

GUNDOG[®]

2026 MEDIA KIT



Image: Steve Oehlenschlaeger

WHAT'S NEW?



FOR FOUR decades, **GUN DOG** has reigned as North America's premier sporting dog publication and after 40 years on newsstands, **GUN DOG** magazine is bringing readers a bigger, bolder publication dedicated to the dogs that sustain our heartbeat for the wild uplands and marshes of North America.

Readers will enjoy six issues of **GUN DOG**, each filled with 120 pages of an evolved design that is modern and sleek, solidified by bold photography. Each issue of **GUN DOG** features tips and tactics

for bird dog training, and information regarding canine nutrition from professional dog handlers from across the country; as well as the newest guns and gear, public land how-to, the best hunting lodges, and much more from avid upland hunters who dedicate their falls to chasing the flush.

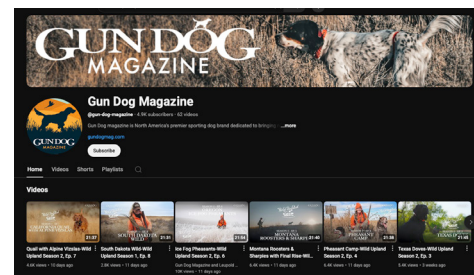
On these pages we celebrate first points, last retrieves, and unforgettable tales behind the bird dogs that keep us longing for days afield.

*Welcome to the new **GUN DOG**.*



PREMIUM WEBSITE

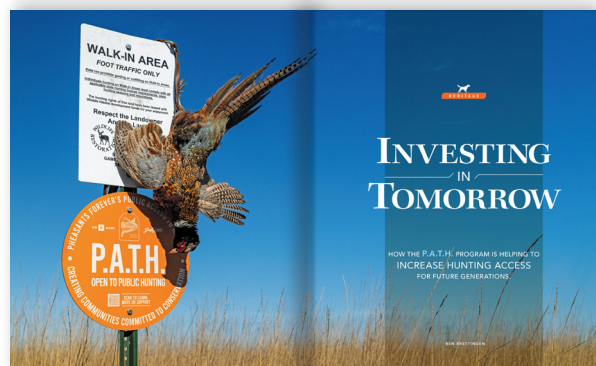
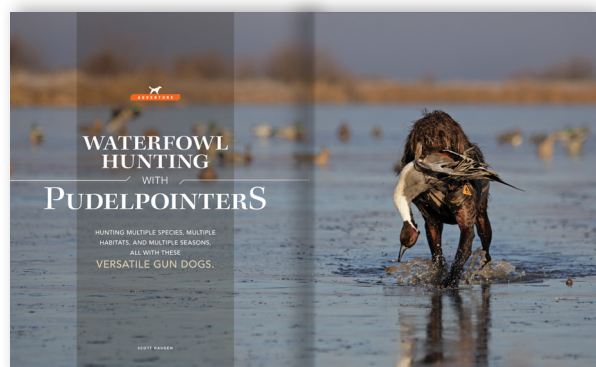
The new gundogmag.com is designed to be the leader in everything bird hunting and sporting dogs. The website features a premium paywall that gives subscribers access to unique editorial content and training videos.



GUN DOG AND WILD UPLAND ON YOUTUBE

The staff at **GUN DOG** is introducing a new digital video series focused on in-the-field gear reviews, the latest products for sporting dog health, tips and tactics, and more.

Additionally, **GUN DOG**'s successful TV show, **WILD UPLAND**, is now on YouTube! For heart-pounding adventure behind our beloved bird dogs, host Kali Parmley takes you across the country in pursuit of staunch points, epic retrieves, and the thunder of a wild covey flush.



PRINT AUDIENCE

AUDIENCE: **352,000**

CIRCULATION: **31,981**

AVERAGE HOUSEHOLD INCOME: **\$180,157**

AVERAGE NET WORTH: **\$1,200,000**

READER FACTS

- **59%** travel out of state to hunt upland birds annually.
- **64%** take 2 or more upland bird hunting trips a year.
- **26%** take 2 or more waterfowl hunting trips a year.
- Readers spend an average of **32 days** hunting upland birds annually.
- **70%** spend **10+ days** hunting upland birds annually.
- Spend **4+ hours** a week training their own dogs.
- **1 in 3** spend more than **\$100** on dog food monthly.

