

# north american **WHITETAIL**

## 2017 MEDIA KIT

[northamericanwhitetail.com](http://northamericanwhitetail.com)

## UNCHALLENGED

Other species have their fans — but the white-tailed deer clearly stands alone as North America's No. 1 big-game animal. And since 1982, no one else has covered it as well as *North American Whitetail*. With its consistent delivery of content keyed to hardcore hunters and habitat managers, *NAW* remains the leading authority in the whitetail market. *North American Whitetail TV* brings the same quality of content and credibility to its avid audience on Sportsman Channel, while *NorthAmericanWhitetail.com* delivers the digital content online users want. Put it all together and you have a diverse media platform serving the largest single market in big-game hunting.







## A Place of Refuge

Perhaps nothing else improves your trophy odds as much as providing bucks with a sanctuary on the land you hunt. And this carries the best kind of price tag: virtually free.

BY STEVE BARTYLLA

I had to sit a couple miles from the action after several years of hunting. I was in the woods, but I wasn't hunting. I was in the woods, but I wasn't hunting. I was in the woods, but I wasn't hunting.

## WIRELESS WHITETAIL WORK

DOES THE LATEST  
WIRELESS TRAIL  
CAMERAS OFFER  
THE DEER HUNTER A  
DECIDED ADVANTAGE?

There's just a bag of corn in the corner of the woods. It's a simple, unassuming place. But it's a place where a deer hunter can find a lot of information. A lot of information. A lot of information.



NorthAmericanWhitetail.com

Steve Cole 2011 1 47



## SIGNPOST SECRETS

When you can get bucks to walk to a predictable spot in your hunting area, you're taking charge of your season.

BY DON COLE

## Part 2

Wouldn't it be interesting to know just how many whitetail deer are in your woods? It's a question that many hunters ask. It's a question that many hunters ask.

A crafty buck uses his memory of close calls to help him reach old age. But if we learn along with him, we can use accumulated knowledge of his patterns to tighten the noose.

BY DON COLE

I've written a number of articles about deer hunting. I've written a number of articles about deer hunting. I've written a number of articles about deer hunting.



## Learning Curve

NorthAmericanWhitetail.com

NorthAmericanWhitetail.com

June 2011 1 27

The whitetail, its habitats and hunting methods are diverse. So North American Whitetail has cultivated a large group of real experts to provide rock-solid information. We help readers find not just more deer but also more enjoyment in the field.

# RESPECTED VOICES IN THE DEER WOODS

Today's avid whitetail hunter wants answers to real-world issues. To meet that demand, *NAW* has always worked with the most respected names in the whitetail world: lifelong hunters and resource managers who themselves have faced similar situations and have worked hard to find practical solutions. Among these experts are biologist **Dr. James Kroll** ("Dr. Deer") and *NAW* editor in chief **Gordon Whittington**, both of whom have spent decades traveling North America to bring readers the latest hunting and management strategies. In the

pages of *NAW* they're joined by such experts as **Steve Bartylla**, **Don Higgins**, **Bernie Barringer**, **Tony J. Peterson**, **Patrick Hogan**, **Haynes Shelton**, **Darren Warner**, **Mark Kayser** and **Dan Cole**: all writers whose words reflect years of experience across the varied landscape that is today's whitetail country.



2017  
MEDIA  
KIT









# January Giant

This Illinois bizzard buck took the meaning of "dietary" to a whole new level.

BY MARK HANAUER

**A** big, heavy-set buck with a massive rack of antlers was the first to be taken in the new year. The buck was taken in the snow-covered woods of Illinois. The buck was taken in the snow-covered woods of Illinois. The buck was taken in the snow-covered woods of Illinois.

The story of this January buck is one of hunting and guts, but it's also a story of a hunter who was determined to take a trophy buck. The hunter was determined to take a trophy buck. The hunter was determined to take a trophy buck.

## ultimate ambush Part 1

Setting up great stand locations for big whitetails is a craft that, once mastered, should result in more up-close encounters and greater hunting success. In this two-part series we'll take a detailed look at several scenarios in which certain setups are best utilized. We'll also tell you how to pinpoint the best spots within your own hunting area.

**W**hen scouting a new area in winter, it's important to look for signs of deer activity. One of the best ways to do this is by looking for tracks. Tracks can tell you a lot about the deer's behavior. Tracks can tell you a lot about the deer's behavior. Tracks can tell you a lot about the deer's behavior.



## Kansas Legend

On a public land hunt I found myself getting head-to-head with one of the greatest typical whitetails in the history of traditional archery.

BY JAMES PETERLIN

**THE** first time I saw the buck was on a public land hunt. I was hunting with a group of friends. We were hunting with a group of friends. We were hunting with a group of friends.

I was hunting with a group of friends. We were hunting with a group of friends. We were hunting with a group of friends. We were hunting with a group of friends.

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## OUT OF NOWHERE

The way my 2011 Ohio season was going, I never expected a buck like this to walk straight into my life. But I'm glad he did.



## OUT OF NOWHERE

The way my 2011 Ohio season was going, I never expected a buck like this to walk straight into my life. But I'm glad he did.

