



GUN DOG®

THE MAGAZINE OF UPLAND BIRD AND WATERFOWL DOGS

2019 MEDIA KIT

gundogmag.com

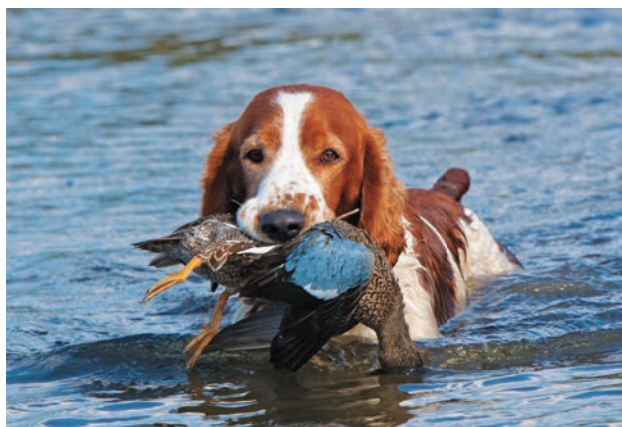


GUN DOG[®]

THE MAGAZINE OF UPLAND BIRD AND WATERFOWL DOGS

For more than three and a half decades **GUN DOG** has reigned as North America's premier sporting dog publication, the only magazine devoted to all breeds of sporting dogs—pointers, setters, retrievers, versatiles and spaniels. No other magazine provides such comprehensive coverage of these hard-driving performers, and no other magazine appeals to a wider demographic of upland gamebird and waterfowl hunters.

These are people who spend a great amount of time—and money—living with, training and hunting over their dogs. To enhance this relationship, each issue of **GUN DOG** features breed articles, the latest information on canine medicine, nutrition and new products, hunting stories emphasizing the dog's role in the field, and numerous training articles showcasing the proven techniques and equipment developed and utilized by professional and amateur trainers throughout the country.



GUN DOG[®]

THE MAGAZINE OF UPLAND BIRD AND WATERFOWL DOGS

Whether it's a duck marsh at dawn, a pheasant drive in the Dakotas, a plantation quail hunt in the Deep South or a rugged excursion for chukars in the Mountain West, GUN DOG is there. If it's a gamebird and it's hunted with dogs, we cover it, and we do so with authority. GUN DOG writers are lifelong hunters and trainers who do what they write about, and they bring many decades of experience to their assignments. Our regular contributors include:

Bob West
Tom Dokken
Dr. Ed Bailey
John Holcomb, DVM

Joe Arnette
Dave Carty
Jerry Thoms
John M. Taylor

Steve Gash
M.J. Nelson
Jerry Cacchio
P.J. Reilly

Mark Romanack
Brad Fitzpatrick
Mike Marsh
Tyler Shoberg



SPOTLIGHT

A two-page illustrated profile of one of the “giants” in the modern sporting dog world—an outstanding breeder, trainer or marketer, an innovative product designer, a cutting edge shotgun developer, a leading ammunition manufacturer or a top-drawer outfitter.

SPORTING DOG FORUM

A single-page feature on a canine health-related topic of general interest to all gun dog owners. Topics include nutritional needs during hunting season and the off-season, pre-season conditioning, field first aid, eye and ear care, travel considerations, foot and coat care, senior care, hydration and overheating, etc.

POINT, RETRIEVE AND FLUSH

These three departments are devoted to each of the designated type of sporting dog—pointers, retrievers and spaniels. Primary focus is on training and numerous references to training products are included—e-collars, beeper/locator collars, GPS tracking units, training dummies and bird launchers.

TRAINING & BEHAVIOR PROBLEMS

Dr. Ed Bailey, co-author of *The Training and Care of the Versatile Hunting Dog*, tackles reader questions on various field- and home-related issues and recommends specific training techniques and equipment he has found useful—everything from training equipment to dog crates and puppy housebreaking aids.

