



# north american **WHITETAIL** 2019 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.





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**, **Bernie Barringer**, **Tony J. Peterson**, **Don Higgins**, **Haynes Shelton**, **Mark Kayser** and **Dan Cole**: all writers whose words reflect years of experience across the varied landscape that is today's whitetail country.



*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.*



**BIG BUCK PROFILE:** Since North American Whitetail's first issue in 1982, the magazine has consistently featured the most newsworthy record bucks, offering readers a fascinating inside look at the locations, gear and tactics that have made deer-hunting history.

**DR. DEER:** His name is Dr. James Kroll, but to the whitetail community he's "Dr. Deer." In every issue, the founder and director of the Institute for White-tailed Deer Management & Research shares his immense knowledge of deer behavior, biology and private-land management.

**GEAR WISE:** Readers looking for the best equipment need solid info for making smart choices that will translate into tangible whitetail success. Our experts reveal what they need and why.

**NAW CONSERVATION:** We reveal key events and trends — some natural, others manmade — that currently impact the world of whitetails and those who pursue them.

**GONE PUBLIC:** Many passionate hunters take to public land each fall. DIY expert Bernie Barringer shares the inspirational stories of fellow hunters who have taken bragging bucks in the process.

**HALL OF FAME:** From experts right on down to rookies, hunters of all ages can enjoy trophy success. This department lets them to share photos of their proudest moments with fellow readers.

**NORTH AMERICAN WHITETAIL TV:** Viewers know to expect thrilling fair-chase hunting action and sound management advice from our iconic TV series. We deliver the content — and the ratings.

**TRAILS & TAILS:** Every hunter has stories. Some even are true. We share the best of them in this back-page feature, which celebrates the personal moments that make the whitetail culture unique.

**MY STAND:** With a deer-hunting career spanning well over a half-century, editor in Chief Gordon Whittington has his trigger finger squarely on the pulse of the whitetail world, giving him unique insights into topics on the minds of hunters and managers everywhere.



Each issue's departments delve into a broad range of topics, providing short but meaty content to augment the lengthier features that are the magazine's lifeblood.

|                          |           |               |       |
|--------------------------|-----------|---------------|-------|
| Print Audience           | 1,224,696 | Median Age    | 47    |
| Circulation              | 111,336   | Married       | 80.3% |
| Average Household Income | \$117,960 | Have Children | 84%   |
| Average Net Worth        | \$604,630 | Employed      | 67.8% |
| Men/Women %              | 86/14     | Retired       | 27.5% |

### 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, 22% Northeast, 10% Southeast, 9% Southwest, 4% Canada – spending an average of \$1,582 per trip.

### 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.

### 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; 16% 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.



### WHAT'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.

### ON TARGET WITH TODAY'S HUNTERS

#### FIREARMS

Firearms hunting remains hugely popular with the whitetail crowd with 91% using firearms to hunt deer, put venison on the table and keeping deer numbers.

#### We provide the content serious gun-lovers crave...

From expert advice on selecting and using all manner of firearms for whitetails; how-to content to 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); to debating new whitetail cartridges, telling how-to coax a few more feet per second out of a slug gun to covering that new state-record muzzleloader buck and more...

#### ARCHERY

With 84% of 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.

### LAND MANAGEMENT MATTERS

Years ago, deer hunters simply hunted. But that's no longer the case. These days, serious whitetail enthusiasts are as interested in protecting the resource as they are in filling the freezer. Our goal is to create and maintain a thriving population. That's why NAW has a sharp focus on helping private-land hunters and landowners build their own "deer factories."

Through our research projects and partnerships, NAW has a long history of 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.

Our mission is to make North America a better place for whitetails and those who hunt them.





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, September and October prime time for marketing products and services to today's whitetail audience.

We kick off with our July GEAR GUIDE followed by our August DIY ISSUE, September HUNTING ANNUAL and October HOW-TO SPECIAL.

It's all about THE HUNT, and the hunt in large measure is about your product in action.

North American whitetail delivers a large scale audience of dedicated, passionate high-quality enthusiasts and outdoorsman coupled with the strongest editorial environment available to the whitetail products market.

