

GAME & FISH

The Regional Outdoor Guide



2024 MEDIA KIT

As a national brand with four regional monthly editions and customized online content, Game & Fish provides area-specific coverage of hunting and fishing for core enthusiasts across the United States. Game & Fish provides both broad reach for national advertisers, and pinpoint targeting for marketers with close-to-home sales messages.



▶ IN EVERY ISSUE:

- Engaging where-to and how-to feature articles give readers key information to be successful at the sports they love.
- Gear reviews deliver results of tests that writers and editors perform on the equipment readers need in the field or on the water.
- Regional dispatches inform readers of the latest outdoor news relevant to where they hunt and fish.

CIRCULATION:	280,040
FREQUENCY:	10x/year
TOTAL AUDIENCE:	2,133,000
MALE/FEMALE (%):	84/16
MEDIAN AGE:	49
AVG. HOUSEHOLD INCOME:	\$117,000

► **WAYS TO BUY GAME & FISH**

► **NATIONAL**

A National to Run in All Four Editions

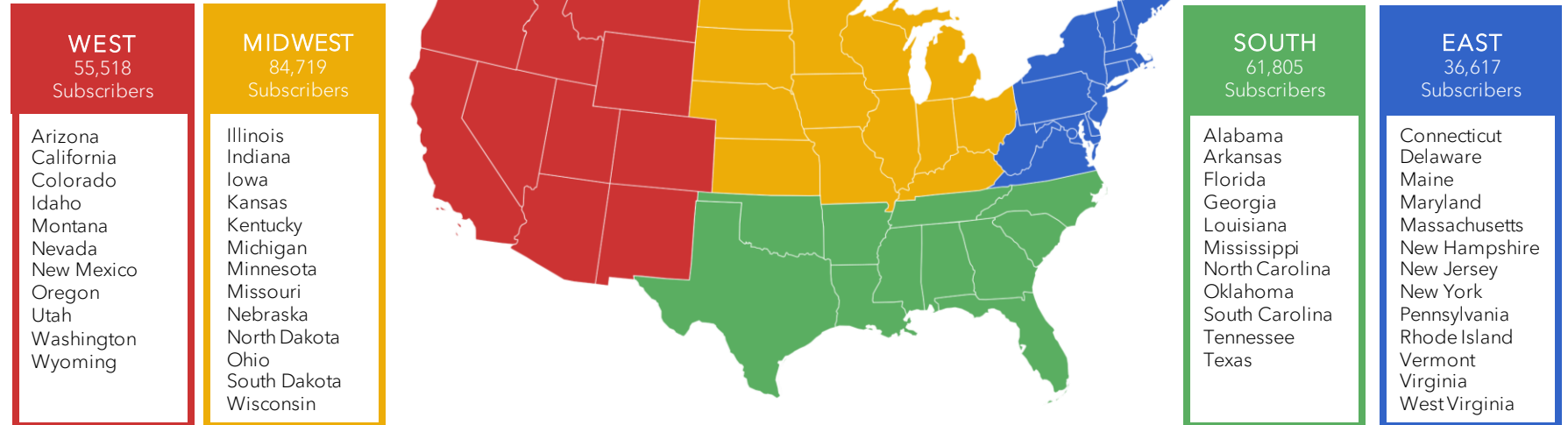


2.1 MM
Readers

238K
Subscribers

► **REGIONAL**

Four Different Regions





In-Fisherman

GAME&FISH
The Regional Outdoor Guide

Two of the most powerful print brands have teamed up to deliver your company's marketing message to over 4.8 million bass anglers during the heart of the season!

▶ ADVERTISING PACKAGE INCLUDES

- A special 16-page section dedicated to bass fishing techniques and gear to run in the May 2024 issues of BOTH In-Fisherman and Game & Fish issues
 - On sale first week of April 2024
 - 453k total combined circulation
- The same great content in both publications, but to two different audiences, will increase reach and drive purchase
- Choice of (1) Supporting Ad Unit:
 - Full Page: \$15,187
 - Half Page: \$10,023
 - Third Page: \$6,986



**FOR MORE INFORMATION,
PLEASE CONTACT:**

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Email: Michael.Cassidy@outdoorsg.com

Public lands—whether they be wildlife management areas, state and national forests, or other agency-managed properties—provide abundant hunting opportunities accessible to nearly everyone. The third edition of Public Land Hunter provides key information to help make the most of these opportunities, and it's delivered by hunters who have spent decades filling their tags on public properties. Combining proven tactics and insightful gear recommendations with local knowledge and where-to-hunt information, Public Land Hunter gives readers the inside scoop on finding the best public-hunting grounds in the East, South and Midwest regions of the United States, where most of America's hunters live.

► **THE GUIDE TO WIDE-OPEN ADVENTURE:**

TACTICS: Successful strategies and top tips help hunters deal with pressure and punch tags on public ground.