PARTING SHOTS

Joe Arnette wraps up each issue with a one-page “reflection” piece—sometimes humorous, sometimes nostalgic, sometimes bittersweet...and always compelling.



DECEMBER 2018/JANUARY/FEBRUARY 2019

Theme: Senior Dogs : Tributes to old dogs, plus features on caring for and hunting the old-timer—special considerations, health issues and dietary concerns, etc.

Breed feature: American Cocker Spaniel

AD CLOSE: September 18, 2018
ON SALE: November 20, 2018

MARCH/APRIL/MAY 2019

Theme: Puppies : Features on choosing a pup, beginning training, puppy nutritional needs and preventing gunshyness.

- Special multi-page photo spread of readers' puppy photos makes this one of the year's most popular issues.
- Special product section on crates & kennels

Breed feature: Nova Scotia Duck Tolling Retriever

AD CLOSE: November 29, 2018
ON SALE: February 5, 2019

JUNE/JULY 2019

Theme: "The Electronic Dog" : Features on "gadgets" ...everything from e-collars to trackers to bird launchers to ATVs to Dokken's drone, and how to use these tools for maximum effectiveness.

- Annual e-collar review—the latest models of trainers & trackers, with tips for choosing, using and maintenance.
- Special product section on all other training tools: dummies, launchers, blank pistols, drones, etc.

Breed feature: Large Munsterlander

AD CLOSE: February 26, 2019
ON SALE: April 30, 2019

AUGUST 2019

Theme: Canine Safety : Features on safety both at home and in the field—microchipping, injuries and first aid tips, snake-breaking, heartworm prevention, flea & tick control.

- Special product section on and food, supplements, meds and first aid supplies.

Breed feature: Irish Red & White Setter

AD CLOSE: April 29, 2019
ON SALE: July 2, 2019

SEPTEMBER 2019

Theme: "Annual Bird Hunter's Classic"

- State-by-state quail & pheasant forecast; features on premier destinations/lodges and travel
- Special equipment sections on upland shotguns, loads & chokes kennels.

Breed feature: English Pointer

AD CLOSE: June 3, 2019
ON SALE: August 6, 2019

OCTOBER 2019

Theme: "Wet & Wild" focus on waterfowl hunting : Features on duck and goose hunts with premier outfitters

- Special product sections on waterfowl shotguns, loads & chokes, camo, decoys, calls and blinds.

Breed feature: American Water Spaniel

AD CLOSE: July 8, 2019
ON SALE: September 10, 2019

NOVEMBER 2019

Theme: East vs. West : Features on Eastern grouse & woodcock and Western prairie birds; lodges/outfitters

- Also, footwear for the upland hunter—the characteristics of a superior boot, proper fit, etc.
- Special product section on boots, clothing and gear

Breed feature: Bracco Italiano

AD CLOSE: August 12, 2019
ON SALE: October 15, 2019

DECEMBER 2019-JANUARY/FEBRUARY 2020

Theme: Late-season, cold weather hunts; sporting dog art and holiday gift guide : Features on late-season safety for both dogs and humans. Also, late-season destinations (outfitters) and public land opportunities..

Breed feature: Pudelpointer

AD CLOSE: September 17, 2019
ON SALE: November 19, 2019

ISSUE	THEME	BREED FEATURE	AD SPACE CLOSE/ MATERIALS DUE	NEWSSTAND ON SALE
DECEMBER 2018-JANUARY/FEBRUARY 2019	Senior Dogs	American Cocker Spaniel	9/18/18	11/20/18
MARCH/APRIL/MAY 2019	Puppies	Nova Scotia Duck Tolling Retriever	11/29/18	2/5/19
JUNE/JULY 2019	"The Electronic Dog"	Large Munsterlander	2/26/19	4/30/19
AUGUST 2019	Canine Safety	Irish Red & White Setter	4/29/19	7/2/19
SEPTEMBER 2019	"Annual Bird Hunter's Classic"	English Pointer	6/3/19	8/6/19
OCTOBER 2019	"Wet & Wild" focus on waterfowl hunting	American Water Spaniel	7/8/19	9/10/19
NOVEMBER 2019	East vs. West	Bracco Italiano	8/12/19	10/15/19
DECEMBER 2019-JANUARY/FEBRUARY 2020	Late-season, cold weather hunts; sporting dog art and holiday gift guide	Pudelpointer	9/17/19	11/19/19



