



Daily POSER



About The Daily Poser

The Daily Poser is Bozeman's only satirical monthly newspaper (translation: no competition, we automatically win). Now stumbling proudly into its second year, we're published by the same crew behind *Bomb Snow Magazine*, which will celebrate its 21st year in 2026 as a respected voice in mountain culture.

Building on two decades of independent publishing in Montana, *The Daily Poser* brings that same commitment to creativity, community, and authentic storytelling — just in a fresher, funnier, and more unhinged (and sometimes fake) format. For readers, it's the laugh you didn't know you needed. For businesses, it's the only ad buy in town where people actually read the ads.



POSER

Demographics

Circulation & Reach

- 5,000 copies distributed every month
- 11,500+ readers per issue (2.3 readers per copy)
- Dropped off at 100 locations across Bozeman, Big Sky, and Livingston
- Picked up in coffee shops, breweries, and downtown businesses

Demographics

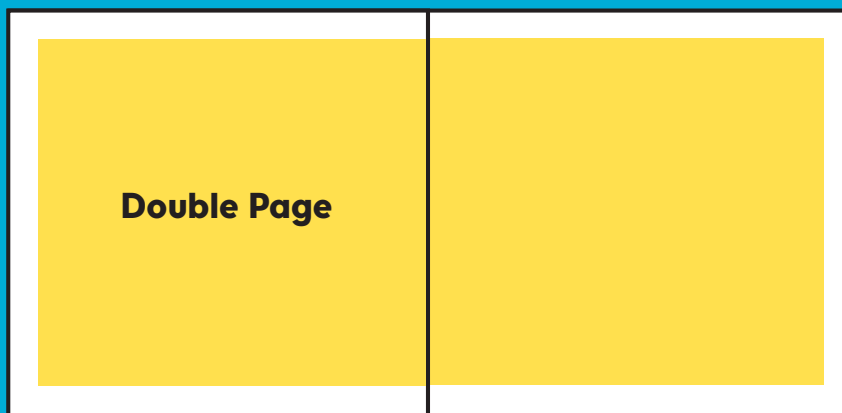
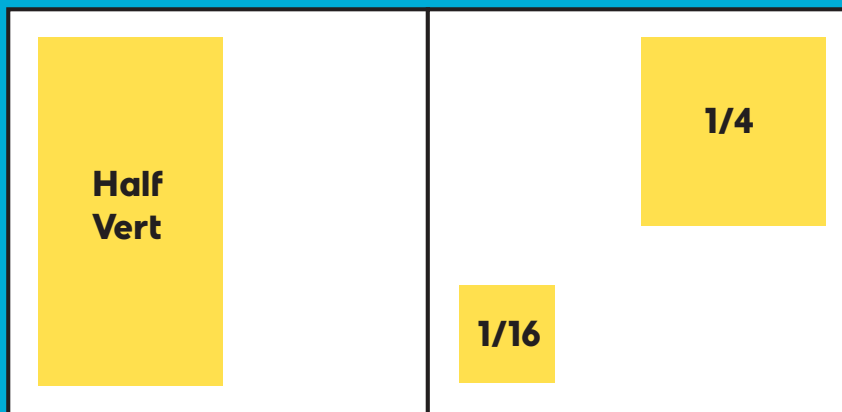
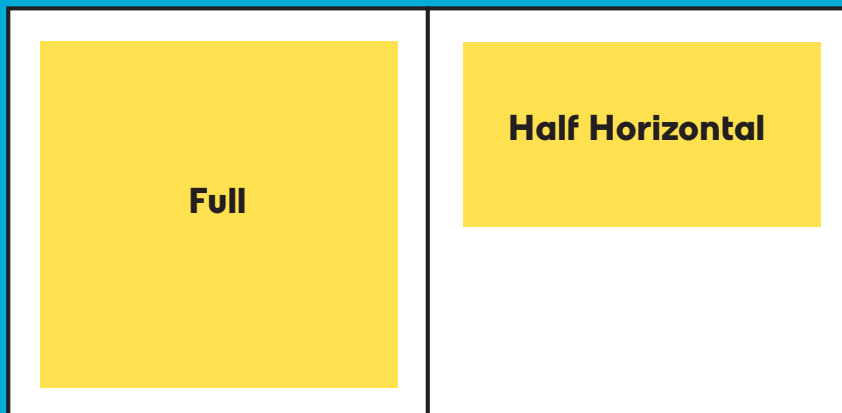
- Age: 15-25- 20%
25-35- 30%
35-70- 50%
- Gender: 53% male / 47% female
- Education: 75% hold a college degree or higher
- Median Household Income: \$110,000

Lifestyle & Spending Habits

- 68% dine out at least twice per week
- 55% drink craft beer or cocktails weekly
- 47% shop local boutiques monthly
- 41% visit gyms, yoga studios, or wellness providers regularly
- 30% buy cannabis products monthly
- 79% prefer supporting local businesses over chains

Engagement

- Readers spend an average of 14 minutes with each issue
- 57% have visited a business after seeing its ad
- 46% read the ads as much as the articles
- Top reasons readers pick it up:
 - The humor
 - Staying connected to local culture
 - Discovering new spots in town



POSER

Ad Sizes + Intro Offer



First Time Intro Offer / Two-For-One Ad Deal

Buy any size Ad, Get a Second Ad of equal value, FREE

(Double-Page Ads and Prestige Pages Excluded)

→ You Save 50%

Includes professional ad design + satirical copywriting
From us, to you (\$200+ value) For FREE

ONLY FOR FIRST TIME* advertisers to test out *The Daily Poser*.