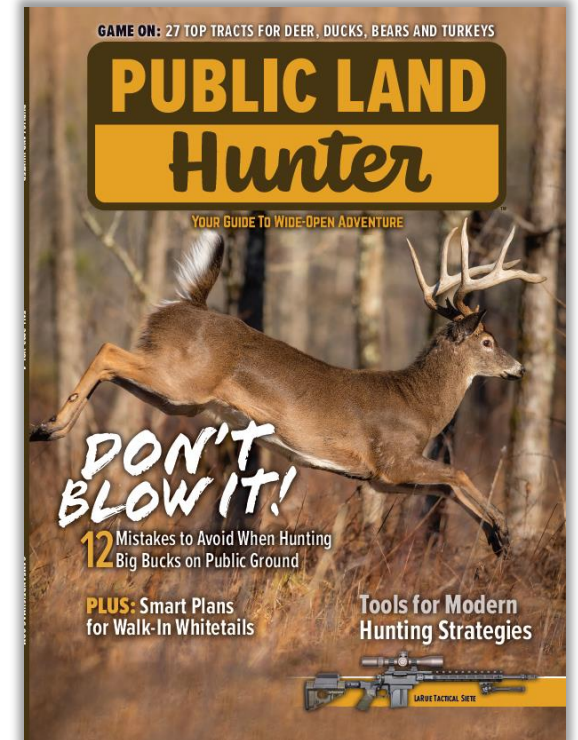
HOT SPOTS: Local experts highlight areas with the best cover, food and terrain for game from deer to ducks.

GEAR: Success favors the prepared on public land. We pick and review equipment that will help hunters be ready.

Distribution: 80,000

Ad Close: 5/9/24

On Sale: 7/16/24



► **SPECIAL RATES:**

2-PAGE SPREAD	\$6,876
FULL PAGE	\$4,011
½ PAGE	\$1,489
¼ PAGE	\$801

Few sounds beckon hunters to the field with as much urgency as the voice of a hound on the trail of game. Those chops, bawls and bays have promised adventure and extolled the bonds between man and dog for centuries. We invite you to join the race as we launch Hound, the premier publication devoted to one of the most traditional and celebrated, yet sometimes misunderstood, styles of hunting today. Hound will examine the breeds trained to trail game from bears and leopards to rabbits and raccoons, gather insight from the folks who devote their lives to working with these amazingly athletic dogs, and honor the unique culture surrounding the chase.

► FROM TRAIL TO TREE

Inside Hound, readers will find comprehensive information on treeing, trailing and tracking dogs guaranteed to appeal to both the veteran houndsman who keeps a full pack as well as the weekend enthusiast with just a dog or two in the box.

BREED PROFILES: Facts, historical notes and narratives about hard-charging hunters such as the bluetick and beagle, redbone and Plott, American English and treeing Walker.

HUNT HIGHLIGHTS: Tips and stories on treeing everything from squirrels to mountain lions.

COMPETITION GUIDE: Info on the nation's top competition hunts, interviews with champions and hunt organizers, and a primer on getting started.

GEARING UP: Reviews of top equipment for hounds and hound hunters, including tracking collars, lights, dog boxes, nutritional supplements, firearms, optics, footwear and apparel.

AND MORE: Tips for maintaining hound health and fitness; road trips just for hound lovers; reasons why hounds excel at introducing newcomers to hunting; a report on how hounds help in the conservation of African wildlife; legendary houndsmen; and the ultimate hound song playlist.



Distribution: 45,000

Ad Close: 6/14/24

On Sale: 8/20/24

► SPECIAL RATES:

FULL PAGE	\$2,122
1/2 PAGE	\$1,168
1/3 PAGE	\$843
1/4 PAGE	\$636

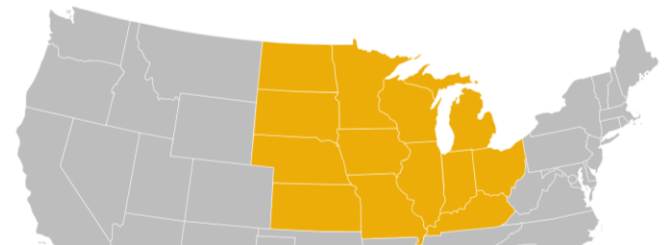
► **DECEMBER/JANUARY ISSUE OF GAME & FISH MIDWEST**

This special section dedicated to ice-fishing runs only in Game & Fish Midwest—the edition that covers the most popular ice-fishing region—to reduce advertiser costs. Articles drill down into the latest technology to detail innovations that make ice-fishing more successful and enjoyable for expert anglers and newbies alike.

Distribution: 111,003
Ad Close: 9/30/24
On Sale: 11/19/24



...overcome. Sluggish fish follow baitfish into the backwaters as they watch their migrations in late fall. Crappies hang out here in winter because that's where they want to eat. They're looking for a steady supply of food. Crappies grow big on the Mississippi River's backwaters. It can be one of the hottest bites of the hard-water season.



- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Michigan
- Minnesota
- Missouri
- Nebraska
- North Dakota
- Ohio
- South Dakota
- Wisconsin

FOR MORE INFORMATION, CONTACT:

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KAYAK *fishing fun*



► MULTIMEDIA GROWTH INITIATIVE RETURNS IN 2024!

Outdoor Sportsman Group's second annual **KAYAK FISHING FUN** multimedia initiative will return in 2024. The goal of this program is to grow the market of buyers and owners – and increase the overall number of kayak (and canoe) fishing enthusiasts for the future. Additionally, we will educate all the recent buyers of kayaks and canoes on how to operate and rig their boats for optimal performance, safety and success on the water.

