

# WILDFOWL®

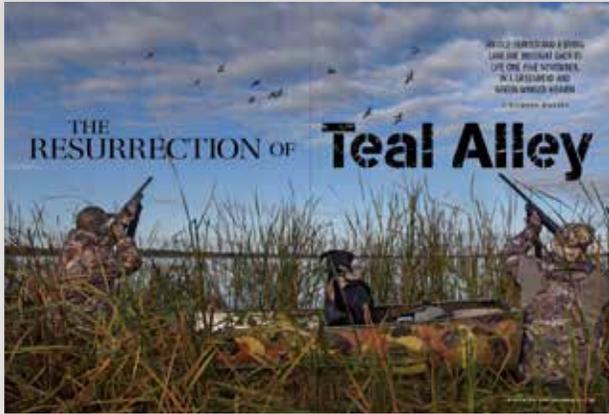
MEDIA KIT 2024

Website | [wildfowlmag.com](http://wildfowlmag.com)  
Facebook | [facebook.com/wildfowlmag](https://facebook.com/wildfowlmag)  
Instagram | [@wildfowlmagazine](https://instagram.com/wildfowlmagazine)





# WHAT'S **New**



## ■ STUNNING REDESIGN TOP TO BOTTOM

From popular Passages and other trusted departments to visually compelling layouts, WILDFOWL has undergone a dramatic facelift toward an edgy contemporary new look.

## ■ THE PLAYBOOK

A high-impact new column full of insider how-to knowledge for both new hunters and veterans that anchors WILDFOWL's position as the authoritative voice on tactics and gear to make hunters better waterfowlers.

## ■ PODCASTS

Fast moving, fun, entertaining and informative, WILDFOWL's rapidly growing portfolio of 48+ podcasts bridges the gap between all our brand platforms and helps bring it all together under our core values.

## ■ PLUS!

- The Big September Goose issue and digital content focuses on the gear, strategies and planning it takes to engage in this boom sector of the waterfowl world.
- The Spring Fling issue: Snow goose gear, boats & motors, shotgunning tips and new firearms and ammo.





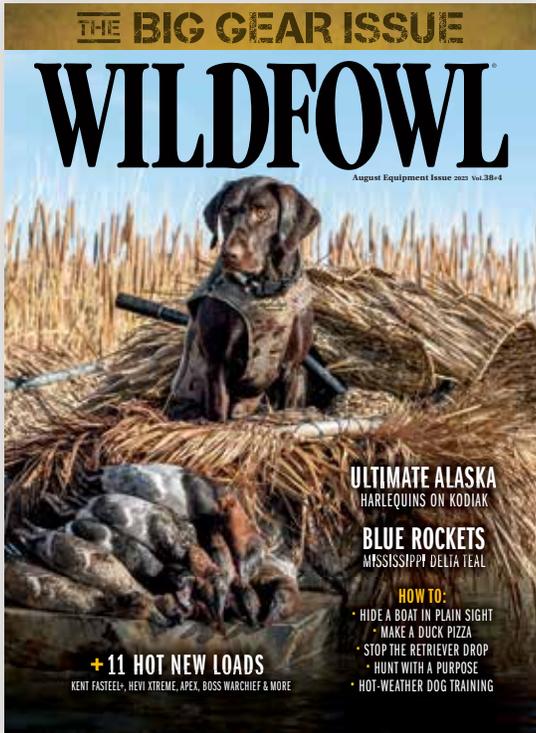
MEDIA KIT 2024

# MEDIA Reach



WILDFOWL covers the full spectrum of cohesive cross-platform branded media.

