

SOUTHWEST MONTANA FAST FACTS

- Understand This Market Before You Buy This Market -

Sources: State of Montana, U.S. Census, Prospera Business Network

- Gallatin County is one of the fastest growing regions in the Northwest, with a staggering 33.2% growth rate from 2000 to 2010.
- The 2013 population of Gallatin County was 94,720, a 5.8% increase from 2010, and the majority of growth is outside the city limits of Bozeman.
- In stark contrast to other Montana metros, the majority of the population of Gallatin County lives outside the city of Bozeman.
- More than 55% of the county's population lives outside Bozeman proper, compared to only 25% or less in other Montana metro areas.
- The Bozeman area is a shopping "magnet" for surrounding counties, creating a rich, multi-county Retail Trade Area to pull business from.
- In June 2013, Bozeman Yellowstone International Airport completed twelve consecutive months as the busiest airport in Montana.
- As the Mayor of Bozeman put it in an interview, *"When people move to Gallatin Valley, they are not moving here to live in the city of Bozeman."*

You need an advertising "delivery system" capable of reaching not only the population center in Bozeman, but more importantly the larger Retail Trade Area outside the city and Gallatin County. Consumers in this vast marketplace can only be influenced by the radio or TV stations and signals that able to reach them.

By virtue of our three unique transmitter locations in Gallatin and Madison County, Montana's Superstation Network, The Eagle - comprised of KBZM, Big Sky 104.7 and KKQX, Bozeman 105.7 – together with K-SKY Country 106.9, are ***the ONLY stations that can deliver all of Gallatin County and the surrounding region: Big Sky, Ennis Three Forks, West Yellowstone, Dillon and on and on - every town in the 6+ county Retail Trade Area.***