AD CLOSE: 2/28/24 **ON SALE:** 4/11/24

PRINT

- » Dedicated kayak fishing Special Interest Publication (SIP) launching 4/11/23
- » Kayak fishing gear sections in Game & Fish and the other OSG fishing magazines

DIGITAL

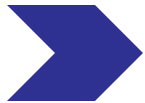
- » All Kayak-related content placed across OSG's fishing websites
- » Video content distributed across OSG's YouTube pages and MOTV
- » Promotion of video content via digital and social media channels

TELEVISION PROMOTION

- » Graphics on Outdoor Channel, Sportsman Channel, and World Fishing Network promoting the Kayak Fishing Fun video playlist

Contact your Sales Rep
for more details or to
secure your spot.

Special section featuring the latest and greatest in boats, engines, electronics, navigation, motors, accessories, and more in the January and June/July 2024 issues of **GAME & FISH, IN-FISHERMAN**, and **FLORIDA SPORTSMAN** magazines. The content will appear online as well, after on-sale date of the magazines. Content will help consumers with their purchasing decisions and teach them how to make the most of the top innovations in boat accessories and technology.



In-Fisherman



- Circulation: 280,040
- Total Audience: 1,960,280
- Male/Female: 84/16
- Avg. HH Income: \$117,000
- Median Age: 49
- Avg. Monthly Uniques: 324,044
- Social Followers: 192,494

- Circulation: 176,968
- Total Audience: 1,681,196
- Male/Female: 80/20
- Avg. HH Income: \$98,500
- Median Age: 51
- Avg. Monthly Uniques: 126,860
- Social Followers: 158,740

- Circulation: 74,403
- Total Audience: 818,433
- Male/Female: 85/15
- Avg. HH Income: \$149,400
- Median Age: 47
- Avg. Monthly Uniques: 132,542
- Social Followers: 494,235

\$30,000 – PACKAGE INCLUDES

- Editorial Inclusion in the Boat Tech Special Print Sections (*All 3 Publications!*)
- Full Page 4-Color Ad in Each Issue (6 Total Ads)
- Digital Article Extension & Promotion (Email Newsletter Inclusions, Social Promotion)





► **BOAT WORKS**

Boat Works is a multi-platform initiative designed to showcase your product to our loyal and engaged audiences – online, on TV, in Florida Sportsman and Game & Fish South magazines and on social media. Our boating and gear experts will create a customized video and editorial package featuring your product. In addition, Outdoor Sportsman Group will help boost awareness by providing powerful marketing support via a two-page spread print ad and high-impact social media efforts.

GAME&FISH
The Regional Outdoor Guide



PRINT

- » 1x Full Page Ad in Florida Sportsman and Game & Fish South magazines
- » 1x product spread feature in same issue of both publications. Includes image, 300 words, URL

DIGITAL

- » 1x 3 to 5-minute custom video to be posted on Florida Sportsman and Game & Fish digital sites
- » Short description/article to accompany video for additional SEO
- » 100% SOV for 30 days
- » 2 posts on FL SPMN social, 2 on G&F social
- » Full-length video posted to MOTV, Florida Sportsman and Game & Fish YouTube Channels

▶ **RETURNING AUGUST – SEPTEMBER**

 **ULTIMATE**
SEASON

Ultimate Season is an exciting, multi-platform initiative that features the latest products in the hunting industry and will be supported by the full spectrum of Outdoor Sportsman Group's marketing power.

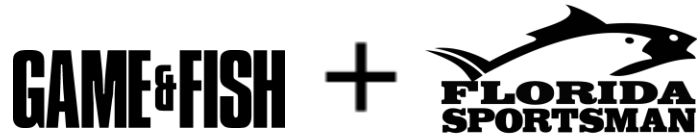
Starting in August and running through September, we'll ensure our passionate audiences get geared up – as anticipation builds for the start of a promising new season. **Ultimate Season** is designed to **create unique and profitable opportunities for advertisers to showcase their products** – while helping OSG viewers and readers prepare for success in the field this fall.

OSG's industry expertise – and the mutually beneficial relationships we build – will be on full display via world-class programming, expert editorial, and highly-engaging social content across all our hunting brands.

Everyone dreams about the **Ultimate Season**. Next fall, OSG can help you get there.



▶ **GIVING TURKEY HUNTERS A CLEAR PATH OF PREP TO SUCCESS IN THE FIELD**



Talkin' Turkey is a multimedia, editorial and advertising program focused on all things turkey hunting!

Game & Fish and Florida Sportsman will explore various aspects of turkey hunting in their March issues. Editorial highlights include:

- ▶ **Hunting Adventure Features**
- ▶ **Strategies on Old Toms**
- ▶ **Pre-Season Scouting**
- ▶ **Turkey Hunting Gear**
- ▶ **New Shotgun Loads**
- ▶ **Osceola Turkeys**

Don't miss this opportunity to have your product in front of our dedicated audience during the key sales period leading up to turkey season!