*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.*



## SPRING MANAGEMENT SPECIAL

**Focus:** Management Special

**Key Features:**

- Gear & Knowledge for Better Food Plots
- Assessing & Managing Deer Timber
- The Dog/Cat/Hog Challenge: Controlling Deer Predators
- Lessons Learned from Shed Antlers
- Common-Sense Buck Scouting

**Equipment:** Small tractors, food plot implements, chainsaws

**AD CLOSE:** December 6, 2018

**ON SALE:** February 5, 2019

## JUNE FULL DRAW SPECIAL

**Focus:** Full Draw Archery Special

**Key Features:**

- Trail Cameras: Where & How Often?
- Off-Season Archery Practice
- Monster Bow Bucks from 2018
- Pick the Right Bowhunting Partner

**Equipment:** Vertical Bows, Arrows, Sights, Rests, Targets

**AD CLOSE:** March 19, 2019

**ON SALE:** May 14, 2019

## JULY GEAR GUIDE

**Focus:** Pure Whitetail Bowhunting

**Key Features:**

- Dos & Don'ts of Shooting Lanes
- Getting an Edge with Hunting Apps
- Which Kind of Buck Are You Hunting?
- Crop Cycles & Archery Success
- Ground Blind Setups for Early Season

**Equipment:** Crossbows & Accessories, Broadheads, Rangefinders

**AD CLOSE:** April 22, 2019

**ON SALE:** June 18, 2019

## AUGUST DIY SPECIAL

**Focus:** DIY Special

**Key Features:**

- Researching Public Land Options
- Tips for a Smooth Whitetail Road Trip
- Scouting New Places from Home
- Bow vs. Gun for Better DIY Odds?
- Monster Bucks Taken on Public Land

**Equipment:** Lightweight Deer Gear, Backpacks, E-Bikes

**AD CLOSE:** May 24, 2019

**ON SALE:** July 23, 2019

**RE-RELEASE:** October 8, 2019

## SEPTEMBER HUNTING ANNUAL

**Focus:** Attracting Whitetails

**Key Features:**

- Deer-Calling Advice from the Pros
- Easy & Effective Mock Scrapes
- Magnetic Food Plots for Autumn Action
- Fooling Smart Bucks with Decoys
- Home on the Range: Dialing In for Gun Season

**Equipment:** Rifles, Ammunition, Optics

**AD CLOSE:** June 24, 2019

**ON SALE:** August 20, 2019

**RE-RELEASE:** November 19, 2019

## OCTOBER HOW-TO SPECIAL

**Focus:** How-To Special

**Key Features:**

- Rattling Bucks Before the Rut
- Are You Too High in the Tree?
- How Crop Harvest Affects Deer
- Warm-Weather Scent Control
- Lessons Taught by Huge Bucks

**Equipment:** Stands, Blinds, Stand Safety Gear, ATVs, UTVs

**AD CLOSE:** July 22, 2019

**ON SALE:** September 17, 2019

## NOVEMBER RUT SPECIAL

**Focus:** Rut Special

**Key Features:**

- Mobile Tactics for the Rut
- Pinpointing Red-Hot Funnels
- Do Rutting Bucks Have Patterns?
- Mega-Deer of the 2018 Rut

**Equipment:** Calls, Scents, Cold-Weather Apparel

**AD CLOSE:** August 26, 2019

**ON SALE:** October 22, 2019

## DECEMBER/JANUARY LATE-SEASON SPECIAL

**Focus:** Celebrate the Season

**Key Features:**

- Ground Blinds for Late-Season Bucks
- Crowd-Pleasing Holiday Venison Dishes
- Great Tales of 2018 Trophy Success
- Guide to Late-Season Whitetail Hotspots

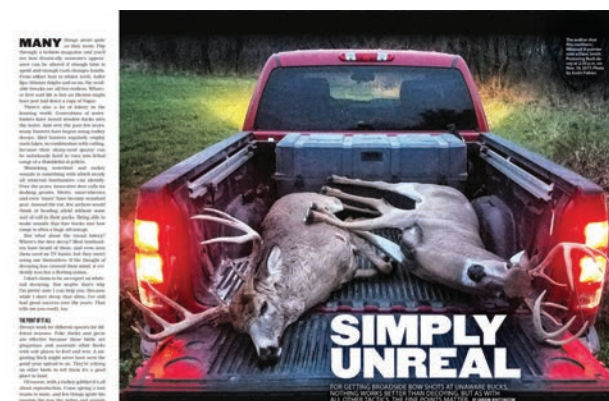
**Equipment:** Muzzleloaders & Accessories