- **30%** spend more than \$1,000 on health care for their dogs.
- Over **90%** own e-collars.
- Own an average of **5.28** shotguns.
- **1 in 5** spend more than **\$500** on shotgun ammo annually.
- Spend an average of **\$1,181** on wingshooting gear annually.

AFTER READING GUN DOG:

- **55%** purchased a product.
- **45%** visited a store or dealer website.
- **64%** visited a product manufacturer's website.

Source: June 2025 AAM Statement; Most Recent Subscriber Survey July 2023

GUN DOG delivers to a targeted audience of hard-core bird hunters whose passion is going afield with one or more well-trained dogs. Our writers provide editorial content specifically aimed at making readers better owners, trainers, and hunters. In return, readers have made GUN DOG the number one sporting dog publication in North America.

EDITORIAL CALENDAR



SPRING

SPORTING DOG PUPPIES

A guide to choosing, owning, and training young sporting breeds. Experts in the field share their knowledge for raising young bird dogs from start to finish.

AD CLOSE: 11/25/25 • **ON SALE:** 2/3/26

SUMMER

SUMMER TRAINING/HEALTH

Features on off-season training methods to keep your dog at the top of its game, and safety tips including first aid in the field.

AD CLOSE: 3/3/2026 • **ON SALE:** 5/5/2026

SEPTEMBER

SEASON KICK-START

An uplander's guide to where to hunt for the season. Features include public land destinations, do-it-yourself guides, new gear for the field, and more.

AD CLOSE: 5/6/2026 • **ON SALE:** 7/14/2026

OCTOBER

UPLAND CLASSIC

Features that focus on upland hunting for the dedicated bird hunters. Special product sections on shotguns, loads and chokes, camo, decoys, and calls.

AD CLOSE: 6/26/2026 • **ON SALE:** 9/1/2026

NOVEMBER

UPLAND ADVENTURES

Stories that capture the heart of upland and waterfowl hunting from the flooded timber of the South to the sage fields of the West.

AD CLOSE: 8/3/2026 • **ON SALE:** 10/6/2026

WINTER

LATE-SEASON HUNTING

Features on late-season safety for both dogs and humans, late-season destinations, and a holiday gift guide for bird hunters.

AD CLOSE: 9/8/2026 • **ON SALE:** 11/10/2026

IN EVERY ISSUE



NEW GEAR

This page showcases the newest products of our advertisers—guns, loads, e-collars and other training equipment, dog food, nutrition supplements, hunting apparel, etc.

FIELD TEST

A column focusing on real-life testing of gear bird hunters depend on. From bird vests, to boots, to GPS dog collars, ammunition, and more.

FLUSH TO TABLE

Upland bird hunting is more than a passion, it is a lifestyle to **GUN DOG** readers. Hunter and wild game food expert, Jenny Wheatly, brings readers easy and delicious recipes to prepare gamebirds from sharp-tailed grouse to Canadian geese.

POINT, RETRIEVE & FLUSH

Ronnie Smith and Susanna Love, Tom Dokken, and Jerry Cacchio each devote their departments to each of the designated type of sporting dog: pointers,

retrievers, and flushers. Primary focus is on training and numerous references to training products by the leading trainers in the field.

SHOTGUN REPORT

An in-depth, illustrated review of a new model of shotgun, written by leading shotgun expert, Brad Fitzpatrick. Includes a specifications chart and corresponding information on the brand of ammo and loads used during testing.

TRAINING & BEHAVIOR PROBLEMS

Talmage Smedley tackles reader questions on various field- and home-related issues and recommends specific training techniques and products he has found useful. Everything from training equipment to dog crates and puppy housebreaking aids.