▶ **GOLD-LEVEL SPONSORSHIP PACKAGE INCLUDES:**

- ▶ Full Page ads in Game & Fish and Florida Sportsman March 2024 issues with editorial product review
- ▶ Custom Content Article relating product to use in turkey hunting section of GameandFishmag.com
- ▶ Custom companion video that will complement and add to Custom Content article. (3-4 Min)
- ▶ E-newsletter placement and Organic Social Promotion
- ▶ 100% SOV banners all devices, 60-Day Run
- ▶ SOV of G&F Turkey Section to be split equitably amongst Sponsors
- ▶ Minimum 100 cobranded promos on Sportsman Channel with QR Code



► **PRODUCTION & EDITORIAL CALENDAR**

Issue	Ad Close	On Sale	West Coverage	Midwest Coverage	South Coverage	East Coverage
February	11/20/23	1/16/24	cougars, bass, trout, geese	rabbits, coyotes, ice-fishing, walleyes	coyotes, bass, trout, crappies	predators, snow geese, small game, walleyes
March	12/20/23	2/13/24	turkeys, trout, bass, walleyes	turkeys, crows, catfish, bass	turkeys, bass, crappies, stripers	turkeys, panfish, bass, trout
April	1/26/24	3/19/24	turkeys, salmon, trout, bass	turkeys, bass, crappies, trout	turkeys, bass, panfish, catfish	turkeys, trout, bass, panfish
May	2/26/24	4/16/24	turkeys, trout, bass, crappies	turkeys, panfish, bass, walleyes	panfish, catfish, bass, saltwater	turkeys, bass, walleyes, trout
June/July	4/1/24	5/21/24	trout, bass, catfish, steelhead	whitetails, catfish, bass, trout	bass, catfish, redfish, trout	panfish, bass, catfish, stripers
August	5/8/24	7/2/24	mule deer, elk, trout, bass	whitetails, pronghorns, catfish, bass	whitetails, bass, catfish, saltwater	whitetails, bass, panfish, saltwater
September	6/13/24	8/6/24	elk, pronghorns, mule deer, bass	doves, whitetails, squirrels, walleyes	doves, whitetails, bass, saltwater	doves, whitetails, small game, trout
October	7/19/24	9/10/24	blacktails, elk, upland birds, trout	whitetails, turkeys, waterfowl, bass	whitetails, squirrels, bass, crappies	whitetails, waterfowl, grouse, trout
November	8/23/24	10/15/24	mule deer, elk, waterfowl, bass	whitetails, waterfowl, quail, pike	whitetails, waterfowl, bass, saltwater	whitetails, pheasants, waterfowl, bass
Dec./Jan. '23	9/30/24	11/19/24	waterfowl, predators, steelhead, bass	predators, waterfowl, whitetails, ice-fishing	whitetails, waterfowl, bass, saltwater	small game, whitetails, predators, ice-fishing

► **GENERAL PRINT GROSS ADVERTISING RATES**

4-Color	1x	3x	5x	10x
Full Page	24,603	22,143	20,912	19,682
2/3 Page	19,058	17,151	16,199	15,245
1/2 Page	15,697	14,128	13,343	12,558
1/3 Page	11,516	10,364	9,788	9,213

2-Color	1x	3x	5x	10x
Full Page	20,027	18,024	17,023	16,021
2/3 Page	15,512	13,962	13,186	12,410
1/2 Page	12,778	11,500	10,860	10,222
1/3 Page	9,373	8,436	7,967	7,499

B&W	1x	3x	5x	10x
Full Page	17,565	15,809	14,931	14,053
2/3 Page	13,606	12,246	11,566	10,885
1/2 Page	11,207	10,086	9,526	8,967
1/3 Page	8,222	7,400	6,989	6,578
1/6 Page	3,789	3,411	3,221	3,032

Cover	1x	3x	5x	10x
Cover 2	28,294	25,465	24,049	22,635
Cover 3	27,064	24,356	23,004	21,650
Cover 4	31,984	28,785	27,186	25,587

► **WHERE-TO-GO/CLASSIFIED GROSS ADVERTISING RATES**

4-Color	1x	3x	5x
1-Inch	588	558	527
2-Inch	1,083	1,022	991
3-Inch	1,612	1,488	1,457
4-Inch	2,108	1,983	1,921

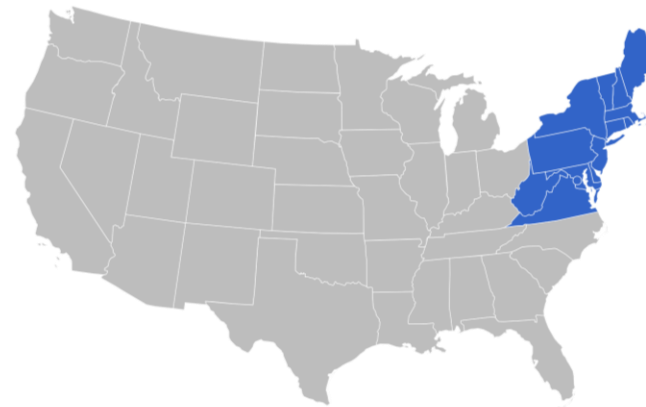
B&W	1x	3x	5x
1-Inch	464	434	403
2-Inch	868	806	776
3-Inch	1,270	1,209	1,178
4-Inch	1,675	1,581	1,550

► **EAST REGION GROSS ADVERTISING RATES**

4-Color	1x	3x	5x	10x
Full Page	5,027	4,523	4,487	4,020
2/3 Page	3,894	3,503	3,309	3,113
1/2 Page	3,206	2,885	2,724	2,565
1/3 Page	2,282	2,118	1,999	1,881

2-Color	1x	3x	5x	10x
Full Page	4,160	3,682	2,956	2,800
2/3 Page	3,169	2,851	2,692	2,533
1/2 Page	2,609	2,349	2,218	2,087
1/3 Page	1,915	1,724	1,626	1,301