**AD CLOSE:** October 4, 2019

**ON SALE:** December 3, 2019



| ISSUE                                       | AD SPACE CLOSE/MATERIALS DUE | NEWSSTAND ON SALE   |
|---------------------------------------------|------------------------------|---------------------|
| SPRING <b>MANAGEMENT SPECIAL</b>            | 12/6/18                      | 2/5/19              |
| JUNE <b>FULL DRAW SPECIAL</b>               | 3/19/19                      | 5/14/19             |
| JULY <b>GEAR GUIDE</b>                      | 4/22/19                      | 6/18/19             |
| AUGUST <b>DIY SPECIAL</b>                   | 5/24/19                      | 7/23/19 & 10/8/2019 |
| SEPTEMBER <b>HUNTING ANNUAL</b>             | 6/24/19                      | 8/20/19 & 11/19/19  |
| OCTOBER <b>HOW-TO SPECIAL</b>               | 7/22/19                      | 9/17/19             |
| NOVEMBER <b>RUT SPECIAL</b>                 | 8/26/19                      | 10/22/19            |
| DECEMBER/JANUARY <b>LATE-SEASON SPECIAL</b> | 10/4/19                      | 12/3/19             |





## 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 2019

- 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!

**Hog Hunting 1** Distribution: 77,500

**Ad Close: 11/20/18 On-Sale: 1/29/19**

**Hog Hunting 2** Distribution: 77,500

**Ad Close: 9/3/19 On-Sale: 11/5/19**

### Special Rates:

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





Distribution: 102,000

Ad Close: 12/17/18

On-Sale: 2/19/19 Re-Release: 7/17/19

#### Special Rates:

|              |         |         |
|--------------|---------|---------|
| Full-Page    | 4-Color | \$3,000 |
| Half-Page    | 4-Color | 1,800   |
| Third-Page   | 4-Color | 1,200   |
| Quarter-Page | 4-Color | 900     |

## North American Elk

**NORTH AMERICAN ELK** is the leading source of compelling content created specifically to capture the imagination of the aspirational elk hunter and launch them toward their dreams of hunting the ultimate North American game animal. Trusted resources like Will Primos will deliver the blueprints to the start of our reader's elk hunting journey. Geo-targeting in America's deer country, *North American ELK* provides the perfect opportunity to show-case your products to the elk hunting segment's newest members, from the plains states to the east coast.

### FEATURES

#### HUNT ELK LIKE A DEER HUNTER

Turns out those deer hunting skills are perfect for chasing wapiti! If you want to have a blast hunting elk, sneak around and call to them. But if you want to kill elk, take a stand, deer hunter. Pros like Will Primos talk about what it takes to make your elk dreams come true.

#### BEST OF THE WEST

Max your odds with our state-by-state OTC and draw permit breakdown for the DIY Elk Hunter. +BONUS: Best of the rest. There is more opportunity than ever beyond the classic Rocky Mountain elk states.

#### USE ENOUGH GUN

Big bulls are nothing like a deer or even a cow elk. Experts like Craig Boddington weigh in on the smartest guns and loads to bring down these tough monsters with one shot. +Ethical shots for archers and broadheads that get it done.

### CONTENT

#### GET GOING

- Beating The Herd—How to out-perform the competition on public land.
- Bugle-Bound—Fly or drive? Camper or Backcountry? ATV or hike? What you really must know to get around in elk country.
- Trophy Cow? Your freezer will think so...Why it make sense to pursue an antlerless hunt.

#### GEAR UP

The Killer's Essentials—This eye-candy section serves up the best in back-country blades, binos, boots and more. Also critical: electronics. What once were just navigation tools have become the deadliest weapon of the public land hunter.

#### HUNT PREP

- Being fast and mobile is a huge advantage in elk country. Forget all the backcountry fad workouts, those are for people without day jobs. What do you really need to do to prepare?
- You got one, now what? When you kill an elk, the fun is over, and in bear country, you gotta move fast. How to make small work out of a big animal.

