

WILDFOWL®

2018 Media Kit

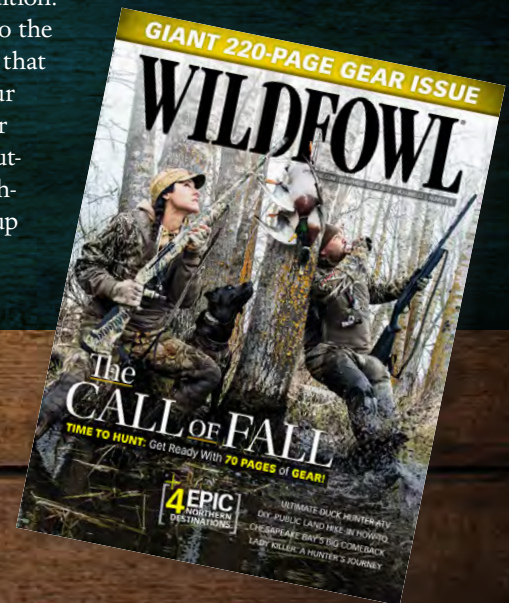


A Waterfowl Legend for over 30 years!

The go-to source for info and entertainment for duck and goose hunters, there is simply nothing else on the waterfowling landscape like WILDFOWL magazine. For over three decades, WILDFOWL has dominated this gear-intense niche with the latest tactics, equipment and techniques as well as top-notch storytelling that is a grand tribute to the powerfully historic American waterfowling tradition. From the enormous, unequalled annual gear issue to the immersive dream destination and strategy features, that fill its pages, nothing compares to WILDFOWL. Our readers are a uniquely devoted group who take their sport personally and passionately, and rely on our cutting-edge coverage of conservation issues. WF's high-end audience is the most committed, dedicated group of waterfowl hunters in existence, and our readers know nobody gets it like WILDFOWL.



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In Every Issue

A FINE COMPLEMENT of renowned experts fill the pages of WILDFOWL, from resonant, compelling full feature stories of five to seven pages filled with beautiful photography and storytelling to the cutting-edge departments on dogs, gear, humor and news. Some regular departments:

BLAST FROM THE PAST

A nostalgic look back at waterfowling's rich and storied past, these romantic photos from the good old days are blown out into a two-page spread with stories that explore the lore of our great sport. Sponsored by Realtree, this new feature is a hit.

SPOTLIGHT

We go inside the world of waterfowling, profiling some of the most well-known personalities and companies in the hunting industry.

CONSERVATION CORNER

Dynamic and vibrant 3-4 page section in the front of the magazine anchored by excellent investigative reporter David Hart centers on news and updates from the world of waterfowling with powerful lead stories focused on conservation issues. An edgy, entertaining section called Fifth Flyway is packed with small, funny, weird and newsy items of interest from across the world of waterfowling

DESTINATIONS

New for 2016, we take readers to the ducks with the best hunting locales in North America and beyond. Travel, adventure and the most unbelievable bird shoots in the world.

BOATS & BLINDS

The long-running popular contest profiles plans for innovative waterfowling boats and blinds as built and submitted by our readers.

GUNS & LOADS

Ballistics expert and core bird hunter John M. Taylor tests waterfowl loads at the range and in the field. He reports on powder performance, wads and shot, which includes evaluating patterns, penetration and chokes.

FOWL THOUGHTS

Humorists Bruce Cochran and Jeff Fryhover poke fun at the lighter side of hunting ducks and geese in a popular WILDFOWL column.

RETRIEVERS

The world's premiere dog training expert Tom Dokken details retriever training techniques specifically for waterfowl hunters. He covers obedience drills, problem-solving and the use of training aids.

RETRIEVER HEALTH

Gun dog aficionado and entertaining writer Tyler Shoberg helps hunters get the most from their retriever with real-world advice on caring for bird dogs in the field and at home.

GEAR UP

A popular product section in which our staff tracks all of the latest offerings designed for waterfowl hunters, including calls, decoys, boats and motors, blinds, shotguns, ammunition, retriever-related products and hunting accessories.

PASSAGES/BAND TALES

Bob Humphrey tracks bird banding data submitted by WILDFOWL readers lucky enough to shoot banded ducks and geese; a well-liked and heavily read column.



MEET THE READERS

WHAT THEY HUNT

- Virtually all hunt ducks, and seven in eight hunt geese.

WHERE THEY HUNT

- On average, WILDFOWL readers travel nearly 100 miles for a hunt. While half typically travel less than 50 miles to hunt, three in ten (30.2%) travel over 100 miles for a typical waterfowl hunting trip.
- Just over half travel out of state to hunt waterfowl.
- On average, WILDFOWL readers take 8.4 hunting trips each year and 3.6 overnight trips each year. Three in five take 4 or more trips, and three in ten take four or more overnight trips each year. Only one in eight doesn't travel at all to hunt, while three in ten don't take overnight trips.
- While waterfowl are hunted throughout the US, there are many more WILDFOWL readers in the Upper Mid-West than in other regions of the country. Three in ten waterfowlers travel to other countries, primarily Canada, to hunt.
- A typical reader spends nearly \$1500 on overnight hunting trips in a typical year.
- Collectively, WILDFOWL's readers spend nearly \$50 million a year (\$46.4 million) on overnight hunting trips.

