

WILDFOWL

2020 MEDIA KIT

wildfowlmag.com



WILDFOWL

For over 30 years, the **Waterfowl Legend** has been creating better duck and goose hunters as the go-to source for info on tactics, trends and how and where to become a more effective waterfowler. There is simply nothing else on the waterfowling landscape like **WILDFOWL** magazine. For over three decades, **WILDFOWL** has dominated this gear-intense niche with the latest equipment and techniques as well as top-notch storytelling that is a grand tribute to the powerfully historic American waterfowling tradition. From the enormous, unequalled Annual Gear Issue to the immersive dream destination and strategy features that fill its pages, nothing compares to **WILDFOWL**. Our readers are a uniquely devoted group who take their sport personally and passionately, and rely on our cutting-edge coverage of conservation issues. WF's high-end audience is the most committed, dedicated group of waterfowl hunters in existence, and our readers know nobody gets it like **WILDFOWL**.



WILDFOWL MEDIA KIT

In Every Issue

BLAST FROM THE PAST

A nostalgic look back at waterfowling's rich and storied past, these romantic photos from the good old days are blown out into a two-page spread with stories that explore the lore of our great sport. Sponsored by Realtree, this new feature is a hit.

SPOTLIGHT

We go inside the world of waterfowling, profiling some of the most well-known personalities and companies in the hunting industry.

CONSERVATION CORNER

Dynamic and vibrant 3-4 page section in the front of the magazine anchored by excellent investigative reporter David Hart centers on news and updates from the world of waterfowling with powerful lead stories focused on conservation issues. An edgy, entertaining section called Fifth Flyway is packed with small, funny, weird and newsy items of interest from across the world of waterfowling

DESTINATIONS

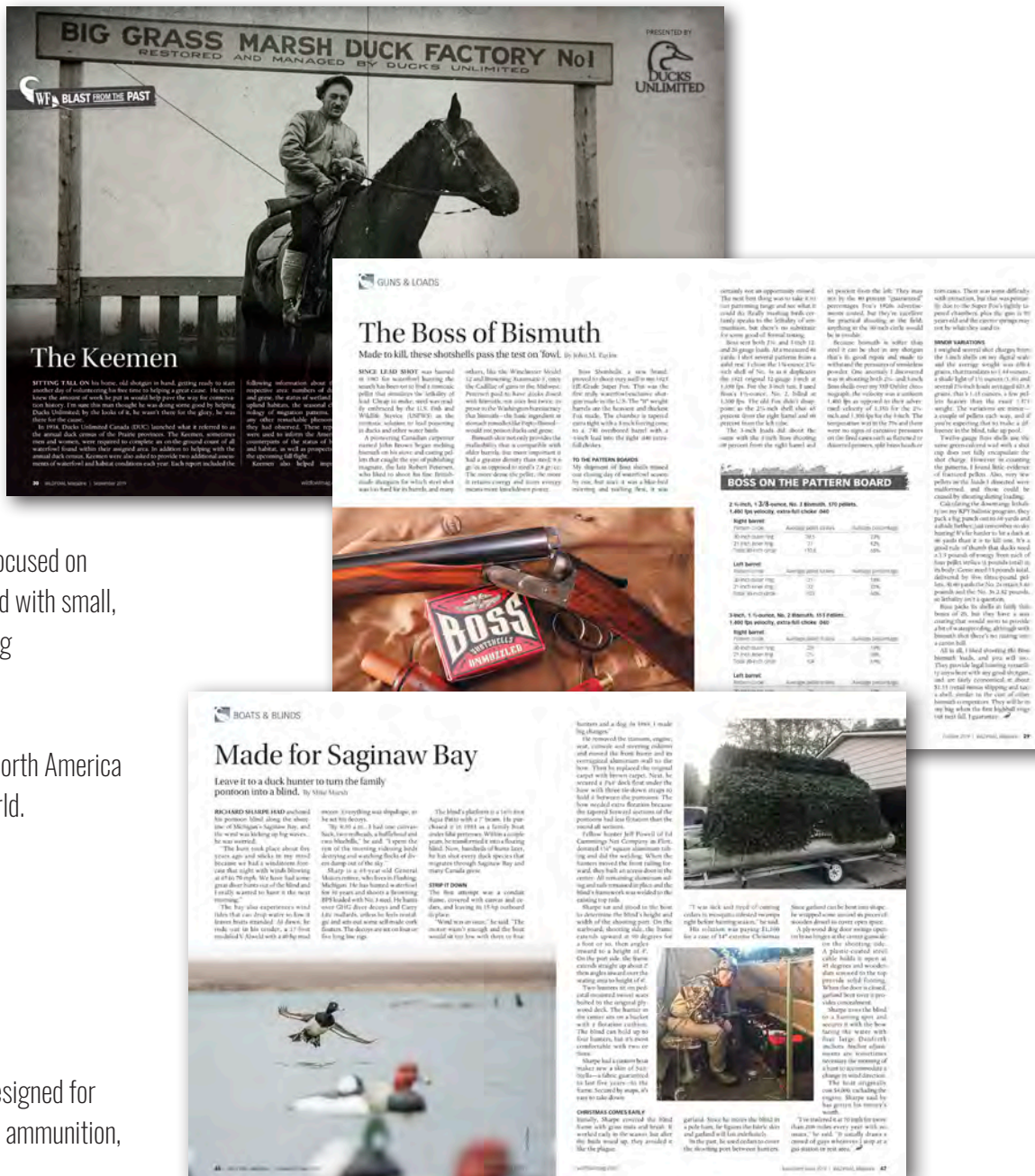
New for 2016, we take readers to the ducks with the best hunting locales in North America and beyond. Travel, adventure and the most unbelievable bird shoots in the world.

