



2026
MEDIA KIT

NORTH AMERICAN

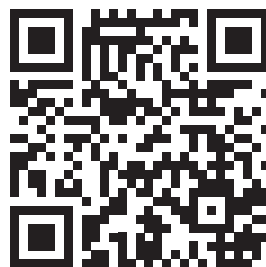
WHITETAILTM

PRINT . TV . DIGITAL . SOCIAL

NORTH AMERICAN **WHITETAIL**

UNCHALLENGED & TEAM DRIVEN

The white-tailed deer stands alone as North America's No. 1 big-game animal, and since 1982, no other brand has covered it as well as *North American Whitetail*. For over 40 years, our expert team has reported on giant bucks and provided educational hunting and land management content to our audience of hardcore whitetailers. For the next 40+ years, we vow to uphold and expand our already diverse platforms and to build on our brand's legacy. Our promise is to provide readers, followers and fans with the knowledge they need to be more successful in the field, all while celebrating the hunt, harvest and conservation of the beloved whitetail.



www.NorthAmericanWhitetail.com



BRAND OVERVIEW

TOTAL REACH OF 4 GROWING MEDIA



PRINT

85% MEN **15% WOMEN**

PRINT AUDIENCE
954,000

MEDIAN AGE

51

CIRCULATION
86,705



90% GUN HUNTERS*



46% CROSS BOW*

57% BOWHUNTERS*

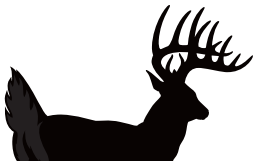
50% of Readers
AVG. HOUSEHOLD INCOME
\$127,000*

Sources: 2025 MRI Spring Doublebase, AAM Statement 6 Months
Ending June 2025 *2023 North American Whitetail Reader Survey



WhiteTailStream Channel

NORTH AMERICAN WHITETAIL
PRESENTING PARTNER 2025



NAWTV

MOTV
MY OUTDOOR TV®
SUBSCRIBERS
400,000+

NAWTV MINUTES VIEWED:
2.6 MILLION
SINCE 6/30/25

Outdoor
CHANNEL

MGAA
441,874 Q1 2025



NAW MAKES UP 40%
WHITETAILSTREAM CONTENT

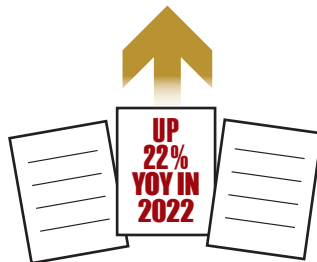
SPORTSMAN
CHANNEL

MGAA
278,816 Q3 2025

Sources:
Outdoor Channel – comScore OC Q1 2025
Sportsman Channel – comScore SC(US) Q3 2025



DIGITAL



ANNUAL
PAGE VIEWS
2,747,425



NEW USERS
1,700,000 **UP 24% YOY**

ANNUAL UNIQUES
2.1 MILLION

82%
MOBILE TRAFFIC

BONUS ENGAGEMENT RATE: 82%

AGE DEMOGRAPHICS

18-24 ▶ 4.45% | **25-34 ▶ 15.71%** | **35-44 ▶ 22.32%** | **45-54 ▶ 23.50%** | **55-64 ▶ 24.08%** | **65+ ▶ 9.94%**

82.3% MEN **17.7% WOMEN**

Google Analytics 4: September 2024 – August 2025 • Social Followers – Sprout Social: As of August 2025 • Video Views – Sprout Social & Conviva: September 2024 – August 2025 • Email Subscribers – Whatcounts Email Sending: As of August 2025.