With a full 84 percent of North American Whitetail readers being bowhunters, our audience is eager to absorb new archery info. From product news to expert tips on stand placement, they soak up every bit of our ample bow-and-arrow content all year long.

# DRAWN TO SUCCESS

**W**hat's the ultimate deer-hunting thrill? Most hardcore whitetailers would say it involves taking a trophy buck with archery gear. And the bowhunting scene continues to expand, as more developed areas see a trend toward non-firearms hunting regulations and other hunters seek extra challenge by turning to the bow.

Our latest subscriber survey shows 84 percent are bowhunters, and on average they spend 24 days per year hunting with archery tackle. NAW readers comprise the core of today's bowhunting community, and they get what they want from our magazine. In part, perhaps, it's because we recognize and appreciate that not everyone bowhunts in just the same way. Vertical bows and

crossbows alike have a place at our editorial table.

Whether it's a sneak peek at the latest compound, a 400-fps crossbow or new accessories for peak performance in the deer woods, our bowhunting readers get the lowdown on gear. Plus, each issue features profiles of world-class archery bucks, along with tactics for getting into bow range of such trophies. Put it all together and you have the total package for today's whitetail bowhunter.





# this eight is enough

A gift muzzleloader and a gift buck combined to make my 2014 Indiana season merry indeed.

BY GARY THOMPSON

I can still remember about every detail of what we had done. I was 16 years old and a young man from Greengarden, Indiana, with the old, old hat and a buck with a 10-point rack. I had just won the 2014 Indiana season merry indeed.

I remember that day in the woods. I was out there with my brother and I was 16 years old. I was out there with my brother and I was 16 years old. I was out there with my brother and I was 16 years old.

SHAWN THOMPSON BUCK				
Score	Score	Score	Score	Score
1st place (10-1)	10-1	10-1	10-1	10-1
2nd place (10-2)	10-2	10-2	10-2	10-2
3rd place (10-3)	10-3	10-3	10-3	10-3
4th place (10-4)	10-4	10-4	10-4	10-4
5th place (10-5)	10-5	10-5	10-5	10-5
6th place (10-6)	10-6	10-6	10-6	10-6
7th place (10-7)	10-7	10-7	10-7	10-7
8th place (10-8)	10-8	10-8	10-8	10-8
9th place (10-9)	10-9	10-9	10-9	10-9
10th place (10-10)	10-10	10-10	10-10	10-10



northamericanwhitetail.com

OUTDOOR SPORTSMAN GROUP® INTEGRATED MEDIA

# ON TARGET WITH TODAY'S HUNTERS

Firearms hunting remains hugely popular with the whitetail crowd; in fact, despite recent growth in archery hunting, more sportsmen still hunt deer with guns than with bows. The NAW staff grew up loving the smell of gunpowder, and we appreciate firearms' role in putting venison on the table and keeping deer numbers in check. That's why we publish great advice on selecting and using all manner of firearms for whitetails.

And we know hunting conditions and seasons vary widely. So we make sure to feature how-to content that will help readers fill those

gun tags — be it with a rifle out on the prairie, a slug gun in a Midwest corn field or a muzzleloader in a suburban woodlot in the Northeast.

From debating new whitetail cartridges to telling how to coax a few more feet per second out of a slug gun to covering that new state-record muzzleloader buck, we provide the content serious gun-loving hunters crave.



## BEST OF BOTH WORLDS

Whitetails aren't native to Europe, but some fine deer guns made there work just as well on this side of the Atlantic. And for less out of pocket than you might have assumed.

**Sauer 101 Classic XT (GERMANY)**

**Sauer 47 Roughneck Pro (FINLAND)**

Cartridge: .308 Win, 200-grain  
Caliber: .308 Win  
Magazine capacity: 5+1  
Action: bolt  
Barrel length: 22"  
Weight: 47 lbs  
MSRP: \$1,499

## GEAR WISE

## A SMOOTHBORE NO MORE

Shotgun hunting for whitetails has come a long way from the days of simply showing a lot of lead into your old bird gun and hoping for the best.



## THE OTHER DESERT WHITETAIL

OVERLOOKED AND UNDER APPRECIATED, THE CALIFORNIA MOUNTAIN WHITETAIL OFFERS A UNIQUE HUNTING EXPERIENCE IN A UNIQUE PART OF THE WORLD.

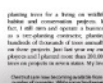


North American Whitetail readers are deep into gun hunting — and our pages reflect that. We tell hunters what's happening on the firearms front and help them use that gear effectively when it's time to hit the woods.





