



**NORTH AMERICAN**

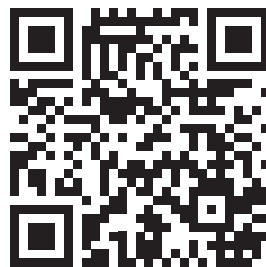
# **WHITETAIL**<sup>TM</sup>

**PRINT | TV | DIGITAL | SOCIAL**

## NORTH AMERICAN **WHITETAIL**

### UNCHALLENGED & TEAM DRIVEN

The white-tailed deer stands alone as North America's No. 1 big-game animal, and since 1982, no other brand has covered it as well as *North American Whitetail*. For over 40 years, our expert team has reported on giant bucks and provided educational hunting and land management content to our audience of hardcore whitetailers. For the next 40+ years, we vow to uphold and expand our already diverse platforms and to build on our brand's legacy. Our promise is to provide readers, followers and fans with the knowledge they need to be more successful in the field, all while celebrating the hunt, harvest and conservation of the beloved whitetail.



[www.NorthAmericanWhitetail.com](http://www.NorthAmericanWhitetail.com)



# BRAND OVERVIEW

TOTAL REACH OF 4 GROWING MEDIA



## PRINT

85%  
MEN



15%  
WOMEN

PRINT AUDIENCE  
**1,183,457**

MEDIAN AGE

**47**

CIRCULATION  
**107,587**



94%  
GUN HUNTERS



86%  
BOWHUNTERS

AVG. HOUSEHOLD INCOME  
**\$117,960**

Sources: December 2022 AAM Statement; MRI-Simmons, 2022 Spring Doublebase; Most Recent Subscriber Study



## NAWTV

### MOTV NAW LIVE TV CHANNEL

MYOUTDOORTV

• LAUNCHED IN SEPTEMBER 2023

• 1,600+ PLAYS IN THE FIRST THREE WEEKS

• 227,000+ MINUTES IN THE FIRST THREE WEEKS

**MOTV**  
MYOUTDOORTV

SUBSCRIBERS  
**230,000+**

NAWTV MINUTES VIEWED:  
**1.5 MILLION YTD**

**Outdoor**  
CHANNEL

MGAA

**283,329 Q1 2023**

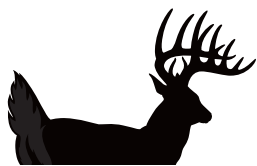
**SPORTSMAN**  
CHANNEL

MGAA

**215,448 Q2 2023**

**MOTV**  
MYOUTDOORTV  
NAW MINUTES  
**UP 39% YTD**

Sources: Outdoor Channel—comScore OC Q1 2023  
Sportsman Channel—comScore SC(US) Q2 2023



## DIGITAL



ANNUAL  
PAGE VIEWS  
**4.25 MILLION**



NEW USERS  
**2 MILLION** **UP 18% YOY**

ANNUAL UNIQUES  
**2.1 MILLION**

**86%**  
**MOBILE**  
**TRAFFIC**

### AGE DEMOGRAPHICS

18-24 ► **8.68%** | 25-34 ► **22.94%** | 35-44 ► **19.7%** | 45-54 ► **19.64%** | 55-64 ► **17.8%** | 65+ ► **11.24%**

82.3%  
MEN



17.7%  
WOMEN

Source: Google Analytics as of July 2023



## SOCIAL

TOTAL  
FOLLOWERS  
**112,683** **UP 15%**



FOLLOWERS  
**67,362**



FOLLOWERS  
**39,285**



2023  
SUBSCRIBERS

SUBSCRIBERS  
**186K** VIEWS  
**265,843**

VIDEOS  
**160+**

**89.8%**  
YEAR-TO-DATE  
ENGAGEMENT  
GROWTH



**19.9%**  
PAGE &  
PROFILE VISITS

IMPRESSIONS YTD  
**7,626,593**

VIDEO VIEWS  
GROWTH **UP 69.7% YTD**

Source: Social Studios as of July 2023



## HUNTING

- 72%** have hunted for 30 years or more
- 95.6%** hunted deer in the past year
- 57%** hunt without family
- 43%** hunt with family; with **20+** hunting with an adult child **18+**

## TRAVEL

- Readers spend an average of **31.8** days Hunting Whitetail Deer annually and an average of **38.6** days on other deer hunting related activities.
- Readers spend an average of **14.4** days on Overnight Deer Hunting trips annually.
- 69%** travelled In-State Trip to Hunt Deer in past year.

