

Distinctly MONTANA

MONTANA'S LEADING LIFESTYLE MAGAZINE

What our READERS have to say...



2015 READER SURVEY*

92%

VISIT ADVERTISERS' WEB SITES

95%

say DM has INTRODUCED THEM TO NEW ADVERTISER PRODUCTS OR SERVICES

55%

are MORE LIKELY TO BUY THE PRODUCT OR SERVICE WHEN THEY SEE IT ADVERTISED in DM



61% are female

73% are between the ages of 30-60

49% have household income over \$60,000

25% have household income over \$100,000

Distinctly Montana Readers...



44% DINE OUT TWO OR MORE times a week

49% FULL-TIME MONTANA RESIDENT

39% are likely to use the services of a REAL ESTATE AGENT

Home REAL ESTATE BUILDING AND DESIGN

8% PART-TIME MONTANA RESIDENT

Getting Places AIR AND AUTO

37% are likely to PURCHASE OR LEASE AN AUTO

Medical HEALTH AND BEAUTY

64% are likely to need HEALTH OR MEDICAL SERVICES

37% are likely to use the services of a BUILDER, DESIGNER OR ARCHITECT



50% are likely to TRAVEL BY AIR 2 OR MORE TIMES

78% are likely to VACATION IN MONTANA

67% are likely to need ELECTIVE MEDICAL SERVICES (e.g. cosmetology, plastic surgery, dental, etc.)

Travel VACATION AND BUSINESS

78% report they are "MOST LIKELY" TO VACATION in Montana

57% visit a MONTANA HOTEL OR RESORT FOR MEETINGS AND CONFERENCES

43% VISITORS AND NON-RESIDENTS

*Independent 2015 Reader Survey of 260 randomly selected Distinctly Montana readers