

north american WHITETAIL

2018 MEDIA KIT

northamericanwhitetail.com

UNCHALLENGED

Other species have their fans — but the white-tailed deer clearly stands alone as North America's No. 1 big-game animal. And since 1982, no one else has covered it as well as *North American Whitetail*. With its consistent delivery of content keyed to hardcore hunters and habitat managers, *NAW* remains the leading authority in the whitetail market. *North American Whitetail TV* brings the same quality of content and credibility to its avid audience on Sportsman Channel, while *NorthAmericanWhitetail.com* delivers the digital content online users want. Put it all together and you have a diverse media platform serving the largest single market in big-game hunting.



A Place of Refuge

Perhaps nothing else improves your trophy odds as much as providing bucks with a sanctuary on the land you hunt. And this carries the best kind of price tag: virtually free.

BY STEVE BARTYLLA

I had to do a couple take-it-or-leave-it choices after because winter had closed on the buck season through the middle of November. I had just one week to make my choices. I had to choose between the best of the best and the best of the rest.

WIRELESS WHITETAIL WORK

DOES THE LATEST WAVE OF TRAIL CAMERAS OFFER THE DEER HUNTER A DECIDED ADVANTAGE?

Every year I bag an incredible number of bucks. But for the past few years, I have been hunting for a different kind of buck. One that I can use as a trophy, but one that I can also use as a resource. One that I can use to help me understand the deer's mind.



NorthAmericanWhitetail.com

June 2018 147

Part 2

Wouldn't it be interesting to know just how many whitetail hunters are using trail cameras? The answer is yes, it is. In fact, the number of hunters using trail cameras is growing rapidly. This is because trail cameras are so easy to use and so effective. They can be used to monitor deer activity, to identify the best hunting areas, and to help you understand the deer's mind.

NorthAmericanWhitetail.com

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SIGNPOST SECRETS

When you can get bucks to walk to a predictable spot in your hunting area, you're taking charge of the season.

BY DON COLE



A crafty buck uses his memory of close calls to help him reach old age. But if we learn along with him, we can use accumulated knowledge of his patterns to tighten the noose.

BY STEVE BARTYLLA

The bucking season isn't over yet, but I've already seen a lot of bucks. I've seen them in the woods, in the fields, and in the mountains. I've seen them in all kinds of places. I've seen them in all kinds of ways. I've seen them in all kinds of places. I've seen them in all kinds of ways. I've seen them in all kinds of places. I've seen them in all kinds of ways.

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Learning Curve

NorthAmericanWhitetail.com

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The whitetail, its habitats and hunting methods are diverse. So North American Whitetail has cultivated a large group of real experts to provide rock-solid information. We help readers find not just more deer but also more enjoyment in the field.

RESPECTED VOICES IN THE DEER WOODS

Today's avid whitetail hunter wants answers to real-world issues. To meet that demand, *NAW* has always worked with the most respected names in the whitetail world: lifelong hunters and resource managers who themselves have faced similar situations and have worked hard to find practical solutions. Among these experts are biologist **Dr. James Kroll** ("Dr. Deer") and *NAW* editor in chief **Gordon Whittington**, both of whom have spent decades traveling North America to bring readers the latest hunting and management strategies. In the

pages of *NAW* they're joined by such experts as **Steve Bartylla**, **Don Higgins**, **Bernie Barringer**, **Tony J. Peterson**, **Patrick Hogan**, **Haynes Shelton**, **Darren Warner**, **Mark Kayser** and **Dan Cole**: all writers whose words reflect years of experience across the varied landscape that is today's whitetail country.





January Giant

This Illinois blizzard buck took the meaning of "dichard" to a whole new level.

BY BRIAN EDWARDS

Although January's not a time typically associated with killing large bucks, some hunters have found unusual success that month with one of the most unpredictable of all seasons. It's not the deer hunting season, but the weather. In the heart of winter, when the odds are stacked against you, some hunters have found success in the snow. During the last 12 hours, some hunters have found success in the snow. During the last 12 hours, some hunters have found success in the snow. During the last 12 hours, some hunters have found success in the snow.

ultimate ambush Part 1

Setting up great stand locations for big whitetails is a craft that, once mastered, should result in more up-close encounters and greater hunting success. In this two-part series we'll take a detailed look at several scenarios in which certain setups are best utilized. We'll also tell you how to pinpoint the best spots within your own hunting area.

When setting a new stand, it's important to have a plan. I often find myself with an idea, but I don't have a plan. I often find myself with an idea, but I don't have a plan. I often find myself with an idea, but I don't have a plan. I often find myself with an idea, but I don't have a plan. I often find myself with an idea, but I don't have a plan.



Kansas Legend

This is probably the most famous buck in the history of the sport. It's a legend in the making. It's a legend in the making. It's a legend in the making. It's a legend in the making. It's a legend in the making.

BY BRIAN EDWARDS

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OUT OF NOWHERE

The way my 2014 Ohio season was going, I never expected a buck like this to walk straight into my life. But I'm glad he did.

BY BRIAN EDWARDS

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With a full 84 percent of North American Whitetail readers being bowhunters, our audience is eager to absorb new archery info. From product news to expert tips on stand placement, they soak up every bit of our ample bow-and-arrow content all year long.

DRAWN TO SUCCESS

What's the ultimate deer-hunting thrill? Most hardcore whitetailers would say it involves taking a trophy buck with archery gear. And the bowhunting scene continues to expand, as more developed areas see a trend toward non-firearms hunting regulations and other hunters seek extra challenge by turning to the bow.