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North America and Western Europe



Now that you're well-versed in all these

North America's largest **Wholesaler** of

## CREATING COVER

On a graduate "weight loss" leader from the *weight-management* school of hard knocks, I've made my fair share of mistakes in attempts to improve the quality of diet books. In my early days of management, I adopted the simplistic view that all I needed to do was provide an *easy* meal with simple nutrition and limit the number of young books taken every morning. I believed that, if I followed this two-step program, I'd eventually have a healthy body before my time. Basically, I convinced myself that there were the two fundamental steps to diet management, and I assumed that "dieting" did work some time, but eventually I realized the equation just

Most dairy farmers believe genetics, nutrition and age structure are all that need to be considered when formulating a management plan. I would agree with the idea that those three components are important aspects of the whole, but I haven't noticed if they cover the complete picture. Most research in broiler growing genetics is pretty much out of my control with a few culling days lost. We need to remember that broiler diets cover at least 50 percent of the genes, and "nutrition" is what's left. I believe that the most important factor in the nutrition of growing broilers is adequate moisture and energy.

Utilizing local plants and mineral supplements helps dairy ranches (and flocks) maintain a sustainable perspective. In reality, better nutrition is a much more practical, effective approach to securing a healthy broiler herd than relying solely on culling. So, if the end goal is your management program



Northlane@willholland.com

North American Wildlife, Inc.

...hunting  
...is, what's  
...to do . . .  
...it isn't? The  
...isn't nearly  
...and-dried as  
...it wish.

**M**an has always been a scavenger and consumer, using whatever foods, tools and techniques he deemed necessary to feed and protect himself.

The notion of utilitarian wildlife harvest by the most effective means, practiced throughout North America and sometimes in the late 1930s or early 1960s, when someone began, evened the wilderness of game parks (then, with the slaughter of the great bison herds, moose and caribou), in favor of ducks and geese, cottontails, of beaver and the significant decline in other populations, was quickly followed the balance of nature was

October 2006 | 199

Through our research projects and those done in conjunction with various partners, *NAW* has long walked the walk in developing and implementing sound management practices. Working closely with Dr. James

Kroll (“Dr. Deer”) and other experts, we offer practical advice on identifying the key components of quality whitetail habitat and showing how to improve it. From the start, our goal has been to create and then maintain a thriving population. Making North America a better place for whitetails and those who hunt them is a huge part of what’s driven our editorial team — and always will.







With its release between the July Gear Guide and September Hunting Annual, our unique DIY Special hits this growing segment of the whitetail market just as interest in unguided deer hunting accelerates in mid-summer.

## HAMMER IT IN PRIME TIME

For a whitetail hunter, the last few months leading into a new season are a time of great anticipation. While the hardcore deer hunter is always thinking about his favorite big-game animal, as summer turns to fall these core readers are joined by an increasing number of others seeking the latest and greatest info on gear and hunting tactics. That makes our July, August and September issues prime time for marketing products and services to today's whitetail audience.

Our August DIY issue drops to subscribers and newsstands after our July Gear Guide and precedes our September Hunting Annual. The DIY editorial

theme dovetails nicely between those two issues. It's all about the hunt, and the hunt in large measure is about your product in action. Combined, these three issues will deliver a mother lode of impressions to an extremely high-quality group of prospects couched in the strongest editorial environment available to the whitetail products market.



# 2017 EDITORIAL CALENDAR

Whether it's hunting season or not, *North American Whitetail* readers get tons of great information they can use in real time. Each issue is packed with relevant editorial content tailored to that time of year. The result is a magazine totally in tune with its avid readership.

## **SPRING MANAGEMENT SPECIAL**

THEME: private-land management strategies  
FEATURES: warm-season food plots; controlling coyotes and feral hogs; trail cameras in the off-season; first look at 2016's best whitetails by bow or gun

**Ad Close Date: 12/5/16 On-Sale Date: 2/7/17**

## **JUNE FULL DRAW SPECIAL**

THEME: preparing for the 2017 bow season  
FEATURES: 2017's flagship bows; expert advice on mixing and matching archery accessories; off-season scouting strategies; profiles of several of 2016's top archery bucks

**Ad Close Date: 3/21/17 On-Sale Date: 5/16/17**

## **JULY GEAR GUIDE**

THEME: pure bowhunting for whitetails  
FEATURES: selecting a compound or crossbow; fine-tuning archery accessories; scouting summer whitetails; best stand setups for early season; record-book bow bucks

**Ad Close Date: 4/24/17 On-Sale Date: 6/20/17 Re-release: 9/5/17**

## **AUGUST DIY SPECIAL**

THEME: places, tactics and gear for DIY deer  
FEATURES: pinpointing "sleeper" spots for unguided trophies; latest navigational tools for scouting and hunting; gearing up for a road trip; rugged backwoods gear; profiles of great DIY trophies taken in recent years

**Ad Close Date: 5/26/17 On-Sale Date: 7/25/17**

## **SEPTEMBER HUNTING ANNUAL**

THEME: best tactics and gear for 2017  
FEATURES: the year's hottest new whitetail rifles, ammunition and optics; opening-day tactics and gear for bowhunting; food plot dos and don'ts; huge bow and gun bucks of 2016

**Ad Close Date: 6/26/17 On-Sale Date: 8/22/17 Re-release: 11/14/17**

## **OCTOBER HOW-TO SPECIAL**

THEME: tactics for real-world whitetail success  
FEATURES: pre-rut bowhunting strategies; hunting the mast crop; early-season deer calls; tree stand placement and safety tips; record bucks taken with bow or gun