## -PRINT-



**42.4K** audited circulation

## -PODCASTS- & CUSTOM VIDEO



**48** plus dynamic podcasts and growing

## -DIGITAL-



**26** consecutive months of continuous growth

**1.5 million** annual page views (up 35%)

## -SOCIAL-

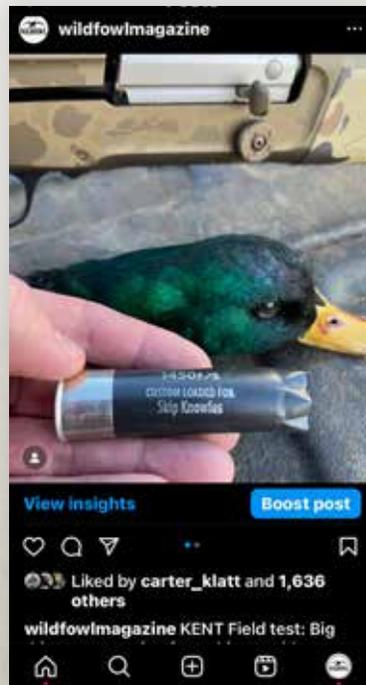


**95K+** followers

**9.9K+** average post reach

**4.95%** average engagement rate

**2.4 million** annual social reach





# Reader DEMOGRAPHICS

Print Audience **467,071** | Circulation **42,461** | Average Household Income **\$138,900** | Average Net Worth **\$631,500**

**94%** hunt waterfowl; 61% hunt upland birds.

**88%** buy from sporting goods stores, 66% buy online.

**\$50 million** the amount WILDFOWL's readers collectively spent on overnight hunting trips annually.

**\$10 million** per year spent on ammo, average is \$250 per hunter. 5 shotguns apiece on average; 30% plan to purchase a new gun in the coming year.

**\$13,000** average amount spend on trips annually: 50% travel out of state to hunt, most take 8.2 trips annually.

**67%** of readers own a boat; 60% own 2 or more and 1 in 8 readers will buy a boat within the next year.

**88%** own goose decoys, 80% own duck & goose decoys. 5.2 dozen decoys on average.

**44%** of readers own an ATV/UTV.

**\$35 million+** spent on waterfowl gear annually; average \$850 per hunter. Almost all feel quality is more important than price.

**1.7** retrievers owned on average. 82% are Labs, followed by Chesapeake and Goldens.

**90%** own blinds or blind materials; 50% will buy more this year. 50% plan to buy gear in the coming year: Clothes (47%), boots (28%) or waders (27%). 66% will buy chest waders within three years.

**26,650** total dog-owning WILDFOWL readers spend \$65/month on dog food, or \$23.2 million each year.

SOURCE: Most recent Acelara subscriber study. AAM December 2022.





# Print CALENDAR

## ■ APRIL/MAY | SNOW GEESE, BOATS & MOTORS

Ad close: 1/6/24 | On sale: 3/7/24

## ■ OCTOBER | DUCK & MORE DUCKS

Ad close: 7/17/24 | On sale: 9/12/24

## ■ JUNE/JULY | DOG TRAINING

Ad close: 3/14/24 | On sale: 5/9/24

## ■ NOVEMBER | PRIME TIME WATERFOWL!

Ad close: 8/21/24 | On sale: 10/17/24

## ■ SEPTEMBER | BIG GOOSE ISSUE

Ad close: 6/12/24 | On sale: 8/8/24

## ■ DECEMBER/JANUARY | LATE SEASON

Ad close: 9/26/24 | On sale: 11/23/24

## ■ AUGUST | GIANT GEAR DOUBLE-ISSUE

THE AUTHORITY ON: Clothing and Camo, Blinds, Field and Water Decoys, Boats, Mud Motors, Calls, Shotguns, Chokes, Ammunition, Accessories, Retriever Accessories, Dog Conditioning and Nutrition. PLUS! Strategies and Destinations.

Ad close: 5/5/24 | On sale: 7/4/24 | 2nd release: 12/26/24

### - GEAR ISSUE SPECIAL PROGRAM BUY -

- Place 4X paid insertions of equal size in 2024 (1X in the Equipment Issue) receive a second insertion of equal size in Equipment Issue for FREE!





# ADVERTISING Rates

Effective January 1, 2024

## PRINT

4-Color	1x	3x	5x	7x
2-Page Spread	\$9,662	\$8,719	\$8,205	\$7,723
Full Page	\$5,614	\$5,066	\$4,766	\$4,488
1/2 Page	\$3,628	\$3,280	\$3,087	\$2,906
1/4 Page	\$2,526	\$2,264	\$2,137	\$2,009

Covers	1x	3x	5x	7x
Covers 4	\$6,668	\$6,024	\$5,679	\$5,346
Covers 2	\$5,906	\$5,340	\$5,024	\$4,725
Covers 3	\$5,906	\$5,340	\$5,024	\$4,725

### -REGULAR ISSUE SPECIAL-

Buy (x3) of the same value, get (x1) of the same value

### -GEAR GUIDE SPECIAL-

Buy (x1) Full Page, get (x1) Full Page for half!  
Buy (x1) Half page, get (x1) Half Page for half!