B&W	1x	3x	5x	10x
Full Page	3,588	3,230	3,049	2,870
2/3 Page	2,779	2,502	2,362	2,225
1/2 Page	2,289	2,059	1,945	1,832
1/3 Page	1,680	1,511	1,427	1,342
1/6 Page	774	697	657	525



EAST
36,617
Subscribers

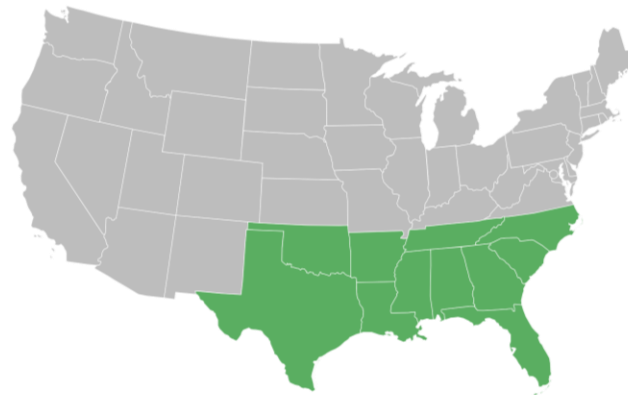
- Connecticut
- Delaware
- Maine
- Maryland
- Massachusetts
- New Hampshire
- New Jersey
- New York
- Pennsylvania
- Rhode Island
- Vermont
- Virginia
- West Virginia

► **SOUTH REGION GROSS ADVERTISING RATES**

4-Color	1x	3x	5x	10x
Full Page	12,288	11,060	10,445	9,831
2/3 Page	9,519	8,567	8,091	7,615
1/2 Page	7,840	7,056	6,664	6,272
1/3 Page	5,752	5,177	4,888	4,602

2-Color	1x	3x	5x	10x
Full Page	10,003	9,003	8,502	8,002
2/3 Page	7,748	6,973	6,585	6,199
1/2 Page	6,382	5,744	5,425	5,106
1/3 Page	4,682	4,213	3,980	3,746

B&W	1x	3x	5x	10x
Full Page	8,774	7,897	7,458	7,018
2/3 Page	6,797	6,116	5,777	5,436
1/2 Page	5,598	5,037	4,758	4,478
1/3 Page	4,107	3,696	3,491	3,285
1/6 Page	1,892	1,703	1,609	1,514



SOUTH
61,805
Subscribers

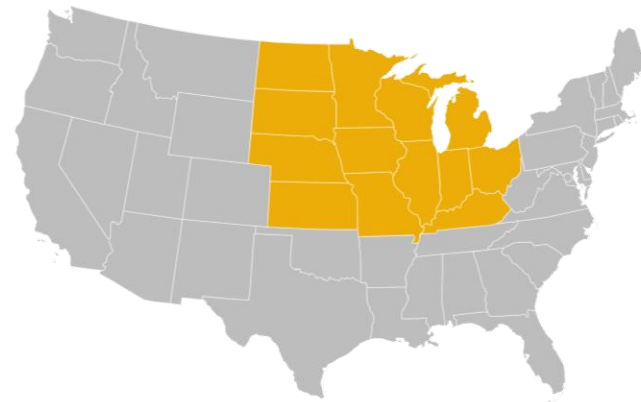
- Alabama
- Arkansas
- Florida
- Georgia
- Louisiana
- Mississippi
- North Carolina
- Oklahoma
- South Carolina
- Tennessee
- Texas

► **MIDWEST REGION GROSS ADVERTISING RATES**

4-Color	1x	3x	5x	10x
Full Page	12,629	11,366	10,735	10,104
2/3 Page	9,783	8,804	8,314	7,826
1/2 Page	8,058	7,251	6,848	6,446
1/3 Page	5,911	5,319	5,025	4,728

2-Color	1x	3x	5x	10x
Full Page	10,279	9,251	8,737	8,224
2/3 Page	7,961	7,166	6,768	6,370
1/2 Page	6,558	5,903	5,575	5,246
1/3 Page	4,811	4,330	4,090	3,849

B&W	1x	3x	5x	10x
Full Page	9,016	8,115	7,665	7,213
2/3 Page	6,984	6,286	5,936	5,588
1/2 Page	5,753	5,177	4,890	4,602
1/3 Page	4,220	3,798	3,588	3,377
1/6 Page	1,945	1,750	1,653	1,557



MIDWEST
84,719
Subscribers

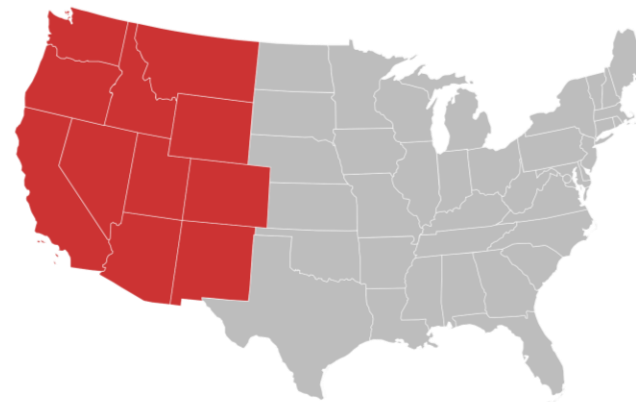
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Michigan
- Minnesota
- Missouri
- Nebraska
- North Dakota
- Ohio
- South Dakota
- Wisconsin