**Ad Close Date: 7/24/17 On-Sale Date: 9/19/17**

## **NOVEMBER RUT SPECIAL**

THEME: hunting the peak time for huge bucks  
FEATURES: why many hunters fail during the rut; funnel setups for cruising bucks; reading rut sign; top rut gear; scoring on the gun opener; top bucks shot in the rut with bow or gun

**Ad Close Date: 8/28/17 On-Sale Date: 10/24/17**

## **DECEMBER/JANUARY LATE-SEASON SPECIAL**

THEME: celebrating the season  
FEATURES: spectacular trophy bucks with stories to match; winter success by hunting food plots; holiday venison everyone loves; deer gear for tough weather; the mystique and allure of vintage hunting camps

**Ad Close Date: 10/6/17 On-Sale Date: 12/5/17**







# HOG HUNTING

With wild hog populations on the rise across the whitetail's range, it's more important than ever for today's hard-core deer habitat managers to stay informed on the latest hog control strategies, hunting and trapping tips and equipment. Send your marketing message to the serious hog hunting population with the publication they rely on to make them more successful.

## INSIDE 2017

- Feral Hog Hunting Tactics & Strategies
- Latest Technology & Gear for Night Hunting
- Guns & Archery Products That Get It Done
- Wild Pork Preparation Tips
- Much More Great Info!

Ad Close Date: 9/7/17 On-Sale Date: 11/7/17 Distribution: 85,900

## SPECIAL RATES:

Full-Page	4-Color	\$2,295
Half-Page	4-Color	\$1,195
Third-Page	4-Color	\$830
Quarter-Page	4-Color	\$595





# 2017 DEMOGRAPHIC HIGHLIGHTS

We serve an audience of avid, affluent readers who hunt with assorted types of gear for many days every deer season. These enthusiasts constitute the core of today's serious whitetail market.

MRI, Spring 2016 (Men, Women, Age, Income); MRI, Spring, 2014 (audience); North American Whitetail Subscriber Study, Accelara Research, 2014

## Total Audience 676,870 %Comp

Men	83%
Women	17%

Median Age	49.4
Married	78%
Have Children	84%

Employed	74%
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Average Household Income	\$64,900
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Hunting Whitetail Deer, Past 12 mos.	97%
Average # of Days Hunting Whitetail Deer, Past 12 mos.	31.8
Days Spent on Other Deer Hunting-Related Activities	38.6
Average Years Hunting Whitetail Deer	27.6
Use Firearms to Hunt Deer	91%
Use Bow/Crossbow to Hunt Deer	84%
Bowhunt	76%
Crossbow	17%

Centerfire Rifles Owned for Deer Hunting	92%
Own a Bolt-Action Rifle	74%
Own a Lever-Action Rifle	35%
Own a Pump-Action Rifle	32%
Own a Semi-Auto Rifle	31%
Own an AR or Variant	16%

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

Own a Trail Camera for Deer Hunting	80%
-------------------------------------	-----

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

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

Took an Overnight Trip to Hunt Deer, Past 12 mos.	69%
Took an In-State Trip	78%
Took Out-of-State Trip Midwest	22%
Took Out-of-State Trip Northeast	10%
Took Out-of-State Trip Southeast	9%
Took Out-of-State Trip Southwest	4%
Traveled to Canada to Hunt Deer	4%

Average amount Spent on Out-of-State Overnight Deer Hunting Trip, Past 12 mos.	\$1,582
Average Number of Days Spent on Overnight Deer Hunting, Past 12 mos.	14.4

Average # of Days Spent Bowhunting Past 12 mos.	23.7
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Own a Compound Bow	89%
Own a Recurve Bow	20%
Own a Crossbow Bow	35%
Own a Longbow	9%

Household/Owns/Plans to Buy Tractor, ATV/UTV	78%
Household/Owns/Plans to Buy Tractor	45%
Household/Owns/Plans to Buy ATV/UTV	86%

Average # of ATVs Owned	1.4
Use ATV for Recreation	87%
Use ATV for Work	48%
Use ATV for Food Plot	50%





# 2017 GENERAL ADVERTISING RATES

Using *North American Whitetail* as a key marketing tool allows a client to put its message in front of serious deer enthusiasts at an extremely cost-effective rate.

Effective January 2016

4-Color	Gross	1X	4X	6X	8X
Full Page		\$7,952	\$7,559	\$7,155	\$6,758
2/3 Page		6,042	5,734	5,432	5,135
1/2 Page		4,843	4,599	4,360	4,122
1/3 Page		3,570	3,390	3,209	3,034
2-Color		1X	4X	6X	8X
Full Page		\$6,886	\$6,53	\$6,195	\$5,850
2/3 Page		5,214	4,959	4,700	4,434
1/2 Page		4,180	3,962	3,761	3,555
1/3 Page		3,092	2,928	2,785	2,631
B & W		1X	4X	6X	8X
Full Page		\$6,005	\$5,702	\$5,400	\$5,103
2/3 Page		4,259	4,047	3,835	3,623
1/2 Page		3,422	3,247	3,077	2,907
1/3 Page		2,393	2,275	2,154	2,031
1/4 Page		1,925	1,830	1,729	1,352
1/6 Page		1,327	1,258	1,194	1,130
Covers		1X	4X	6X	8X
Cover 2		\$8,885	\$8,435	\$7,994	\$7,554
Cover 3		8,487	8,063	7,638	7,219
Cover 4		10,041	9,538	9,033	8,535

