

MEDIA PLAN

Client: Missouri River Country

Date: November 16, 2011

Subject: FY12 Consumer Magazine - Print -Final Approved 11/15/11

Job No.: 509-700



Print \$23,000

Publication	Target Audience	Issue	Ad Size	Distribution Region	Circulation	Cost	CPM	Space	Deadlines			Editorial	Negotiated Bonus	Added-Value
									Material	On Sale	RS			
Better Homes and Garden <i>Special Advertising Section</i>	Family/Leisure Traveler	April	1/6 Page 4C	Custom Circulation WA/OR/ID/ No. CA AZ/ND/SD/MN	969,000	\$ 7,648	\$ 7.89	12/3	12/23	3/15	Yes	Play in Montana Special Section / Advertorial	2 Months In Book Reader Service, Online Reader Service, Advertorial E-Newsletter to 80,000 subscribers travelmeredith.com	\$3,600
Wild Bird	Birding/Mature	Mar/ April	1/6 Page 4C	Full Circulation	77,662	\$ 1,360	\$ 17.51	12/11	12/21	2/14	No	Travel issue	15% off 6X Open Rate	\$150
Travel 50	Active Mature	Spring	4" 4C Travel Directory Image-35 Words	Full Circulation	115,000	\$ 1,224	\$ 10.64	1/3	1/11	2/26	Yes	Spring Montana Editorial TBD	15% Discount	\$250
CAA Westworld Saskatchewan <i>Includes estimated Canadian exchange rate at invoice</i>	Canadian-Leisure Traveler	Summer	1/3 Page 4C	Full Circulation	123,700	\$ 1,998	\$ 16.15	1/3	2/1	4/1	No	Swift Current Kite Festival / Drive Smart Gas Prices	12% Discount 5X rate	\$450
Montana Magazine	Regional Traveler	May/June	1/3 Page 4C	Full Circulation	25,000	\$ 853	\$ 34.12	3/25	4/12	4/25	No	Montana Summer Vacation Planner	Banner Ad 6x Frequency Rate	\$750
Game and Fish	Anglers/Fishermen	May	6" 4C ad Where to Go Section	Full Circulation 28 editions	428,681	\$ 2,249	\$ 5.25	2/22	3/3	4/19	No	Choosing right line, Shallow water fishing	3X frequency rate	\$350
Cabelas Outside Journal	Anglers/Fishermen	May	1/3 Page 4C	Full Circulation	120,000	\$ 2,040	\$ 17.00	3/12	3/16	5/8	No	Walleye	20% off Open Rate	\$420
Petersen's HUNTING	Hunting	August	6" 4C Where to Go Section	Full Circulation	212,000	\$ 2,864	\$ 13.51	3/1	5/6	7/7	No	Deer Forecast/ Ground Blinds/ New Gear	15% off Open Rate	\$160
EARTH <i>Earth Science, Geological, Environmental News</i>	Science/Natural History	April	1/3 Page 4C	Full Circulation	30,000	\$ 875	\$ 29.17	12/13	2/10	3/15	No	Paleotology, Petroleum, Geology, Earth Science	15% Discount	\$130
Midwest Traveler	Regional/ Active Mature	Mar/ April	4" 4C TD Travel Directory	Full Circulation KS,MO, IL, IN	520,195	\$ 2,708	\$ 5.21	1/13	1/20	2/20	Yes	Travel Directory	15% Discount	\$370
American Cowboy	Western Vacation	April/May	4" 4C Travel Directory	Full Circulation	104,399	\$ 855	\$ 8.19	1/13	1/18	3/6	Yes	Travel Destination Section	3X Rate	\$250
Sunset	Family/Leisure Traveler (Pacific NW)	April	1/6 Page Travel Directory	Pacific Northwest	270,000	\$ 3,265	\$ 12.09	1/15	2/1	3/19	Yes	Destination-Pacific Northwest Travel Dir.	Online listing reader service Sunset.com Bonus Summer Special Interest Travel Guide	\$600
Sunset Travel Planner	Family/Leisure Traveler	May	1/6 Page	Newstand 13 Western States	200,000	Bonus		2/20	3/1	4/27	Yes	Summer Travel Planner Newstand	Included with April Issue	\$1,800
MAGAZINE TOTAL					3,195,637	\$ 27,939	\$ 8.74						BONUS:	\$9,280
Allocation from Opportunity \$4,393														

Joint Venture \$3,000

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History Channel * <i>MT Supported Sponsored Section</i>	History/ Active Mature	May/June	1/6 page 4C Montana Section	Full Circulation	300,000	\$ 3,138	\$ 10.46	3/1	3/15	4/20	Yes	Montana Co-op Feature	Advertorial Section- State Anchored 26% Discount on Open Rate	\$1,200
Joint Venture + Opportunity					300,000	\$ 3,138	\$ 10.46						BONUS:	\$10,480
Allocation from Opportunity \$138														