#### HUNT STRATEGY

- Go with a pro, or solo? "Affordable Guided Elk Hunt" is not always an oxymoron. A look at when a guided hunt might make sense.
- The Predator Problem—Some of the best elk states are full of aggressive grizzlies. How to deal with this threat both before and after the kill.
- BONUS: States where you can also carry a wolf/lion/bear tag.

#### LEGACY

- A century ago, there were less than 45,000 elk in existence. Celebrate how hunters fought to build our herds back to 1 million strong!
- Those Magnificent Bulls: A photo tribute to the most regal of all big game. PLUS: How to best capture your own hunt in images.
- The Other Elk: West Coast over-the-counter public elk? Discover the Roosevelt elk connection with our expert DIY archer.
- PLUS: Our talented humorist shows the comical side of our elk obsession.

Effective January 1, 2019

| 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    |
|--------------|-----------------|-------|-------|-------|
|              | Ad unit         |       |       |       |
| 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 |

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.



### Typical Advertising Sizes and Mechanical Specifications:

Trim Size: 7 3/4" w x 10 1/2" h

#### 1. Two Page Spread

Non-Bleed: 14.5 x 9.5

Bleed: 15.75 x 10.75

Trim: 15.5 x 10.5

Safety: 15 x 10

#### 2. Two Page

One-Half Horizontal

Non-Bleed: 14.5 x 4.75

Bleed: 15.75 x 5.5

Trim: 15.5 x 5.25

Safety: 15 x 4.75

#### 3. Full Page

Non-Bleed: 6.75 x 9.5

Bleed: 8 x 10.75

Trim: 7.75 x 10.5

Safety: 7.25 x 10

#### 4. Two-Third Vertical

Non-Bleed: 4.375 x 9.5

Bleed: 5.25 x 10.75

Trim: 5 x 10.5

Safety: 4.5 x 10

#### 5. 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

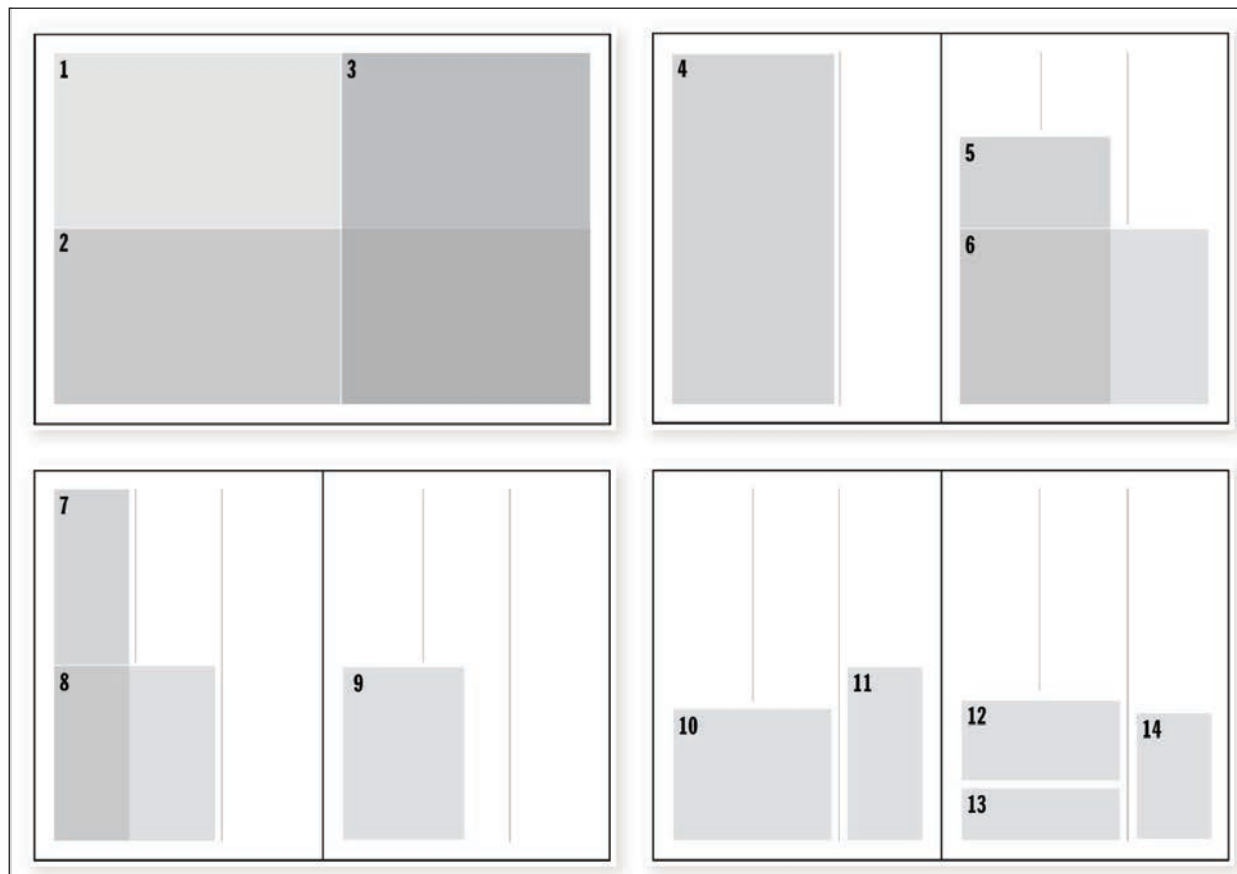
Non-Bleed: 2.125 x 6

#### 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

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 ►

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

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

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

**Trim** — The edge of the page.

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

## Terms and Conditions

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- 1** The publisher may reject any advertising for any reason at any time, even if previously acknowledged or accepted.
- 2** Cancellations or changes in advertising (including changes in insertion orders) will not be accepted by the publisher after the issue closing date.
- 3** Cancellations must be in writing, and none are considered accepted until confirmed in writing by the publisher.
- 4** Cancellation of a space contract by the advertiser or its agency will result in the forfeiture of position protection and/or the contract rate, if any. The rate on past and subsequent insertions will be adjusted to conform to the actual space used at current rates.
