement Rate



Best of Jackson Hole Buckrail

43k
Followers

200kEngagement Per
Month

2020 Ad Sales Are Now Open

Reserve Your Space Today!

Ads sales close June 8th
Ad creative deadline June 22nd

Sales Director: **DEIDRE NORMAN** deidre@bestofjacksonhole.com (415) 439-3483

Media & Creative Partners

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video | graphic design | web | identity