BOATS & BLINDS

The long-running popular contest profiles plans for innovative waterfowling boats and blinds as built and submitted by our readers.

GEAR UP

A popular product section in which our staff tracks all of the latest offerings designed for waterfowl hunters, including calls, decoys, boats and motors, blinds, shotguns, ammunition, retriever-related products and hunting accessories.



WILDFOWL MEDIA KIT

In Every Issue

GUNS & LOADS

Ballistics expert and core bird hunter John M. Taylor tests waterfowl loads at the range and in the field. He reports on powder performance, wads and shot, which includes evaluating patterns, penetration and chokes.

PASSAGES/BAND TALES

Bob Humphrey tracks bird banding data submitted by WILDFOWL readers lucky enough to shoot banded ducks and geese; a well-liked and heavily read column.

RETRIEVERS

The world's premiere dog training expert Tom Dokken details retriever training techniques specifically for waterfowl hunters. He covers obedience drills, problem-solving and the use of training aids.

RETRIEVER HEALTH

Gun dog aficionado and entertaining writer Tony Peterson helps hunters get the most from their retriever with real-world advice on caring for bird dogs in the field and at home.

FOWL THOUGHTS

Humorists Bruce Cochran and Jeff Fryhover poke fun at the lighter side of hunting ducks and geese in a popular WILDFOWL column.



RETRIEVER HEALTH

Return Policy

Washing out a pup you thought would be a stud is a tougher decision than you think. By Tyler Shoberg

IT'S TIME FOR a new pup. You've done your homework. Breeders were referenced. A deposit made. The hopes and dreams of a decade of loyal companionship reside in the diminutive body of an 8-week-old retriever. When the dog is home, the family quickly bonds with its newest member and you can't help but envision the small off-Lab mauling into a seasoned duck dog.

But your dream becomes a nightmare. At five months, something isn't right. A vet visit reveals hip dysplasia and the treatment isn't pretty: potentially thousands of dollars in surgery with no guarantee of a fix. Then you realize something your breeder didn't have a health guarantee will take the pup back in time. You never considered the kid's eyes well up, real return the puppy?



THE OPTIONS
Breeders want to know a litter after they're gone, often issues arise. They findings closely, and may look for another option, or come see the pup. Are fickle. No matter how index are to pair dogs that protect chance of producing puppies, things happen. Guarantee protects the buyer, as well as helps the breeder to prevent them on.

So, early on a frisky morning, Robb and I, Lexie in the seat behind us, were cruising the southern ridge. From one particular spot we could look down on a hidden pond. Half of it was dark, shiny ice, the open water was dark near covered with Canada geese. Robb and I looked at each other. Nearby Lake Elizabeth housed hunters, but I'd never seen any on Pete's small ponds, so this was unprecedented...and thus not covered by our well-earned (and easily more enticing) invitation. The season was open and we had licenses and stamps. I must have had a few high-lure shells on the back of the truck. We backed off and made a plan. A short while later we had most of two limits of big Canadas, a couple floating in icy water. Well, no problem, I had a water dog, at that point proven by fetching dummies in the swimming pool. Lexie immediately understood the new game, but not the new position. She dove in gleefully with perfect form and paddled out to the nearest goose, which was nearly as big as she was. She tried to feed a surface to get a bite on, then looked back at me, willing but puzzled.

I told her again, "Fetch the bird, Lexie." But I might as well have been telling her to fetch an orchard. She paddled a circle around it, trying to get a grip. This didn't work, but the moon moved the bird, so, abruptly being and nudging, and ever so slowly she pushed the big bird to the bank, and then went back for the other one. As a grown dog Lexie received more praise, but never again there. It was the only chance we ever had to poach the king's Canadas.