## DIGITAL & SOCIAL

Packages	1x
Custom Content	\$8,500
Custom Video	\$10,500
Video Series	\$30,000+
Display Advertising	By Bid

Packages	1x
Product Showcase	\$6,412
Sweepstakes	\$5,000
E-Blast	\$100
E-Newsletter	\$215
Podcast Sponsorship	\$6,000
Social Photo Posts	\$500
Social Vertical Video/Minute	\$1,200
Social Live Events	\$2,400

- Digital & Social Pricing Subject to Change -

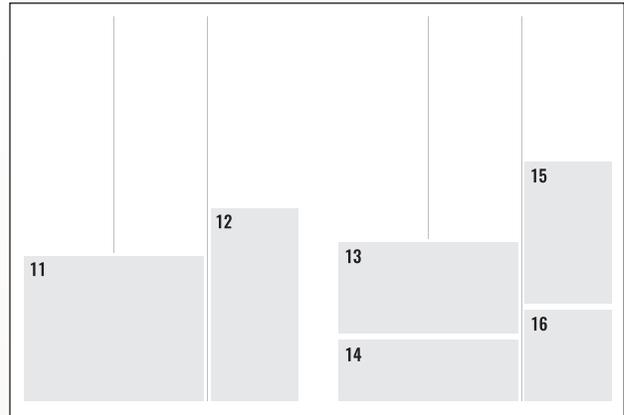
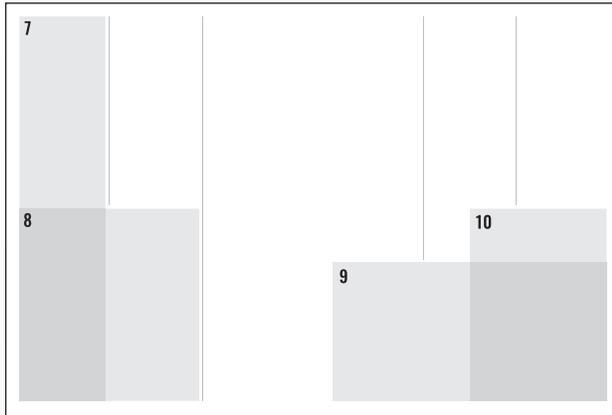
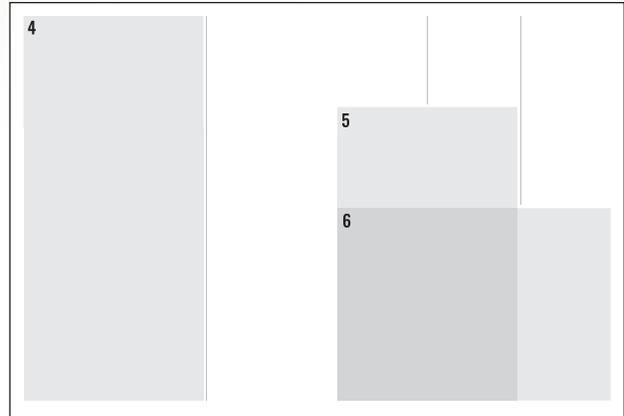
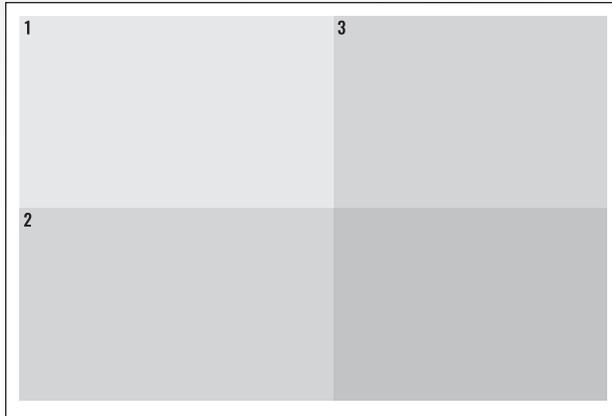