On-The-Trail	2X	4X	8X
<b>Ad unit</b>			
BW 1 inch	\$239	\$228	\$202
4/C	350	340	313
BW 2 inch	14	372	345
4/C	525	478	451
BW 3 inch	594	515	483
4/C	737	652	621
BW 4 inch	780	647	626
4/C	950	817	790
4/C only 9 inch	1,703	1,618	1,533
3.5. X 4.5	1,703	1,618	1,533
4/C 1/2 page	3,034	2,923	2,812

Pro Shop	2X	4X	8X
4/C 1/4 page	\$1,703	\$1,618	\$1,533

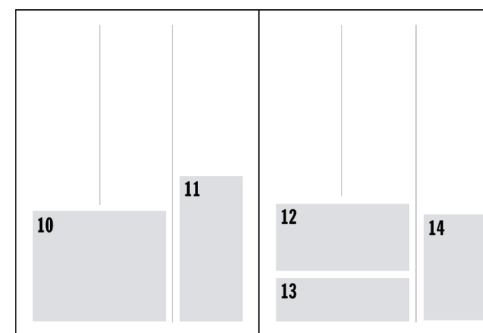
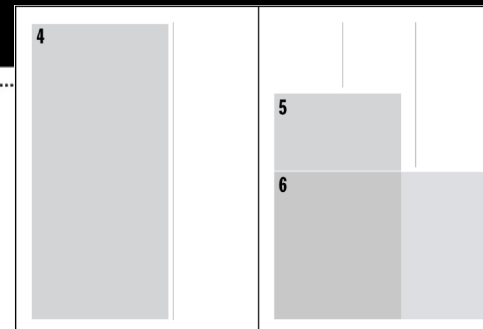
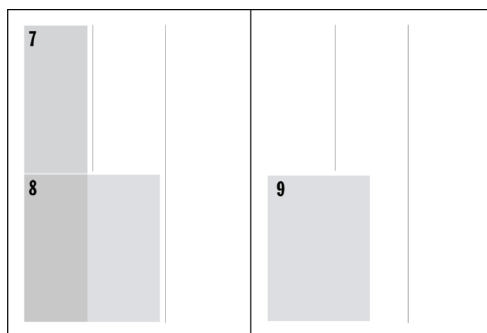




# 2017 CONTRACT & COPY REGULATIONS

Typical Advertising Sizes and  
Mechanical Specifications:  
Trim Size: x 7 3/4 w x 10 1/2 h

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



## 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: 5.125 x 5.5  
Trim: 5 x 5.25  
Safety: 4.5 x 4.75

## 9. One-Quarter Vertical

Non-Bleed: 3.375 x 4.75

## 10. One-Quarter Horizontal

Non-Bleed: 4.375 x 3.625

## 11. One-Sixth Vertical

Non-Bleed: 2.125 x 4.75

## 12. One-Sixth Horizontal

Non-Bleed: 4.375 x 2.25

## 13. One-Eighth Horizontal

Non-Bleed: 4.375 x 1.5

## 14. One-Eighth Page

Non-Bleed: 2.125 x 3.5

## 15. One Inch Banner

Non-Bleed: 6.75 x 1

## 16. Two Inch Banner

Non-Bleed: 6.75 x 2

## 17. Eight Inch Vertical

Non-Bleed: 2.125 x 8

## 18. Seven Inch Vertical

Non-Bleed: 2.125 x 7

## 19. Six Inch Vertical

Non-Bleed: 2.125 x 6

## 20. One Inch 2-Column

Non-Bleed: 4.375 x 1

## 21. One Inch Vertical

Non-Bleed: 2.125 x 1

## "ON-THE-TRAIL" SIZES One Inch

1.75w x 1h

## Two Inch Vertical

1.75w x 2.125h

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 mea-  
surement.