### OUT OF STATE TRAVEL:

- 78%** Midwest **10%** Southeast
- 22%** Northeast **9%** Southwest
- 4%** Canada — spending an average of **\$1,582** per trip

## ATV/UTV/TRACTOR

- 45%** own an ATV
- 32%** own a tractor
- 18.5%** own a UTV
- 26%** plan to buy an ATV, UTV or tractor in the coming year

## FIREARMS

- 91%** Use Firearms to Hunt Deer

## RIFLES

- 92%** Own Centerfire Rifles for Deer Hunting
- 74%** Own a Bolt-Action Rifle
- 35%** Own a Lever-Action Rifle
- 32%** Own a Pump-Action Rifle
- 31%** Own a Semi-Auto Rifle
- 6%** Own an AR or Variant

## MUZZLELOADERS

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

## SHOTGUNS

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

## OPTICS

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

## BOWHUNTING

- Readers spend an average of **23.7** days Bowhunting
- 84%** Use Bow/Crossbow to Hunt Deer
- 76%** Bowhunt, 17% Crossbow Hunt
- 89%** Own a Compound Bow
- 35%** Own a Crossbow
- 20%** Own a Recurve Bow
- 9%** Own a Longbow

## GEAR

- 86%** of readers own a chainsaw
- 80%** Own a Trail Camera for Deer Hunting

## LAND

- 93%** own a house; for hunting and recreation nearly half own their own land, with an average of **175 acres** for hunting and recreational purposes.
- 20%** of readers lease land, with an average of **707 acres** for hunting and recreational purposes.
- 50%** live in rural/exurban settings; nearly **30%** live in cities or suburbs and **20%** live in towns.

Source: Most Recent Subscriber Study



## OVER 4 DECADES OF WHITETAIL HUNTING

Today's avid whitetail hunter wants answers to real-world issues. For over 40 years, *NAW* has worked with the most respected names in the whitetail world. Among these experts are biologist Dr. James Kroll ("Dr. Deer"), Editor in Chief Haynes Shelton and Editor Emeritus Gordon Whittington — three men who share over a century of whitetail hunting and management experience. In the pages of *NAW*, they're joined by experts Greg Miller, Bernie Barringer, Mark Kayser, Dan Cole and Clint McCoy. In addition to those veterans, a young group of deer enthusiasts also contributes. That group includes Alex Comstock, Alex Gyllstrom, Josh Honeycutt, Tanner Eddenfield and others.



## OUR READERS

PRINT AUDIENCE

**1,183,457**

CIRCULATION

**107,587**

AVG. HOUSEHOLD INCOME

**\$117,960**

MEDIAN AGE

**47**

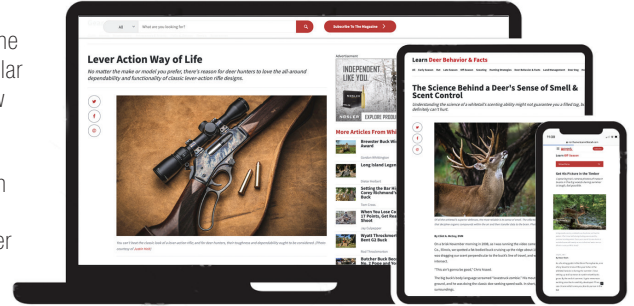
Sources: December 2022 AAM Statement; MRI-Simmons; Most Recent Subscriber Study

## EDITORIAL CALENDAR

ISSUE	AD SPACE CLOSE/MATERIALS DUE	NEWSSTAND ON SALE
MARCH <b>HABITAT</b>	1/12/24	3/12/24
JUNE <b>SUMMER SCOUTING SPECIAL</b>	4/8/24	6/4/24
JULY <b>FULL DRAW SPECIAL</b>	5/9/24	7/9/24
AUGUST <b>HUNTING ANNUAL</b>	6/7/24	8/6/24
SEPTEMBER <b>BREAKING NEWS BUCKS</b>	7/8/24	9/3/24
OCTOBER <b>HOW-TO SPECIAL</b>	7/29/24	9/24/24
NOVEMBER <b>RUT SPECIAL</b>	8/26/24	10/22/24
DECEMBER/JANUARY <b>WINTER SPECIAL</b>	10/4/24	12/3/24