NEW! SHOTSHELL REVIEW

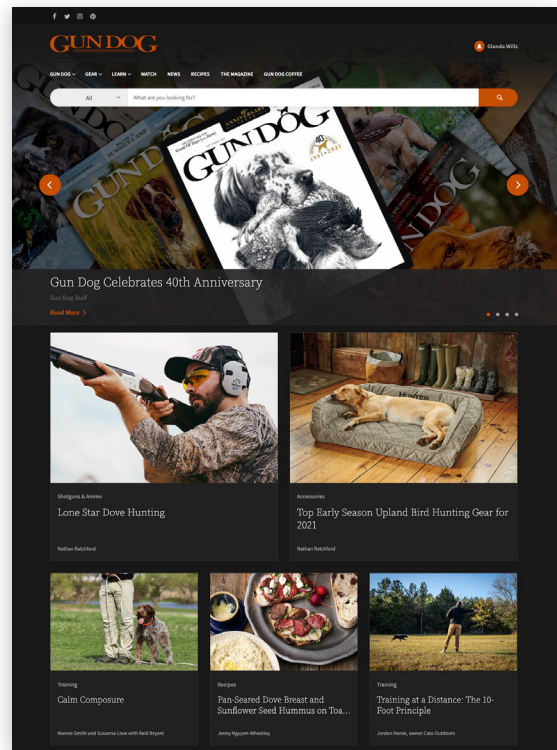
A deep-dive into the science behind new shotshell loads, including patterning and range testing.

DIGITAL MEDIA

- **1.1 million** Annual Page Views
- **55.5k** Monthly Unique Visits
- **72%** Traffic from Mobile/Tablet

EMAIL NEWSLETTERS

- **22,000** Subscribers
- **35%** Open Rate



SOCIAL MEDIA

INSTAGRAM

- **62.3k** Followers (+5.7%)
- **418.4k** Views
- **5.6%** Engagement Rate (+3.8%)

FACEBOOK

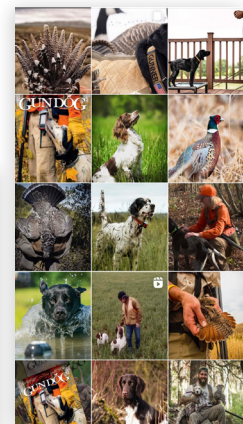
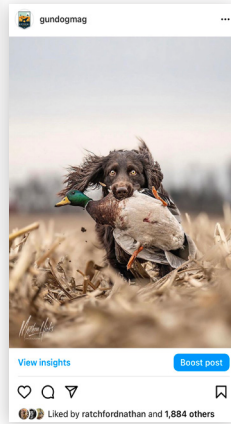
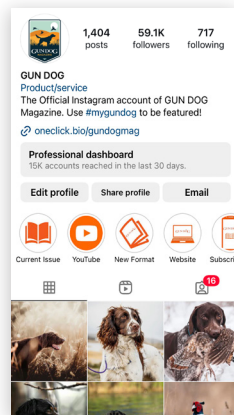
- **34.8k** Followers (+3.3%)
- **2.6m** Impressions (+17.8%)
- **4.8%** Engagement Rate (+28.8%)

X (FORMERLY TWITTER)

- **7.1k** Followers

DEMOGRAPHICS

- **61.6%** Men
- **14.6%** Women
- **23.8%** Unspecified
- **111.2k** Total Audience (+11.5%)



Source: Google Analytics 4

GUN DOG social media, including Facebook, Instagram, and Twitter, provides followers with instant access to all things sporting dog related. Facebook and Twitter followers have their feeds filled with how-to articles and gear guides from gundogmag.com, while Instagram users enjoy top of the line photography of sporting dogs and hunters in the field sharing a passion for the uplands.

gundogmag.com





WILD UPLAND is an aspirational production dedicated to wing shooting adventure, the gun dogs that sustain our heartbeat, and the education that awaits us in the unknown. Led by Editor in Chief Kali Parmley, **WILD UPLAND** will pursue flying dreams and hunt stories from untamed landscapes.

Blended with applicable dog training tactics, lessons in canine health and hunting how-to, viewers will depart each experience full of ambition and knowledge to employ in their own legend-worthy pursuits. As a respectful nod to those that first cut the path, **WILD UPLAND** is a step into the future and will be a map to the most unforgettable gun dog tales ahead.

SERIES INFORMATION

- OUTDOOR CHANNEL, MOTV, YOUTUBE
- 10 ORIGINAL EPISODES
- MINIMUM 3 AIRINGS PER WEEK*
- PRODUCTION STARTS SEPT. 2025



Outdoor
CHANNEL

YouTube

SPONSORSHIP PACKAGES

PRESENTING PARTNER—\$45,000 NET

- "PRESENTED BY" NAMING RIGHTS
- TWO (2X) :30 COMMERCIAL SPOT PER AIRING
- TWO (2X) :05 BILLBOARD IN-SHOW PER AIRING (INCLUDES TAGLINE)
- CATEGORY EXCLUSIVITY & PRODUCT INTEGRATION IN ALL EPISODES
- FULL SOCIAL PKG (4X POSTS PER MONTH)
- PRINT INCLUSION OR DIGITAL VIDEO INCLUSION – 2X

