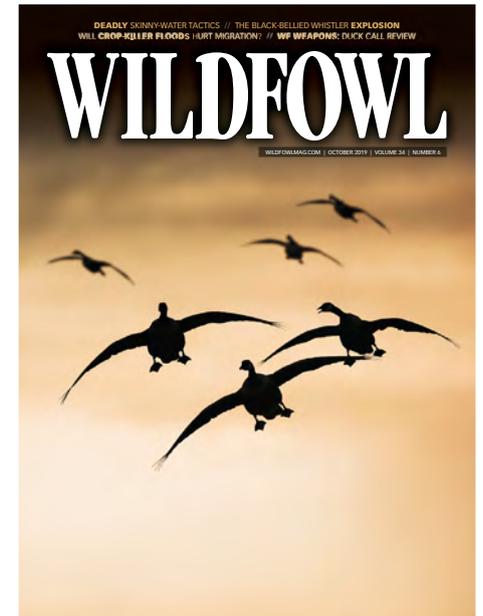


WILDFOWL

2020 MEDIA KIT

wildfowlmag.com



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.



PHOTO: DUCKS UNLIMITED

BOSS ON THE PATTERN BOARD

2 Shot, 4-20 gauge, No. 8 Bismuth, 875 pellets	1 Shot 100 pellets, center fire rifle shot
Right barrel	
Pattern size	Average pellet count
2000 ft. range	2000 ft. range
2500 ft. range	2500 ft. range
3000 ft. range	3000 ft. range
3500 ft. range	3500 ft. range
4000 ft. range	4000 ft. range
4500 ft. range	4500 ft. range
5000 ft. range	5000 ft. range
5500 ft. range	5500 ft. range
6000 ft. range	6000 ft. range
6500 ft. range	6500 ft. range
7000 ft. range	7000 ft. range
7500 ft. range	7500 ft. range
8000 ft. range	8000 ft. range
8500 ft. range	8500 ft. range
9000 ft. range	9000 ft. range
9500 ft. range	9500 ft. range
10000 ft. range	10000 ft. range

Made for Saginaw Bay

Leave it to a duck hunter to turn the family pontoon into a blind.

Richard Shupe had a vision. He wanted to build a blind that was as big as a pontoon boat and as comfortable as a living room. He wanted to build a blind that was as big as a pontoon boat and as comfortable as a living room. He wanted to build a blind that was as big as a pontoon boat and as comfortable as a living room.

PHOTO: DUCKS UNLIMITED

WILDFOWL MEDIA KIT

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
ON 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:

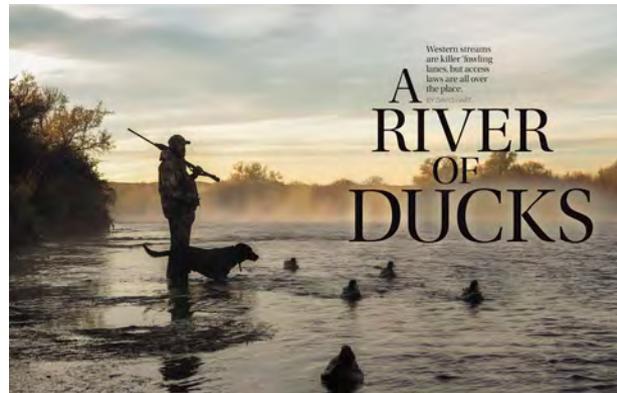
- TOP SNOW GOOSE AMMO/LOADS
- Chase the Snow Migration

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.

WILDFOWL *MEDIA KIT*

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



WILDFOWL

MEDIA KIT

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.



WILDFOWL *MEDIA KIT*

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!**

WILDFOWL MEDIA KIT

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

BEYOND 223 KILLER COYOTE CALIBERS | **EICHLER'S MOST DEADLY E-CALLS** | **SHORTER BOBCAT STANDS**

BE A BETTER SHOT: Never Miss Again

ROCK RIVER'S FUR SLAYER!

HUNTING CROC-ZILLA!

PUBLIC LAND NO PROBLEM

TOP 10 STATE TERRAIN & TACTICS

BEASTS THAT BITE BACK

SHARPEN YOUR SKILLS WITH LIONS, CROCS AND BEARS

+ EICHLER: Bag More Bobcats

+ 18 Pages of COYOTE TACTICS

+ A Time for TRAPPING

23 PAGES OF TOP GEAR!

ROCK RIVER ARMS FRED EICHLER

Predator Rifle SUPREMACY

Five of the best are put to the test.