wildfowlmag.com





# ADVERTISING Specs



**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-Eighth Horizontal**

Non-Bleed: 4.375 x 1.5

**15. One-Eighth Page**

Non-Bleed: 2.125 x 3.5

**16. One-Twelfth Page**

Non-Bleed: 2.125 x 2.25

**Magazine Trim Size:** 7 3/4 wide x 10 1/2 high

**A SWOP-standard proof**, pulled from the supplied file, must be submitted with each 4-color ad.

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

**Bleed:** 1/8" outside the trim. Elements that "bleed" off trimmed page should extend at least 1/8" beyond trim.

**Safety:** 1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement.

**Trim:** The edge of the page.



# Digital OPPORTUNITIES

## ■ NATIVE CONTENT

- Custom
- Sponsored

## ■ DISPLAY

- Static & Video
- Desktop, Mobile, Tablet

## ■ SOCIAL

- Syndicated Posts & Live Events

## ■ THE WILDFOWL PODCAST

- Coordinated Seasonal Themes & Gear Review

## ■ EMAIL

- E-Newsletters & Dedicated E-Blasts

## ■ CUSTOM DIGITAL VIDEO SERIES

- Content Creation & Promotion

## ■ ANNUAL MULTI-MEDIA & MARQUEE PROGRAMS

## Packages

### ■ CUSTOM CONTENT

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

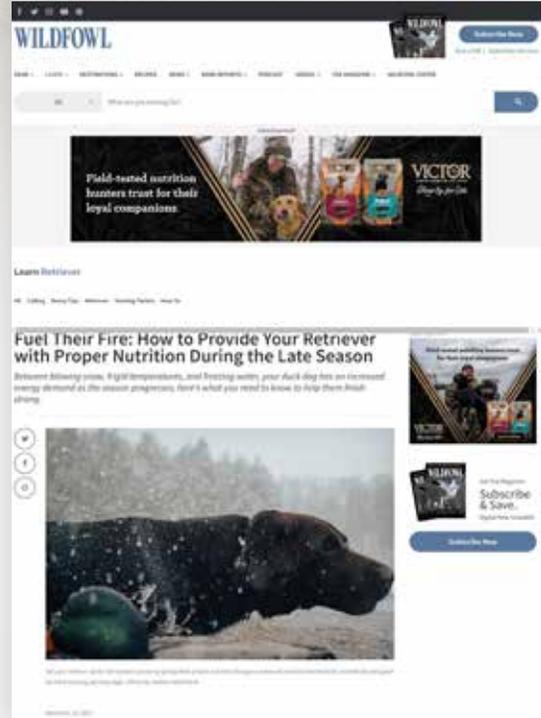
- Story Creation
- In Stream ROS Ads
- E-Newsletter placement
- 100% SOV banners all devices
- Reporting (30 days post)
  - 60-day run

### ■ SPONSORED CONTENT

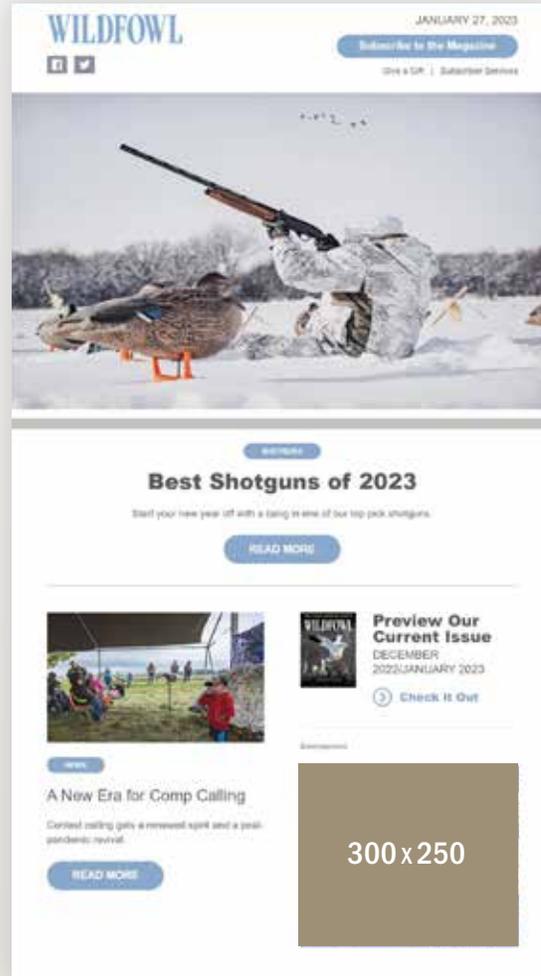
Your brand is associated with content created by OSG writers.