FOWL THOUGHTS

Poaching the King's Canadas

Hollywood honkers and a rookie goose dog? Job security be damned! By Craig Roddington

WHEN I WAS a young cub at the old *Pittman Publishing* in Los Angeles, I had a young Springer spaniel, Alexis. "Lexie" wasn't always young but, sadly, she never got to grow old. We lost her when she was just seven... with her had more time with her, but there's never enough.

Lexie arrived at LAX airport in a big crate, an extremely confused but absolutely gorgeous puppy with big feet and floppy ears. She was supposed to be special, and indeed she was. She came from Brecken's (HUNTING) then Gun Dog Editor David Michael Duffley, and he knew special. She was confident in the water and became more than possible at retrieving ducks, exactly the versatile dog I needed. Close working and reliable, flushing valley quail and pheasants, not bad at hunting duck and retrieving in hand. The old *Pittman Ranch* sat at the north end of L.A. County, where the hills drop off into the high desert. The company's year publications (the *Field*, etc.) used it for off-roading and photography, and of course magazine requests. "The" *Pittman* was it. It was after all, his. I'm not sure if Shoberg or Tom found any utility, but for the gun hunting it's the ranges were invaluable. In order to use it we put in a reservation form with stated business purpose: "Testing and photography of this or that."

The chaparral hillsides held oases of quail, and there were several duck ponds down the long valley and a couple extra tucked up in the hills. There were enough deer for Pete, but I can honestly say I never shot a deer there. I never shot a duck, either, unless I was with Pete. He loved his waterfowl hunting and had serene. Lexie, so we left his ducks mostly alone. The quail were sort of a gray area. It seemed we did a lot more "testing and photography" in late fall than the rest of the year. *Pittman* Miller, a long-time *Pittman* guy, dubbed it "poaching the king's quail." Who'd we did a lot of. I like to think Pete knew and didn't care. So, in season, we'd go early, around the hills for a couple of hours, and then report to the range to do our real work.

In one particular year, when Lexie was a puppy, it seemed we had an inordinate amount of testing and photography to do. That's how she got good, in a couple of hours, without wasting her out, we could get her into several covers.

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Marsh Madness By Bruce Cochran



"WE NEED TO WORK ON HIS WATER ENTRY."

44 WILDFOWL Magazine | April/May 2016

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2020 Editorial Calendar

APRIL/MAY

AD CLOSE: **JANUARY 10, 2020**
ON SALE: **MARCH 10, 2020**

Focus: The Big Dog Issue, Late Snow Goose Hunts

Key Features:

- Duck Dogs Come in All Sizes (Lee Kjos)
- How to Build a Better Duck Dog
- Hank Jr/Choosing the right dog (Dokken)
- ULTIMATE Late season snow goose hunts

Equipment: Dog Accessories, Hunting Accessories, Nutrition, e-collars, Kennels, Training dummies

JUNE/JULY

AD CLOSE: **MARCH 17, 2020**
ON SALE: **MAY 12, 2020**

Focus: Boats and Motors

Key Features:

- WF Picks the Top Mud Motors
- Ultimate Game Warden Poacher Buster
- Killer Decoy Attack-tics!
- Best Duck Boats Ever

Spotlight: Train Like a Pro

Equipment: Boats, Mud Motors, Hunting Canoes/Kayaks, Travel Gear and Gun Cases, Boating Accessories and Blinds, Layout Boats, and Much More.

AUGUST - BIGGEST ISSUE

AD CLOSE: **MAY 8, 2020**
ON SALE: **JULY 7, 2020 & DECEMBER 29, 2020**

Focus: The Giant Annual Gear Issue

Key Features:

- Best of The Best: The Year in Gear 2020
- Arkansas Dreaming: Mallard Mecca
- North Dakota's Epic Hunts
- Do-It-Yourself Ducks with Realtree

Destinations:

- From the Field: Alberta's intense fowling- Mastering Lesser Canadas: The Numbers Game
- Destination Canada: A Look at All Provinces
- The Best US Goose Hunts
- Plus America's Top Domestic Duck Hunts
- Never Summer: South America's Ultimate Excursions

Equipment: Clothing and Camo, Blinds, Field and Water Decoys, Boats, Mud Motors, Calls, Shotguns, Chokes, Ammunition, Accessories, Dog Accessories, Dog Conditioning and Nutrition.