Our latest subscriber survey shows 84 percent are bowhunters, and on average they spend 24 days per year hunting with archery tackle. NAW readers comprise the core of today's bowhunting community, and they get what they want from our magazine. In part, perhaps, it's because we recognize and appreciate that not everyone bowhunts in just the same way. Vertical bows and

crossbows alike have a place at our editorial table.

Whether it's a sneak peek at the latest compound, a 400-fps crossbow or new accessories for peak performance in the deer woods, our bowhunting readers get the lowdown on gear. Plus, each issue features profiles of world-class archery bucks, along with tactics for getting into bow range of such trophies. Put it all together and you have the total package for today's whitetail bowhunter.



A gift muzzleloader and a gift buck combined to make my 2014 Indiana season merry indeed.

[illegible]

Score/daily yield	8 (48)	45.3	Total amount of milk produced
Days-to-first sperm	—	25-46	—
Postpartum weight loss	—	30-50	—
Incubate average	—	27.7%	—
Across measures	Range	Unit	Difference
Milk (bushels)	205-285	2.0	2.50%
1st point (3-7)	5.6%	6.1%	3.0
2nd point (3-7)	16.0%	13.0%	2.0%
3rd point (3-7)	10.5%	9.2%	1.3%
4th point (3-7)	—	—	—
1st sec. (1-5)	5.1%	4.7%	—
2nd sec. (1-5)	4.6%	4.1%	1.5%
3rd sec. (1-5)	5.2%	5.0%	2.0
4th sec. (1-5)	3.1%	5.6%	4.5%
Total score	73.6%	76.3%	4.7%
Green (total score)	—	—	127-128
Subtotal score by color differences	—	—	+7.0%
Subtotal score by color differences	—	—	-9.7%
Subtotal score by color differences	—	—	127.1%

European market. The also wanted recall of the bumper in which the fire often is referred to this overview is made each station a highly detailed notebook of new customers, the latest materials and the most modern machinery. However as light, and they're checked and modified for the design and construction.

Whitetails aren't native to Europe, but some fine deer guns made there work just as well on this side of the Atlantic. And for less out of pocket than you might have assumed.

A SMOOTHBORE NO MORE

Shotgun hunting for whitetails has come a long way from the days of simply shoving a lot of lead into your old bird gun and hoping for the best.



THE OTHER
**DESERT
WHITETAIL**

OVERLOOKED AND UNDER-
APPRECIATED, THE CARMEN
MOUNTAIN SUBSPECIES OFFERS
A UNIQUE HUNTING EXPERIENCE
IN A UNIQUE PART OF THE WORLD

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Plus d'informations
à destination de
nos clients sont
en ligne sur
notre site www.lesfruits.com

Firearms hunting remains hugely popular with the whitetail crowd; in fact, despite recent growth in archery hunting, more sportsmen still hunt deer with guns than with bows. The *NAW* staff grew up loving the smell of gunpowder, and we appreciate firearms' role in putting venison on the table and keeping deer numbers in check. That's why we publish great advice on selecting and using all manner of firearms for whitetails.

And we know hunting conditions and seasons vary widely. So we make sure to feature how-to content that will help readers fill those

gun tags — be it with a rifle out on the prairie, a slug gun in a Midwest corn field or a muzzleloader in a suburban woodlot in the Northeast.

From debating new white-tail cartridges to telling how to coax a few more feet per second out of a slug gun to covering that new state-record muzzleloader buck, we provide the content serious gun-loving hunters crave.





With its release between the July Gear Guide and September Hunting Annual, our unique DIY Special hits this growing segment of the whitetail market just as interest in unguided deer hunting accelerates in mid-summer.

HAMMER IT IN PRIME TIME

For a whitetail hunter, the last few months leading into a new season are a time of great anticipation. While the hardcore deer hunter is always thinking about his favorite big-game animal, as summer turns to fall these core readers are joined by an increasing number of others seeking the latest and greatest info on gear and hunting tactics. That makes our July, August and September issues prime time for marketing products and services to today's whitetail audience.

Our August DIY issue drops to subscribers and newsstands after our July Gear Guide and precedes our September Hunting Annual. The DIY editorial

theme dovetails nicely between those two issues. It's all about the hunt, and the hunt in large measure is about your product in action. Combined, these three issues will deliver a mother lode of impressions to an extremely high-quality group of prospects couched in the strongest editorial environment available to the whitetail products market.



2018 EDITORIAL CALENDAR

Whether it's hunting season or not, North American Whitetail readers get tons of great information they can use in real time. Each issue is packed with relevant editorial content tailored to that time of year. The result is a magazine totally in tune with its avid readership.



SPRING MANAGEMENT SPECIAL

THEME: private-land whitetail management
FEATURES: better food plots, practical measures for reducing predator and feral hog problems
Ad Close Date: 12/7/17 On-Sale Date: 2/6/18

JUNE FULL DRAW SPECIAL

THEME: preparing for the 2018 bow season
FEATURES: summer scouting; off-season bow practice; 2018's best new archery gear
Ad Close Date: 3/20/18 On-Sale Date: 5/15/18

JULY GEAR GUIDE

THEME: pure bowhunting for whitetails
FEATURES: new crossbows and archery accessories; early-season bow stand setups; hunting feeding patterns
Ad Close Date: 4/23/18 On-Sale Date: 6/19/18 Re-release: 9/4/18

AUGUST DIY SPECIAL

THEME: places, tactics and gear for DIY deer
FEATURES: selecting and scouting the right area away from home; backcountry gear; success stories
Ad Close Date: 5/25/18 On-Sale Date: 7/24/18