In 2024, NAW answered the increased demand for digital content while maintaining our reputation as the leading authority on whitetails. We've combined our popular print deliveries, such as Gear Wise and Dr. Deer, with new ones, like Archery August, Rut Ready and Late Season Essentials, to ensure our digital audience will notch tags this fall. We now offer true cross-platform campaigns with print coverage, digital editorial, digital video and social promotion. In 2024, we'll reach new audiences and better serve our fans, all while strengthening the foundation of our historic brand.



### GEAR WISE



### ARCHERY AUGUST



### PRODUCT REVIEWS



### BREAKING NEWS BUCKS



## DIGITAL MEDIA PACKAGES

CUSTOM CONTENT

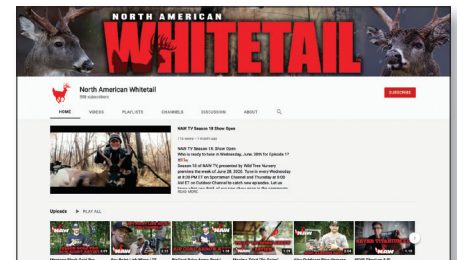
DIGITAL SERIES

CUSTOM VIDEO

SPONSORED CONTENT



Readers looking for whitetail content in digital mediums will be entertained, educated and informed by our online presence. We'll always have a magazine to flip through, but we're also delivering the NAW experience to our readers via web-based platforms. Log onto our website, scroll our Instagram and Facebook feeds, or follow us on YouTube for big buck coverage, product reviews, hunting strategies, gear giveaways, land management practices, podcasts and more.



FANS & LIKES  
**67,362**



FOLLOWERS  
**39,285**



2023  
SUBSCRIBERS

SUBSCRIBERS **186K** VIDEOS **160+** VIEWS **265,843**

### SEASONAL CAMPAIGNS



### GEAR GIVEAWAY



### GEAR REVIEWS



### BREAKING NEWS BUCKS



## SOCIAL MEDIA PACKAGES

CUSTOM POSTS

SPONSORED POSTS

PRODUCT VIDEO

SPONSORED  
CONTENT SERIES



## LINEAR DISTRIBUTION

**NAW TV** has remained among the most popular and longest-running shows on outdoor television, focused entirely on the pursuit of America's most beloved big game species. Season 21 continues down that path, but under a new generation of leadership. Host Haynes Shelton takes viewers on exhilarating whitetail hunting adventures and imparts land management wisdom, but with a new level of energy. Haynes is joined by veteran team members Gordon Whittington, Dr. James C. Kroll and Stan Potts, as well as new staff members Blake Garlock and Dale Evans.



**NAWTV**

**SPORTSMAN CHANNEL**  
**QUARTERS: 3 & 2**

**SPORTSMAN CHANNEL**  
**CANADA**  
**QUARTERS: 3, 4, 1 & 2**

**OUTDOOR CHANNEL**  
**QUARTERS: 4 & 1**

**SPORTSMAN**  
**CHANNEL**

**Outdoor**  
**CHANNEL**

**SPORTSMAN**  
**CANADA**  
**CHANNEL**

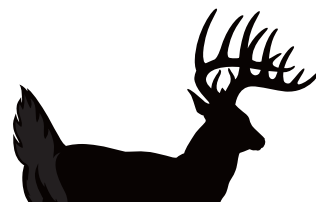
**3 NETWORKS**  
**FOR THE PRICE OF 1**



**VIDEO**

**NEW**

In an ever-evolving landscape of video consumption platforms, NAW TV is striving to grow distribution. New Video On Demand and Advertising Video On Demand models ensure that NAW TV is available everywhere whitetail hunters & land managers consume video content!