## Two Inch Horizontal

3.5625w x 1h

## Three Inch Vertical

1.75w x 3.25h

## Four Inch Vertical

1.75w x 4.375h

## Four Inch Horizontal

3.5625w x 2.125h

## Nine Inch

3.5625w x 4.5h

## "PRO SHOP" SIZES One-Quarter Vertical

3.25w x 4.5h

## One-Sixth Vertical

2.25w x 4.5h

CONTINUED ►

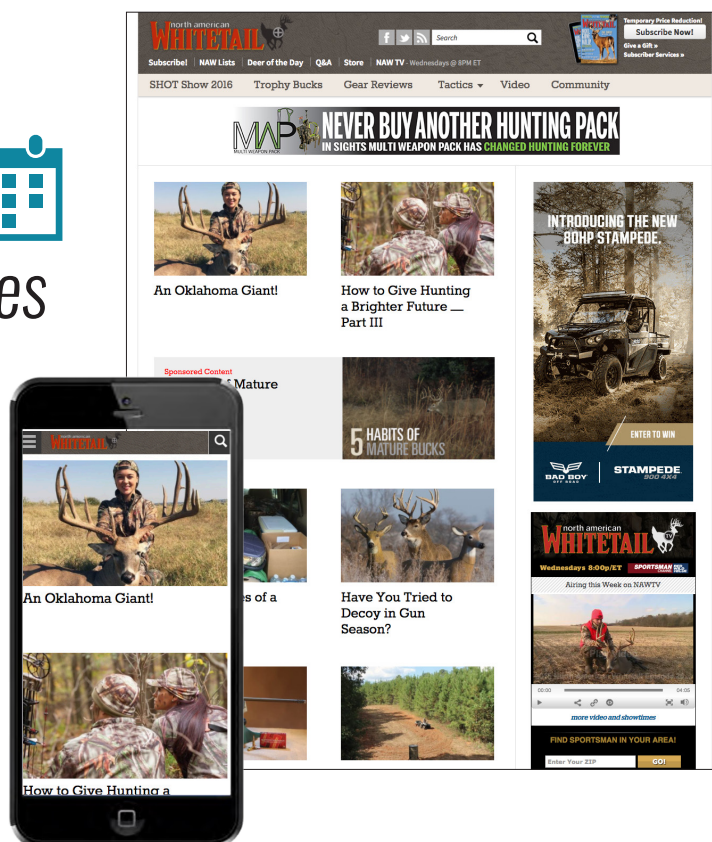




The whitetailed deer clearly stands alone as North America's No. 1 big-game animal. And since 1982, no one else has covered it as well as **North American Whitetail**. With its consistent delivery of content keyed to hardcore hunters and habitat managers, NAW remains the leading authority in the whitetail market.

127,805MM   
Average Monthly Uniques

38.8   
Median Age



## At A Glance

Average HHI	\$78,900
Male (%)	90%
Annual Page Views	7,121,755
Average Time Spent	1:56
Pages Per Session	3.8
Traffic From Mobile/Tablet Devices	70%
eNewsletter Subscribers	32,000
Social Media Followers	48,250



IDEAL FOR ACTIVATION AND CONVERSION

*Reach Your Target Audience with  
Visually Engaging Display Ads.*

## IMPROVED PERFORMANCE

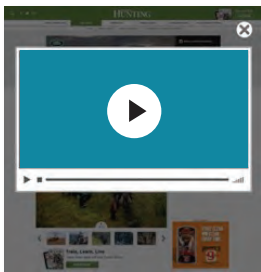
*OSG Network CTR performs 50% better  
than standard industry benchmarks.*

OSG  
Network

**.21** CTR

Standard Industry  
Benchmarks

**.14** CTR



### VIDEO

Pre Roll (:15 or :30 sec)  
Interstitial  
In-Stream

1400x200 (Super Header)

1400x500 (Super Header Expanded)

970x250 (Billboard)

300x600 (Half Page)

300x250 (medium rectangle)

728x90 (Leaderboard)

**HIGH IMPACT**



### MOBILE / TABLET

Desktop Road Block	970x250	300x600	300x250 (optional)	
Desktop Takeover	970x250	300x600	300x250	728x90
Mobile Takeover	320x100	320x50 (optional)	300x250	
Tablet Takeover	300x600	300x250	728x90	

Outdoor Channel:

Desktop Only	728x90	300x600	300x250	
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World Fishing Network:

Desktop/Mobile	728x90	300x250	300x100	
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Source: Google Benchmarks January-July 2016

Contact your ad sales representative or visit <http://www.outdoorsg.com/advertise/> for more information



IDEAL FOR BRAND RECOGNITION AND RECALL

*Native Advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.*

## IMPROVED PERFORMANCE

18%

Higher Lift In  
Purchase Intent

25%

More Engagement

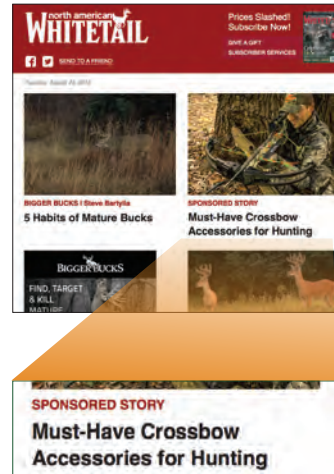
### Native Ads



### Your Content



### E-Newsletter



### eCommerce Widget



Content to be shared across social.

## PACKAGES

### Custom Content

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

- Story Creation
- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- Reporting
- 30 day run

### Editorial Sponsorships

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

- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- Reporting
- 30 day run

### E-Commerce Widget

Your products are seamlessly displayed within highly relevant content and linked directly to your store.