SOCIAL

TOTAL
FOLLOWERS
136,214

UP 18%



FOLLOWERS
74,922



FOLLOWERS
50,080

THREADS
6,175



2025
SUBSCRIBERS
5,040

YOUTUBE
VIDEO VIEWS
575,570

89.8%
YEAR-TO-DATE
ENGAGEMENT
GROWTH



111%
PAGE &
PROFILE VISITS

VIDEO VIEWS
GROWTH

UP 641% YTD

IMPRESSIONS YTD
4,885,883

Source: Social Studios as of September 2025



HUNTING

- 87%** Hunting Deer 10+ Days in the Past Year
- 85%** Engaging in 10+ Hunting Activities in the Past Year
- 84%** Hunted Deer for 30+ Years
- 55%** Own Land for Hunting Purposes

Source: December 2023 North American Whitetail Reader Survey

FIREARMS

- 80%** Own Bolt Action
- 64%** Own In-line Muzzleloader
- 57%** Own Pump Action
- 45%** Own Lever Action
- 43%** Own Single Shot

Source: December 2023 North American Whitetail Reader Survey

- 97%** Own Centerfire Rifles
- 75%** Own Muzzleloaders
- 66%** Own Deer Hunting Shotguns
- 36%** Own Handguns for Deer Hunting

Source: December 2023 North American Whitetail Reader Survey

NORTH AMERICAN WHITETAIL READER ENGAGEMENT

- 71%** Subscribing for 4+ Years
- 64%** Read 3+ of the Last 4 Issues
- 93%** Satisfied With North American Whitetail
- 75%** Rate North American Whitetail as Being Valuable
- 57%** Visit Advertiser's Website for More Information After Seeing Ad in North American Whitetail

Source: December 2023 North American Whitetail Reader Survey

BOWS & CROSSBOWS

- 73%** Spent 10+ Days Bowhunting Lat Year
- 61%** Intend to Hunt With Compound Bow in the Next 12 Months
- 56%** Intend to Hunt With Crossbow in the Next 12 Months
- 11%** Intend to Hunt With Traditional Recurve Bow in the Next 12 Months
- 3%** Intend to Hunt With Traditional Long Bow in the Next 12 Months

Source: December 2023 North American Whitetail Reader Survey

ATVS/UTVS/TRACTOR

- 48%** Own ATV
- 42%** Own a Tractor
- 30%** Own UTV
- 20%** Own Other Off-Road Vehicles

Source: December 2023 North American Whitetail Reader Survey

GEAR/CLOTHING

- 97%** Own Camo Clothing
- 92%** Own Backpacks/Fanny Packs
- 90%** Own Rubber Boots
- 90%** Own Game Calls
- 82%** Own Scent Absorbing Spray
- 66%** Expect to Spend \$350+ on all Deer Hunting Related Purchases Other Than Rifles, Bows, Crossbows and Accessories

Source: December 2023 North American Whitetail Reader Survey





OVER 4 DECADES OF WHITETAIL HUNTING

Today's avid whitetail hunter wants answers to real-world issues. For over 40 years, *NAW* has worked with the most respected names in the whitetail world. Among these experts are biologist Dr. James Kroll ("Dr. Deer"), Editor in Chief Haynes Shelton, Editor Emeritus Gordon Whittington and Managing Editor Blake Garlock — four men who share over a century of whitetail hunting and management experience. In the pages of *NAW*, they're joined by experts Greg Miller, Jace Bauserman, Clifford Neames, Dean Weimer, Dan Cole and Clint McCoy. In addition to those veterans, a young group of deer enthusiasts also contributes. That group includes Alex Comstock, Josh Honeycutt, Cameron Coble and others.



Sources: December 2022 AAM Statement; MRI-Simmons; Most Recent Subscriber Study

- 75%** rate *NAW* as valuable for guiding hunting purchases
- 57%** report going to an advertiser's website for more information after seeing an ad in *NAW*
- 36%** report going to a major online sales site to search for a product after seeing an ad in *NAW*
- 27%** say they have gone to an advertiser's website or a local dealer after seeing an ad in *NAW*
- 43%** pass along their *NAW* issue to a friend or family member after reading it

OUR READERS

PRINT AUDIENCE
954,000
CIRCULATION
86,705

- Over half of readers have subscribed to *NAW* for **7+ years**, and **84%** are likely to renew
- Magazines are the preferred media source for the best hunting information
- **43%** pass along their *NAW* issue to a friend or family member after reading it

Readers are more likely to live in the West Central, East Central, and Northeast regions of the US