HOW MUCH THEY SPEND AND ON WHAT

- Typical WILDFOWL hunters spend \$750 a year on waterfowling gear and equipment. Collectively, WILDFOWL's readers spend just over \$25 million on gear and equipment annually.
- Nearly all readers own hunting gear and clothes, seven in eight own blinds or blind materials, three-fourths own Wildlife collectibles, and half own a gun safe.
- Seven in eight hunters buy from sporting goods stores, two-thirds from online stores, and three-fifths from mail or phone catalogue operations. Two in five buy from Big Box retailer.
- Half plan to buy hunting products in the coming year. Among these, a majority will buy clothes (45%), boots (27%) or waders (28%), half will buy blinds or blind materials (49%), and a third will buy gear, art & collectibles, or a gun safe.
- Nearly all WILDFOWL hunters feel that quality is more important than price when it comes to new hunting apparel.

SHOTGUNS & LOADS

- Virtually all own shotguns, with an average reader owning 6.2 shotguns. Half own fewer than five, and half own 5+ shotguns.
- Nearly all own 12 gauge shotguns, a majority own 20 gauge shotguns, two in five own 10 gauge shotguns, and one in six own 16 gauge shotguns. Three in ten readers plan to purchase a new shotgun in the coming year. Among these buyers, seven in eight will buy a new 12 gauge, one in four will buy a new 20 gauge, and one in ten will buy a new 10 or 410 gauge.
- Seven in ten use either premium steel shot or steel shot loads, and the average budget is \$275 per hunter, and cumulatively \$8.7 million.

CLOTHING

- Nearly two-thirds will buy chest waders within three years. Half typically purchase waders every three years, and one in seven buy waders every other year.

DEKES

- Nearly all own duck decoys (averaging 5.5 dozen each); nine in ten own 3+ dozen.
- Five in six own goose decoys (averaging 3.7 dozen each), and just over half own 3+ dozen.

BOATS

- Nearly three-fourths own a boat, and one in seven will buy a boat in the next year.

DOGS

- Three in four readers own dogs, and two-thirds own waterfowling dogs, the vast majority of which are Labs, followed by Chessies and Goldens. On average, dog owners have 1.5 dogs each.
- On average, WILDFOWL's 24,500 dog owners spend \$63/month on dog food, for a cumulative total of \$1.5 million each month or \$18 million each year.
- Nearly all buy flea and tick preventatives, and one in three buy dewormers in a typical year. One in five buy dog pain meds or food supplements.

Need more info? Just ask us!



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The EQUIPMENT ISSUE

A GROUNDBREAKING WILDFOWL Magazine Tradition Continues with our 2018 August Equipment Issue. The absolute benchmark of waterfowling publications, it helps readers become better hunters with a thrilling array of new equipment with special features and sections that include:

- Duck boats of all kinds, everything from one-man layouts to big water rigs
- Mud motors galore
- What's new in the world of shotguns & ammo
- Blinds, blinds and more blinds
- The latest in decoys and decoy technology
- A huge duck and goose call section
- A clothing section built from the water up starting with the right waders & boots for your style of hunting to the latest garments & camo patterns that deliver it all in the world of waterproof cold weather gear
- Dog supplies; the stuff you need to train the new pup or keep that old retriever going strong
- ATV's.

TWO WAYS TO BUY...

The WILDFOWL Equipment Issue offers advertisers two easy and effective ways to take advantage of this special opportunity: You can buy the WILDFOWL Equipment Issue at your earned rate or fully leverage your message with our 2 for 1 package. Advertisers running a minimum of four insertions of equal size, one in the Equipment Issue at the 1x WILDFOWL rate, and three other issues of WILDFOWL in 2015 (at your earned rate) will receive a matching ad in the Equipment Issue of equal size to the one you purchased free of charge.*

...WITH DOUBLE THE IMPACT!

The WILDFOWL Equipment Issue has two newsstand release dates, both perfectly timed to coincide with peak purchasing periods; mid-Summer and late-Autumn. The first newsstand release date is July 3 (in subscribers hands by June 26), just in front of the heart of your selling season, and the second newsstand release date is December 25, when things get rolling south of the Mason Dixon line.

*No other discounts apply. The matching ad must run in the Equipment Issue.



For more information about this top-selling issue, call your advertising sales representative today—but act quickly, final space reservation is May 7!



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PREDATOR NATION



PREDATOR NATION IS the best-selling magazine on the booming sport of chasing coyotes, foxes, wolves, bear and hogs. It is unrivalled for depth and quality of content, with over 80 pages of editorial features, gear and field tests every single issue. Don't miss your chance to be in the top publication on the fastest growing sector in the hunting world. With the best experts such as Fred Eichler and Wyman Meinzer, readers gravitate to Predator Nation for the edgy content (Wolf Attacks!) and entertainment factor, and especially to learn about the products and strategies that will make them more effective predator hunters.