- You provide 6-10 products
- Widget is responsive and automatically adapts across all devices





**FISHING**



**HUNTING**



**SHOOTING**

**OVER 1 MILLION**

*Outdoor Sports Enthusiasts receive one or more OSG branded newsletters per month.*

**eNewsletter:**

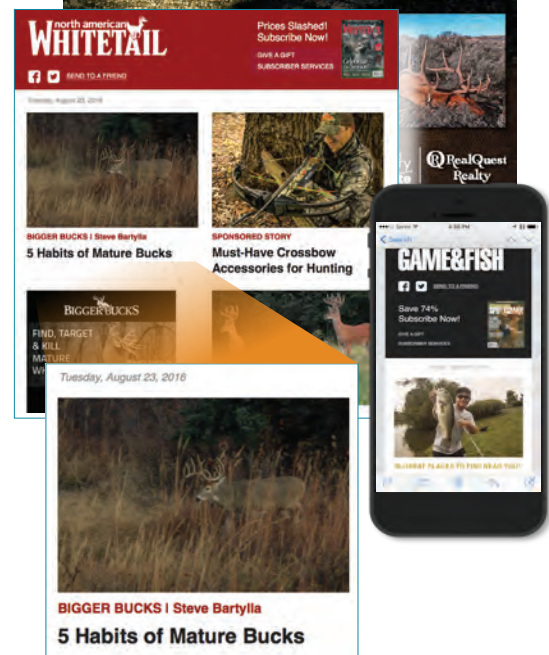
- (1) 300x250 ad surrounding the content area
- Reporting

**High Impact Package Includes:**

- (2) 300x250 ads surrounding content area
- Integration with Native Campaign to promote your sponsored content
- Reporting

**eBlast:**

- Connect with our 3rd party opt-in subscribers at 100% share of voice.
- Deliver a message directly to the OSG audience
- Reporting



**In-Fisherman**

**FLY-FISHERMAN**

**GAME&FISH**

**FLORIDA SPORTSMAN**

**BassFan**



**PETERSEN'S BOWHUNTING WILDFOWL HUNTING**

**SPORTSMAN CHANNEL**

**GUN DOG**

**WHITETAIL**

**Bowhunter**

**SHOOTING TIMES RIFLESHOOTER FIREARMS NEWS**

**HANDGUNS**

**GUNS&AMMO**



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## HIGH IMPACT



			Road Block		Takeover	
Unit	Size	CPM	CPM		CPM	
DESKTOP			\$26		\$65	
Superheader Expanded	1400x500	\$30			√	
Superheader	1400x200	\$25			√	
Billboard	970x250	\$14	√		√	
Half Page	300x600	\$12	√		√	
Medium Rectangle	300x250	\$10	√		√	
Leaderboard	728x90	\$8			√	
MOBILE			\$28			
Mobile Leaderboard	320x100 320x50	\$7 \$5	√			
Medium Rectangle	320x250	\$10	√			
TABLET			\$35			
Medium Rectangle	300x250	\$10			√	
Half Page	300x600	\$12			√	
Leaderboard	728x90	\$8			√	
VIDEO						
Pre-Roll		\$25				
Interstitial/In-Stream		\$15				
NATIVE						
Custom Content		\$7,500	Flat Rate			
Editorial Sponsorships		\$5,500	Flat Rate			
E-Commerce Widget		\$25				
E-MAIL						
E-Newsletter		Contact Your Sales Representative For More Details				
E-Blast		\$150				

OSG Digital Network offers customized packages, beyond standard sizes and placements, to satisfy the specific needs and objectives of our clients. Programmatic opportunities available.  
Go to <http://www.outdoorsg.com/marketing-solutions/digital/digital-ad-specs/> for digital specs

\*Rich Media: Standard Display: +\$2 for Rich Media, Data Layer, Targeting | High Impact: +\$2-\$8 for Rich Media - costs based on campaign

Contact your ad sales representative or visit <http://www.outdoorsg.com/advertise/> for more information



# 2017 CONTRACT & COPY REGULATIONS

## 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 Outdoor Sportsman Group®, 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.

**CONTINUED ►**



# 2017 CONTRACT & COPY REGULATIONS

Terms and Conditions:

## **DIGITAL ADVERTISING REQUIREMENTS:**

For advertisements prepared in InDesign, place the page layout document and all images (use Package) in one folder. Collect all the fonts, both screen and printer, used in the document and place them in a folder labeled "fonts" inside the document folder. It's critical that you supply all fonts used, even such common ones as Times and Helvetica. Different versions of fonts with the same name from the same foundry may have different metrics or kerning pairs, and these differences can cause type to reflow. We will use your fonts exclusively for your ad.

## **MEDIA:**

Files can be sent via advertising materials portal\*, CD, or by email (must not exceed 5MB in size).

\*Upon completion of your upload to our advertising materials portal, please contact your Outdoor Sportsman Group® advertising materials manager immediately to let us know that your files are ready

to download. Additionally, we will require a fax copy of the ad for preliminary proofing purposes. If your ad is color, we will require an acceptable color proof be shipped to us at the earliest date possible.