▶ **WEST REGION GROSS ADVERTISING RATES**

4-Color	1x	3x	5x	10x
Full Page	3,844	3,459	3,268	3,075
2/3 Page	2,978	2,680	2,531	2,383
1/2 Page	2,452	2,208	2,085	1,962
1/3 Page	1,800	1,620	1,529	1,440

2-Color	1x	3x	5x	10x
Full Page	3,129	2,816	2,660	2,503
2/3 Page	2,424	2,181	2,060	1,938
1/2 Page	1,997	1,797	1,696	1,598
1/3 Page	1,464	1,317	1,245	1,171

B&W	1x	3x	5x	10x
Full Page	2,745	2,470	2,332	2,196
2/3 Page	2,126	1,914	1,808	1,700
1/2 Page	1,750	1,576	1,489	1,401
1/3 Page	1,285	1,155	1,092	1,027
1/6 Page	591	533	503	473



WEST
55,518
Subscribers

- Arizona
- California
- Colorado
- Idaho
- Montana
- Nevada
- New Mexico
- Oregon
- Utah
- Washington
- Wyoming

AVG. HOUSEHOLD INCOME:	\$117,000
AVG. NET WORTH:	\$449,528
MALE/FEMALE (%):	84/16
MEDIAN AGE:	49
MARRIED:	78%

FISHING

- 87% have fished for 30+ years.
- 38 days fishing annually with 25% fishing more than 45 days annually.

WHERE THEY FISH

- 85% lakes or reservoirs, 63% rivers or streams. 23% saltwater, 10% Great Lakes

WHAT THEY FISH

- 88% fish in freshwater.
- 65% largemouth bass
- 56% crappie
- 56% bluegill/bream
- 42% catfish/bullhead
- 41% smallmouth bass
- 37% trout
- 33% perch
- 26% walleye/sauger
- 19% striped bass
- 17% northern pike
- 11% salmon & steelhead
- 6% muskies

WHAT THEY OWN

- 88% fish with spinning gear and own 4.5 rods.
- 75% fish with baitcasting gear and own 3.5 rods.
- Nearly all G&F readers own tackle boxes, bags and sunglasses.
- 81% own rain gear. 84% own multi-tools/pliers.

FISHING GEAR

- G&F readers spend over \$593 annually on fishing gear: rods, reels & lures (\$321), other fishing gear (\$314).

BOATS

- Two-thirds of G&F readers own boats for hunting & fishing.
- 50% own boats 16' to 18' and 33% own boats 12' to 15'.
- 40% own V-hull fishing boats.
- 83% own outboard motors.
- 50% own a single motor.

HUNTING

- 70% have hunted for 30+ years.
- Over 90% have hunted in the past year.

WHAT THEY HUNT

- 95% hunt big game.
- 94% deer, 24% elk, 25% bear, 28% feral hogs.
- 81% hunt small game, 71% rabbits and squirrels.
- 86% hunt birds, 66% turkeys, 54% upland birds, 44% waterfowl.
- 55% hunt predators & varmints, 52% coyotes.

TRAVEL

- 55% hunt 20+ days and over 35% hunt 30+ days annually.
- 30% have taken 1-3 overnight hunting trips; 23% have taken 4+ overnight hunting trips in the last year.
- Over 50% spent 10+ days on overnight hunting trips.
- Spend an average of \$1,600 on overnight hunting trips annually.

FIREARMS

- 93% hunt with firearms.
- G&F readers spend an average of 20+ days in recreation shooting annually.
- The average G&F reader owns 7.4 firearms: 88% shotguns, 82% rifles, 55% handguns.
- On average, G&F readers use 250 rounds of ammo annually with 50% shooting 200+ rounds.
- G&F readers spend an average of \$814 on firearms and an additional \$595 on ammo and accessories annually.

BOWHUNTING

- 75% hunt with a bow or crossbow.
- 75.4% own a vertical bow and will spend \$450 on new bows, accessories and gear in the next 12 months.
- 45.6% own a crossbow and will spend \$350 on new bows, accessories and gear in the next 12 months.

HUNTING GEAR

- Spend over \$1,750 annually on hunting gear: hunting apparel & boots (\$488), gear (\$482), camping equipment (\$504), trail cams & action cams (\$314).