- 5** The publisher shall not be liable for any delay or failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, work stoppages, accidents, or other circumstances beyond the publisher's control. The liability of publisher, if any, for any act, error, or omission for which it may be held responsible at law or in equity shall not exceed the cost of the advertising space affected by the error. In no event shall publisher be liable for any indirect, consequential, punitive, special, or incidental damages, including, but not limited to, lost income or profits.
- 6** Advertiser and agency represent and warrant that they are authorized to publish the entire contents and subject matter of any advertisement in any issue or edition and that publication will not violate any law or infringe upon any right of any party or result in any claims against publisher. In consideration of the publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify, defend and hold harmless KSE Sportsman Media, Inc. its affiliates officers, agents and employees against any and all losses and expenses (including legal fees) arising from or relating to (a) a breach or misrepresentation of the foregoing representations and warranties, and/or (b) the publication or contents of the advertisement including, without limitation, claims or suits for defamation, libel, misappropriation, privacy or publicity rights, copyright or trademark infringement, plagiarism, and from any and all similar claims now known or hereafter devised or created.
- 7** No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies or the terms and conditions stated herein will be binding on the publisher and to the extent inconsistent with the terms herein, these terms and conditions shall govern and supersede any such conditions.
- 8** The publisher has the continuing right to adjust its rate schedule and will regard the failure of an order to correspond to the rate schedule as a clerical error and will, without further communication, invoice the advertiser based on rates in effect at that time.
- 9** The publisher will hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Please be advised that there is no "sequential liability" to the publisher. Payment is due upon receipt of invoice. All payments must be in United States currency. Advertiser and/or its advertising agency are jointly and severally liable for all costs, fees and expenses (including attorney or collection agency fees) incurred in connection with the collection of all monies due.
- 10** The forwarding of an order is construed as an acceptance of all the publisher's rates and conditions in effect at that time.
- 11** This agreement shall be governed by and construed in accordance with the laws of the State of Georgia without regard to conflict of laws provisions. Any action or proceeding arising out of or relating to this agreement or publisher's publication of the advertising shall be brought in the courts of record in the State of Georgia.



## General Production Information:

Production Manager  
North American Whitetail  
2 News Plaza, 2nd Floor  
Peoria, IL 61614  
309-679-5085  
kathryn.mcglathlen@outdoorsg.com

**Trim Size:** 7¾-in. wide x 10½-in. high

**Non-Bleed:** ½-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:** ¼-in. inside of the trim edge on all four sides for a total ½-in. safety both vertically and horizontally. All image and text not intended to bleed should be within this measurement.