FALL 2018 | AD CLOSE: SEPTEMBER 4, 2018 | ON SALE: NOVEMBER 6, 2018
WINTER 2019 | AD CLOSE: OCTOBER 10, 2018 | ON SALE: JANUARY 2, 2019



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2018 Wildfowl Editorial Line-Up

APRIL-MAY

FOCUS: The Big Dog Issue, Late Snow Goose Hunts

KEY FEATURES:

- Electronic Training Collars: how to choose the best for your puppy
- How to Build a Better Duck Dog
- South Texas Gulf Coast Redheads
- Pick the Retriever That's Right For You
- Manitoba Calling: Waterfowl's wonderland.
- ULTIMATE Late season snow goose hunts

EQUIPMENT: Dog Accessories, Hunting Accessories, Nutrition, e-collars, Kennels, Training dummies

AD CLOSE: JANUARY 5, 2018 | ON SALE: MARCH 6, 2018

JUNE-JULY

FOCUS: Boats and Motors

KEY FEATURES:

- WF Picks the Top Mud Motors
- Bucket List: Mexico's Insane Mallard Hunting
- Duck Boats: Get Your Perfect Rig

eSPOTLIGHT: The Legendary George Lynch

EQUIPMENT: Boats, Mud Motors, Hunting Canoes/Kayaks, Travel Gear and Gun Cases, Boating Accessories and Blinds, Layout Boats, and Much More.

AD CLOSE: MARCH 13, 2018 | ON SALE: MAY 8, 2018

AUGUST

FOCUS: The Giant Annual Gear Issue

KEY FEATURES:

- The Best of The Best of The Best: Gear of the Year 2018
- Dreaming of Stuttgart
- What 2,000 Ducks Taught Me: A Shooting Lesson
- Gear Crazy: WF Looks at Thirty Years of Gear
- Amazing Michigan: A Duck Sojourn
- Do-It-Yourself North Dakota

DESTINATIONS:

- From the Field: Greenland's Secret Eider Action
- Oh Canada: A Look at All Provinces
- The Best US Goose Hunts
- Plus America's Top Domestic Duck Hunts
- Alberta, to B.C.; All Across The Provinces
- Never Summer: South America's Ultimate Excursions

EQUIPMENT: Clothing and Camo, Blinds, Field and Water Decoys, Boats, Mud Motors, Calls, Shotguns, Chokes, Ammunition, Accessories, Dog Accessories, Dog Conditioning and Nutrition.

AD CLOSE: MAY 7, 2018 | ON SALE: JULY 3, 2018

SEPTEMBER

FOCUS: Early Canada Goose Hunting, Special Teal Seasons

KEY FEATURES:

- Teal Rampage: Blue Wing Tactics to Target Swarms
- Get Smart: How to Exploit Early Resident Geese
- Top Spots: The Places to Hammer Geese this Year

EQUIPMENT: Clothing and Camo, Blinds, Decoys, Layouts

AD CLOSE: JUNE 11, 2018 | ON SALE: AUGUST 7, 2018

OCTOBER

FOCUS: Season Forecast, shotguns, ammunition and gear

KEY FEATURES:

- Decoying: Smart Setups for Early Season
- From the Field: Incredible Manitoba
- Greenheads Galore: Where to Score on America's Duck
- Blast From the Past: The Market Hunters
- Nebraska's Hot Public Puddler Action
- How to Boat Hunt Like a Pro
- Skills Set: Build Your Open Water Diver Spread

EQUIPMENT: Ammo and Chokes, Shotguns, Calls, Blinds, Decoys: Field and Water Decoys, Boats, Mud Motors

AD CLOSE: JULY 16, 2018 | ON SALE: SEPTEMBER 11, 2018

NOVEMBER

FOCUS: Field Hunting & Decoy Strategies

KEY FEATURES:

- Timber Titans: Missouri's Overlooked Mallards
- Venice Louisiana — Best Duck Hunting in the U.S?
- Alberta's Black Clouds: Why You Must Go
- Return of the Duck Commanders
- The Midwest's Secret Public Hot Spots
- Diver Down: Classic Big Water Hunts

EQUIPMENT: Shotguns, Chokes, Ammunition, Accessories, Dog Accessories, Dog Conditioning and Nutrition.

AD CLOSE: AUGUST 20, 2018 | ON SALE: OCTOBER 16, 2018

DECEMBER-JANUARY

FOCUS: Snow Goose Hunts/Late Season Ducks

KEY FEATURES:

- Sinister Late-Season Snow Goose Strategies
- How to Score On Snow Geese Going SOLO
- Let It Snow: Midwest White Goose Tactics
- Chasing The Snows Across Canada
- +HUGE SNOW GOOSE GEAR SECTION

DESTINATIONS: Chase the Snow Migration

EQUIPMENT: SPECIAL 10 PAGE SECTION: Snow Goose Specific Calls and Blinds, Camo, Heavy Winter Clothing, Boots, Snow Goose Decoys, Goose Calls, Ice Eaters and Best High-Volume Shooting Firearms.