**AVOD**

**MOTV**  
**MY OUTDOOR TV**

**fubo TV**

**Apple TV+**

**prime video**

**XBOX**

**OUTDOOR**  
**AMERICA**

**hulu**

**GAME & FISH**

**frndly TV**

## PARTNERSHIP PACKAGES

### FULL

CATEGORY EXCLUSIVITY  
FULL COMMERCIAL PKG  
FULL BILLBOARD PKG  
FULL PRODUCT INTEGRATION PKG  
SOCIAL SUPPORT PKG  
VIDEO CONTENT PKG

### HALF

CATEGORY EXCLUSIVITY  
HALF COMMERCIAL PKG  
HALF BILLBOARDS PKG  
PRODUCT INTEGRATION PKG  
SOCIAL SUPPORT PKG

### QUARTER

CATEGORY EXCLUSIVITY  
QTR COMMERCIAL PKG  
QTR BILLBOARD PKG  
PRODUCT INTEGRATION PKG  
SOCIAL SUPPORT PKG

*CUSTOMIZATION AVAILABLE*



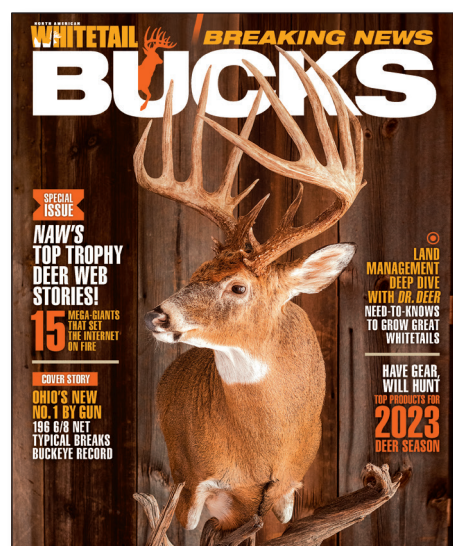
**WHITETAIL HABITAT** — For four decades, *North American Whitetail* has published leading research in white-tailed deer land management. Led by Dr. James Kroll ("Dr. Deer"), expert biologist and director at the Institute for White-tailed Deer Management and Research, NAW is a trusted source of deer management content in print, online and on television. Now, our team is excited to bring to you our comprehensive land management guide — *WHITETAIL HABITAT*. This bi-annual publication will hit newsstands in spring 2024 and be accompanied by extensive digital content generation by our staff and contributors.

## WHAT'S INSIDE

- Keys to Cultivated Forage: Warm & Cool Season
- The Long Play: Timber Management
- Managing Your Mast
- Knowing the Balance: Herd Dynamics
- Creative Security: Bedding Area Strategy

**DISTRIBUTION:** NAW's Entire Circulation  
**AD CLOSE:** 1/12/24 **ON SALE:** 3/12/24

4-Color	Gross	1X	4X	6X	8X
2-Page Spread	\$15,481	\$14,716	\$13,930	\$13,157	
Full Page	8,601	8,175	7,739	7,309	
2/3 Page	6,535	6,202	5,875	5,554	
1/2 Page	5,238	4,974	4,715	4,458	
1/3 Page	3,862	3,667	3,470	3,281	
Covers		1X	4X	6X	8X
Cover 2	\$9,610	\$9,123	\$8,647	\$8,170	
Cover 3	9,179	8,721	8,262	7,808	
Cover 4	10,861	10,317	9,770	9,231	



**BREAKING NEWS BUCKS** — Packed cover-to-cover with more than 50 thrilling, newsworthy buck stories from across the continent, our latest magazine features the most-viewed and shared deer stories from NAW's website. The stories are short, photo heavy and meant to be shared. This eye-catching coffee table magazine features high-grade photo paper and is printed in large 9" x 10" format. *Call now to be included!*

## WHAT'S INSIDE

- Over 50 Exclusive Big Buck Stories
- Eye-Catching Trophy Deer Photos
- Deer Hunting Gear That Gets It Done
- Print Extension of Our Most Popular Campaign
- Much More Great Info!

**DISTRIBUTION:** NAW's Entire Circulation  
**AD CLOSE:** 7/8/24 **ON SALE:** 9/3/24

4-Color	Gross	1X	4X	6X	8X
2-Page Spread	\$15,481	\$14,716	\$13,930	\$13,157	
Full Page	8,601	8,175	7,739	7,309	
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**NORTH AMERICAN ELK** — the guide to the elk hunter's journey, fueled with content that launches the aspirational elk hunter on their dream of pursuing the King of Deer. Expert advice blends with a total immersion in the heart-pounding world of elk country. Wisdom from Will Primos, Fred Eichler, Mark Kayser, Craig Boddington, Jack Ballard and Mike Altizer combines with top photography and critical gear reviews: tents, guns, packs, optics, navigation, bows, bullets, boots, broadheads and more.