GUN DOG delivers a targeted audience of hard-core bird hunters whose passion is going afield with one or more well-trained dogs—it's not an exaggeration to say that readers/subscribers shoot birds to make their dogs happy, and our writers provide editorial content specifically aimed at making readers better owners, trainers and hunters. In return, readers have made **GUN DOG** the number one sporting dog publication in North America.

GUN DOG READER FACTS

Travel an average of **130 miles** on a typical hunting trip.

- **58%** travel out of state to hunt upland birds annually
- **80%** took 2 or more upland bird hunting trips last year with an average of **6.57** trips
- **48%** travel out of state to hunt waterfowl birds annually
- **60%** took 2 or more waterfowl hunting trips last year with an average of **7.61** trips
- Readers spend an average of **21 days** hunting upland birds annually
- **69%** spend **10+ days** hunting upland birds annually.

- Spend **4+** hours a week training their own dogs
- **37%** have also had their dogs professionally trained.
- Over **85%** own e-collars

- Own an average of **5.28 Shotguns**
- Spend an average of **\$222** on factory shotgun ammo annually
- Spend an average of **\$1,181** on Wingshooting Gear annually

They're also willing to put their money where their passion lies. Readers annually spend:

- **\$36 million** on dog food
- **\$31 million** on their dogs' health care
- **\$13 million** on training equipment



Print Audience	482,669
Circulation	43,879
Average Household Income	\$138,450
Average Net Worth	\$738,920

25% of Gun Dog readers have NW of \$750k-\$3MM

While GUN DOG is all about the appreciation and practical use of stylish, productive working dogs, to develop the story fully we also highlight great hunting destinations—both public and private—across North America, and the tools of the hunting trade.

Shotguns and ammo-related editorial are regularly featured with special emphasis on delivering the latest and the greatest at the onset of the key third quarter. Throughout the year, shotguns and ammo are also covered in every issue in our “Shotgun Report” department, written by top authorities of the shooting industry.



Recognizing that hardworking gun dogs are, in every sense, canine athletes expected to perform at their peak for long hours under arduous conditions, GUN DOG strives to provide readers with the most current information on all aspects of health care, conditioning and nutrition.

These topics are regularly addressed by John Holcomb, DVM, in his "Veterinary Clinic" column, and additional features on these subjects by noted nutritionists, trainers and other veterinarians appear throughout the year to ensure dogs are ready to put in the rigorous days afield their owners expect of them.

A special extended product section on all top brands of dog food, joint and dietary supplements, flea and tick control products and additional first aid items is included in the August issue, corresponding to that issue's hunting season "kickoff" and safety themes.



PUPPY ISSUE

March/April/May

The “Puppy Spectacular” includes one of our most endearing and enduring features—a multi-page spread of reader-submitted photos of their little pride-and-joys. Everyone hopes to see their puppy in the pages of the magazine, and this has become an annual highlight. Also, editorial content is geared toward choosing and starting a pup, preliminary training and selecting the right equipment to get the job done properly



Bird Hunter's Classic

September



The September "Bird Hunter's Classic" features our annual state-by-state quail and pheasant forecast and travel-related articles to help readers plan their season in the uplands, plus extended product sections on new shotguns, loads and chokes specifically developed for the uplands.



Wet & Wild

October



For the dyed-in-the-camo duck and goose hunters of our readership, the “Wet & Wild” October issue emphasizes waterfowl hunting and retrievers with colorful and compelling stories “straight from the marsh” and special product sections on duck guns and loads, decoys, camouflage and waders.