AD CLOSE: SEPTEMBER 25, 2018 | ON SALE: NOVEMBER 20, 2018



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2018 General Advertising Rates

4-C (Page)	1X	3X	6X	9X	12X
Full	\$5,190	\$4,684	\$4,407	\$4,149	\$3,567
2/3	\$3,985	\$3,569	\$3,383	\$3,192	\$2,995
1/2	\$3,354	\$3,033	\$2,854	\$2,687	\$2,515
1/3	\$2,595	\$2,353	\$2,213	\$2,061	\$1,965
1/4	\$2,336	\$2,093	\$1,976	\$1,858	\$1,739
1/6	\$1,971	\$1,773	\$1,673	\$1,571	\$1,464

2-C (Page)	1X	3X	6X	9X	12X
Full	\$4,177	\$3,844	\$3,659	\$3,473	\$3,299
2/3	\$3,079	\$2,807	\$2,697	\$2,585	\$2,448
1/2	\$2,478	\$2,301	\$2,189	\$2,105	\$2,010
1/3	\$1,908	\$1,779	\$1,717	\$1,661	\$1,571
1/4	\$1,633	\$1,537	\$1,480	\$1,414	\$1,380
1/6	\$1,317	\$1,255	\$1,205	\$1,182	\$1,155

B&W (page)	1X	3X	6X	9X	12X
Full	\$3,558	\$3,220	\$3,033	\$2,854	\$2,672
2/3	\$2,448	\$2,189	\$2,077	\$1,959	\$1,829
1/2	\$1,852	\$1,673	\$1,467	\$1,480	\$1,390
1/3	\$1,278	\$1,160	\$1,098	\$1,036	\$951
1/4	\$1,008	\$906	\$850	\$788	\$755
1/6	\$692	\$630	\$579	\$563	\$534

Covers	1X	3X	6X	9X	12X
4	\$6,412	\$5,792	\$5,461	\$5,140	\$4,831
2	\$5,679	\$5,135	\$4,831	\$4,543	\$4,262
3	\$5,450	\$4,909	\$4,611	\$4,346	\$4,070



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Marketplace Advertising Rates

	1x	3x	7x
1ci	\$249	\$230	\$214 4/C
2 1/8" x 1"	\$197	\$187	\$174 (B&W)
2ci	\$358	\$366	\$343
2 1/8" x 2 1/4"	\$321	\$281	\$275
3ci	\$574	\$518	\$478
2 1/8" x 3 1/2"	\$457	\$416	\$388
4ci	\$681	\$630	\$596
2 1/8" x 4 3/4"	\$552	\$508	\$478
4 1/8" x 2 1/4"	\$552	\$508	\$478
7ci	\$1,076	\$963	\$912
2 1/8" x 7"	\$862	\$772	\$732

	1x	3x	7x
6 3/4" x 2"	\$862	\$772	\$732
1/3 pg	\$1,350	\$1,288	\$1,255
2 1/8" x 9 1/4"	\$969	\$872	\$823
6 5/8" x 3 3/8"	\$969	\$872	\$823
4 3/8" x 4 3/4"	\$969	\$872	\$823
1/2 pg	\$1,852	\$1,746	\$1,678
6 5/8" x 4 3/4"	\$1,487	\$1,340	\$1,182
4 3/8" x 7 1/4"	\$1,487	\$1,340	\$1,182
Full pg	\$2,774	\$2,580	\$2,505
6 5/8" x 9 5/8"	\$2,573	\$2,301	\$2,189

GIANT 220-PAGE GEAR ISSUE

WILDFOWL

MAG.COM | EQUIPMENT ISSUE 2017 | VOLUME 32 | NUMBER 4

The CALL OF FALL

TIME TO HUNT: Get Ready With 70 PAGES of GEAR!

4 EPIC NORTHERN DESTINATIONS

ULTIMATE DUCK HUNTER ATV
DIY: PUBLIC LAND HIKE-IN HOW-TO
CHESAPEAKE BAY'S BIG COMEBACK
LADY KILLER: A HUNTER'S JOURNEY

WILDFOWL MARKETPLACE

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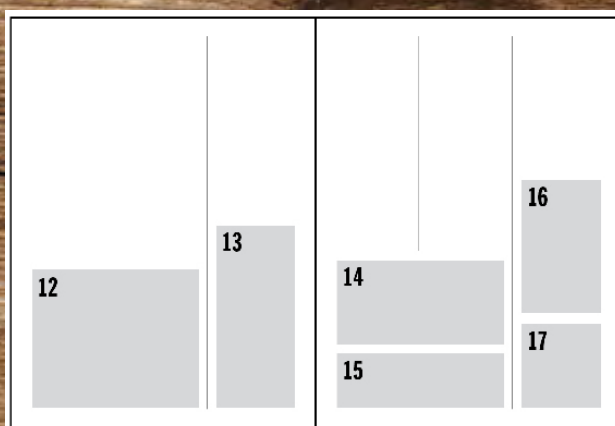
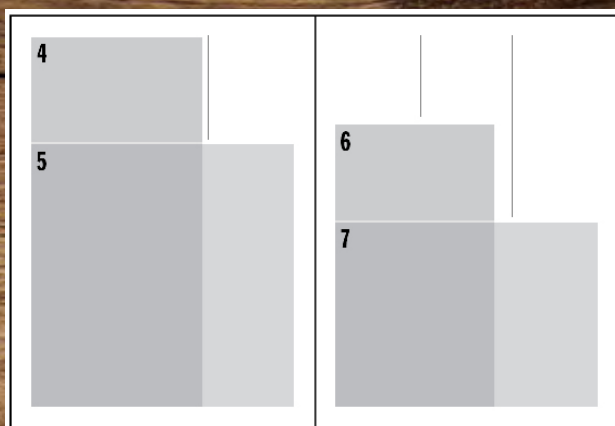
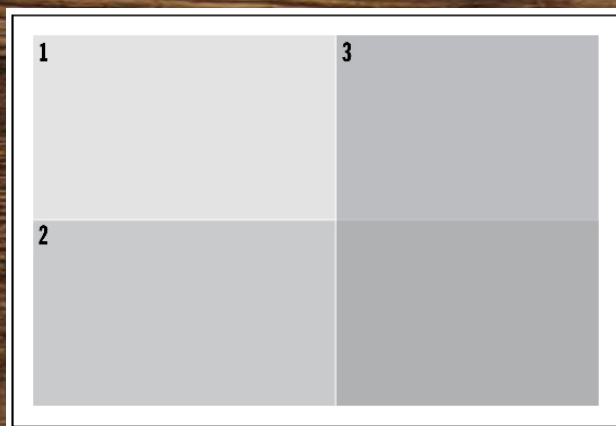
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Equipment Issue 2016 | WILDFOWL Magazine 203