## WHAT'S INSIDE

- Luck of the Draw: Tag Strategy
- Hunt Fit: Fitness for Elk Hunters
- Elk School: Knowing Your Elk Sign
- Wapiti Gear: The Latest Elk Gear
- Making Meat: Favorite Elk Recipes

**DISTRIBUTION:** 80,000  
**AD CLOSE:** 12/7/23 **ON SALE:** 2/13/24  
**AD CLOSE:** 4/1/24 **ON SALE:** 6/4/24

## SPECIAL RATES

FULL- PAGE 4-COLOR  
**\$3,250**

HALF- PAGE 4-COLOR  
**\$1,950**

THIRD- PAGE 4-COLOR  
**\$1,300**

QUARTER- PAGE 4-COLOR  
**\$990**



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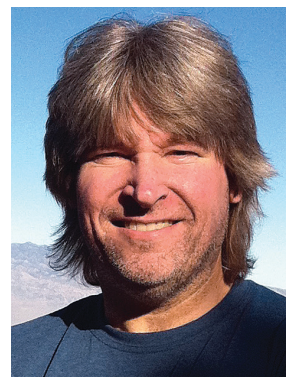
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# GENERAL ADVERTISING RATES



4-Color	Gross	1X	4X	6X	8X
	<b>2-Page Spread</b>	\$15,481	\$14,716	\$13,930	\$13,157
	<b>Full Page</b>	8,601	8,175	7,739	7,309
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	<b>Cover 4</b>	10,861	10,317	9,770	9,231



Level	Price
<b>Full Partner</b>	\$99,000
<b>Half Partner</b>	\$60,000
<b>Quarter Partner</b>	\$35,000
<b>Product Partner</b>	\$25,000

\* Customization Available

For details on print ad specs,  
NAWTV digital ad packages and social  
ad packages scan the QR Code below.



[www.NorthAmericanWhitetail.com](http://www.NorthAmericanWhitetail.com)



Packages	1X
<b>Custom Content</b>	\$8,500+
<b>Cross-Platform Campaign Sponsorship</b>	\$10,000+
<b>Custom Video</b>	\$10,500+
<b>Video Series</b>	\$30,000+
<b>Display Advertising</b>	By Bid

Packages	1X
<b>Product Showcase</b>	\$6,500+
<b>Sweepstakes</b>	\$5,000+
<b>E-Blast</b>	\$200+
<b>E-Newsletter</b>	\$300+

All Rates are Subject to Incremental Fees  
for Customization or Change

# NORTH AMERICAN WHITETAIL AD SIZES & MECHANICAL SPECS

Trim Size: 7 <sup>3</sup>/<sub>4</sub> w x 10 <sup>1</sup>/<sub>2</sub> 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