ISSUE

EDITORIAL CALENDAR

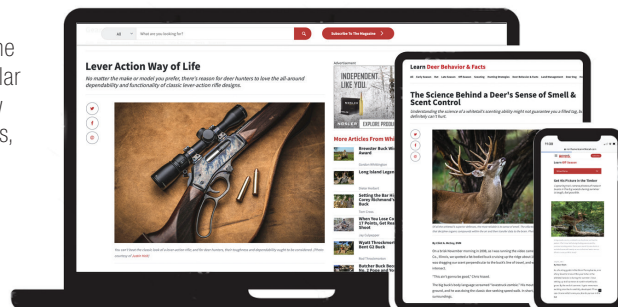
AD SPACE CLOSE/MATERIALS DUE

NEWSSTAND ON SALE

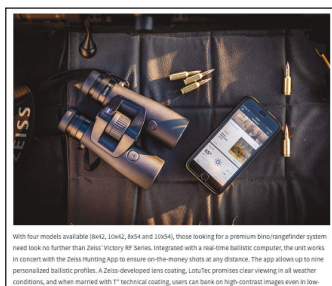
MARCH/APRIL 2026 GAME PLAN ISSUE Habitat, Herd Management, Hunt Planning & New Gear	12/19/25	3/3/26
MAY/JUNE SUMMER SCOUTING SPECIAL	2/27/26	5/5/26
JULY/AUGUST FULL DRAW SPECIAL	4/22/26	6/30/26
SEPTEMBER/OCTOBER PRE-RUT TACTICS	6/18/26	8/25/26
NOVEMBER/DECEMBER THE RUT SPECIAL	8/20/26	10/27/26



In 2025, NAW answered the increased demand for digital content while maintaining our reputation as the leading authority on whitetails. We've combined our popular print deliveries, such as Gear Wise and Dr. Deer, with new ones, like NAW's Time Machine and Breaking News Bucks, to ensure our digital audience will notch tags this fall. We now offer true cross-platform campaigns with print coverage, digital editorial, digital video and social promotion. In 2025, we'll reach new audiences and better serve our fans, all while strengthening the foundation of our historic brand.



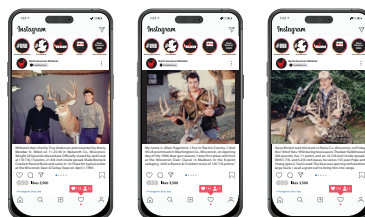
GEAR WISE



DR. DEER



TIME MACHINE



BREAKING NEWS BUCKS



DIGITAL MEDIA PACKAGES

CUSTOM CONTENT

DIGITAL SERIES

CUSTOM VIDEO

SPONSORED CONTENT



Readers looking for whitetail content in digital mediums will be entertained, educated and informed by our online presence. We'll always have a magazine to flip through, but we're also delivering the NAW experience to our readers via web-based platforms. Log onto our website, scroll our Instagram and Facebook feeds, or follow us on YouTube for big buck coverage, product reviews, hunting strategies, gear giveaways, land management practices, podcasts and more.



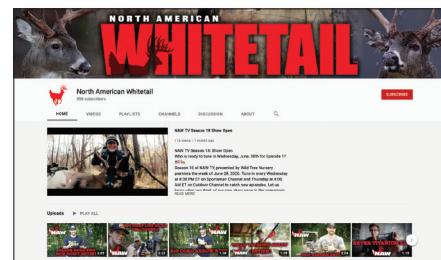
FOLLOWERS
74,922



FOLLOWERS
50,080



2025
SUBSCRIBERS
5,040



VIDEO VIEWS
575,570

VIDEOS
160+

SEASONAL CAMPAIGNS



GEAR GIVEAWAY



GEAR REVIEWS



BREAKING NEWS BUCKS



SOCIAL MEDIA PACKAGES

CUSTOM POSTS

SPONSORED POSTS

PRODUCT VIDEO

SPONSORED
CONTENT SERIES



LINEAR DISTRIBUTION

NAW TV has remained among the most popular and longest-running shows on outdoor television, focused entirely on the pursuit of America's most beloved big game species. Season 22 continues down that path, but under a new generation of leadership. Host Haynes Shelton takes viewers on exhilarating whitetail hunting adventures and imparts land management wisdom, but with a new level of energy. Haynes is joined by veteran team members Gordon Whittington, Dr. James C. Kroll, Stan Potts, and Blake Garlock.