Please contact the production manager for specs, quantities, and delivery information for supplied inserts and cards.

## Advertising File Requirements:

OSG requires that ads be submitted in PDF/X-1a format.

### Files must have:

All fonts embedded.

Page geometry defined and consistent (trim, bleed, and media/art boxes).

Correct color space for all elements (CMYK or grayscale).

Spot colors converted to CMYK.

Color and grayscale image resolution between 266 and 300 ppi at 100% placement.

Bitmap image resolution between 600 and 1200 ppi.

Total ink coverage should not exceed 300%.

## Advertising File Submission:

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

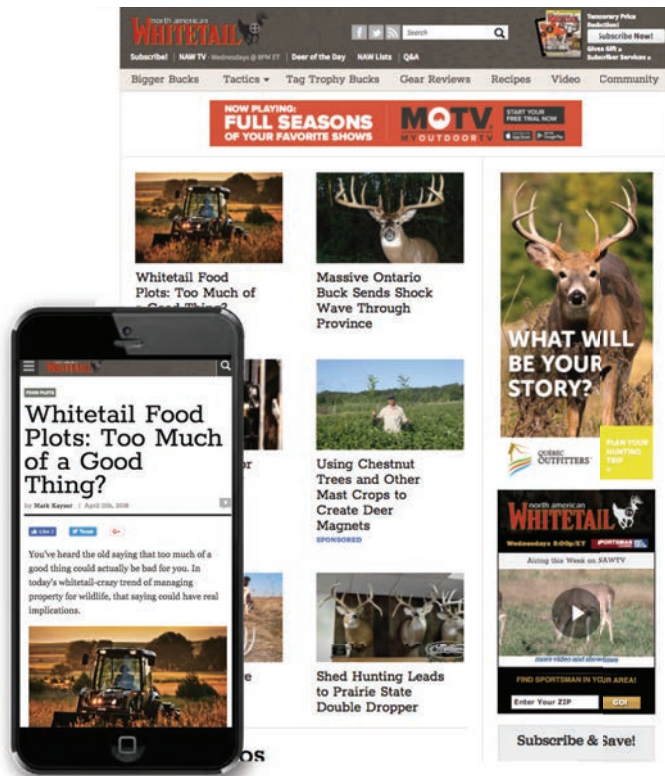
[osg.sendmyad.com](http://osg.sendmyad.com)

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.



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.



106k   
Avg. Monthly Uniques

40.2   
Median Age

|                            |           |
|----------------------------|-----------|
| Average HHI                | \$76,900  |
| Male (%)                   | 89%       |
| Annual Page Views          | 4,206,258 |
| Avg. Time Spent            | 1:42      |
| Pages Per Session          | 2.9       |
| Traffic From Mobile/Tablet | 69%       |
| eNewsletter Subscribers    | 45,100    |
| Social Media Followers     | 54,600    |



Annual Frequency: 8 times/year

Field Served: Magazine devoted to the serious trophy deer hunter.

Published by Outdoor Sportsman Group - Integrated Media

## Publisher's Statement

6 months ended June 30, 2018, *Subject to Audit*

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

| Total Paid & Verified Subscriptions | Single Copy Sales | Total Circulation | Rate Base    | Variance to Rate Base |
|-------------------------------------|-------------------|-------------------|--------------|-----------------------|
| 103,322                             | 8,014             | 111,336           | 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 |                                           |                                                   |                                   |
| Dec/Jan        | 87,154             | 922           | 88,076                   | 13,944                 |               | 13,944                       | 102,020                             | 11,079            | 22            | 11,101                  | 112,177                                   | 944                                               | 113,121                           |
| Feb/Spring     | 77,497             | 795           | 78,292                   | 13,821                 | 10,000        | 23,821                       | 102,113                             | 8,013             | 11            | 8,024                   | 99,331                                    | 10,806                                            | 110,137                           |
| Jun            | 77,695             | 779           | 78,474                   | 17,359                 | 10,000        | 27,359                       | 105,833                             | 4,900             | 19            | 4,919                   | 99,954                                    | 10,798                                            | 110,752                           |
| <b>Average</b> | <b>80,782</b>      | <b>832</b>    | <b>81,614</b>            | <b>15,041</b>          | <b>6,667</b>  | <b>21,708</b>                | <b>103,322</b>                      | <b>7,997</b>      | <b>17</b>     | <b>8,014</b>            | <b>103,820</b>                            | <b>7,516</b>                                      | <b>111,336</b>                    |