SEPTEMBER HUNTING ANNUAL

THEME: best tactics and gear for 2018
FEATURES: 2017's greatest bucks and how they were taken; gearing up for bow and gun seasons; hot tactics
Ad Close Date: 6/25/18 On-Sale Date: 8/21/18 Re-release: 11/13/18

OCTOBER HOW-TO SPECIAL

THEME: tactics for real-world whitetail success
FEATURES: stand-hunting secrets; attracting bucks with scents and calls; unraveling early-season patterns
Ad Close Date: 7/23/18 On-Sale Date: 9/18/18

NOVEMBER RUT SPECIAL

THEME: hunting the peak time for huge bucks
FEATURES: real-world rut success stories and what readers can learn from hunters who took giants in 2017
Ad Close Date: 8/27/18 On-Sale Date: 10/23/18

DECEMBER/JANUARY LATE-SEASON SPECIAL

THEME: celebrating the season
FEATURES: reflecting on the year's greatest deer stories; great holiday venison dishes; late-season buck tactics
Ad Close Date: 10/5/18 On-Sale Date: 12/4/18



HOG HUNTING

With wild hog populations on the rise across the whitetail's range, it's more important than ever for today's hard-core deer habitat managers to stay informed on the latest hog control strategies, hunting and trapping tips and equipment. Send your marketing message to the serious hog hunting population with the publication they rely on to make them more successful.

INSIDE 2018

- Feral Hog Hunting Tactics & Strategies
- Latest Technology & Gear for Night Hunting
- Guns & Archery Products That Get It Done
- Wild Pork Preparation Tips
- Much More Great Info!

Hog Hunting 1

Ad Close Date: 11/21/17 On-Sale Date: 1/30/18 Distribution: 77,500

Hog Hunting 2

Ad Close Date: 9/4/18 On-Sale Date: 11/6/18 Distribution: 77,500

SPECIAL RATES:

Full-Page	4-Color	\$2,295
Half-Page	4-Color	\$1,195
Third-Page	4-Color	\$830
Quarter-Page	4-Color	\$595



2018 DEMOGRAPHIC HIGHLIGHTS

We serve an audience of avid, affluent readers who hunt with assorted types of gear for many days every deer season. These enthusiasts constitute the core of today's serious whitetail market.

MRI, 2016 Doublebase (Audience, Men, Women, Age, Income - DJG Prototype); North American White-tail Subscriber Study, Accelara Research, 2014



Total Audience 774,246 %Comp

Men	87%
Women	13%

Median Age	49.1
Married	78%
Have Children	84%

Employed	74%
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Average Household Income	\$98,600
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Hunting Whitetail Deer, Past 12 mos.	97%
Average # of Days Hunting Whitetail Deer, Past 12 mos.	31.8
Days Spent on Other Deer Hunting-Related Activities	38.6
Average Years Hunting Whitetail Deer	27.6
Use Firearms to Hunt Deer	91%
Use Bow/Crossbow to Hunt Deer	84%
Bowhunt	76%
Crossbow	17%

Centerfire Rifles Owned for Deer Hunting	92%
Own a Bolt-Action Rifle	74%
Own a Lever-Action Rifle	35%
Own a Pump-Action Rifle	32%
Own a Semi-Auto Rifle	31%
Own an AR or Variant	16%

Muzzleloaders Owned for Deer Hunting	64%
In-Line	60%
Flintlock	9%

Own a Trail Camera for Deer Hunting	80%
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Shotguns Owned for Deer Hunting	66%
Own a Pump-Action Shotgun	48%
Own an Auto-Loader Shotgun	29%
Own a Single-Shot Shotgun	18%
Own a Bolt Action Shotgun	11%

Own Optical Items	99%
Own Binoculars	95%
Own Variable-power Rifle Scope	91%
Own Fixed-Powered Rifle Scope	38%

Took an Overnight Trip to Hunt Deer, Past 12 mos.	69%
Took an In-State Trip	78%
Took Out-of-State Trip Midwest	22%
Took Out-of-State Trip Northeast	10%
Took Out-of-State Trip Southeast	9%
Took Out-of-State Trip Southwest	4%
Traveled to Canada to Hunt Deer	4%

Average amount Spent on Out-of-State Overnight Deer Hunting Trip, Past 12 mos.	\$1,582
Average Number of Days Spent on Overnight Deer Hunting, Past 12 mos.	14.4

Average # of Days Spent Bowhunting Past 12 mos.	23.7
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Own a Compound Bow	89%
Own a Recurve Bow	20%
Own a Crossbow Bow	35%
Own a Longbow	9%

Household/Owns/Plans to Buy Tractor, ATV/UTV	78%
Household/Owns/Plans to Buy Tractor	45%
Household/Owns/Plans to Buy ATV/UTV	86%

Average # of ATVs Owned	1.4
Use ATV for Recreation	87%
Use ATV for Work	48%
Use ATV for Food Plot	50%

2018 GENERAL ADVERTISING RATES

Using *North American Whitetail* as a key marketing tool allows a client to put its message in front of serious deer enthusiasts at an extremely cost-effective rate.

