



# montana woman

WE ALL HAVE A STORY TO TELL.



montana woman  
MAGAZINE  
AUGUST 2023: TREE GERDIN / WANDER  
\$7.00



montana woman  
MAGAZINE  
ISSUE Nº 27, NOVEMBER/DECEMBER 2023: NANCY NGUYEN / REFUGE  
\$7.00



montana woman  
MAGAZINE  
ISSUE Nº 26, SEPTEMBER/OCTOBER 2023: ANNA BORGMAN / FORAGE  
\$7.00



montana woman  
MAGAZINE  
ISSUE Nº 24, MAY/JUNE 2023: CAROLYN WILLIAMS / DELVE  
\$7.00

man  
ANT / SEEK  
\$7.00



# from the readers

I deeply enjoyed and appreciated your pieces in the latest magazine. It really spoke to me and I wanted to reach out and let you know (as I imagine many have) that I love the direction you're taking Montana Woman Magazine. I love and sincerely appreciate your willingness and drive to discuss topics that perhaps weren't brought to the forefront in the past. We have to discuss and illuminate these topics. As someone who grew up in Montana, it brings me to tears to see topics about race, gender equality, and so much more brought up in a place where that discussion was non-existent in my world growing up.

Thank you and I stand behind what you're creating and how you're creating it.

ALISSA LACHANCE, DIRT RICH COMPOST



Third Hand Silversmith creates thoughtfully handcrafted, daily-wear ornaments that will stand the test of time.



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thoughtfully crafted jewelry  
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montreavomn.com | november/december 2020 17

IMAGES BY GESSLYN CREATIVE



THIS COULD BE YOU!



JESSLYN MA

## BACKCOUNTRY WEDDINGS FOR THE WILDLY IN LOVE

For soon-to-be-married couples who feel constrained by the trappings of a traditional wedding, an adventure elopement is the next best thing you never knew existed. From sunrise mountain top summits and helicopter rides on glaciers to casual strolls through the woods and chill days on the lake, we'll work together to craft a wedding day that truly speaks to your soul and incorporates what you love most – the outdoors and each other.

YOU LIKE TO THINK OUTSIDE OF THE BOX?  
WHY SHOULD YOUR WEDDING DAY BE ANY DIFFERENT?

@jesslynmariephoto



PERFECT-BOUND SPINE



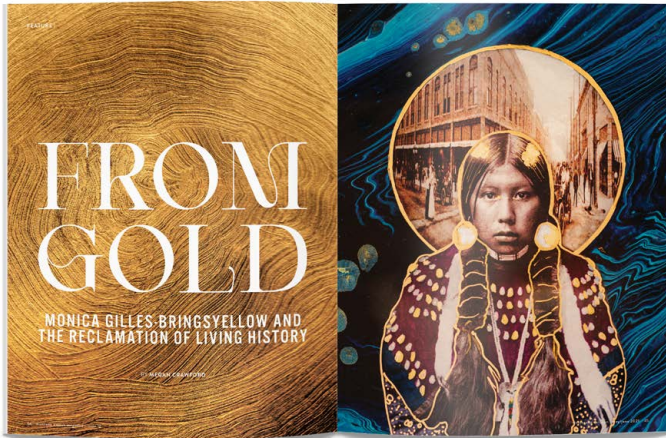
80# SOFT-TOUCH MATTE COVER  
*engaging from the first page*