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

|                                                | Print          | Digital Issue | Total          | % of Circulation |
|------------------------------------------------|----------------|---------------|----------------|------------------|
| <b>Paid Subscriptions</b>                      |                |               |                |                  |
| Individual Subscriptions                       | 80,782         | 832           | 81,614         | 73.3             |
| <b>Total Paid Subscriptions</b>                | <b>80,782</b>  | <b>832</b>    | <b>81,614</b>  | <b>73.3</b>      |
| <b>Verified Subscriptions</b>                  |                |               |                |                  |
| Public Place                                   | 14,405         | 6,667         | 21,072         | 18.9             |
| Individual Use                                 | 636            |               | 636            | 0.6              |
| <b>Total Verified Subscriptions</b>            | <b>15,041</b>  | <b>6,667</b>  | <b>21,708</b>  | <b>19.5</b>      |
| <b>Total Paid &amp; Verified Subscriptions</b> | <b>95,823</b>  | <b>7,499</b>  | <b>103,322</b> | <b>92.8</b>      |
| <b>Single Copy Sales</b>                       |                |               |                |                  |
| Single Issue                                   | 7,997          | 17            | 8,014          | 7.2              |
| <b>Total Single Copy Sales</b>                 | <b>7,997</b>   | <b>17</b>     | <b>8,014</b>   | <b>7.2</b>       |
| <b>Total Paid &amp; Verified Circulation</b>   | <b>103,820</b> | <b>7,516</b>  | <b>111,336</b> | <b>100.0</b>     |

### PRICES

|                                           | Suggested Retail Prices (1) | Average Price(2) |                  |
|-------------------------------------------|-----------------------------|------------------|------------------|
|                                           |                             | Net              | Gross (Optional) |
| Average Single Copy                       | \$4.99                      |                  |                  |
| Subscription                              | \$19.97                     |                  |                  |
| Average Subscription Price Annualized (3) |                             | \$11.44          |                  |
| Average Subscription Price per Copy       |                             | \$1.43           |                  |

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2017

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

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

| Audit Period Ended | Rate Base    | Audit Report | Publisher's Statements | Difference | Percentage of Difference |
|--------------------|--------------|--------------|------------------------|------------|--------------------------|
| 6/30/2017          | None Claimed | 128,537      | 128,537                |            |                          |
| 6/30/2016          | None Claimed | 132,207      | 132,207                |            |                          |
| 6/30/2015          | None Claimed | 134,366      | 134,366                |            |                          |

Visit [www.auditedmedia.com](http://www.auditedmedia.com) Media Intelligence Center for audit reports

### ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions

Geographic Data

Analysis of New & Renewal Paid Individual Subscriptions

Trend Analysis

**ADDITIONAL ANALYSIS OF VERIFIED**

|                                    | Print         | Digital Issue | Total         |
|------------------------------------|---------------|---------------|---------------|
| <b>Public Place</b>                |               |               |               |
| Automotive Outlets                 | 6,658         |               | 6,658         |
| Doctor/Health Care Providers       |               | 6,667         | 6,667         |
| Fitness/Recreational Facilities    | 1             |               | 1             |
| Personal Care Salons               | 7,197         |               | 7,197         |
| Specialty Locations/Retail         | 549           |               | 549           |
| <b>Total Public Place Copies</b>   | <b>14,405</b> | <b>6,667</b>  | <b>21,072</b> |
| <b>Individual Use</b>              |               |               |               |
| Ordered/Payment Not Received       | 636           |               | 636           |
| <b>Total Individual Use Copies</b> | <b>636</b>    |               | <b>636</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: 6,548

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 101

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: KSE Sportsman Media, Inc.  
NORTH AMERICAN WHITETAIL, published by Outdoor Sportsman Group - Integrated Media \* 1040 Sixth Avenue 12th Floor \* New York, NY 10018

TOM WEAVER

Publisher

P: 212.852.6682 \* F: 212.302.4472 \* URL: www.northamericanwhitetail.com

Established: 1990

CARTER VONASEK

Planning Director

AAM Member since: 1990