NAWTV

SPORTSMAN CHANNEL

QUARTERS: 3 & 2

**SPORTSMAN CHANNEL
CANADA**

QUARTERS: 3 & 2, TBD

OUTDOOR CHANNEL

QUARTERS: 4 & 1

**SPORTSMAN
CHANNEL**

**Outdoor
CHANNEL**

**SPORTSMAN
CHANNEL**

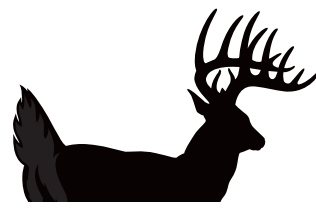
**3 NETWORKS
FOR THE PRICE OF 1**



VIDEO

NEW

In an ever-evolving landscape of video consumption platforms, **NAW TV** is striving to grow distribution. New Video On Demand and Advertising Video On Demand models ensure that **NAW TV** episodes and segments are available everywhere whitetail hunters & land managers consume video content!



AVOD

MOTV
MY OUTDOOR TV

fubo TV

Apple TV+

prime video

XBOX

hulu

YouTube

GAME & FISH

frndly TV

PARTNERSHIP PACKAGES

FULL

CATEGORY EXCLUSIVITY
FULL COMMERCIAL PKG
FULL BILLBOARD PKG
FULL PRODUCT INTEGRATION PKG
SOCIAL SUPPORT PKG
VIDEO CONTENT PKG

HALF

CATEGORY EXCLUSIVITY
HALF COMMERCIAL PKG
HALF BILLBOARDS PKG
PRODUCT INTEGRATION PKG
SOCIAL SUPPORT PKG

QUARTER

CATEGORY EXCLUSIVITY
QTR COMMERCIAL PKG
QTR BILLBOARD PKG
PRODUCT INTEGRATION PKG
SOCIAL SUPPORT PKG

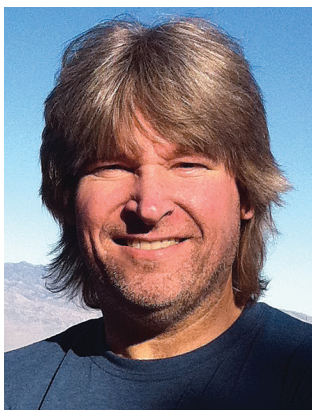
CUSTOMIZATION AVAILABLE



HAYNES SHELTON

Editor In Chief

Haynes.Shelton@OutdoorSG.com
336-442-7577



ROBERT WYSZKOWSKI

Art Director

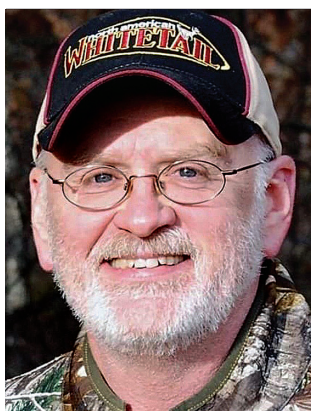
Robert.Wyszowski@OutdoorSG.com
847-488-9604



JEFF WARING

Publisher

Jeff.Waring@OutdoorSG.com
717-554-4020



GORDON WHITTINGTON

Editor Emeritus

Gordubya@outlook.com
678-233-8867



ELIZABETH CAREY

Production Manager

Elizabeth.Carey@OutdoorSG.com
309-679-5088



BLAKE GARLOCK

Managing Editor

Blake.Garlock@OutdoorSG.com
717-860-5308



JENNY KAEB

Production Coordinator

Jenny.Kaeb@OutdoorSG.com
309-679-5091



GENERAL ADVERTISING RATES



4-Color	Gross	1X	4X	6X	8X
	2-Page Spread	\$15,481	\$14,716	\$13,930	\$13,157
	Full Page	8,601	8,175	7,739	7,309
	2/3 Page	6,535	6,202	5,875	5,554
	1/2 Page	5,238	4,974	4,715	4,458
	1/3 Page	3,862	3,667	3,470	3,281
Covers		1X	4X	6X	8X
	Cover 2	\$9,610	\$9,123	\$8,647	\$8,170
	Cover 3	9,179	8,721	8,262	7,808
	Cover 4	10,861	10,317	9,770	9,231