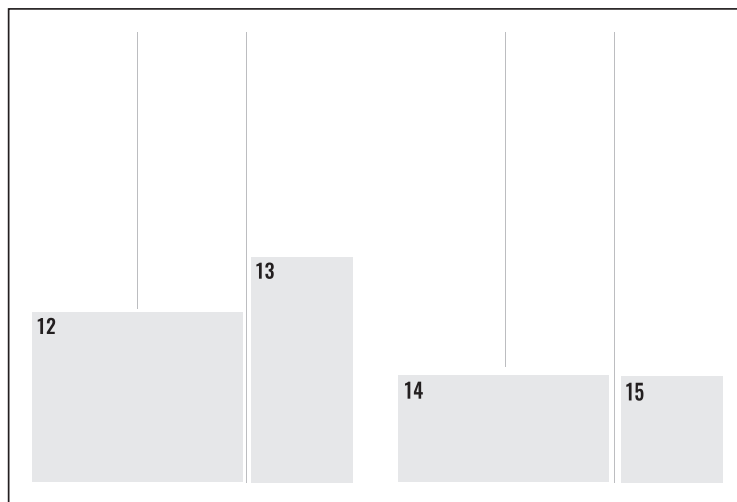
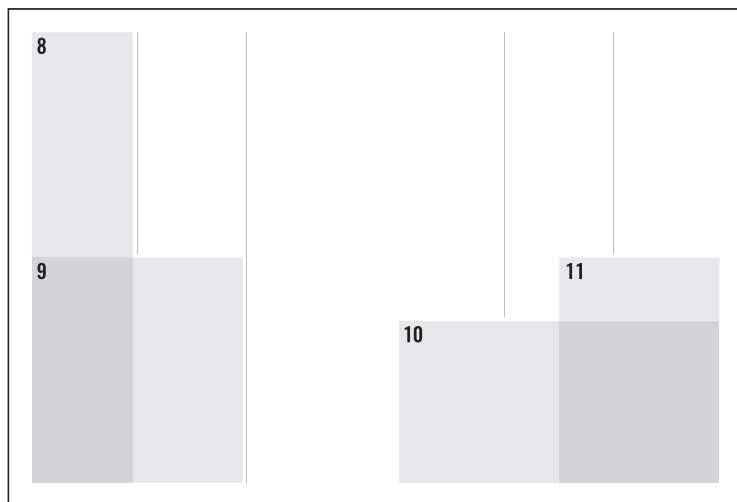
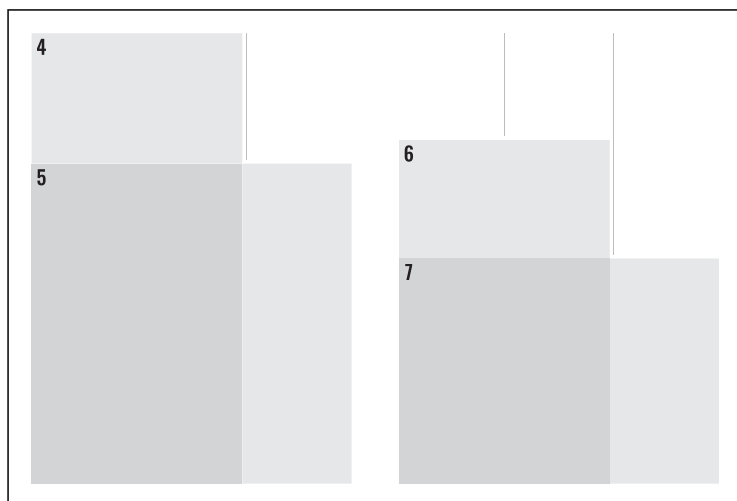
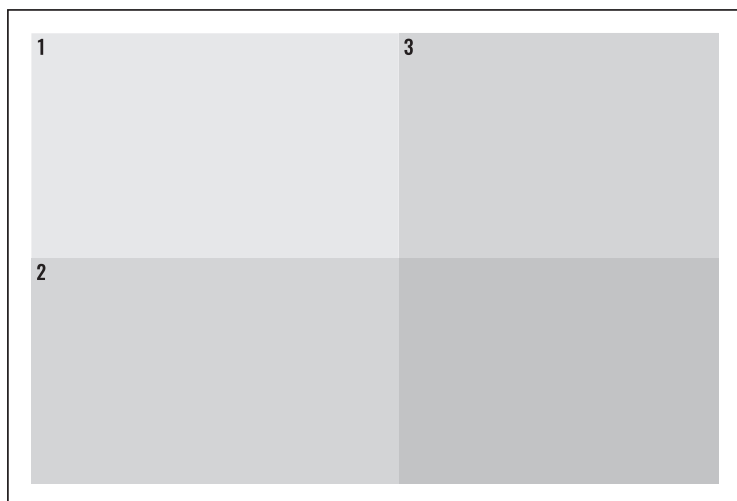
Non-Bleed: 2.125 x 4.75

## 14. One-Sixth Horizontal

Non-Bleed: 4.375 x 2.25

## 15. One-Twelfth Page

Non-Bleed: 2.125 x 2.25



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.