FULL SPONSOR—\$35,000 NET

- ONE (1X) :30 COMMERCIAL SPOT PER AIRING
- ONE (1X) :05 BILLBOARD IN-SHOW PER AIRING (INCLUDES TAGLINE)

- CATEGORY EXCLUSIVITY & PRODUCT INTEGRATION IN ALL EPISODES
- FULL SOCIAL PKG (4X POSTS PER MONTH)
- PRINT INCLUSION OR DIGITAL VIDEO INCLUSION

HALF SPONSOR—\$20,000 NET

- ONE (1X) :30 COMMERCIAL SPOT PER AIRING
- ONE (1X) :05 BILLBOARD IN-SHOW PER AIRING (INCLUDES TAGLINE)
- CATEGORY EXCLUSIVITY & PRODUCT INTEGRATION IN HALF THE EPISODES
- ½ SOCIAL PKG (2X POSTS PER MONTH)
- PRINT INCLUSION OR DIGITAL VIDEO INCLUSION – 1X

PRODUCT SPONSOR—\$10,000 NET

- PRODUCT INTEGRATION IN HALF THE EPISODES
- ¼ SOCIAL PKG (1X POST PER MONTH)

*SUBJECT TO CHANGE

ADVERTISING RATES



PRINT

EFFECTIVE JANUARY 1, 2026

4-COLOR	1x	3x	6x
2-PAGE SPREAD	\$ 10,417	\$ 9,358	\$ 8,844
FULL PAGE	\$ 5,483	\$ 4,925	\$ 4,655
1/2 PAGE HORIZ	\$ 3,546	\$ 3,189	\$ 3,028
1/4 PAGE	\$ 2,461	\$ 2,222	\$ 2,080

COVERS	1x	3x	6x
COVERS 4	\$ 6,524	\$ 5,850	\$ 5,543
Covers 2	\$ 5,766	\$ 5,177	\$ 4,900
Covers 3	\$ 5,521	\$ 4,953	\$ 4,695

ADVERTISING SPECIAL

**BUY (X3)
OF THE
SAME VALUE,
GET (X1)
OF THE
SAME VALUE!**



— PRINT AD SPECIFICATIONS —

AVAILABLE SIZES: *Magazine trim size is: 9 x 10.875*

TWO-PAGE SPREAD

Bleed: 18.25 x 11.125

Trim: 18 x 10.875

Safety: 17.5 x 10.375

For further details pertaining to
ad specifications please contact:

Melissa Williams

Production Coordinator

Melissa.Williams@OutdoorSG.com

FULL-PAGE

Bleed: 9.25 x 11.125

Trim: 9 x 10.875

Safety: 8.5 x 10.375

Non-Bleed: 8 x 9.875

HALF-PAGE

Bleed: 9.25 x 5.625

Trim: 9 x 5.375

Safety: 8.5 x 4.875

Non-Bleed: 8 x 4.8125

QUARTER-PAGE

3.875 x 4.8125

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**

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 OPPORTUNITIES



NATIVE CONTENT

- Custom
- Sponsored

DISPLAY

- Static & Video
- Desktop, Mobile, Tablet

SOCIAL

- Syndicated Posts
- Live Events

EMAIL

- E-Newsletters
- Dedicated E-Blasts

CUSTOM DIGITAL VIDEO SERIES

- Content Creation & Promotion

ANNUAL MULTI-MEDIA & MARQUEE PROGRAMS

PACKAGES

CUSTOM CONTENT

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

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

SPONSORED CONTENT

Your brand is associated with content created by OSG writers.

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

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

The screenshot shows the GUN DOG website interface. At the top is a search bar and navigation links. Below is a featured article titled "Treat-Training: How, Why & Healthy Treats" by GUN DOG Staff. The article includes a large image of a person in an orange jacket holding a dog, and a smaller image of a dog's head. The text discusses the importance of treats in training and mentions "VICTOR" dog food. There are social media sharing icons and a "Subscribe Now" button.