▶ **ENGAGE WITH OUR GROWING ONLINE COMMUNITY THROUGH HIGHLY CUSTOMIZABLE PLANS.**

324,044

MONTHLY UNIQUE WEBSITE VISITORS

 **+13%**
YEAR-OVER-YEAR!

6,509,406

ANNUAL PAGE VIEWS



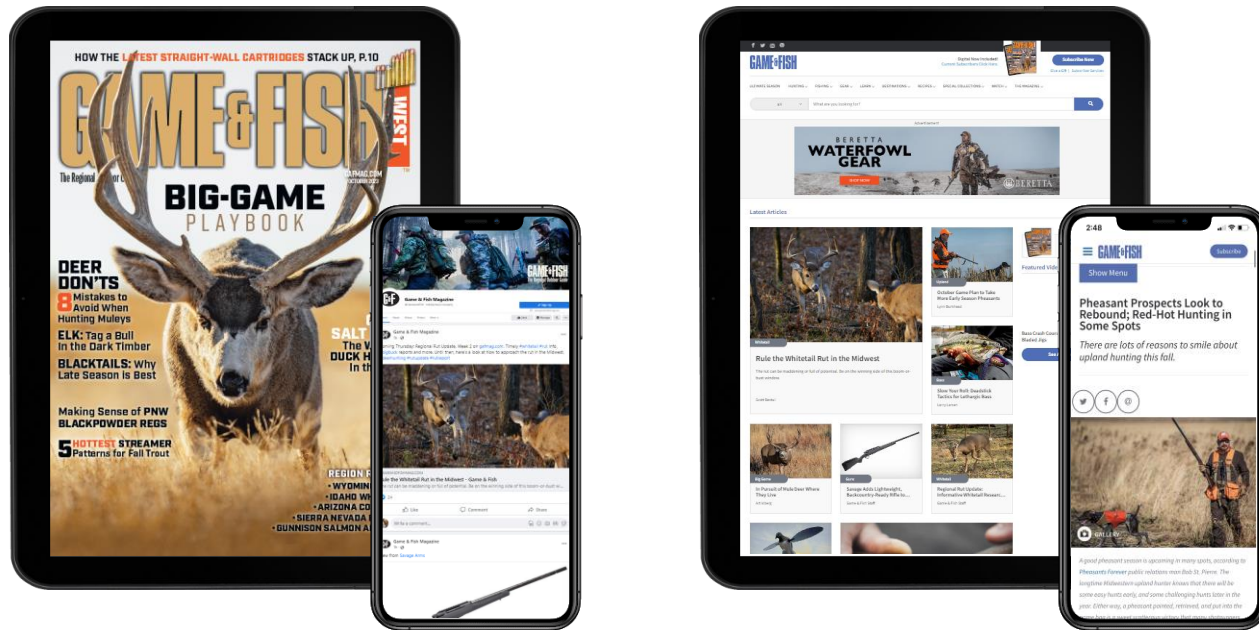
90,317

E-NEWSLETTER SUBSCRIBERS



192,343

SOCIAL MEDIA FOLLOWERS



DEMOGRAPHICS & BEHAVIOR

MALE: 79%

AVG. TIME SPENT: 1:57

AVG. PAGES PER SESSION: 1.26

TRAFFIC FROM MOBILE/TABLET: 81%

Sources: Site Traffic and Gender skew based on Google Analytics data for the 12 months prior to July 2023. E-Newsletter Subscribers from Exact Target as of July 2023. Social Audience reflects Followers or Likes as of July 2023.



Hunters and anglers looking to make the most of a little downtime will find quick tips, tricks and how-to information in the **GAME & FISH CRASH COURSE** video series.

Each Crash Course video, available exclusively at gafmag.com, delivers advice from Game & Fish experts on a focused, trending topic in about 3 minutes. Viewers not only receive snappy, easy-to-understand explanations on technical matters, but also benefit from demonstrations that show techniques at work—and their results in the field and on the water.



> CRASH COURSE VIDEOS AVAILABLE NOW INCLUDE:

- *Decoy Tactics for Whitetails*
- *Using Grunts, Bleats and the Snort-Wheeze*
- *Make and Hunt Mock Scrapes*
- *Fish Swim Jigs in Heavy Cover*
- *3 Ways to Rig a Senko*
- *How to Choose the Best Crankbait*

> **FUTURE CRASH COURSE VIDEOS WILL FOCUS ON** predator hunting, wingshooting drills, compound bow and crossbow tuning and maintenance, bass fishing, and panfish techniques.

> **PRODUCT INTEGRATION OPPORTUNITIES & CUSTOMIZED SPONSORSHIP PACKAGES AVAILABLE**

GAME&FISH
REGIONAL RUT
update

**DIGITAL
SPONSORSHIP
OPPORTUNITIES**

Live, from-the-field information about the annual hunt, with deer activity reports and big-buck kills from each region, including weekly rut-related videos.

FLIGHT:

Oct 16th, 2023 – Jan 14th, 2024
GAMEANDFISHMAG.COM



**GET READY, WHITETAIL HUNTERS...
HERE COMES THE RUT!**

From pre-rut to post-rut, and all the excitement in between, there's not a better time to harvest the buck of a lifetime. And we give hunters a leg up on doing just that.

The Regional Rut Update is a series of seven exclusive weekly rut reports from the field with some of the most respected whitetail contributors. Each report includes information on rut activity in the East, South, and Midwest regions.

The 2022 update garnered **over 350,000 pageviews in seven weeks**, and the 2023 update is expected to do even better! **Align your brand with the most valuable content this season.**

► **TYPICAL ADVERTISING SIZES & MECHANICAL SPECIFICATIONS**

Trim Size: 7.75 w x 10.5 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. 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: 5.25 x 5.5
Trim: 5 x 5.25
Safety: 4.5 x 4.75