70# MATTE PAPER  
*contemporary & printed with soy ink*

## about the cover

SHAUNA WHITE BEAR, WHITE BEAR MOCCASINS  
IMAGE BY CHLOE NOSTRANT  
BOZEMAN, MONTANA

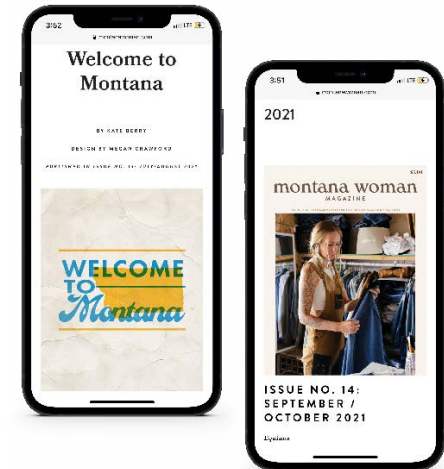
# what we offer



MAGAZINE | DIGITAL & PRINT  
AVAILABLE ACROSS PLATFORMS  
SHELF LIFE OF 3+ YEARS



SOCIAL REACH



MONTANAWOMAN.COM

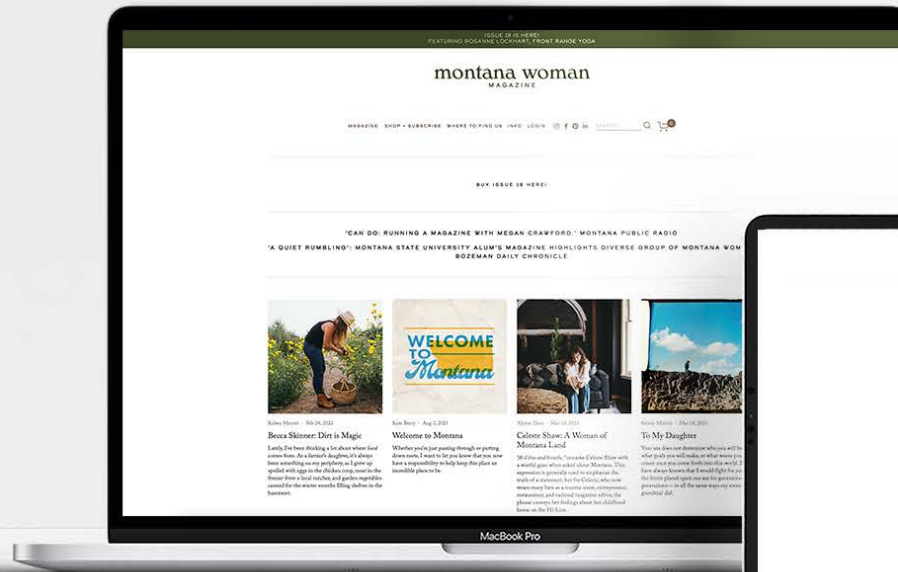
# what we offer

A leading digital presence across platforms— the online magazine is formatted for desktop, tablet, and mobile.

Select articles are further optimized for mobile reading through issuuu and on the Montana Woman blog.



ARTICLE STORIES  
OPTIMIZED FOR  
MOBILE, CLICK-  
THROUGH LINKS FOR  
ALL ADVERTISERS



AN ONLINE AD DIRECTORY FOR  
ALL CURRENT ADVERTISERS  
ON MONTANAWOMAN.COM



# how we navigated covid-19

## DISTRIBUTION GOES WHOLESALE

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With a statewide lockdown and business closures, we had to reinvent our distribution list. To keep the magazine going and streamline our distribution, we decided to charge \$7 per magazine and welcome businesses as stockists.

## REWORKED PRINTING QUANTITIES

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Since our distribution list was essentially eliminated, we reevaluated our printing quantity. To keep realistic numbers and lessen our footprint, we cut back on our printing quantity. We believe in transparency and will *always* share our actual printing quantity.

## PROMPT UPLOADING OF THE ONLINE MAGAZINE

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Business closures made us look at how we could still make the magazine accessible to readers. We always have an online magazine with click-through links, but now we publish it as soon as the physical magazine is out. The online magazine is available for free to anyone anywhere.

## AN HONEST CONVERSATION

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Running a new small business in the midst of a pandemic has not been easy— we're making the best decisions we can with the resources and knowledge we have. The best thing we can do is keep an open dialogue with our readers, stockists, and advertisers.

To help our fellow small businesses, we didn't hold anyone to their advertising contracts. Advertising is a huge part of what pays for printing, but we wanted to do what we could. If a business was temporarily closed or didn't have the revenue for advertising, we let them break their contract.





# audience

17

MONTANA CITIES  
CARRY THE MAGAZINE

29

HAND-SELECTED DISTRIBUTION  
POINTS IN MONTANA

44

STATES ACROSS  
THE U.S. WITH  
SUBSCRIBERS

11,099

FOLLOWERS ON  
INSTAGRAM

3,694

FOLLOWERS ON  
FACEBOOK

footprint

1,000

MAGAZINES IN CIRCULATION EVERY OTHER MONTH

FORUM  
PRINTING

FARGO, NORTH DAKOTA

Our stockists are hand-selected, ensuring that magazines don't go to waste.

With the advent of COVID-19, we've reworked our printing quantity. Of course advertisers would like to hear that we print 10,000 copies (I mean, how cool would that be?), but we don't print 10,000—we print 1,000. We'll slowly work our way back to our previous 4,000 copies, but for now we have to do what's best for the magazine and what's realistic. This also ensures that we don't have thousands of magazines that end up being thrown away.

We use soy-based inks for every magazine. All of our subscriptions are mailed in recyclable paper envelopes, as opposed to industry-standard poly bags. We also reuse, repurpose, or recycle every box from our freight shipments. We're now also composting what we can!