Effective January 1, 2019

4-Color	1x	3x	6x	9x	12x
Full Page	\$5,069	\$4,554	\$4,304	\$4,060	\$3,784
2/3 Page	3,886	3,448	3,305	3,101	2,917
1/2 Page	3,279	2,948	2,800	2,616	2,453
1/3 Page	2,540	2,285	2,152	2,025	1,902
1/4 Page	2,275	2,055	1,923	1,800	1,709
1/6 Page	1,953	1,760	1,658	1,561	1,474

2-Color	1x	3x	6x	9x	12x
Full Page	\$4,401	\$4,034	\$3,840	\$3,657	\$3,473
2/3 Page	3,218	2,968	2,851	2,718	2,581
1/2 Page	2,601	2,417	2,310	2,224	2,127
1/3 Page	1,989	1,867	1,805	1,739	1,673
1/4 Page	1,397	1,622	1,556	1,499	1,454
1/6 Page	1,397	1,331	1,290	1,255	1,224

B&W	1x	3x	6x	9x	12x
Full Page	\$3,738	\$3,371	\$3,177	\$2,994	\$2,810
2/3 Page	2,560	2,305	2,193	2,055	1,918
1/2 Page	1,938	1,754	1,647	1,561	1,464
1/3 Page	1,331	1,204	1,148	1,076	1,010
1/4 Page	1,056	959	893	836	796
1/6 Page	734	668	632	592	561

Covers	1x	3x	6x	9x	12x
Covers 4	\$6,273	\$5,625	\$5,330	\$5,029	\$4,702
Covers 2	5,544	4,978	4,712	4,447	4,157
Covers 3	5,309	4,763	4,514	4,259	3,978

Effective January 1, 2019

	1x	3x	7x
1ci	\$230	\$214	\$199 4/C
21/8" x1"	\$184	\$173	\$163 (B&W)
2ci	\$372	\$342	\$321
21/8" x 2¼"	\$301	\$270	\$255
3ci	\$536	\$485	\$449
21/8" x 3½"	\$423	\$388	\$362
21/8" x4¾"	\$515	\$474	\$444
43/8" x 2¼"	\$515	\$474	\$444
7ci	\$1,005	\$898	\$852
21/8" x7"	\$806	\$719	\$683

	1x	3x	7x
63/4" x 2"	\$806	\$719	\$683
1/3 pg	\$1,260	\$1,204	\$1,173
21/8" x 91/4"	\$903	\$816	\$765
65/8" x 33/8"	\$903	\$816	\$765
43/8" x 43/4"	\$903	\$816	\$765
1/2 pg	\$1,729	\$1,627	\$1,566
65/8" x 43/4"	\$1,387	\$1,250	\$1,102
43/8" x 71/4"	\$1,387	\$1,250	\$1,102
Full pg	\$2,591	\$2,448	\$2,336
65/8" x 95/8"	\$2,402	\$2,147	\$2,045