Effective January 2018

4-Color	Gross	1X	4X	6X	8X
Full Page		\$7,952	\$7,559	\$7,155	\$6,758
2/3 Page		6,042	5,734	5,432	5,135
1/2 Page		4,843	4,599	4,360	4,122
1/3 Page		3,570	3,390	3,209	3,034
2-Color		1X	4X	6X	8X
Full Page		\$6,886	\$6,53	\$6,195	\$5,850
2/3 Page		5,214	4,959	4,700	4,434
1/2 Page		4,180	3,962	3,761	3,555
1/3 Page		3,092	2,928	2,785	2,631
B & W		1X	4X	6X	8X
Full Page		\$6,005	\$5,702	\$5,400	\$5,103
2/3 Page		4,259	4,047	3,835	3,623
1/2 Page		3,422	3,247	3,077	2,907
1/3 Page		2,393	2,275	2,154	2,031
1/4 Page		1,925	1,830	1,729	1,352
1/6 Page		1,327	1,258	1,194	1,130
Covers		1X	4X	6X	8X
Cover 2		\$8,885	\$8,435	\$7,994	\$7,554
Cover 3		8,487	8,063	7,638	7,219
Cover 4		10,041	9,538	9,033	8,535

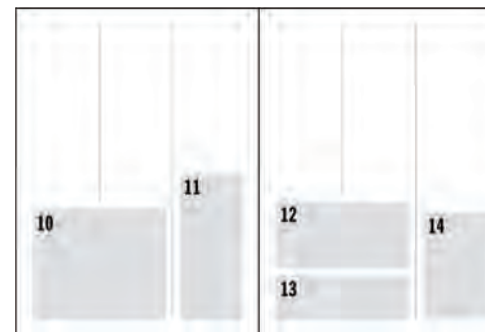
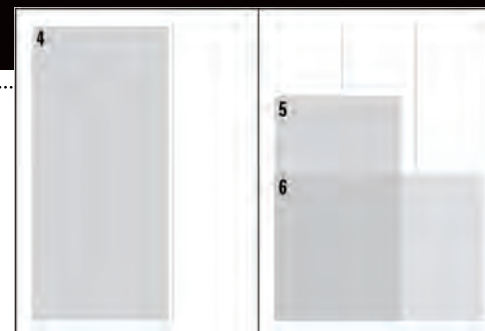
On-The-Trail	2X	4X	8X
Ad unit			
BW 1 inch	\$239	\$228	\$202
4/C	350	340	313
BW 2 inch	14	372	345
4/C	525	478	451
BW 3 inch	594	515	483
4/C	737	652	621
BW 4 inch	780	647	626
4/C	950	817	790
4/C only 9 inch	1,703	1,618	1,533
3.5. X 4.5	1,703	1,618	1,533
4/C 1/2 page	3,034	2,923	2,812
Pro Shop	2X	4X	8X
4/C 1/4 page	\$1,703	\$1,618	\$1,533



2018 CONTRACT & COPY REGULATIONS

Typical Advertising Sizes and
Mechanical Specifications:
Trim Size: x 7 3/4 w x 10 1/2 h

A 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 mea-
surement.

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. 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

6. 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

7. 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

8. 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

9. One-Quarter Vertical

Non-Bleed: 3.375 x 4.75

10. One-Quarter Horizontal

Non-Bleed: 4.375 x 3.625

11. One-Sixth Vertical

Non-Bleed: 2.125 x 4.75

12. One-Sixth Horizontal

Non-Bleed: 4.375 x 2.25

13. One-Eighth Horizontal

Non-Bleed: 4.375 x 1.5

14. One-Eighth Page

Non-Bleed: 2.125 x 3.5

15. One Inch Banner

Non-Bleed: 6.75 x 1

16. Two Inch Banner

Non-Bleed: 6.75 x 2

17. Eight Inch Vertical

Non-Bleed: 2.125 x 8

18. Seven Inch Vertical

Non-Bleed: 2.125 x 7

19. Six Inch Vertical

Non-Bleed: 2.125 x 6

20. One Inch 2-Column

Non-Bleed: 4.375 x 1

21. One Inch Vertical

Non-Bleed: 2.125 x 1

"ON-THE-TRAIL" SIZES One Inch

1.75w x 1h

Two Inch Vertical

1.75w x 2.125h

Two Inch Horizontal

3.5625w x 1h

Three Inch Vertical

1.75w x 3.25h

Four Inch Vertical

1.75w x 4.375h

Four Inch Horizontal

3.5625w x 2.125h

Nine Inch

3.5625w x 4.5h

"PRO SHOP" SIZES One-Quarter Vertical

3.25w x 4.5h

One-Sixth Vertical

2.25w x 4.5h

CONTINUED ▶

The whitetailed deer clearly stands alone as North America's No. 1 big-game animal. And since 1982, no one else has covered it as well as **North American Whitetail**. With its consistent delivery of content keyed to hardcore hunters and habitat managers, NAW remains the leading authority in the whitetail market.

110k 

Avg. Monthly Uniques

42.9 

Median Age

At A Glance

Average HHI

\$81,900

Male (%)