## **ADVERTISING MATERIALS PORTAL:**

Outdoor Sportsman Group® maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files. The OSG Portal is a simple way to transmit large files over the internet. However, content proofs are still required for electronically submitted ads (see Proof Policy below for requirements). Please contact your OSG advertising materials manager upon upload to the portal. Portal <http://osg.sendmyad.com>

## **PROOFS:**

A content proof should be submitted with every ad. All proofs should be at 100%. Proofs of full-page ads should include registration marks. For color ads a properly calibrated, SWOP-certified proof with

color bar should be included for guidance on press. A list of SWOP-certified systems is available at: <http://swop.org/certification.html#cert>. For ads submitted via email or FTP, a low resolution PDF or JPEG file is acceptable in lieu of a hardcopy proof. The PDF of JPEG file should be clearly labeled "Proof" to differentiate it from the high resolution ad file.

## **FONTS:**

We can only accept OpenType or PostScript Type 1 fonts. If TrueType fonts are used, they must be converted to outline in Illustrator or a similar program, or embedded within a PDF. Type must not have styles (bold, italic, etc.) applied in the page layout program. The actual (bold or italic) font must be selected.

## **DOCUMENT SETUP:**

For full-page ads, your document page size should match the magazine page size. Please include trim marks with 1/8" offset. Bleeds should extend 1/8" beyond trim. Two-page ads must be created as two individual pages, not one double-size page. Maximum

one ad per document.

## **IMAGES:**

**Photographic:** Should be saved in TIFF or EPS format, not JPEG, and must not contain extra channels. The color space should be CMYK or Grayscale. The maximum ink coverage (C+Y+M+K) should be no more than 300%. The effective resolution of images should be between 240 and 400 dpi. Images should not contain embedded transfer functions or halftone screens. Do not use ICC profiles or other color management.

**Linework:** Should be saved as a bitmap TIFF. Should have an effective resolution of 1200 to 2400 dpi.

## **Vector (EPS logos, etc.):**

Images must be embedded, not linked. Fonts must be converted to outline (preferred) or embedded within the EPS. Do not place EPS files inside of EPS files.

**Colors:** No RGB or Pantone. Must be CMYK. Total ink coverage must not exceed 300%.





# 2017 CONTRACT & COPY REGULATIONS

Terms and Conditions:

## **BUSINESS REPLY MAIL & FULL-PAGE ADVERTISING INSERTS:**

Quantity: Please call the Production Manager 309-679-5085 for amount for specific months.

## **MINIMUM DIMENSIONS:**

Cards should be 5 1/2" w x 3 5/8" h from backbone to face (outside edge). These measurements yield a return card of 5" w x 3.5" h. They will jog to foot and have .125" grind off. Deliver cards flat.

## **MAXIMUM DIMENSIONS:**

Maximum size supplied is full trim size plus .125" four side trims, 8" w x 10 3/4" h for final trim size of 7 3/4" w x 10 1/2" h. Deliver cards flat. BRC cards of 5" w x 3 1/2" h can be removed from larger cards at perforations. Larger cards are also acceptable but will go to postcard rates for postage. Postcards require a minimum of .009" (9-point stock) and may not exceed .016" (16-point stock).

## **TRIM & LAP:**

Inserts will jog to the foot, therefore, .125" will be trimmed off the foot of all supplied inserts. No trim at gutter (backbone). Final magazine size is 7 3/4" w x 10 1/2" h.

## **LIVE MATTER:**

Keep vital advertising material (type, logos, and important parts of photos) 1/2" from final trim.

## **PERFORATION:**

Perforation must be 60% paper, 40% hole. (If holes are too large, the cards may tear apart during binding). Make sure your printer is aware of this specification.

## **POROSITY SPECS:**

Inserts are fed by vacuum grippers. Insert stock should not be too porous for proper feeding. Stock with excessive porosity will cause two or more inserts to be picked up at one time (causing

a premature depletion of supply); or it may fail to pick up an insert at all. Our printer uses the Gurley Porosity Tester. It should take at least 25 seconds to force 100ccs of air through the stock, using the Gurley Tester. Your insert stock should be Gurley specified and be guaranteed to meet the above minimum specifications.

## **DEADLINE:**

Insertion order committing space must be at our office by closing date for a specific issue to allow time for proper pagination, for postal requirements, and for press information, etc. Inserts must be delivered by no later than the 10th of the month.

## **SHIPPING & PACKING:**

Please advise your printer to follow the specs above. Ship to: Account Manager - North American Whitetail, Quad Graphics, 1900 W Sumner St, Hartford, WI 53027. Blueline sample of insert must be

provided to the Production Manager for approval prior to printing.

## **POSTAL REQUIREMENTS:**

The U.S. Postal Service requires that any business reply mail be at least .007 inches thick (7-point stock). To get card rate, return portion of card should be at least 3 1/2" by 5", but not exceed 4 1/4" by 6". All business reply mail must comply with postal specifications.

## **MAIL/MISCELLANEOUS:**

Send all advertising materials and insert bluelines to: Production Manager, North American Whitetail Magazine 2 News Plaza, 2nd Floor, Peoria, IL 61614 309-679-5085 kathryn.mcglathlen@outdoorsg.com

**Audited by Audit Bureau of Circulation.**