Typical Advertising Sizes and Mechanical Specifications

Trim Size: 7 3/4" w x 10 1/2" h

1. Two Page Spread

Non-Bleed: 14.5 x 9.5

Bleed: 15.75 x 10.75

Trim: 15.5 x 10.5

Safety: 15 x 10

2. Two Page One-Half Horizontal

Non-Bleed: 14.5 x 4.75

Bleed: 15.75 x 5.5

Trim: 15.5 x 5.25

Safety: 15 x 4.75

3. Full Page

Non-Bleed: 6.75 x 9.5

Bleed: 8 x 10.75

Trim: 7.75 x 10.5

Safety: 7.25 x 10

4. Two-Third Vertical

Non-Bleed: 4.375 x 9.5

Bleed: 5.25 x 10.75

Trim: 5 x 10.5

Safety: 4.5 x 10

5. Two-Third Horizontal

Non-Bleed: 6.75 x 6.75

Bleed: 8 x 7.125

Trim: 7.75 x 6.875

Safety: 7.25 x 6.375

6. One-Half Vertical

Non-Bleed: 4.375 x 7.25

Bleed: 5.25 x 8

Trim: 5 x 7.75

Safety: 4.5 x 7.25

7. One-Half Horizontal

Non-Bleed: 6.75 x 4.75

Bleed: 8 x 5.5

Trim: 7.75 x 5.25

Safety: 7.25 x 4.75

8. One-Third Vertical

Non-Bleed: 2.125 x 9.5

Bleed: 2.875 x 10.75

Trim: 2.625 x 10.5

Safety: 2.125 x 10

9. One-Third Square

Non-Bleed: 4.375 x 4.75

Bleed: 5.125 x 5.5

Trim: 5 x 5.25

Safety: 4.5 x 4.75

10. One-Third Horizontal

Non-Bleed: 6.75 x 3.375

Bleed: 8 x 4.125

Trim: 7.75 x 3.875

Safety: 7.25 x 3.625

11. One-Quarter Vertical

Non-Bleed: 3.375 x 4.75

12. One-Quarter Horizontal

Non-Bleed: 4.375 x 3.625

13. One-Sixth Vertical

Non-Bleed: 2.125 x 4.75

14. One-Sixth Horizontal

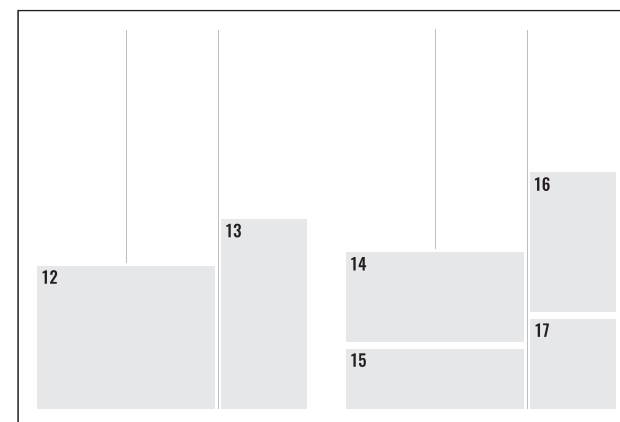
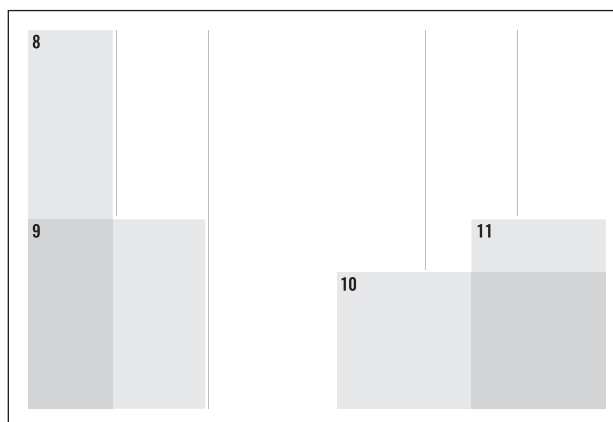
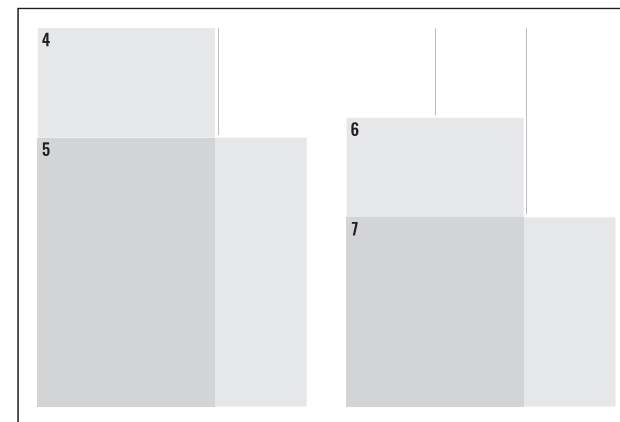
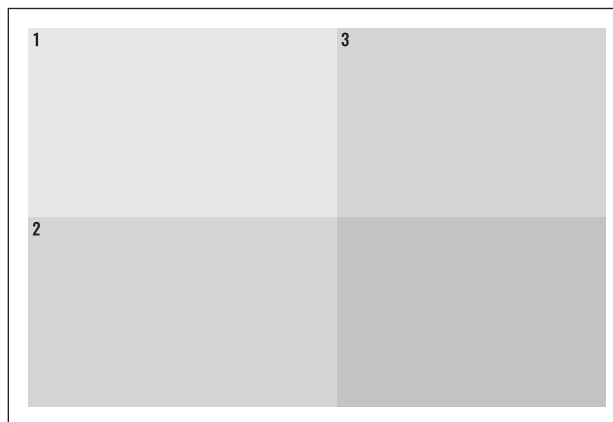
Non-Bleed: 4.375 x 2.25