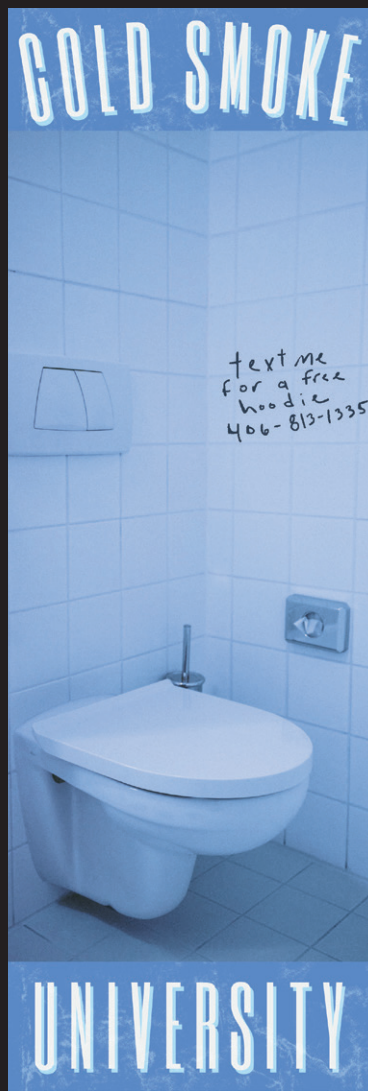
**After two months, standard rates apply, and only
Three, Six, Or 12-month contracts will be available.*

Two - Months for the price of One (The prices below get you two - months of Ads)

- Square (1/16) → 2.25" x 1.75" - **\$200**
- Quarter Page (1/4) → 4" x 4.75" - **\$500**
- Half Page Vertical (1/2) → 4" x 10" - **\$880**
- Half Page Horizontal (1/2) → 7" x 4.5" - **\$880**
- Full Page → 9" x 10" - **\$1350**
- Double Page Spread → 18" x 10" - **\$3000**



SEDUCTIVELY GOOD  TRADITIONAL AMERICAN CRAFT BEER.



POSER Rates



Poser Rates (3-6 months)

Square (1/16)

- 3 Months → **\$190/mo**
- 6 Months → **\$180/mo**

Quarter Page (1/4)

- 3 Months → **\$470/mo**
- 6 Months → **\$435/mo**

Half Page (1/2)

- 3 Months → **\$830/mo**
- 6 Months → **\$750/mo**

Full Page

- 3 Months → **\$1,225/mo**
- 6 Months → **\$1,125/mo**

Prestige Pages

(Inside Front/Back Cover · Inside Left Next to Classifieds)

- 3 Months → **\$1,400/mo**
- 6 Months → **\$1,250/mo**

Back Cover

- 3 Months → **\$1,650/mo**
- 6 Months → **\$1,500/mo**

Double Page Spread (Centerfold)

- 3 Months → **\$2,850/mo**
- 6 Months → **\$2,550/mo**

Creative Fee → \$200 design fee, pays us to create something memorable.

Waived if you commit to 6+ months of half/full pages, or if you're renewing—because loyalty should be rewarded, not punished.



POSER

Annual Rates



Annual Sponsorships (12 Months)

For businesses who want to be remembered, not just seen.

Quarter Page Annual → \$395/mo

Regular \$5,940 → Annual \$4,740 → Save \$1,200

Half Page Annual → \$695/mo

Regular \$10,560 → Annual \$8,340 → Save \$2,220

Full Page Annual → \$995/mo

Regular \$15,840 → Annual \$11,940 → Save \$3,900

Prestige Page Annual → \$1,095/mo

(Inside Front Cover · Last Interior Left · Inside Back Cover)

Regular \$18,000 → Annual \$13,140 → Save \$4,860

Back Cover Annual → \$1,295/mo

Regular \$21,000 → Annual \$15,540 → Save \$5,460

Double Page (Centerfold) Annual → \$2,250/mo

Regular \$36,000 → Annual \$27,000 → Save \$9,000

Included Perks (≈\$4,950 value):

- Advertorial Story **(\$750)**
- Mentions in Stories **(\$1,200)**
- Quarterly Redesigns **(\$800)**
- Year-long Web Ad **(\$1,200)**
- Placement Security **(\$1,000)**
- Monthly Poser Release Parties / *Advertisers-Only Access (Priceless)*
- Poser Buck monthly specials (Track your ROI)

POSER

At the end of the day, we're not here to drown you in buzzwords or charts. We're here to tell you the simple truth: people actually read *The Daily Poser*. They read the stories, they read the classifieds, and — believe it or not — they read the ads. Readers even grab extra copies from breweries to pass along to friends. Advertising with us isn't about buying space; it's about becoming part of Bozeman's ongoing monthly joke.

Welcome to the joke.

Contact us: posersales@gmail.com | 406.987.1888