Level	Price
Full Partner	\$99,000
Half Partner	\$60,000
Quarter Partner	\$35,000
Product Partner	\$25,000

* Customization Available

For details on print ad specs,
NAWTV digital ad packages and social
ad packages scan the QR Code below.



www.NorthAmericanWhitetail.com



Packages	1X
Custom Content	\$8,500+
Cross-Platform Campaign Sponsorship	\$10,000+
Custom Video	\$10,500+
Video Series	\$30,000+
Display Advertising	By Bid

Packages	1X
Product Showcase	\$6,500+
Sweepstakes	\$5,000+
E-Blast	\$200+
E-Newsletter	\$300+

All Rates are Subject to Incremental Fees
for Customization or Change

NORTH AMERICAN WHITETAIL AD SIZES & MECHANICAL SPECS

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. Two-Third 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. 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

7. 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

8. 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

9. 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

10. One-Third Horizontal

Non-Bleed: 6.75 x 3.375

Bleed: 8 x 4.125

Trim: 7.75 x 3.875

Safety: 7.25 x 3.625

11. One-Quarter Vertical

Non-Bleed: 3.375 x 4.75

12. One-Quarter Horizontal

Non-Bleed: 4.375 x 3.625

13. One-Sixth Vertical

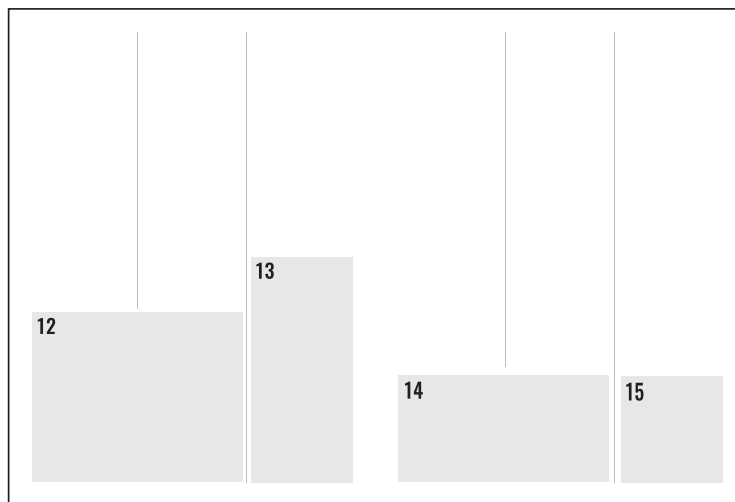
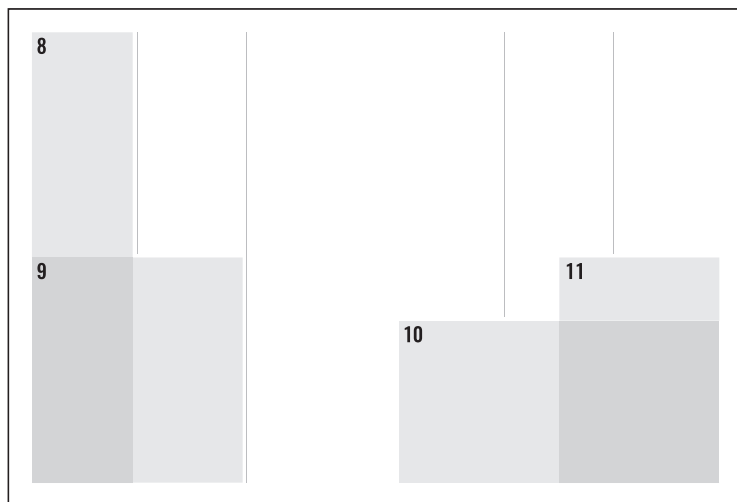
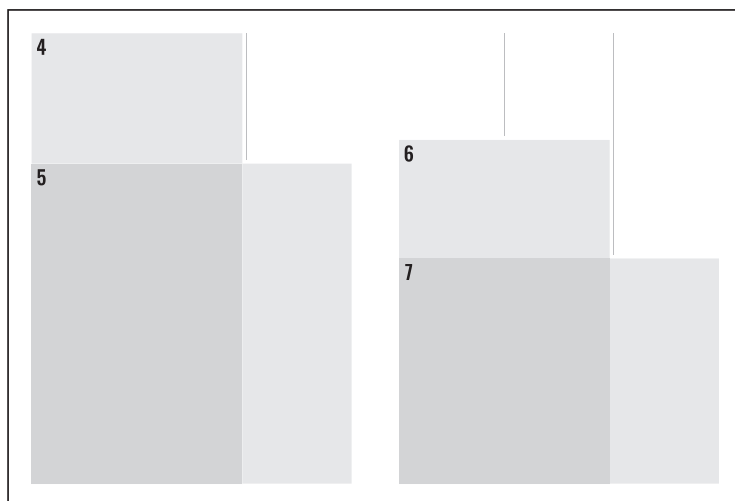
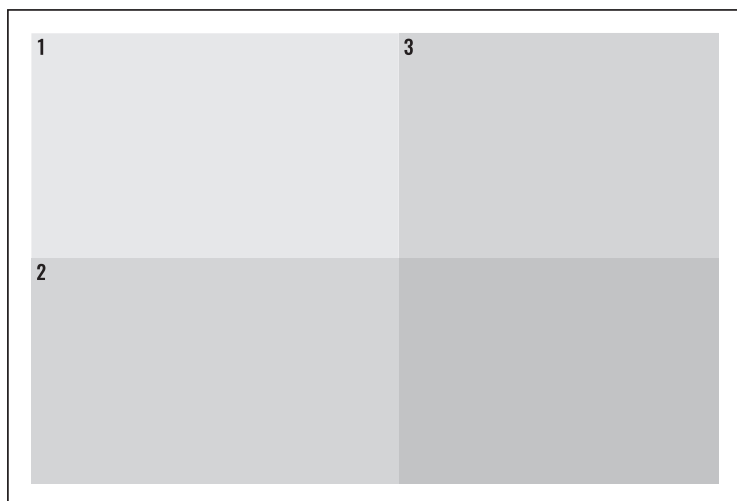
Non-Bleed: 2.125 x 4.75