SEPTEMBER

AD CLOSE: **JUNE 15, 2020**
ON SALE: **AUGUST 11, 2020**

Focus: Early Canada Goose Hunting, Special Teal Seasons

Key Features:

- Teal Rampage: Blue Wing Tactics to Target Swarms
- The Best Way to Make Motion Decoys Work For You
- Kansas Madness: Awesome goose hunts.
- Get Smart: How to Exploit Early Resident Geese
- Top Spots: The Places to Hammer Geese

Equipment: Clothing and Camo, Blinds, Decoys, Layouts

OCTOBER

AD CLOSE: **JULY 20, 2020**
ON SALE: **SEPTEMBER 15, 2020**

Focus: Forecast, Shotguns, Ammo and Gear, Ducks

Key Features:

- Decoying: Smart Setups for Early Season
- From the Field: Missouri's wild Mallard hunts
- How to Call More Greenheads
- Killer River Hunting Tactics
- Blast From the Past
- Texas Crazy Crane Hunts
- Oklahoma's Underrated ducks.
- How to Boat Hunt Like a Pro
- Skills Set: Build Your Open Water Diver Spread

Equipment: Ammo and Chokes, Shotguns, Calls, Blinds, Decoys: Field and Water Decoys, Boats, Mud Motors

NOVEMBER

AD CLOSE: **AUGUST 24, 2020**
SALE: **OCTOBER 20, 2020**

Focus: Field Hunting & Decoy Strategies, Mallards

Key Features:

- Minnesota's Mad Honkers
- Mexico is Back for Ducks
- Arkansas: Where Mallard is King
- Saskatchewan Sandhill and Ducks Smack Down.
- Missouri Mallards Redux
- Diver Down: Classic Big Water Hunts
- Nebraska Public Greenheads

Spotlight: How Habitat Flats Became a Legend in 10 Years.

Equipment: Shotguns, Chokes, Ammunition, Accessories, Dog Accessories, Dog Conditioning and Nutrition.

DECEMBER/ JANUARY

AD CLOSE: **SEPTEMBER 29, 2020**
ON SALE: **NOVEMBER 24, 2020**

Focus: Snow Goose Special! + Late season Ducks

Key Features:

- From the Field: Missouri is the new Arkansas
- Sinister Late-Season Snow Goose Strategies
- How to Score On Snow Geese Going SOLO
- Let It Snow: Midwest White Goose Tactics
- Chasing The Snows Across Canada
- + HUGE SNOW GOOSE GEAR SECTION

Destinations:

- TOP SNOW GOOSE AMMO/LOADS
- Chase the Snow Migration

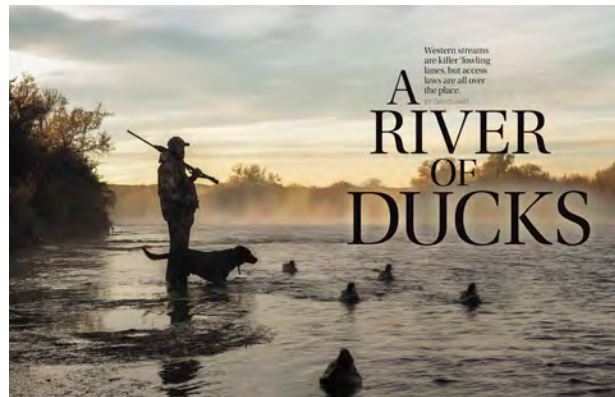
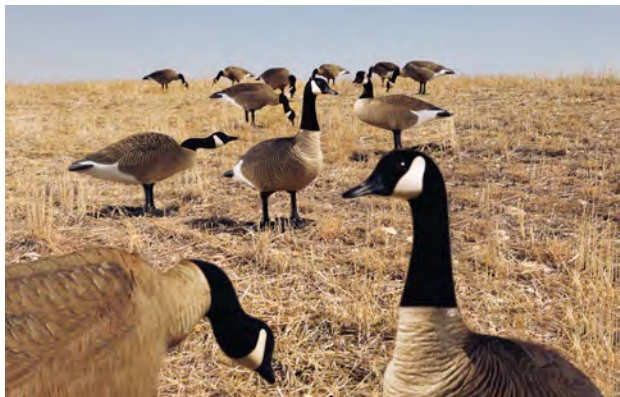
Equipment: SPECIAL 10 PAGE SECTION: Snow Goose Specific Calls and Blinds, Camo, Heavy Winter Clothing, Boots, Snow Goose Decoys, Goose Calls, Ice Eaters and Best High-Volume Shooting Firearms.

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2020 On Sale / Ad Close Dates

ISSUE	THEME	AD SPACE CLOSE/ MATERIALS DUE	NEWSSTAND ON SALE
APRIL/MAY	The Big Dog Issue, Late Snow Goose Hunts	1/10/2020	3/10/2020
JUNE/JULY	Boats and Motors	3/17/2020	5/12/2020
AUGUST	The Giant Annual Gear Issue	5/8/2020	7/7/2020 & 12/29/2020
SEPTEMBER	Early Canada Goose Hunting, Special Teal Seasons	6/15/2020	8/11/2020
OCTOBER	Forecast, Shotguns, Ammo and Gear, Ducks	7/20/2020	9/15/2020
NOVEMBER	Field Hunting & Decoy Strategies, Ducks and Geese	8/24/2020	10/20/2020
DECEMBER/JANUARY	Goose Special! + Late season Ducks	9/29/2020	11/24/2020



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Meet the Readers

WHAT THEY HUNT

- 94% hunt waterfowl; 61% hunt upland birds

WHERE THEY HUNT

Readers Travel an average of 100 miles on a typical hunting trip.