15. One-Eighth Horizontal

Non-Bleed: 4.375 x 1.5

16. One-Eighth Page

Non-Bleed: 2.125 x 3.5



17. One-Twelfth Page

Non-Bleed: 2.125 x 2.25

18. One Inch Banner

Non-Bleed: 6.75 x 1

19. Two Inch Banner

Non-Bleed: 6.75 x 2

20. Eight Inch Vertical

Non-Bleed: 2.125 x 8

21. Seven Inch Vertical

Non-Bleed: 2.125 x 7

22. Six Inch Vertical

Non-Bleed: 2.125 x 6

23. One Inch 2-Column

Non-Bleed: 4.375 x 1

24. One Inch Vertical

Non-Bleed: 2.125 x 1

SWOP-standard proof, pulled from the supplied file, must be submitted with each 4-color ad.

Non-Bleed — 1/2" inside trim. Non-bleed ads should have all elements within this measurement.

Bleed — 1/8" outside the trim. Elements that "bleed" off trimmed page should extend at least 1/8" beyond trim.

Trim — The edge of the page.

Safety — 1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement.

Terms and Conditions

1. The publisher may reject any advertising for any reason at any time, even if previously acknowledged or accepted.
2. Cancellations or changes in advertising (including changes in insertion orders) will not be accepted by the publisher after the issue closing date.
3. Cancellations must be in writing, and none are considered accepted until confirmed in writing by the publisher.
4. Cancellation of a space contract by the advertiser or its agency will result in the forfeiture of position protection and/or the contract rate, if any. The rate on past and subsequent insertions will be adjusted to conform to the actual space used at current rates.
5. The publisher shall not be liable for any delay or failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, work stoppages, accidents, or other circumstances beyond the publisher's control. The liability of publisher, if any, for any act, error, or omission for which it may be held responsible at law or in equity shall not exceed the cost of the advertising space affected by the error. In no event shall publisher be liable for any indirect, consequential, punitive, special, or incidental damages, including, but not limited to, lost income or profits.
6. Advertiser and agency represent and warrant that they are authorized to publish the entire contents and subject matter of any advertisement in any issue or edition and that publication will not violate any law or infringe upon any right of any party or result in any claims against publisher. In consideration of the publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify, defend and hold harmless KSE Sportsman Media, Inc. its affiliates officers, agents and employees against any and all losses and expenses (including legal fees) arising from or relating to (a) a breach or misrepresentation of the foregoing representations and warranties, and/or (b) the publication or contents of the advertisement including, without limitation, claims or suits for defamation, libel, misappropriation, privacy or publicity rights, copyright or trademark infringement, plagiarism, and from any and all similar claims now known or hereafter devised or created.
7. No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies or the terms and conditions stated herein will be binding on the publisher and to the extent inconsistent with the terms herein, these terms and conditions shall govern and supersede any such conditions.
8. The publisher has the continuing right to adjust its rate schedule and will regard the failure of an order to correspond to the rate schedule as a clerical error and will, without further communication, invoice the advertiser based on rates in effect at that time.
9. The publisher will hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Please be advised that there is no "sequential liability" to the publisher. Payment is due upon receipt of invoice. All payments must be in United States currency. Advertiser and/or its advertising agency are jointly and severally liable for all costs, fees and expenses (including attorney or collection agency fees) incurred in connection with the collection of all monies due.
10. The forwarding of an order is construed as an acceptance of all the publisher's rates and conditions in effect at that time.
11. This agreement shall be governed by and construed in accordance with the laws of the State of Georgia without regard to conflict of laws provisions. Any action or proceeding arising out of or relating to this agreement or publisher's publication of the advertising shall be brought in the courts of record in the State of Georgia.