# brand growth

2,740

FACEBOOK FOLLOWERS ON AUGUST 28, 2019  
(WHEN NEW OWNERSHIP WAS PUT IN PLACE)

3,694

FACEBOOK FOLLOWERS AS OF FEBRUARY 2, 2024

614

INSTAGRAM FOLLOWERS ON AUGUST 28, 2019  
(WHEN NEW OWNERSHIP WAS PUT IN PLACE)

11,099

INSTAGRAM FOLLOWERS AS OF FEBRUARY 2, 2024

# shelf life

Shelf life is what sets print advertising apart from digital. While it can be tricky to nail down a specific shelf life (especially since we're still newer), we do know that *Montana Woman* is a different kind of publication. In October 2021, we sold our last copy of October 2019 and folks regularly buy full back issue sets (2020-2023). Readers have told us that they keep every copy, share them with friends, set them out on their coffee tables—we're not the kind of magazine you pick up, flip through, and recycle. We've had readers seek out all of our available back issues after being introduced to the magazine. Even if you just pay to advertise in one issue, your ad will go beyond that one issue.

Sure, advertising through facebook and instagram might garner a wider audience, there's no denying that. But when your business is in a printed magazine, people can't just scroll by—it's not something they'll see briefly and move on. Print advertising has a lasting impact.





# what they're saying

This magazine is not just for Montana Women! There is something for everyone from the visual pleasure of the photographs to the tactile sense of touching each thick page. The mouthwatering fudge recipe that transported me back to my Grandmother's kitchen to a new wave gluten free recipe for chocolate peppermint cake. The heart felt sentiments that sometimes make me cry or laugh or just pause a moment. And maybe that is the key, when I pick up this magazine I press the pause button and spend time savoring each page. I have shared the issues with friends and family at the house but I have not yet been able to give one away, although that is my intent. I will savor them a little longer before I send them on to a new home. Maybe after the next issue arrives. Thank you Megan for creating this gem!

MARY JANE D. | CALIFORNIA

Honored to have been chosen for the first issue under the new ownership of Megan Crawford, a former student who is a kick butt/risk taker, blazing her career path with this magazine. In addition you'll find Kelsey Weyerbacher's work, another awesome former student, demonstrating her writing skills in Megan's brainchild. As one of their female mentors, it makes me especially proud to have them acknowledge how I helped influence them and have that recognized publicly. I'm a lucky woman! Seriously impressed with the stellar quality, design, photography, and storytelling of this beautiful magazine. Bravo ladies!

ALEXIS PIKE | MONTANA STATE UNIVERSITY

I get so excited when I see the white envelope arrive, I pour a cup of coffee and proceed to lose an hour or so, immersed in the delight of the senses that is Montana Woman magazine. From the recyclable envelope, to the feel and design of the beautiful cover, the photography, the type usage, the graphics, the interesting articles and recipes, I find it so joyful to slow down and get lost in Montana. Montana Woman magazine is a wonderful publication for women to share their awesome stories while empowering the rest of us to seek and live our true passions. Megan (editor and owner) has done an artful job of creating a publication way beyond imagination! Thank you to everyone involved for your passion and hard work. I hope to see more publications from all over the country that empower and inspire women like Montana Woman magazine does for me!

LAURIE G. | WASHINGTON

I deeply enjoyed and appreciated your pieces in the latest magazine about your experience as a woman running a small business. It really spoke to me and I wanted to reach out and let you know (as I imagine many have) that I *love* the direction you're taking Montana Woman Magazine. I love and sincerely appreciate your willingness and drive to discuss topics that perhaps weren't brought to the forefront in the past. We have to discuss and illuminate these topics. As someone who grew up in Montana, it brings me to tears to see topics about race, gender equality and so much more brought up in a place where that discussion was non-existent in my world growing up.

Thank you and I stand behind what you're creating and how you're creating it.

ALISSA LACHANCE | OWNER OF DIRT RICH COMPOST

# what they're saying

When the large white envelope arrived in the mail, I wondered what I could have possibly ordered this time, but what greeted me inside was a magazine that I can only describe as achingly beautiful. Each page looks like a work of art, from a museum or botanical library, serenely matched with words that tell heartfelt stories about women, life, nature, nostalgia, and new directions. I thought I might not quite “get it,” being from California, but if this is any sample of Montana creativity I “get it” now.

MORGAN H. | CALIFORNIA

I love this magazine, it's my favorite— I read it from cover to cover (sometimes more than once). The articles are always well written, and I love the photography. The recipes all look so tasty, and the ads are so well done you read them too! I also love the poems scattered throughout.

I distribute Montana Woman in our business and have many customers who also love reading it, they always want to take one for their friends too. We have many conversations about articles we enjoyed and recipes we want to try. I have also seen a few men pick it up in our waiting area.

Megan and her contributors have done a wonderful job of creating a beautiful magazine that all women can enjoy no matter where they're from.

ANNETTE MCNEILL | ANACONDA, MONTANA

Bravo! The first new issue of MW was absolutely wonderful and made me so proud of this awesome state and all the women who call it home. It was beautifully executed and the articles were so refreshing! Can't wait for the next one!