- Nearly 50% travel out of state to hunt: While waterfowl are hunted throughout the US, there are many more WILDFOWL readers in the Upper Mid-West than in other regions of the country.
 - 3 in 10 waterfowlers travel to other countries, primarily Canada, to hunt.
 - On average waterfowlers take 8.2 hunting trips and 3.3 overnight trips annually.
 - 3 in 5 take 4 or more trips; 3 in 10 take 4 or more overnight annually.
- A typical reader spends nearly \$1300 on overnight hunting trips annually.
- Collectively, WILDFOWL's readers spend over \$50 million on overnight hunting trips annually.

DEKES

- Nearly all own duck decoys (averaging 5.2 dozen each).
- 88% own goose decoys (averaging 3.9 dozen each).
- 80% own 3+ dozen or more duck & goose decoys.

GEAR

Nearly all readers own hunting gear and clothes and feel that quality is more important than price when it comes to new hunting apparel.

- Spend \$850 waterfowling gear and equipment annually - over \$35 million annually.

What they own...

- Nearly 90% own blinds or blind materials.
- 66% will buy chest waders within three years. 50% typically purchase waders every three years.

Where they buy...

- 88% buy from sporting goods stores, 66% buy from online stores, 60% buy from mail or phone catalogue operations, 40% buy from Big Box retailers.

In the coming year...

- 50% will buy blinds or blind materials.
- 50% plan to buy products in the coming year: Among these, a majority will buy clothes (47%), boots (28%) or waders (27%).

SHOTGUNS & LOADS

- Nearly all WILDFOWL readers own shotguns, with an average reader owning 5 shotguns., with nearly half owning 5+ shotguns.
- 99% of WILDFOWL readers own 12 gauge shotgun, a majority own 20 gauge shotgun; 40% own a 10 or 410 gauge, and 1 in 6 own 16 gauge shotgun.
- 30% of WILDFOWL readers plan to purchase a new shotgun in the coming year. Among these buyers: 88% will buy a new 12 gauge, 25% will buy a new 20 gauge, 10% will buy a new 10 or subgauge.

On average, WILDFOWL readers spend \$250 per year on factory ammo and cumulatively \$10 million a year on ammo purchases. 70% use either premium steel shot or steel shot loads, 25% use non-toxic premium loads.

BOATS

- 67% of readers own a boat; 60% own 2 boats or more and 1 in 8 readers will buy a boat in the next year.
- 78% own an Outboard and 44% own 2 or more.

ATV/UTV

- 44% of readers own an ATV/UTV and one in five will be in the market to buy an ATV/UTV in the next year; with 1 in 8 buying in the next year.

DOGS

- 80% of WILDFOWL readers own dogs, and two-thirds own waterfowling dogs: 82% are Labs, followed by Chessies and Golden Retrievers. On average, dog owners have 1.7 dogs each.
- On average, WILDFOWL's 26,650 dog owners spend \$65/month on dog food, for a cumulative total of \$1.9 million each month or \$23.2 million each year.
- Nearly all buy flea and tick preventatives, and 1 in 3 buy dewormers, 1 in 4 buy dog pain meds, 1 in 5 buy food supplements in a given year.

Print Audience	457,996
Circulation	41,636
Average Household Income	\$138,900
Average Net Worth	\$631,500

Source: Most recent Accelara subscriber study. AAM June 2019.



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The Equipment Issue

A GROUNDBREAKING WILDFOWL Magazine Tradition Continues with our 2019 August Equipment Issue. The absolute benchmark of waterfowling publications, it helps readers become better hunters with a thrilling array of new equipment with special features and sections that include:

- Duck boats of all kinds, everything from one-man layouts to big water rigs
- Mud motors galore, outboards too
- What's new in the world of shotguns & ammo
- Blinds, blinds and more blinds
- The latest in decoys and decoy technology
- A huge duck and goose call section
- A clothing section built from the water up starting with the right waders & boots for your style of hunting to the latest garments & camo patterns that deliver it all in the world of waterproof cold weather gear
- Dog supplies: the stuff you need to train the new pup or keep that old retriever going strong
- ATV's.

Two Ways to Buy...

The WILDFOWL Equipment Issue offers advertisers two easy and effective ways to take advantage of this special opportunity: You can buy the WILDFOWL Equipment Issue at your earned rate or fully leverage your message with our 2 for 1 package. Advertisers running a minimum of four insertions of equal size, one in the Equipment Issue at the 1x WILDFOWL rate, and three other issues of WILDFOWL in 2019 (at your earned rate) will receive a matching ad in the Equipment Issue of equal size to the one you purchased free of charge.*

...With Double the Impact!