By Noah Wood

When it comes to predator rifles, there are a lot of choices. But if you're looking for a rifle that's built to last, you'll want to look at the Predator Rifle. It's a rifle that's been around for a long time, and it's still going strong. In this issue, we'll take a look at five of the best Predator Rifles on the market today. We'll look at their features, their performance, and their value. So if you're looking for a rifle that's built to last, you'll want to look at the Predator Rifle. It's a rifle that's been around for a long time, and it's still going strong.

ROCK RIVER ARMS

DOWN-N-DIRTY

Dust Bowl Dogs and Hogs

Who knew? Oklahoma is hunting paradise, where action-packed coyote stands can become a wild pig shoot out.

There have been so many coyote stands in Oklahoma that it's hard to keep track of them. But one stand in particular has become a legend. It's a stand that's been around for a long time, and it's still going strong. In this issue, we'll take a look at this stand and the other great stands in Oklahoma. We'll look at their features, their performance, and their value. So if you're looking for a stand that's built to last, you'll want to look at the Down-N-Dirty stand. It's a stand that's been around for a long time, and it's still going strong.

The DARK NIGHT

Lights off equal lights out. Nocturnal hunting is simply lethal.

By Fred Eichler

When I started trapping and hunting, I was always looking for a way to make my hunting more efficient. I was always looking for a way to make my hunting more efficient. In this issue, we'll take a look at the Dark Night. It's a way to make your hunting more efficient. We'll look at its features, its performance, and its value. So if you're looking for a way to make your hunting more efficient, you'll want to look at the Dark Night. It's a way to make your hunting more efficient.

There's a huge increase in interest in predator hunting. People just really like to hunt predators. It's just a matter of time before the market is saturated. So if you're looking for a way to make your hunting more efficient, you'll want to look at the product featured in this issue. It's a product that's been around for a long time, and it's still going strong. We'll look at its features, its performance, and its value. So if you're looking for a way to make your hunting more efficient, you'll want to look at the product featured in this issue. It's a product that's been around for a long time, and it's still going strong.

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

WILDFOWL MEDIA KIT

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



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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

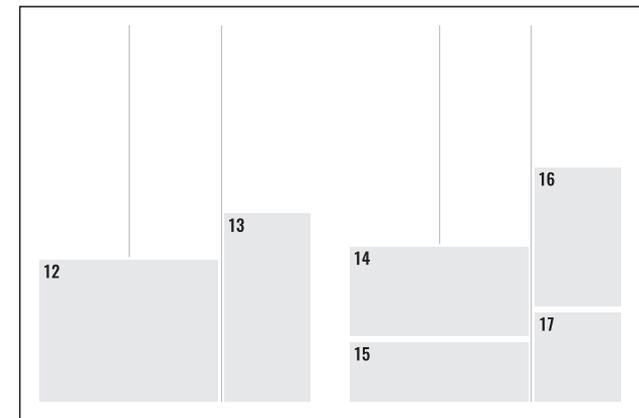
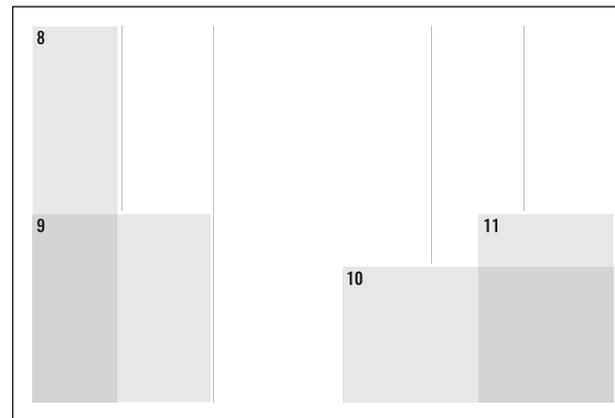
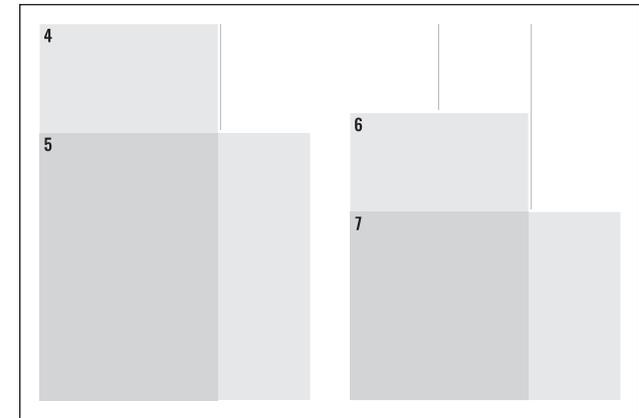
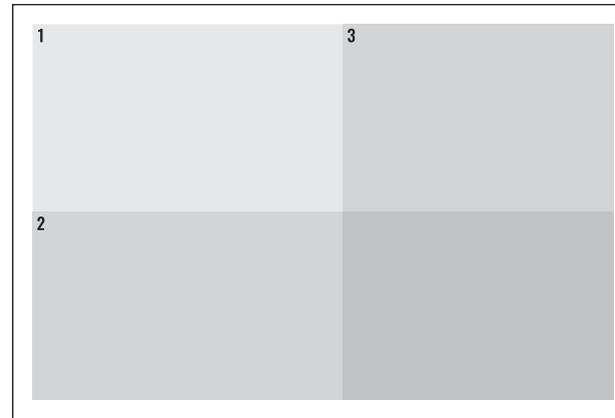
Non-Bleed: 4.375 x 2.25