General Production Information:

Production Manager
Gun Dog
2 News Plaza
Peoria, IL 61614
309-679-5073
terry.boyer@outdoorsg.com

Trim Size: 7¾-in. wide x 10½-in. high

Non-Bleed: ½-in. inside trim. Non-bleed ads should have all elements within this measurement.

Bleed: 1/8-in. outside the trim. Elements that “bleed off” trimmed page should extend at least 1/8-in. beyond trim.

Trim: The edge of the page.

Safety: ¼-in. inside of the trim edge on all four sides for a total ½-in. safety both vertically and horizontally. All image and text not intended to bleed should be within this measurement.

Please contact the production manager for specs, quantities, and delivery information for supplied inserts and cards.

Advertising File Requirements:

OSG requires that ads be submitted in PDF/X-1a format.

Files must have:

All fonts embedded.

Page geometry defined and consistent (trim, bleed, and media/art boxes).

Correct color space for all elements (CMYK or grayscale).

Spot colors converted to CMYK.

Color and grayscale image resolution between 266 and 300 ppi at 100% placement.

Bitmap image resolution between 600 and 1200 ppi.

Total ink coverage should not exceed 300%.

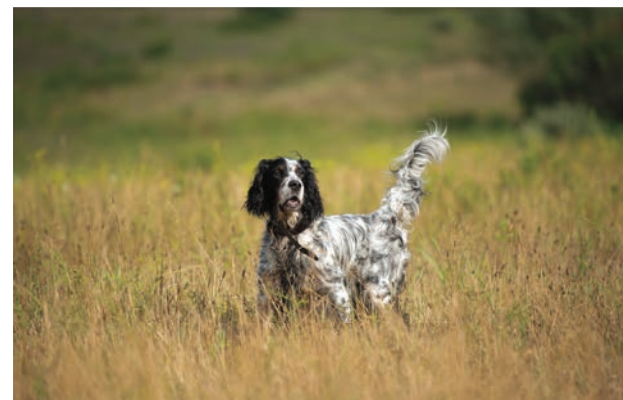
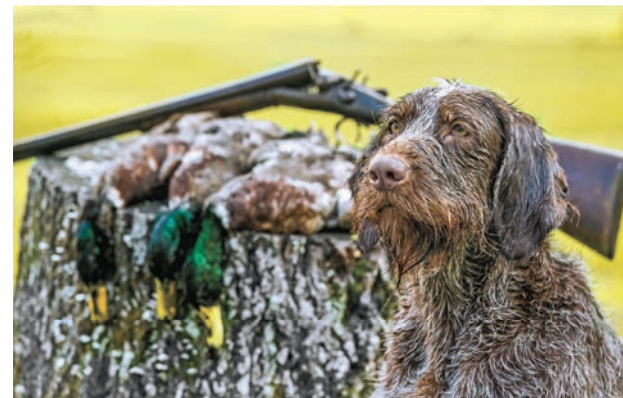
Advertising File Submission:

Outdoor Sportsman Group maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files:

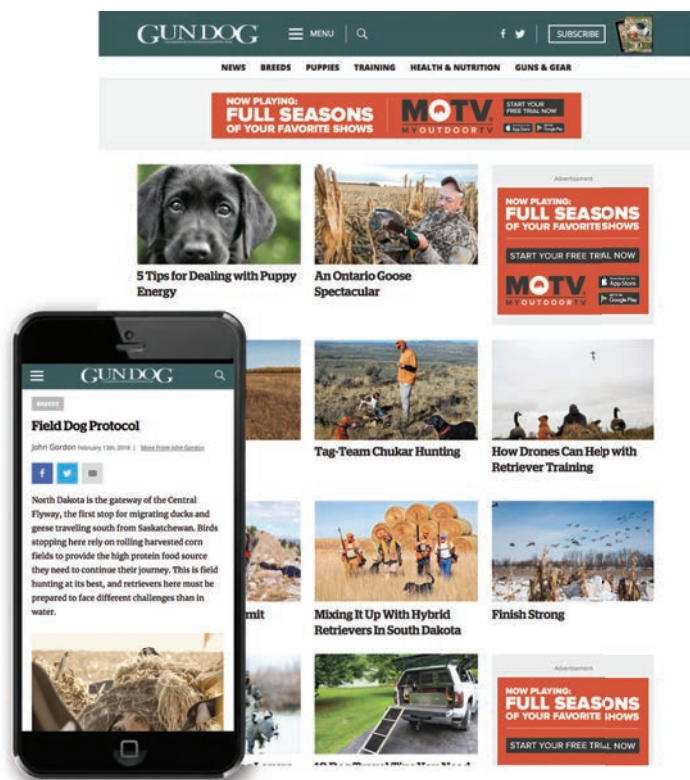
osg.sendmyad.com

Once at the home page you can sign up as a new user or sign into your existing account. The ad portal will do a general check for correct ad size, font embedding, and image resolution per OSG's general ad submission guidelines.

Proofs supplied by the advertiser for color guidance will be forwarded to press.



Gun Dog online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on training, canine health and nutrition, breeds, annual gamebird forecasts, favorite hunting locales and topnotch outfitters, plus engaging video content and shotgun ammunition and gear reviews.



73k 
Avg. Monthly Uniques

40.2 
Median Age

Average HHI	\$76,900
Male (%)	78%
Annual Page Views	3,038,751
Avg. Time Spent	1:38
Pages Per Session	2.7
Traffic From Mobile/Tablet	64%
eNewsletter Subscribers	24,200
Social Media Followers	28,194

Publisher's Statement

6 months ended June 30, 2018, *Subject to Audit*

Annual Frequency: 7 times/year

Field Served: Serving the serious upland bird and waterfowl hunter.

Published by: Outdoor Sportsman Group - Integrated Media

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
39,194	4,685	43,879	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Paid & Verified Subscriptions - Print	Paid & Verified Subscriptions - Digital Issue	Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions				Print	Digital Issue	Total Single Copy Sales			
Dec/Jan/Feb	26,501	1,016	27,517	11,239		11,239	37,740	1,016	38,756	5,609	37	5,646	43,349	1,053	44,402
Mar/Apr	27,056	1,507	28,563	11,048		11,048	38,104	1,507	39,611	4,918	43	4,961	43,022	1,550	44,572
Jun/Jul	25,246	1,855	27,101	12,113		12,113	37,359	1,855	39,214	3,400	48	3,448	40,759	1,903	42,662
Average	26,268	1,459	27,727	11,467		11,467	37,735	1,459	39,194	4,642	43	4,685	42,377	1,502	43,879

PRICE

	Suggested Retail Prices (1)
Average Single Copy	\$4.99
Subscription	\$27.97

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: KSE Sportsman Media, Inc.
GUN DOG, published by Outdoor Sportsman Group - Integrated Media * 1040 Sixth Avenue 12th Floor * New York, NY 10018

CARTER VONASEK
Planning Director
P: 212.852.6682 * F: 212.302.4472 * URL: www.gundogmag.com
Established: 1981

TOM WEAVER
Publisher
AAM Member since: 1984

(1) For statement period

RATE BASE

None Claimed

NOTES

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 2,831

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 265

Included in Paid Circulation:

- Individual Subscriptions
- School Subscriptions
- Single Copy Sales

Included in Verified Circulation: Included in verified circulation are copies distributed to:

- Individuals
- Public Place Locations