Advertising File Sizes



- 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.
- **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.

TRIM SIZE: 7 7/8" 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. 2/3 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. 2/3 HORIZONTAL

Non-Bleed: 6.75 x 6.75
Bleed: 8 x 7.125
Trim: 7.75 x 6.875
Safety: 7.25 x 6.375

6. 1/2 VERTICAL

Non-Bleed: 4.375 x 7.25
Bleed: 5.25 x 8
Trim: 5 x 7.75
Safety: 4.5 x 7.25

7. 1/2 HORIZONTAL

Non-Bleed: 6.75 x 4.75
Bleed: 8 x 5.5
Trim: 7.75 x 5.25
Safety: 7.25 x 4.75

8. 1/3 VERTICAL

Non-Bleed: 2.125 x 9.5
Bleed: 2.875 x 10.75
Trim: 2.625 x 10.5
Safety: 2.125 x 10

9. 1/3 SQUARE

Non-Bleed: 4.375 x 4.75
Bleed: 5.125 x 5.5
Trim: 5 x 5.25
Safety: 4.5 x 4.75

10. 1/3 HORIZONTAL

Non-Bleed: 6.75 x 3.375
Bleed: 8 x 4.125
Trim: 7.75 x 3.875
Safety: 7.25 x 3.625

11. 1/4 VERTICAL

Non-Bleed: 3.375 x 4.75

12. 1/4 HORIZONTAL

Non-Bleed: 4.375 x 3.625

13. 1/6 VERTICAL

Non-Bleed: 2.125 x 4.75

14. 1/6 HORIZONTAL

Non-Bleed: 4.375 x 2.25

15. 1/8 HORIZONTAL

Non-Bleed: 4.375 x 1.5

16. 1/8 VERTICAL

Non-Bleed: 2.125 x 3.5

17. 1/12 PAGE

Non-Bleed: 2.125 x 2.25

18. ONE INCH BANNER

Non-Bleed: 6.75 x 1

19. TWO INCH BANNER

Non-Bleed: 6.75 x 2

20. 8 INCH VERTICAL

Non-Bleed: 2.125 x 8

21. 7 INCH VERTICAL

Non-Bleed: 2.125 x 7

22. 6 INCH VERTICAL

Non-Bleed: 2.125 x 6

23. ONE INCH 2-COLUMN

Non-Bleed: 4.375 x 1

24. ONE INCH VERTICAL

Non-Bleed: 2.125 x 1



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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 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

GUN DOG
2 News Plaza
Peoria, IL 61614
309-679-5073
terry.boyer@outdoorsg.com

TRIM SIZE: 7-3/4" w x 10-1/2" h

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 the trim edge on all four sides for a total 1/2" 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 dpi.
- 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

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.



Digital Audience/Wildfowl

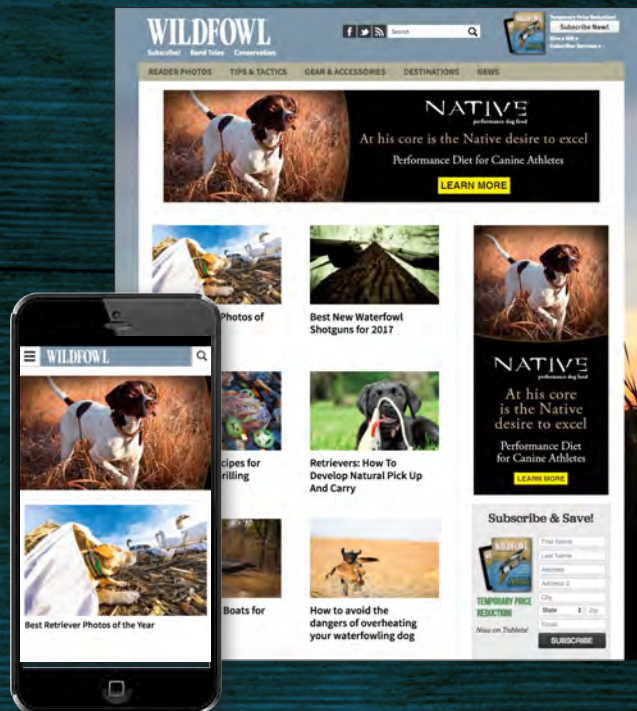
WILDFOWL online adds a valuable dimension to the magazine's powerful brand by drawing visitors for the most up-to-date reviews of cutting edge gear, guns and ammo, along with the best in waterfowling news, gun dog training tips and immersive hunting adventures, destinations and must-do travel stories. Presented with engaging video content, hunting forecasts, and extensive how-to tactics, it's the location the waterfowling community wants to be.