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
Wildfowl
6383 Flank Drive Suite 800
Harrisburg, PA 17112
717-695-8088
melissa.williams@outdoorsg.com

Trim Size: 7³/₄-in. wide x 10¹/₂-in. high

Non-Bleed: 1/2-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: 1/4-in. inside of the trim edge on all four sides for a total 1/2-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%.

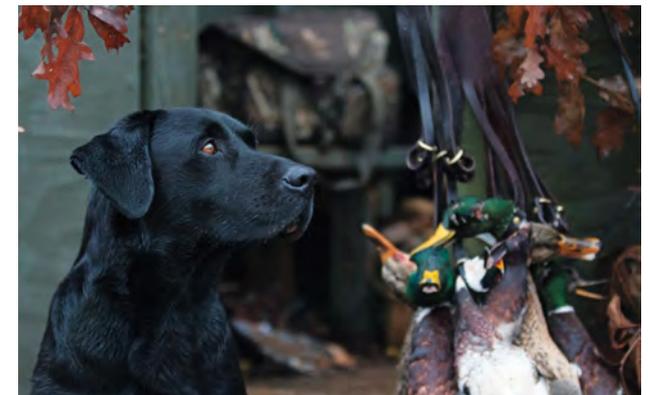
Advertising File Submission:

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

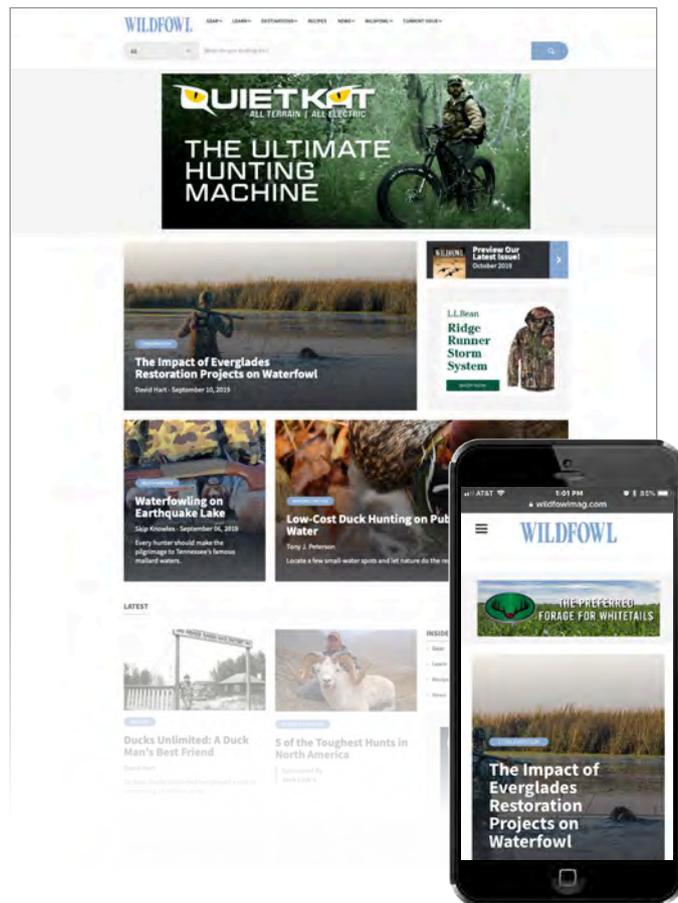
osg.sendmyad.com

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: Included in verified circulation are copies distributed to:
 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