ERIN T. | MILES CITY

It starts with the luxurious feel of the cover, then the imagery is divine, followed up with incredible and pertinent content!! I am so enamored with this magazine and all that is being done with it! What a great time to be a Montana Woman!

INDIGO C. | FOUNDER OF SATORI INTL.

I just wanted you to know how very excited I get when I see your magazine in my mail box. You have generated a most amazing and beautiful magazine. For us that don't live in Montana... you tempt us with desire to want to live in that beautiful state. The tactile feel of the front cover, the gorgeous photography and the deep and meaningful stories and recipes pull your audience in and offer us a peaceful place in reading your gem. Keep up the great and wonderful work that you have created. You have transformed this magazine into a treasure to read over and over again.

DEBBIE T. | CALIFORNIA

Just wanted to let you know I got a case of your magazines dropped off at my shop, I own River Rising Bakery in Hamilton, and I love it! What a beautiful, unique, well put together magazine. I have been handing them out to everyone I know. As a woman-owned business, I love and appreciate this so much! Keep it up!

NICKI RANSIER | RIVER RISING, HAMILTON





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M A G A Z I N E

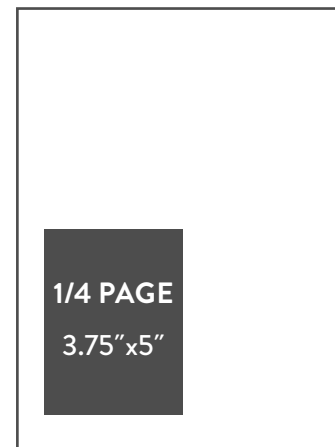
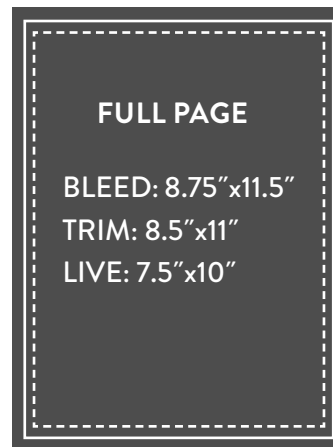
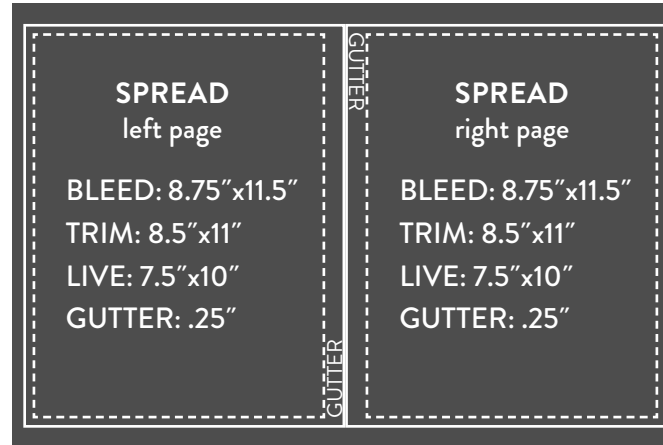
2024 SCHEDULE

ISSUE	CLOSE DATE	PUBLICATION DATE
January/February	December 12	January 1
March/April	February 12	March 1
May/June	April 12	May 1
July/August	June 12	July 1
September/October	August 12	September 1
November/December	October 12	November 1

# montana woman

M A G A Z I N E

MECHANICAL SPECIFICATIONS



FOR PRICES, YOU CAN EMAIL MEGAN AT [INFO@MONTANAWOMAN.COM](mailto:info@montanawoman.com)





# montana woman

M A G A Z I N E

WHERE TO FIND US

@montanawomanmagazine

montanawoman.com

MEGAN CRAWFORD  
OWNER | EDITOR | DESIGNER

INFO@MONTANAWOMAN.COM



we are seekers of history. believers in community. hunters of the original and the unique. lovers of tradition. our purpose is to give one-of-a-kind, authentic and timeless pieces a place to call home. everyone is welcome in this modern day mercantile, our very own american revival.

# Scout + Gather

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na woman  
MAGAZINE  
\$5.00  
ISSUE No. 20, JULY/AUGUST 2022: JESSY DEAN / TEND



montana woman  
MAGAZINE  
\$7.00  
ISSUE No. 21, NOVEMBER/DECEMBER 2022: CAIL SORIA / REST



montana woman  
MAGAZINE  
\$7.00  
ISSUE No. 20, SEPTEMBER/OCTOBER 2022: SHAUNA WHITE BEAR / HARVEST



man  
\$5.00

montana woman  
MAGAZINE  
\$5.00  
ISSUE No. 16, JANUARY/FEBRUARY 2022: SAVANNAH MCC