90%

Annual Page Views

5,107,067

Avg. Time Spent

1:47

Pages Per Session

3.2

Traffic From Mobile/Tablet Devices

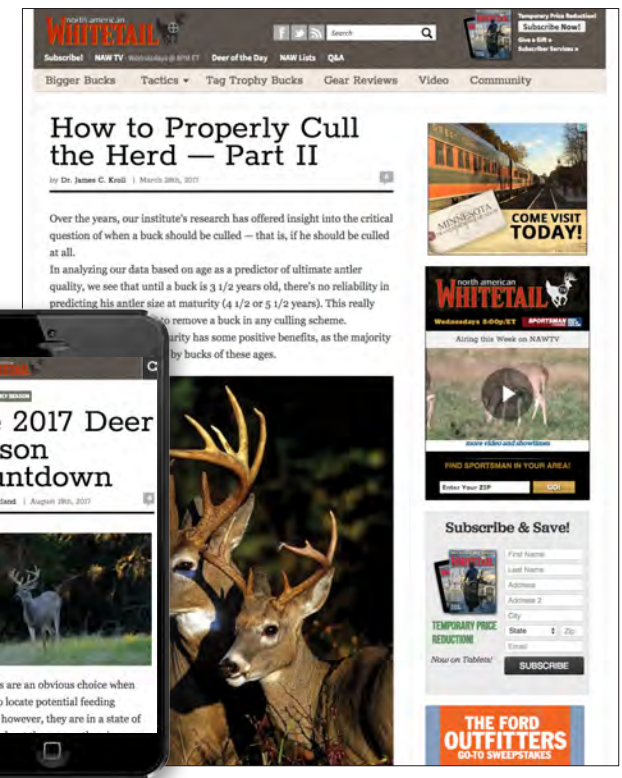
69%

eNewsletter Subscribers

45,100

Social Media Followers

49,959



IDEAL FOR ACTIVATION AND CONVERSION

Reach Your Target Audience with
Visually Engaging Display Ads

1400x200 (Super Header)

1400x500 (Super Header Expanded)

970x250 (Billboard)

300x600 (Half Page)

300x250 (medium rectangle)

728x90 (Leaderboard)

HIGH IMPACT

Source: Doubleclick for Publishers, July 2017

OSG
Network

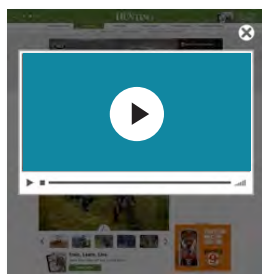
.21 CTR

Standard Industry
Benchmarks

.14 CTR



MOBILE / TABLET



VIDEO

Pre Roll (:15 or :30 sec)
Interstitial
In-Stream

GET IMPROVED
PERFORMANCE

OSG Network CTR performs
50% better
than standard industry
benchmarks.

IMPROVED PERFORMANCE

18%

Higher Lift In
Purchase Intent

25%

More Engagement

IDEAL FOR BRAND RECOGNITION AND RECALL

Native Advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

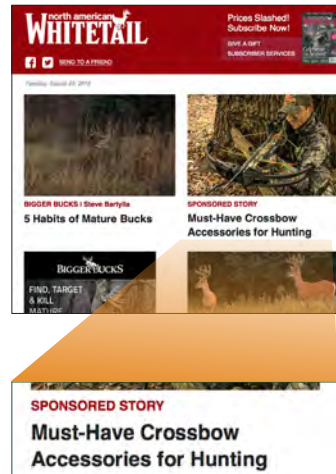
Native Ads



Your Content



E-Newletter



Content to be shared
across social channels



PACKAGES

Custom Content

Your brand is associated with original custom content created for you by OSG writers.

- Story Creation
- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- 60 Day Run
- Reporting (30 days post)

Editorial Sponsorships

Your brand is associated with original content created by OSG writers.

- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- 30 Day Run
- Reporting (30 days post)

OVER 1.26 MILLION Outdoor Sports Enthusiasts receive one or more OSG-branded newsletters per month.

eNewsletter:

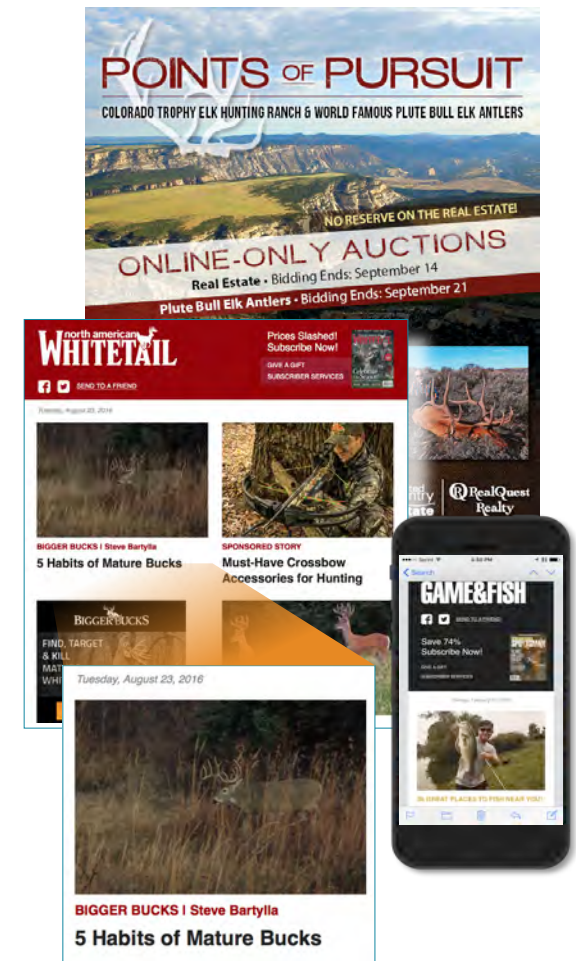
- (1) 300x250 ad surrounding the content area
- Reporting

High Impact Package Includes:

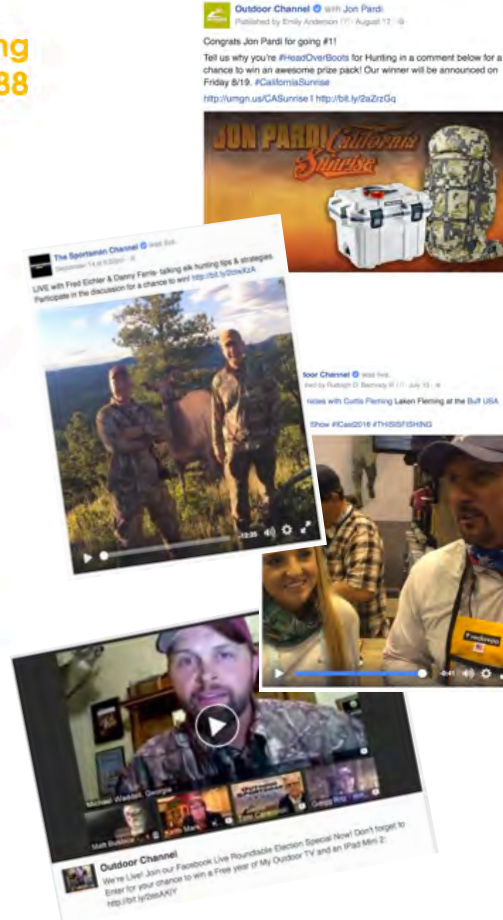
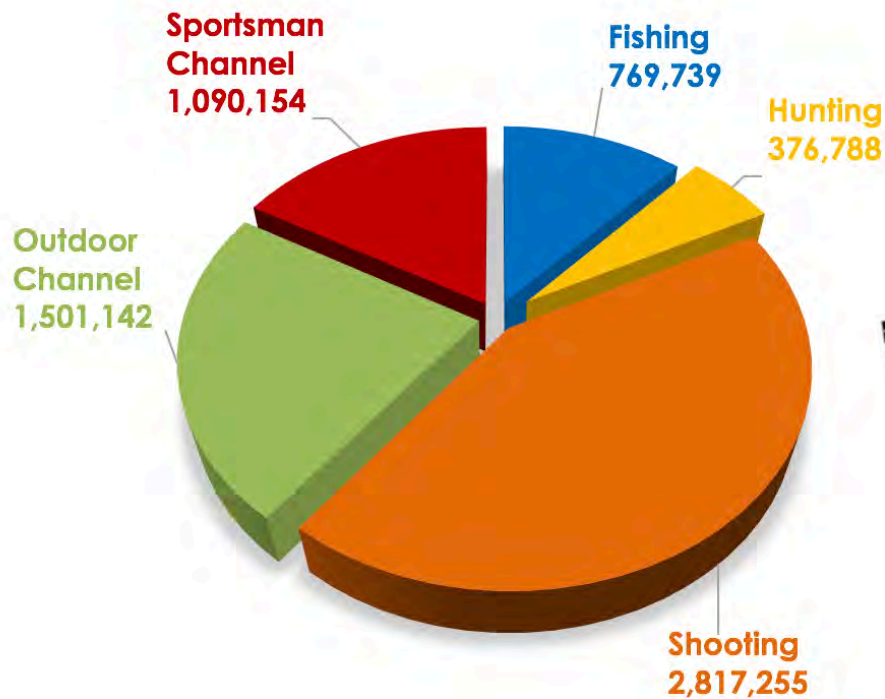
- (2) 300x250 ads surrounding content area
- Integration with Native Campaign to promote your sponsored content
- Reporting

eBlast:

- Connect with our 3rd party opt-in subscribers at 100% share of voice.
- Deliver a message directly to the OSG audience
- Reporting





Over 6.6 Million Followers



PACKAGES

- **Per Post Syndication**
- **Facebook Live Events**
 - Episodics
 - Topics & Tips
 - Products
 - Hunt/Fish Roundtable
 - Tradeshows
 - Magazine Article Extension
- **Sweeps**
 - Comment to Win
 - Enter to Win

Activating Engagement
Authentically position your brand's message and creative content on our trusted OSG social platforms — Increasing brand awareness, reach, impressions, video views, engagement and more.

			HIGH IMPACT 	
Unit	Size	CPM	Road Block (choice of 2 positions)	Take Over (All 4 positions included)
DESKTOP/MOBILE			CPM	CPM
Superheader Expanded/Superheader	1400x500/1400x200	\$25	\$18	\$25
Billboard	970x250	\$14	Your Choice of (2) positions: Billboard Half Page Medium Rectangle Leaderboard	✓
Half Page	300x600	\$12		✓
Medium Rectangle	300x250	\$10		✓
Leaderboard	728x90(desktop) 320x100(mobile)	\$8		✓

*Rich Media: Standard Display: \$2 for Rich Media, Data Layer, Targeting | High Impact: +\$2-\$8 for Rich Media - costs based on campaign

Go to <http://www.outdoorsg.com/marketing-solutions/digital/digital-ad-specs/> for digital specs

OSG Digital Network offers customized packages, beyond standard sizes and placements, to satisfy the specific needs and objectives of our clients. Programmatic opportunities available.