46k 

AVERAGE MONTHLY UNIQUES

42.9 

MEDIAN AGE



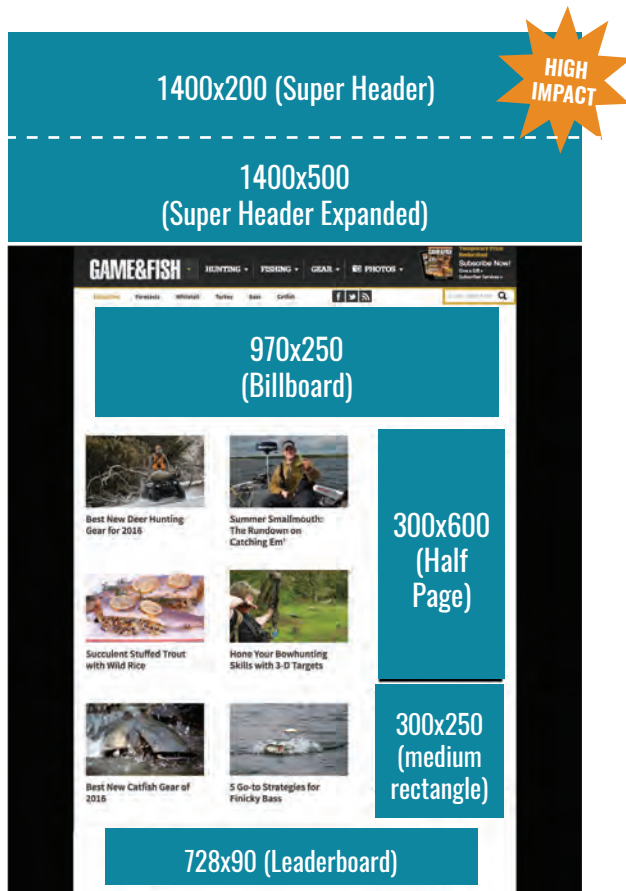
AT A GLANCE

AVERAGE HH1	\$81,900
MALE (%).....	91%
ANNUAL PAGE VIEWS.....	3,782,654
AVERAGE TIME SPENT.....	1:50
PAGES PER SESSION	5.1
TRAFFIC FROM MOBILE/TABLET DEVICES	65%
ENEWSLETTER SUBSCRIBERS	20,100
SOCIAL MEDIA FOLLOWERS	24,306

Source: Site Traffic and Gender Skew based on Google Analytics data April 2016-March 2017. MRI Doublebase 2016; Demographics for Wildfowl based on the combined digital profile of Petersen's Hunting and Game & Fish magazines combined with 1+ hours of internet usage the prior day.

IDEAL FOR ACTIVATION AND CONVERSION

Reach Your Target Audience with
Visually Engaging Display Ads



1400x200 (Super Header)

1400x500 (Super Header Expanded)

970x250 (Billboard)

300x600 (Half Page)

300x250 (medium rectangle)

728x90 (Leaderboard)

HIGH IMPACT

OSG
Network

.21 CTR

Standard Industry
Benchmarks

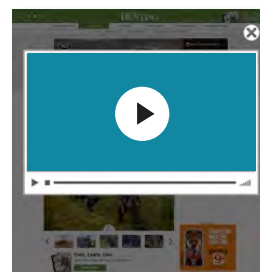
.14 CTR

**GET IMPROVED
PERFORMANCE**

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



MOBILE / TABLET



VIDEO

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

Source: Doubleclick for Publishers, July 2017

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

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
- 60 Day Run
- Reporting (30 days post)

Editorial Sponsorships

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

- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- 30 Day Run
- Reporting (30 days post)

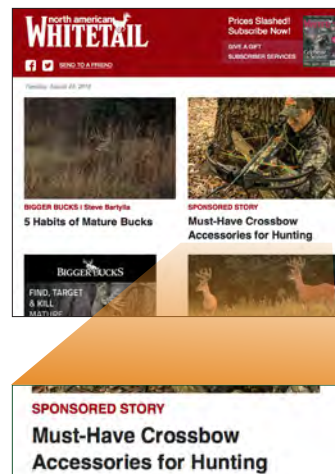
Native Ads



Your Content



E-Newsletter



Content to be shared
across social channels



OVER 1.26 MILLION Outdoor Sports Enthusiasts receive one or more OSG branded newsletters per month.

eNewsletter:

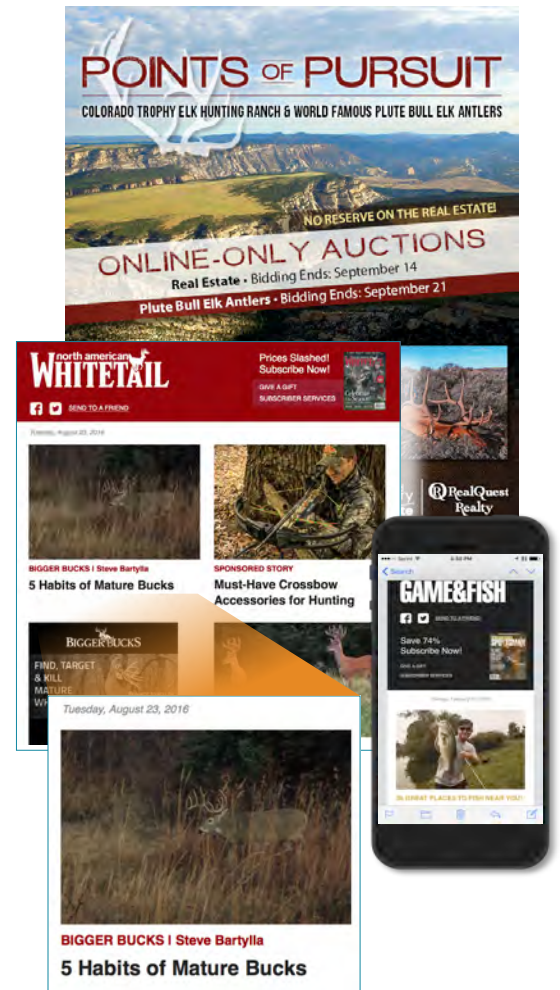
- (1) 300x250 ad surrounding the content area
- Reporting

High Impact Package Includes:

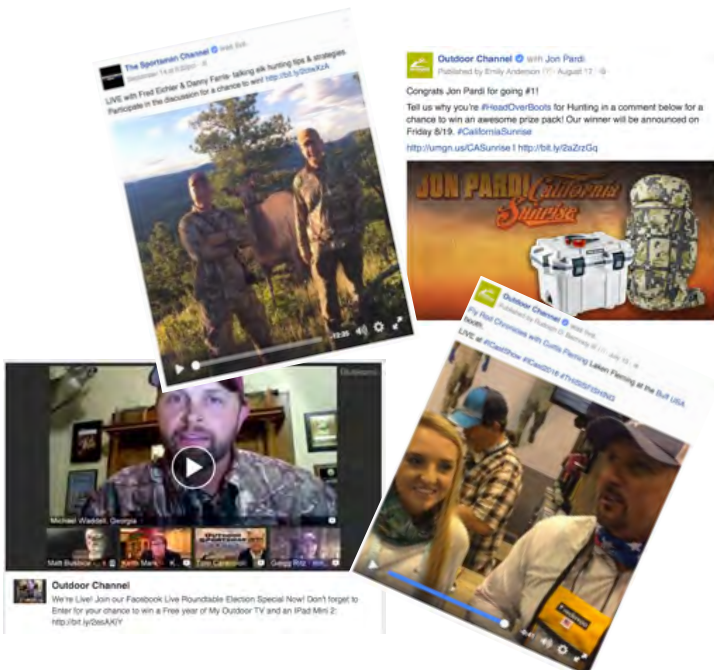
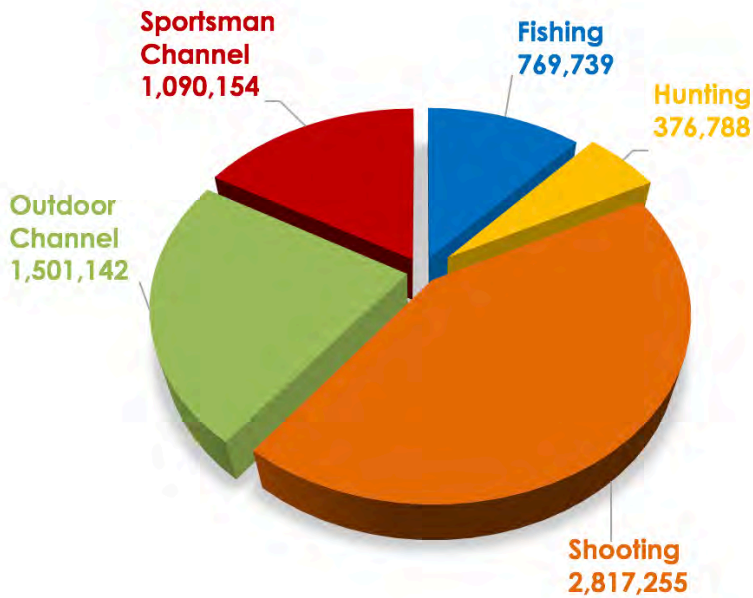
- (2) 300x250 ads surrounding content area
- Integration with Native Campaign to promote your sponsored content
- Reporting

eBlast:

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



Over 6.6 Million Followers



PACKAGES



- **Per Post Syndication**
- **Facebook Live Events**
 - Episodics
 - Topics & Tips
 - Products
 - Hunt/Fish Roundtable
 - Tradeshow
 - Magazine Article Extension
- **Sweeps**
 - Comment to Win
 - Enter to Win

Activating Engagement

Authentically position your brand's message and creative content on our trusted OSG social platforms — Increasing brand awareness, reach, impressions, video views, engagement and more.