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

The screenshot shows the GUN DOG website interface for January 18, 2023. It features a large image of two people in a field, one in an orange jacket and one in a green jacket. Below the image is a section titled "'Embarking Together' Episode 5 - Fall/Winter" with a "WATCH NOW" button. There is also a "Preview This Month's Issue" section for the Winter 2023 issue, with a "Check it Out" button. A large orange box at the bottom right contains the text "300x250".

E-Newsletters include (2) 300x250 ad positions

DIGITAL AD RATES



BEST VALUE

HIGH-IMPACT
Roadblock
(choice of 2 positions)

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

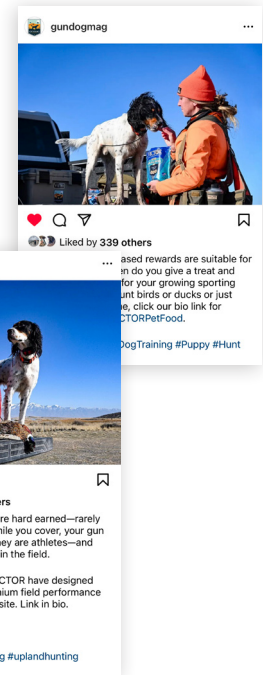
UNIT	CPM
VIDEO	
PRE-ROLL	\$25
IN-LINE	\$20
NATIVE	
CUSTOM	\$8,500
SPONSORED	\$6,500 Flat Rate
E-MAIL	
E-NEWSLETTER	CPM's Vary. Contact Your Sales Representative.
E-BLAST	

DIGITAL

PACKAGES	1x
CUSTOM CONTENT	\$8,500
CUSTOM VIDEO	\$10,500
VIDEO SERIES	\$30,000+
DISPLAY ADVERTISING	By Bid

SOCIAL

PACKAGES	1x
PRODUCT SHOWCASE	\$6,500+
SWEEPSTAKES	\$5,000+
E-BLAST	\$300+
E-NEWSLETTER	\$145+
SOCIAL PHOTO POSTS	\$500+
SOCIAL VERTICAL VIDEO/MIN	\$1,100+
SOCIAL LIVE EVENTS	\$2,300+



Pricing subject to change

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

MISSION STATEMENT

GUN DOG[®]

GUN DOG is the only magazine devoted to all breeds of sporting dogs including pointers, setters, retrievers, versatiles, and spaniels. No other magazine provides such comprehensive coverage of these hard-driving performers, and no other magazine appeals to a wider demographic of upland gamebird and waterfowl hunters.

These are people who spend a great amount of time living with, training, and hunting over their dogs. To enhance this relationship, each issue of **GUN DOG** features the latest information on canine medicine and nutrition, training articles showcasing the proven techniques and equipment developed and utilized by professional trainers, and hunting stories emphasizing the dog's role in the field. **GUN DOG** focuses on the hardcore upland hunter with indepth gear reviews, do-it-yourself hunting guides, public land how-to, adventure stories, and more.



GUN DOG STAFF



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AUDIT STATEMENT



Publisher's Statement

6 months ended June 30, 2025, Subject to Audit

Annual Frequency: 7 times/year

Field Served: Serving the serious upland bird and waterfowl hunter.

Published by Outdoor Sportsman Group - Integrated Media

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
28,555	3,426	31,981	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Paid & Verified Subscriptions - Print	Paid & Verified Subscriptions - Digital Issue	Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions				Print	Digital Issue	Total Single Copy Sales			
Dec/Jan/Feb	22,036	28	22,064	5,661	1,106	6,767	27,697	1,134	28,831	4,532		4,532	32,229	1,134	33,363
Mar/Apr	21,832	347	22,179	5,148	1,049	6,197	26,980	1,396	28,376	3,242	13	3,255	30,222	1,409	31,631
Jun/Jul	20,945	351	21,296	6,521	642	7,163	27,466	993	28,459	2,480	10	2,490	29,946	1,003	30,949
Average	21,604	242	21,846	5,777	932	6,709	27,381	1,174	28,555	3,418	8	3,426	30,799	1,182	31,981

PRICE

	Suggested Retail Prices (1)
Single Copy	\$9.99
Subscription	\$44.94

(1) For statement period

RATE BASE

None Claimed

NOTES

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 1,653

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

Included in Paid Circulation: Included in paid circulation are copies obtained through:

Individual Subscriptions

Single Copy Sales

Included in Verified Circulation: Included in verified circulation are copies distributed to:

Individuals

Public Place Locations

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

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