The WILDFOWL Equipment Issue has two newsstand release dates, both perfectly timed to coincide with peak purchasing periods; mid-Summer and late-Autumn. The first newsstand release date is July 2 (in subscribers hands by June 25), just in front of the heart of your selling season, and the second newsstand release date is December 24, when things get rolling south of the Mason Dixon line.

*No other discounts apply. The matching ad must run in the Equipment Issue.



For more information about this top-selling issue, call your advertising sales representative today—but act quickly, **final space reservation is May 8!**

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Special Interest Issue

Predator Nation is the best-selling magazine on the booming sport of chasing coyotes, foxes, wolves, bear and hogs. It is unrivalled for depth and quality of content, with over 80 pages of editorial features, gear and field tests every single issue. Don't miss your chance to be in the top publication on the fastest growing sector in the hunting world. With the best experts such as Fred Eichler and Wyman Meinzer, readers gravitate to Predator Nation for the edgy content (Wolf Attacks!) and entertainment factor, and especially to learn about the products and strategies that will make them more effective predator hunters.

Predator Nation draw = 60,000

Predator Nation #1 | Ad close: October 30, 2020 | On Sale: January 7, 2020

Predator Nation #2 | Ad close: August 31, 2020 | On Sale: November 3, 2020



Effective January 1, 2020

4-Color	1x	3x	6x	9x	12x
Full Page	\$5,190	\$4,684	\$4,407	\$4,149	\$3,567
2/3 Page	\$3,985	\$3,569	\$3,383	\$3,192	\$2,995
1/2 Page	\$3,354	\$3,033	\$2,854	\$2,687	\$2,515
1/3 Page	\$2,595	\$2,353	\$2,213	\$2,061	\$1,965
1/4 Page	\$2,336	\$2,093	\$1,976	\$1,858	\$1,739
1/6 Page	\$1,971	\$1,773	\$1,673	\$1,571	\$1,464

2-Color	1x	3x	6x	9x	12x
Full Page	\$4,177	\$3,844	\$3,659	\$3,473	\$3,299
2/3 Page	\$3,079	\$2,807	\$2,697	\$2,585	\$2,448
1/2 Page	\$2,478	\$2,301	\$2,189	\$2,105	\$2,010
1/3 Page	\$1,908	\$1,779	\$1,717	\$1,661	\$1,571
1/4 Page	\$1,633	\$1,537	\$1,480	\$1,414	\$1,380
1/6 Page	\$1,317	\$1,255	\$1,205	\$1,182	\$1,155

B&W	1x	3x	6x	9x	12x
Full Page	\$3,558	\$3,220	\$3,033	\$2,854	\$2,672
2/3 Page	\$2,448	\$2,189	\$2,077	\$1,959	\$1,829
1/2 Page	\$1,852	\$1,673	\$1,467	\$1,480	\$1,390
1/3 Page	\$1,278	\$1,160	\$1,098	\$1,036	\$951
1/4 Page	\$1,008	\$906	\$850	\$788	\$755
1/6 Page	\$692	\$630	\$579	\$563	\$534

Covers	1x	3x	6x	9x	12x
Covers 4	\$6,412	\$5,792	\$5,461	\$5,140	\$4,831
Covers 2	\$5,679	\$5,135	\$4,831	\$4,543	\$4,262
Covers 3	\$5,450	\$4,909	\$4,611	\$4,346	\$4,070

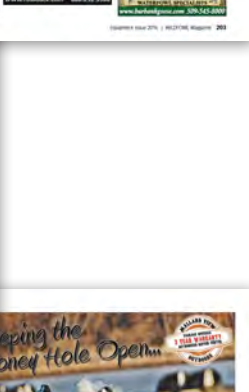
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Marketplace Advertising Rates

Effective January 1, 2020

	1x	3x	7x
1ci	\$249	\$230	\$214 4/C
21/8" x 1"	\$197	\$187	\$174 (B&W)
2ci	\$358	\$366	\$343
21/8" x 2 1/4"	\$321	\$281	\$275
3ci	\$574	\$518	\$478
21/8" x 3 1/2"	\$457	\$416	\$388
4ci	\$681	\$630	\$596
21/8" x 4 3/4"	\$552	\$508	\$478
4 3/8" x 2 1/4"	\$552	\$508	\$478
7ci	\$1,076	\$963	\$912
21/8" x 7"	\$862	\$772	\$732