9. 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

10. One-Quarter Vertical

Non-Bleed: 3.375 x 4.75

11. One-Quarter Horizontal

Non-Bleed: 4.375 x 3.625

12. One-Sixth Vertical

Non-Bleed: 2.125 x 4.75

13. One-Sixth Horizontal

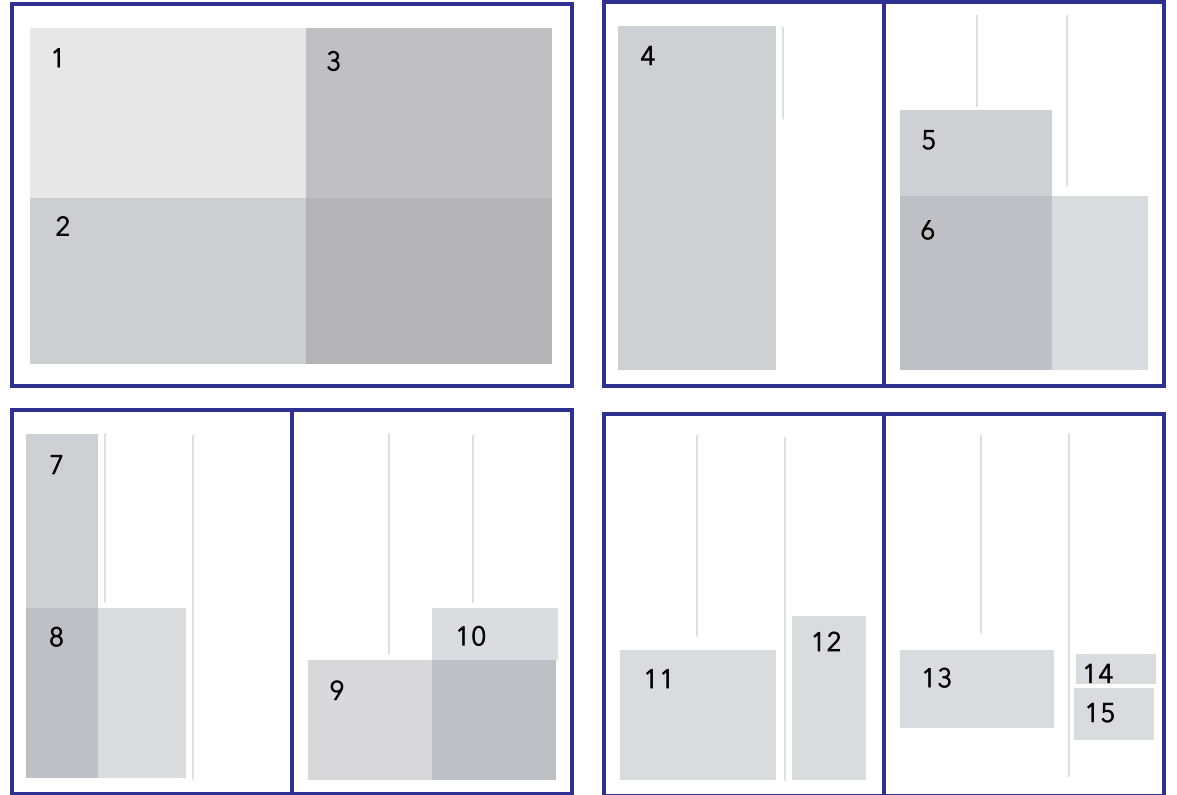
Non-Bleed: 4.375 x 2.25

14. One Inch Vertical

Non-Bleed: 2.125 x 1

15. Two Inch Vertical

Non-Bleed: 2.125 x 2



- **SWOP** — standard proof, pulled from the supplied file, should 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.

► GENERAL PRODUCTION INFORMATION

Send all advertising materials and insert bluelines to:

Melissa Williams
Production Manager
6385 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: 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: <https://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.

► TERMS & 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 Colorado 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 Colorado.

Annual Frequency: 12 times/year

Field Served: Where-to and how-to information for all types of hunting, fishing and outdoor recreation.

Published by: Outdoor Sportsman Group - Integrated Media

Publisher's Statement

6 months ended December 31, 2022, Subject to Audit

[Learn more about this media property at auditedmedia.com](https://www.auditedmedia.com)

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
272,287	7,753	280,040	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			
Jul/Aug	260,182	51	260,233	20,011		20,011	270,244	7,272		7,272	277,465	51	277,516
Sep	242,032	46	242,080	29,047		29,047	271,127	7,682		7,682	278,761	46	278,809
Oct	244,721	47	244,768	28,931		28,931	273,699	7,819		7,819	281,471	47	281,518
Nov	244,842	46	244,888	28,801		28,801	273,689	9,694		9,694	283,337	46	283,383
Dec/Jan	243,954	44	243,998	28,681		28,681	272,679	6,299		6,299	278,934	44	278,978
Average	245,146	47	245,193	27,094		27,094	272,287	7,753		7,753	279,993	47	280,040

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	245,146	47	245,193	87.6
Total Paid Subscriptions	245,146	47	245,193	87.6
Verified Subscriptions				
Public Place	26,960		26,960	9.6
Individual Use	114		114	0.0
Total Verified Subscriptions	27,094		27,094	9.7
Total Paid & Verified Subscriptions	272,240	47	272,287	97.2
Single Copy Sales				
Single Issue	7,753		7,753	2.8
Total Single Copy Sales	7,753		7,753	2.8
Total Paid & Verified Circulation	279,993	47	280,040	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2021	None Claimed	279,074	279,074		
6/30/2020	None Claimed	305,711	305,692	19	
6/30/2019	None Claimed	325,013	325,328	-315	-0.1

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PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$5.99	
Subscription	\$29.94	
Average Subscription Price Annualized (2)		\$11.76
Average Subscription Price per Copy		\$0.98

(1) Represents subscriptions for the 6 month period ended December 31, 2022

(2) Based on the following issue per year frequency: 12