VIDEO	
Pre-Roll	\$25
In-line	\$15
Interstitial	\$20

NATIVE	
Custom Content	\$8,500 Flat Rate
Editorial Sponsorships	\$6,500 Flat Rate

E-MAIL	
E-Newsletter	CPM's vary, Contact Your Sales Representative
E-Blast	\$150

SOCIAL	
Per Post Syndication	CPM's vary, Contact Your Sales Representative
Facebook Live Events	
Sweeps	
Magazine Article Extension	

Contact your ad sales representative or visit www.outdoorsg.com/advertise/ for more information

Creative Unit Name	Initial Dimensions (W x H in px)	Maximum Expanded Dimensions (W x H in px)	Max Initial File Load Size	Maximum Animation Length	Audio Initiation	Submission Lead-Time
Superheader	1400x200	1400x500	100kb	15-sec, 3x loops max	User Initiated	5 Business Days
Billboard	970x250	N/A	100kb	15-sec, 3x loops max	User Initiated	5 Business Days
Half Page	300x600	600x600	60kb	15-sec, 3x loops max	User Initiated	5 Business Days
Medium Rectangle	300x250	500x250	60kb	15-sec, 3x loops max	User Initiated	5 Business Days
Leaderboard	728x90	728x180	60kb	15-sec, 3x loops max	User Initiated	5 Business Days
Mobile Leaderboard	320x100	N/A	35kb	15-sec, 3x loops max	User Initiated	5 Business Days
Mobile Leaderboard	320x50	N/A	35kb	15-sec, 3x loops max	User Initiated	5 Business Days
Interstitial	600x600	N/A	100kb	15-sec, 3x loops max	User Initiated	5 Business Days

[Click here for Video Specs.](#)



Image Sizes:

650x650 & 1200x628

Videos

- **Dimensions:** 1280x720
- **Videos need to be under a minute to be posted on IG.** However, we have some clients that provide a teaser and full Version.
- The full version can be posted on YouTube and FB.
- **30 Second videos tend to do better.**
 - Codecs should be H.264 and AAC. Export as .MP4

Character Limits

- FB: Suggested *90 character. It is recommended to keep character limits as short as possible.
- TW: 140-character limit.
- IG: No character limit currently. It is recommended to keep character limit to 9 (ie. #123456789).

Click URLs:

- It is OSG's policy that we use our own tracking parameters.
- We request a raw URL that we create our own tracking parameters in Terminus with – if the URL lives on the client's website they can still track it no matter what.
- Client may use their own tracking parameters; incorporated into OSG's.

Creative Process:

- Client to supply standard social media materials per post or as agreed upon.
- If OSG is providing the creative to be used in the campaign, client will provide:
 - Logo
 - Image (of promotional item/product)
- Client may provide boilerplate copy to be used in the post, but OSG reserves the right to optimize the copy for social. In cases where client provides copy, OSG and client will work together on refining copy as needed.

2018 CONTRACT & COPY REGULATIONS

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 Outdoor Sportsman Group®, 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.

CONTINUED ►



2018 CONTRACT & COPY REGULATIONS

Terms and Conditions:

DIGITAL ADVERTISING REQUIREMENTS:

For advertisements prepared in InDesign, place the page layout document and all images (use Package) in one folder. Collect all the fonts, both screen and printer, used in the document and place them in a folder labeled "fonts" inside the document folder. It's critical that you supply all fonts used, even such common ones as Times and Helvetica. Different versions of fonts with the same name from the same foundry may have different metrics or kerning pairs, and these differences can cause type to reflow. We will use your fonts exclusively for your ad.

MEDIA:

Files can be sent via advertising materials portal*, CD, or by email (must not exceed 5MB in size). *Upon completion of your upload to our advertising materials portal, please contact your Outdoor Sportsman Group® advertising materials manager immediately to let us know that your files are ready

to download. Additionally, we will require a fax copy of the ad for preliminary proofing purposes. If your ad is color, we will require an acceptable color proof be shipped to us at the earliest date possible.

ADVERTISING MATERIALS PORTAL:

Outdoor Sportsman Group® maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files. The OSG Portal is a simple way to transmit large files over the internet. However, content proofs are still required for electronically submitted ads (see Proof Policy below for requirements). Please contact your OSG advertising materials manager upon upload to the portal. Portal <https://osg.sendmyad.com>

PROOFS:

A content proof should be submitted with every ad. All proofs should be at 100%. Proofs of full-page ads should include registration marks. For color ads a properly calibrated, SWOP-certified proof with

color bar should be included for guidance on press. A list of SWOP-certified systems is available at: <http://swop.org/certification.html#cert>. For ads submitted via email or FTP, a low resolution PDF or JPEG file is acceptable in lieu of a hardcopy proof. The PDF of JPEG file should be clearly labeled "Proof" to differentiate it from the high resolution ad file.

FONTS:

We can only accept OpenType or PostScript Type 1 fonts. If TrueType fonts are used, they must be converted to outline in Illustrator or a similar program, or embedded within a PDF. Type must not have styles (bold, italic, etc.) applied in the page layout program. The actual (bold or italic) font must be selected.

DOCUMENT SETUP:

For full-page ads, your document page size should match the magazine page size. Please include trim marks with 1/8" offset. Bleeds should extend 1/8" beyond trim. Two-page ads must be created as two individual pages, not one double-size page. Maximum

one ad per document.

IMAGES:

Photographic: Should be saved in TIFF or EPS format, not JPEG, and must not contain extra channels. The color space should be CMYK or Grayscale. The maximum ink coverage (C+Y+M+K) should be no more than 300%. The effective resolution of images should be between 240 and 400 dpi. Images should not contain embedded transfer functions or halftone screens. Do not use ICC profiles or other color management.

Linework: Should be saved as a bitmap TIFF. Should have an effective resolution of 1200 to 2400 dpi.

Vector (EPS logos, etc.):

Images must be embedded, not linked. Fonts must be converted to outline (preferred) or embedded within the EPS. Do not place EPS files inside of EPS files.

Colors: No RGB or Pantone. Must be CMYK. Total ink coverage must not exceed 300%.