	1x	3x	7x
6 3/4" x 2"	\$862	\$772	\$732
1/3 pg	\$1,350	\$1,288	\$1,255
21/8" x 9 1/4"	\$969	\$872	\$823
6 5/8" x 3 3/8"	\$969	\$872	\$823
4 3/8" x 4 3/4"	\$969	\$872	\$823
1/2 pg	\$1,852	\$1,746	\$1,678
6 5/8" x 4 3/4"	\$1,487	\$1,340	\$1,182
4 3/8" x 7 1/4"	\$1,487	\$1,340	\$1,182
Full pg	\$2,774	\$2,580	\$2,505
6 5/8" x 9 5/8"	\$2,573	\$2,301	\$2,189



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

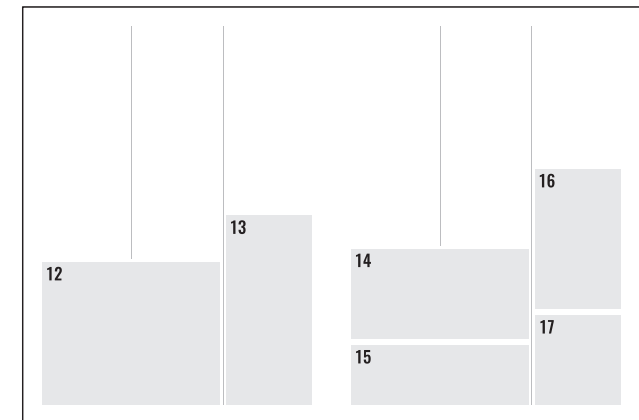
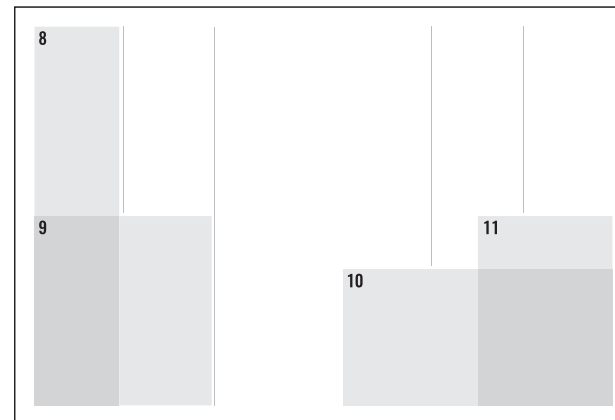
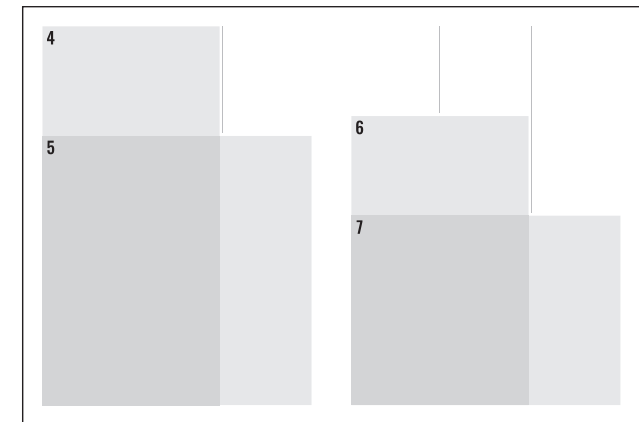
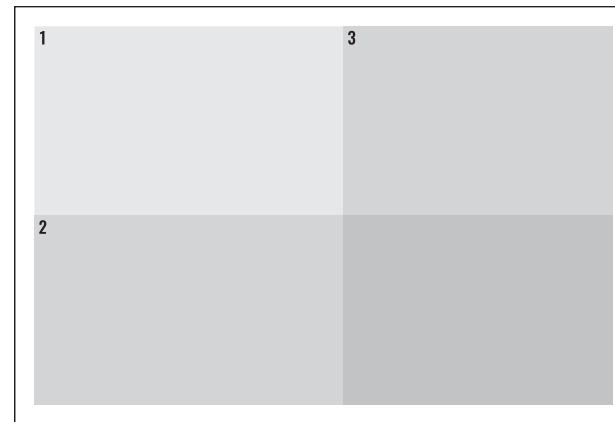
Non-Bleed: 4.375 x 2.25

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.

WILDFOWL

MEDIA KIT

Magazine Requirements & Specs.

General Production Information:

Production Manager
Wildfowl
6383 Flank Drive Suite 800
Harrisburg, PA 17112
717-695-8088
melissa.williams@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%.