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>

# BREAKING NEWS BUCKS • HABITAT • ELK

## AD SIZES & MECHANICAL SPECS

### 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.

### NON-BLEED

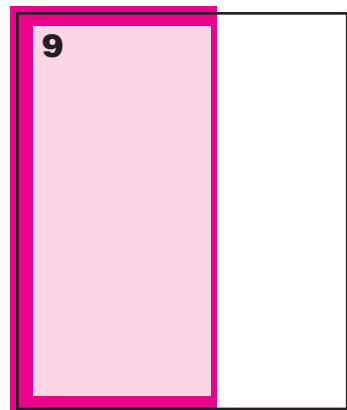
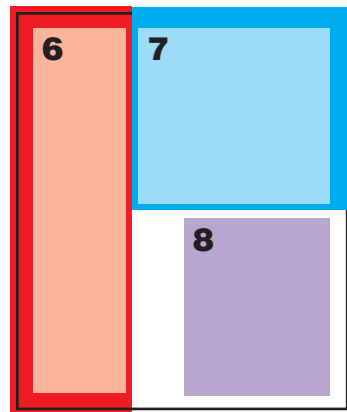
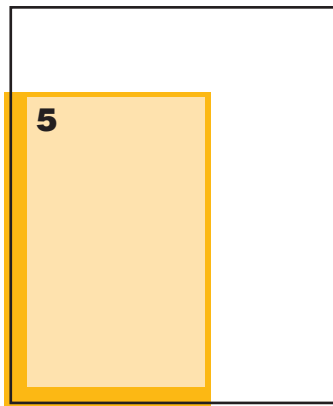
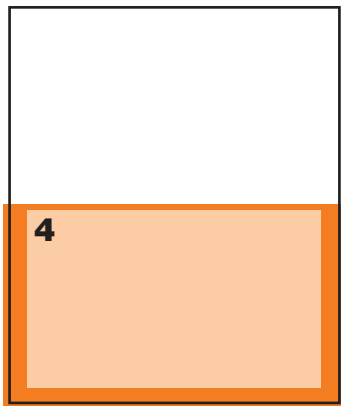
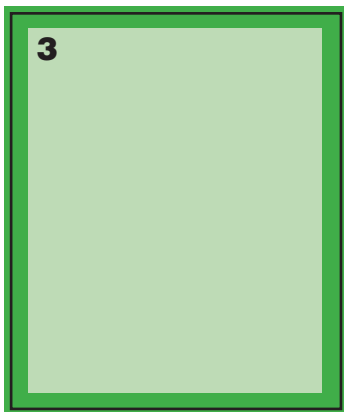
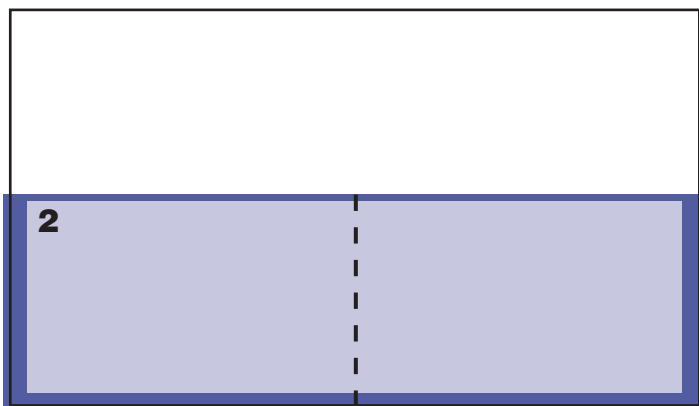
1/2" inside trim.  
Non-bleed ads  
should have all  
elements within this  
measurement.

**For further details  
pertaining to ad specifications  
please contact:**

**JENNY KAEB**  
**PROD. COORDINATOR**  
[jenny.kaeb@outdoorsg.com](mailto:jenny.kaeb@outdoorsg.com)

The ad portal is a convenient way  
to submit digital ad materials,  
perform preflight checking and get  
confirmation of your ads. It's fast, easy  
and a free service to all advertisers.