- In-Stream ROS Ads
- E-Newsletter placement
- 100% SOV banners all devices
- Reporting (30 days post)
  - 30-day run
- Content to be shared across social channels

All Packages can be tailored to meet your needs. Cross promotion opportunities available with TV and Print Media Platforms.



Example of custom content, and website billboard and medium rectangular advertisements.



E-Newsletters include (2) 300x250 ad positions



# Digital AD RATES

**BEST VALUE** **HIGH-IMPACT**  
Roadblock  
(choice of 2 positions)

UNIT	SIZE	CPM	CPM
<b>DESKTOP/MOBILE</b>			\$18
BILLBOARD	970x250	\$14-\$15	Your choice of (2) Positions: Billboard Half Page Medium Rectangle Leaderboard
HALF PAGE	300x600	\$13-\$15	
MED. RECTANGLE	300x250	\$13-\$14	
LEADERBOARD	728x90 (desktop) 320x100 (mobile)	\$13-\$15	
<b>REVEAL</b>			
VIDEO	970x250	\$20	
STATIC	640x400	\$18	

UNIT	CPM
<b>VIDEO</b>	
PRE-ROLL	\$25
IN-LINE	\$20
<b>NATIVE</b>	
CUSTOM	\$8,500
SPONSORED	\$6,500 Flat Rate
<b>E-MAIL</b>	
E-NEWSLETTER	CPM's Vary. Contact Your Sales Representative.
E-BLAST	
<b>SOCIAL</b>	
Co-Branded Posts, Individual Brand Syndication Posts, Facebook Live Events & Custom Opportunities Available Upon Request	CPM's Vary. Contact Your Sales Representative.



Rich Media: Standard Display: \$2 for Rich Media, Data Layer, Targeting/High Impact: +\$2-\$8 for Rich Media -costs based on campaign. Each Content Offering Includes 1 post per Brand. Posts will run on Facebook, Twitter, Instagram and You Tube (as available). Pricing Subject to change.



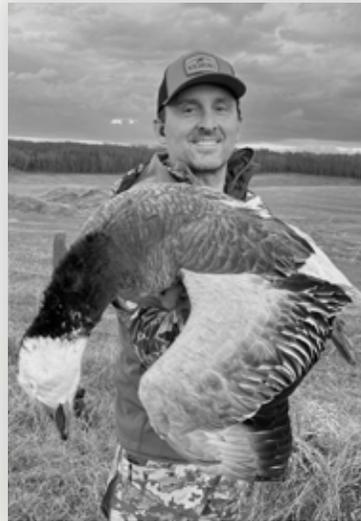
# Mission STATEMENT

For over 30 years, WILDFOWL has created better duck and goose hunters as the go-to source for tactics, trends, gear and how to become more effective in the field, all while celebrating the rich culture and deep adventurous soul of the sport. With our recently expanded staff, there is simply nothing waterfowling landscape like it. Nobody gets it like WILDFOWL!

## OUR Team



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# Audit STATEMENT



## WILDFOWL

### Publisher's Statement

6 months ended December 31, 2022, 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
40,687	1,774	42,461	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			
Aug	20,219	481	20,700	19,705		19,705	39,924	481	40,405	1,435	7	1,442	41,359	488	41,847
Sep	20,803	481	21,284	19,630		19,630	40,433	481	40,914	1,756	9	1,765	42,189	490	42,679
Oct	20,639	581	21,220	19,709		19,709	40,348	581	40,929	1,623	13	1,636	41,971	594	42,565
Nov	20,450	464	20,914	19,585		19,585	40,035	464	40,499	2,240	12	2,252	42,275	476	42,751
<b>Average</b>	<b>20,528</b>	<b>502</b>	<b>21,030</b>	<b>19,657</b>		<b>19,657</b>	<b>40,185</b>	<b>502</b>	<b>40,687</b>	<b>1,764</b>	<b>10</b>	<b>1,774</b>	<b>41,949</b>	<b>512</b>	<b>42,461</b>

#### PRICE

	Suggested Retail Prices (1)
Single Copy	\$6.99
Subscription	\$39.94

(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: 1,172

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 5

**Included In Paid Circulation:** Included in paid circulation are copies obtained through:  
Individual 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.

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