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

			HIGH IMPACT 	
Unit	Size	CPM	Road Block (choice of 2 positions)	Take Over (All 4 positions included)
DESKTOP/MOBILE			CPM	CPM
Superheader Expanded/Superheader	1400x500/1400x200	\$25	\$18	\$25
Billboard	970x250	\$14	Your Choice of (2) positions: Billboard Half Page Medium Rectangle Leaderboard	✓
Half Page	300x600	\$12		✓
Medium Rectangle	300x250	\$10		✓
Leaderboard	728x90(desktop) 320x100(mobile)	\$8		✓

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

VIDEO	
Pre-Roll	\$25
In-line	\$15
Interstitial	\$20

NATIVE	
Custom Content	\$8,500 Flat Rate
Editorial Sponsorships	\$6,500 Flat Rate

E-MAIL	
E-Newsletter	CPM's vary, Contact Your Sales Representative
E-Blast	\$150

SOCIAL	
Per Post Syndication	CPM's vary, Contact Your Sales Representative
Facebook Live Events	
Sweeps	
Magazine Article Extension	

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

Creative Unit Name	Initial Dimensions (W x H in px)	Maximum Expanded Dimensions (W x H in px)	Max Initial File Load Size	Maximum Animation Length	Audio Initiation	Submission Lead-Time
Superheader	1400x200	1400x500	100kb	15-sec, 3x loops max	User Initiated	5 Business Days
Billboard	970x250	N/A	100kb	15-sec, 3x loops max	User Initiated	5 Business Days
Half Page	300x600	600x600	60kb	15-sec, 3x loops max	User Initiated	5 Business Days
Medium Rectangle	300x250	500x250	60kb	15-sec, 3x loops max	User Initiated	5 Business Days
Leaderboard	728x90	728x180	60kb	15-sec, 3x loops max	User Initiated	5 Business Days
Mobile Leaderboard	320x100	N/A	35kb	15-sec, 3x loops max	User Initiated	5 Business Days
Mobile Leaderboard	320x50	N/A	35kb	15-sec, 3x loops max	User Initiated	5 Business Days
Interstitial	600x600	N/A	100kb	15-sec, 3x loops max	User Initiated	5 Business Days

[Click here for Video Specs.](#)

**Image Sizes:**

650x650 & 1200x628

Videos

- **Dimensions:** 1280x720
- **Videos need to be under a minute to be posted on IG.** However, we have some clients that provide a teaser and full Version.
- The full version can be posted on YouTube and FB.
- **30 Second videos tend to do better.**
 - Codecs should be H.264 and AAC. Export as .MP4

Character Limits

- FB: Suggested *90 character. It is recommended to keep character limits as short as possible.
- TW: 140-character limit.
- IG: No character limit currently. It is recommended to keep character limit to 9 (ie. #123456789).

Click URLs:

- It is OSG's policy that we use our own tracking parameters.
- We request a raw URL that we create our own tracking parameters in Terminus with – if the URL lives on the client's website they can still track it no matter what.
- Client may use their own tracking parameters; incorporated into OSG's.

Creative Process:

- Client to supply standard social media materials per post or as agreed upon.
- If OSG is providing the creative to be used in the campaign, client will provide:
 - Logo
 - Image (of promotional item/product)
- Client may provide boilerplate copy to be used in the post, but OSG reserves the right to optimize the copy for social. In cases where client provides copy, OSG and client will work together on refining copy as needed.



Publisher's Statement

6 months ended June 30, 2017, 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 Paid & Verified Circulation	Rate Base	Variance to Rate Base
36,889	3,388	40,277	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions		Paid & Verified Subscriptions - Print	Paid & Verified Subscriptions - Digital Issue	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			Print	Digital Issue	Total Single Copy Sales			
Dec-Jan	26,746	946	27,692	9,624		36,370	946	3,980	28	4,008	40,350	974	41,324
Apr-May	26,099	949	27,048	9,764		35,863	949	3,302	28	3,330	39,165	977	40,142
Jun-Jul	24,691	906	25,597	10,942		35,633	906	2,800	24	2,824	38,433	930	39,363
Average	25,845	934	26,779	10,110		35,955	934	3,361	27	3,388	39,316	961	40,277

PRICES

		Suggested Retail Prices (1)
Average Single Copy		\$4.99
Subscription		\$27.97

(1) For statement period

RATE BASE

None Claimed.

NOTES

Variance Between Audit Report and Publisher's Statement: NOTE BY ALLIANCE FOR AUDITED MEDIA: In accordance with Chapter B 2.8(d) of AAM rules, the following is repeated from the audit report for the 12 months ended December 31, 2016: The difference shown in average paid and verified circulation when comparing this report with the publisher's statements for the period audited is 1,456 copies per issue deduction.

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions 2,863

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 386

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.

Parent Company: KSE Sportsman Media, Inc.

WILDFOWL, published by Outdoor Sportsman Group - Integrated Media • 1040 Sixth Ave., 12th Floor • New York, NY 10018

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Established: 1985

TOM WEAVER

Publisher

AAM Member since: 1986