**Go here to get started:**  
<http://imo.sendmyad.com>



### 1. Two-Page Spread

**Bleed:** 18.25 x 11.125  
**Trim:** 18 x 10.875  
**Safety:** 17.5 x 10.375  
**Non-Bleed:** 17 x 9.875

### 2. Two-Page Spread Half Horizontal

**Bleed:** 18.25 x 5.625  
**Trim:** 18 x 5.375  
**Safety:** 17.5 x 4.875

### 3. Full Page

**Bleed:** 9.25 x 11.125  
**Trim:** 9 x 10.875  
**Safety:** 8.5 x 10.375  
**Non-Bleed:** 8 x 9.875

### 4. One-Half Horizontal

**Bleed:** 9.25 x 5.625  
**Trim:** 9 x 5.375  
**Safety:** 8.5 x 4.875  
**Non-Bleed:** 8 x 4.8125

### 5. One-Half Vertical

**Bleed:** 5.625 x 8.75  
**Trim:** 5.375 x 8.5  
**Safety:** 4.875 x 8  
**Non-Bleed:** 4.375 x 7.5

### 6. One-Third Vertical

**Bleed:** 3.25 x 11.125  
**Trim:** 3 x 10.875  
**Safety:** 2.5 x 10.375  
**Non-Bleed:** 2.5 x 9.875

### 7. One-Third Square

**Bleed:** 5.25 x 5.5  
**Trim:** 5 x 5.25  
**Safety:** 4.5 x 4.75  
**Non-Bleed:** 5 x 5.25

### 8. One-Quarter

**Non-Bleed:** 3.875 x 4.8125

### 9. 2/3 Vertical

**Bleed:** 5.375 x 11.125  
**Trim:** 5.125 x 10.875  
**Safety:** 4.625 x 10.375  
**Non-Bleed:** 4.625 x 10

**NOTE:** Ads smaller than  
Full Page will share a page in  
an advertising section



**Alliance for  
Audited Media**

## PUBLISHER'S STATEMENT

6 months ended December 30, 2022, Subject to Audit

**ANNUAL FREQUENCY:** 8 times/year

**FIELD SERVED:** Magazine devoted to the serious trophy deer hunter.

**PUBLISHED BY:** Outdoor Sportsman Group - Integrated Media



## EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
103,981	3,606	107,587	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	73,038	430	73,468	20,963	10,000	30,963	104,431	2,833	9	2,842	96,834	10,439	107,273
Aug	72,494	440	72,934	20,901	10,000	30,901	103,835	3,285	4	3,289	96,680	10,444	107,124
Sep	72,477	434	72,911	20,792	10,000	30,792	103,703	3,642	7	3,649	96,911	10,441	107,352
Oct	73,030	400	73,430	20,948	10,000	30,948	104,378	3,461	12	3,473	97,439	10,412	107,851
Nov	72,330	393	72,723	20,836	10,000	30,836	103,559	4,766	14	4,780	97,932	10,407	108,339
Average	72,674	419	73,093	20,888	10,000	30,888	103,981	3,597	9	3,606	97,159	10,428	107,587

## SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	72,674	419	73,093	67.9
<b>Total Paid Subscriptions</b>	<b>72,674</b>	<b>419</b>	<b>73,093</b>	<b>67.9</b>
<b>Verified Subscriptions</b>				
Public Place	20,777	10,000	30,777	28.6
Individual Use	111		111	0.1
<b>Total Verified Subscriptions</b>	<b>20,888</b>	<b>10,000</b>	<b>30,888</b>	<b>28.7</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>93,562</b>	<b>10,419</b>	<b>103,981</b>	<b>96.6</b>
<b>Single Copy Sales</b>				
Single Issue	3,597	9	3,606	3.4
<b>Total Single Copy Sales</b>	<b>3,597</b>	<b>9</b>	<b>3,606</b>	<b>3.4</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>97,159</b>	<b>10,428</b>	<b>107,587</b>	<b>100.0</b>

## 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	108,866	107,833	1,033	1.0
6/30/2020	None Claimed	106,541	106,541		
6/30/2019	None Claimed	111,651	111,651		

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## ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
<b>Public Place</b>			
Medical/Dental		10,000	10,000
Personal Care	2,258		2,258
Other - Public Place	18,519		18,519
<b>Total Public Place Copies</b>	<b>20,777</b>	<b>10,000</b>	<b>30,777</b>
<b>Individual Use</b>			
Individually Requested	111		111
<b>Total Individual Use Copies</b>	<b>111</b>		<b>111</b>

## RATE BASE

None Claimed

## NOTES

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

**Post-Expire Copies:** The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 3,592

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 3

## PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$6.99	
Subscription	\$29.94	
Average Subscription Price Annualized (2)		\$14.16
Average Subscription Price per Copy		\$1.77

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

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

## ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue  
Circulation by Regional, Metro & Demographic Editions  
Geographic Data  
Trend Analysis

04-0813-0

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.

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