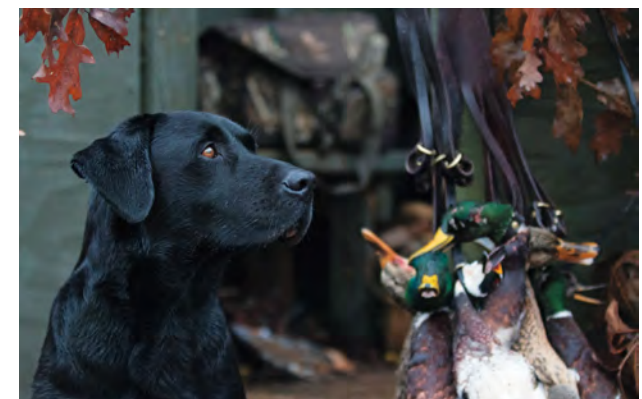
Advertising File Submission:

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

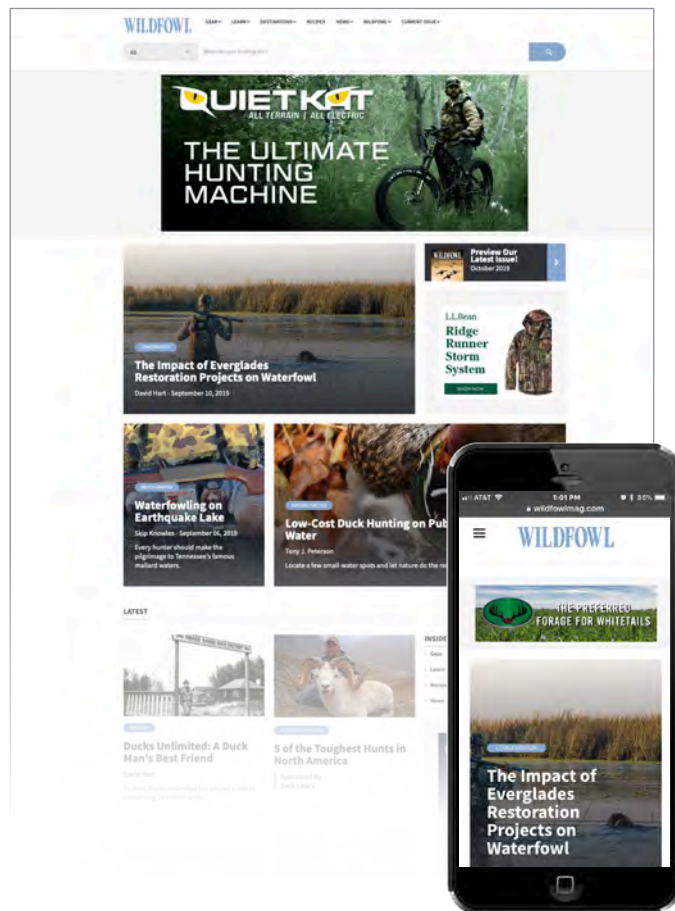
osg.sendmyad.com

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.



Wildfowl online adds a valuable dimension to the magazine's powerful brand by drawing visitors for the most up-to-date reviews of cutting edge gear, guns and ammo, along with the best in waterfowling news, gun dog training tips and immersive hunting adventures, destinations and must-do travel stories. Presented with engaging video content, hunting forecasts, and extensive how-to tactics, it's the location the waterfowling community wants to be.



46k 
Avg. Monthly Uniques

A18-45
74%  Distribution

Average HHI 60+	92%
Male (%)	89%
Annual Page Views	824,804
Avg. Time Spent	2:34
Pages Per SESSION	1.5
Traffic From Mobile/Tablet	70%
eNewsletter Subscribers	42,304
Social Media Followers	60,010

Source: Site Traffic and Gender skew based on Google Analytics data October 2018-September 2019. Age and Income demographics from Salesforce Audience Studio using audience profile data from Eyeota, October 2019. E-Newsletter Subscribers from Exact Target for publications and What Counts for networks as of October 2019. Social Audience reflects Followers or Likes for OSG Social content on Facebook, Twitter, Instagram, and YouTube (where appropriate) as of October 2019.



Publisher's Statement

6 months ended June 30, 2019, *Subject to Audit*



Annual Frequency: 7 times/year

Field Served: A magazine for Duck and Goose Hunters.

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
39,430	2,206	41,636	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	24,597	654	25,251	14,693		14,693	39,290	654	39,944	2,457	4	2,461	41,747	658	42,405
Apr/May	23,841	625	24,466	14,028		14,028	37,869	625	38,494	2,150	6	2,156	40,019	631	40,650
Jun/Jul	22,330	623	22,953	16,901		16,901	39,231	623	39,854	2,000	3	2,003	41,231	626	41,857
Average	23,589	634	24,223	15,207		15,207	38,796	634	39,430	2,202	4	2,206	40,998	638	41,636

PRICE

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

(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: 2,238

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 246

Included in Paid Circulation:

- Individual Subscriptions
- School Subscriptions
- Single Copy Sales

Included in Verified Circulation:

- Individuals
- Public Place Locations

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.
WILDFOWL, published by Outdoor Sportsman Group - Integrated Media * 1040 Sixth Avenue 12th Floor * New York, NY 10018

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Planning Director
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Established: 1985

LADEN FORCE
Publisher
AAM Member since: 1986