2018 CONTRACT & COPY REGULATIONS

Terms and Conditions:



BUSINESS REPLY MAIL & FULL-PAGE ADVERTISING INSERTS:

Quantity: Please call the Production Manager 309-679-5085 for amount for specific months.

MINIMUM DIMENSIONS:

Cards should be 5 1/2" w x 3 5/8" h from backbone to face (outside edge). These measurements yield a return card of 5" w x 3.5" h. They will jog to foot and have .125" grind off. Deliver cards flat.

MAXIMUM DIMENSIONS:

Maximum size supplied is full trim size plus .125" four side trims, 8" w x 10 3/4" h for final trim size of 7 3/4" w x 10 1/2" h. Deliver cards flat. BRC cards of 5" w x 3 1/2" h can be removed from larger cards at perforations. Larger cards are also acceptable but will go to postcard rates for postage. Postcards require a minimum of .009" (9-point stock) and may not exceed .016" (16-point stock).

TRIM & LAP:

Inserts will jog to the foot, therefore, .125" will be trimmed off the foot of all supplied inserts. No trim at gutter (backbone). Final magazine size is 7 3/4" w x 10 1/2" h.

LIVE MATTER:

Keep vital advertising material (type, logos, and important parts of photos) 1/2" from final trim.

PERFORATION:

Perforation must be 60% paper, 40% hole. (If holes are too large, the cards may tear apart during binding). Make sure your printer is aware of this specification.

POROSITY SPECS:

Inserts are fed by vacuum grippers. Insert stock should not be too porous for proper feeding. Stock with excessive porosity will cause two or more inserts to be picked up at one time (causing

a premature depletion of supply); or it may fail to pick up an insert at all. Our printer uses the Gurley Porosity Tester. It should take at least 25 seconds to force 100ccs of air through the stock, using the Gurley Tester. Your insert stock should be Gurley specified and be guaranteed to meet the above minimum specifications.

DEADLINE:

Insertion order committing space must be at our office by closing date for a specific issue to allow time for proper pagination, for postal requirements, and for press information, etc. Inserts must be delivered by no later than the 10th of the month.

SHIPPING & PACKING:

Please advise your printer to follow the specs above. Ship to: Account Manager - North American Whitetail, Quad Graphics, 1900 W Sumner St, Hartford, WI 53027. Blueline sample of insert must be

provided to the Production Manager for approval prior to printing.

POSTAL REQUIREMENTS:

The U.S. Postal Service requires that any business reply mail be at least .007 inches thick (7-point stock). To get card rate, return portion of card should be at least 3 1/2" by 5", but not exceed 4 1/4" by 6". All business reply mail must comply with postal specifications.

MAIL/MISCELLANEOUS:

Send all advertising materials and insert bluelines to: Production Manager, North American Whitetail Magazine 2 News Plaza, 2nd Floor, Peoria, IL 61614 309-679-5085 kathryn.mcglathlen@outdoorsg.com

Audited by Audit Bureau of Circulation.



Publisher's Statement

6 months ended June 30, 2017, Subject to Audit



Annual Frequency: 8 times/year

Field Served: Magazine devoted to the serious trophy deer 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
118,430	9,268	127,698	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			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	89,578	993	90,571	23,743		23,743	114,314	10,711	23	10,734	124,032	1,016	125,048
Feb/Spring	89,923	907	90,830	26,208		26,208	117,038	10,732	19	10,751	126,863	926	127,789
Jun	81,050	905	81,955	41,985		41,985	123,940	6,300	17	6,317	129,335	922	130,257
Average	86,850	935	87,785	30,645		30,645	118,430	9,248	20	9,268	126,743	955	127,698

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	86,850	935	87,785	68.7
Total Paid Subscriptions	86,850	935	87,785	68.7
Verified Subscriptions				
Public Place	29,451		29,451	23.1
Individual Use	1,194		1,194	0.9
Total Verified Subscriptions	30,645		30,645	24.0
Total Paid & Verified Subscriptions	117,495	935	118,430	92.7
Single Copy Sales				
Single Issue	9,248	20	9,268	7.3
Total Single Copy Sales	9,248	20	9,268	7.3
Total Paid & Verified Circulation	126,743	955	127,698	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2016	None Claimed	132,207	132,207		
6/30/2015	None Claimed	134,366	134,366		
6/30/2014	None Claimed	133,744	133,744		

Visit www.auditedmedia.com Media Intelligence Center for audit reports.

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$19.97		
Average Subscription Price Annualized (3)		\$12.08	
Average Subscription Price per Copy		\$1.51	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2016

(3) Based on the following issue per year frequency: 8

ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
Geographic Data
Analysis of New & Renewal Paid Individual Subscriptions
Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED			
	Print	Digital Issue	Total
Public Place			
Automotive Outlets	14,270		14,270
Fitness/Recreational Facilities	186		186
Personal Care Salons	13,054		13,054
Specialty Locations/Retail	1,941		1,941
Total Public Place	29,451		29,451
Individual Use			
Ordered/Payment Not Received	1,194		1,194
Total Individual Use	1,194		1,194

RATE BASE

None Claimed.

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 13,288

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 356

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.

NORTH AMERICAN WHITETAIL, published by Outdoor Sportsman Group - Integrated Media • 1040 Sixth Avenue
12th Floor • New York, NY 10018

TOM WEAVER

Publisher

P: 212.852.6682 • F: 212.302.4472 • URL: www.northamericanwhitetail.com

Established: 1990

CARTER VONASEK

Planning Director

AAM Member since: 1990