14. One-Sixth Horizontal

Non-Bleed: 4.375 x 2.25

15. One-Twelfth Page

Non-Bleed: 2.125 x 2.25



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.

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

<https://osg.sendmyad.com>

SIP / CUSTOM PUBLISHING AD SIZES & MECHANICAL SPECS

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.

NON-BLEED

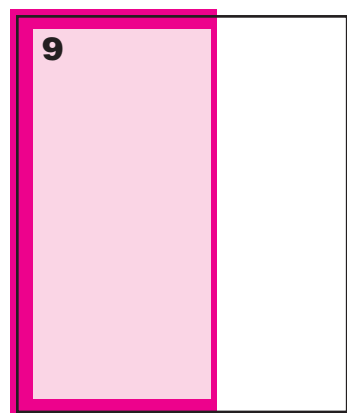
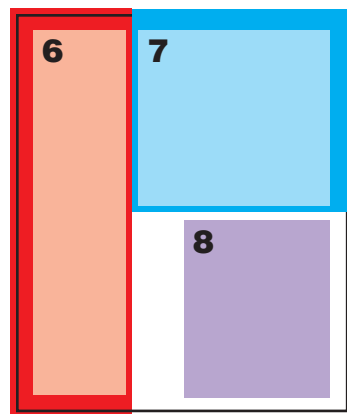
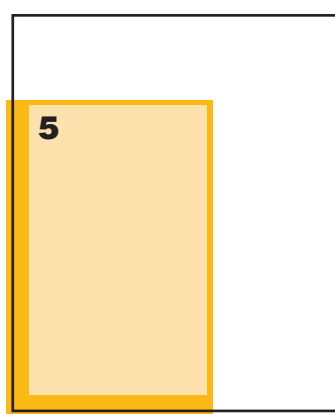
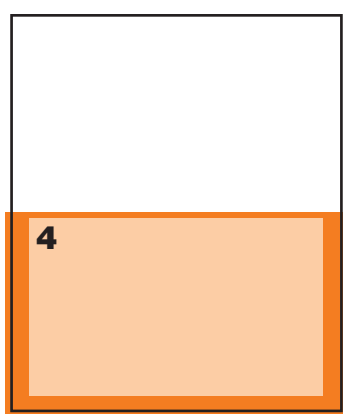
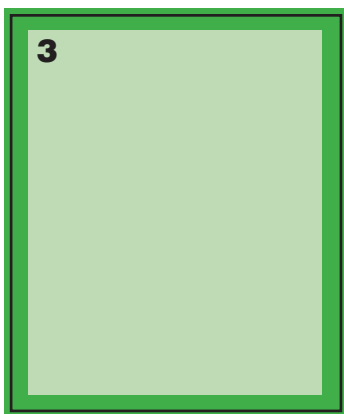
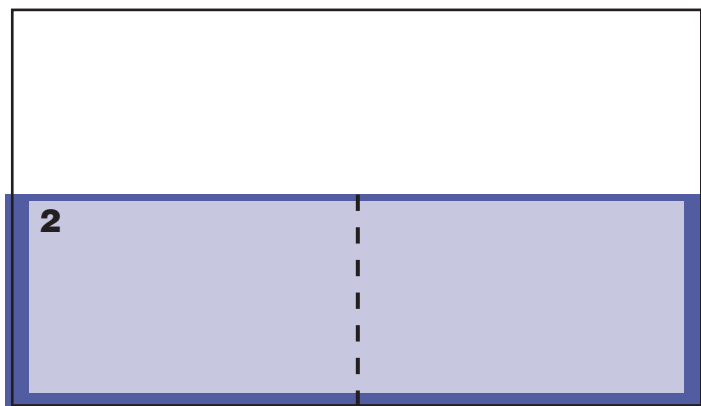
1/2" inside trim.
Non-bleed ads
should have all
elements within this
measurement.

For further details
pertaining to ad specifications
please contact:

JENNY KAEB
PROD. COORDINATOR
jenny.kaeb@outdoorsg.com

The ad portal is a convenient way
to submit digital ad materials,
perform preflight checking and get
confirmation of your ads. It's fast, easy
and a free service to all advertisers.

Go here to get started:
<http://imo.sendmyad.com>



1. Two-Page Spread

Bleed: 18.25 x 11.125
Trim: 18 x 10.875
Safety: 17.5 x 10.375
Non-Bleed: 17 x 9.875

2. Two-Page Spread Half Horizontal

Bleed: 18.25 x 5.625
Trim: 18 x 5.375
Safety: 17.5 x 4.875

3. 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

4. One-Half Horizontal

Bleed: 9.25 x 5.625
Trim: 9 x 5.375
Safety: 8.5 x 4.875
Non-Bleed: 8 x 4.8125

5. One-Half Vertical

Bleed: 5.625 x 8.75
Trim: 5.375 x 8.5
Safety: 4.875 x 8
Non-Bleed: 4.375 x 7.5

6. One-Third Vertical

Bleed: 3.25 x 11.125
Trim: 3 x 10.875
Safety: 2.5 x 10.375
Non-Bleed: 2.5 x 9.875

7. One-Third Square

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

8. One-Quarter

Non-Bleed: 3.875 x 4.8125

9. 2/3 Vertical

Bleed: 5.375 x 11.125
Trim: 5.125 x 10.875
Safety: 4.625 x 10.375
Non-Bleed: 4.625 x 10

NOTE: Ads smaller than
Full Page will share a page in
an advertising section



**Alliance for
Audited Media**

PUBLISHER'S STATEMENT

6 months ended June 30, 2025, Subject to Audit

ANNUAL FREQUENCY: 8 times/year

FIELD SERVED: Magazine devoted to the serious trophy deer 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
84,496	2,209	86,705	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	66,280	204	66,484	10,330	10,316	20,646	87,130	3,667	10	3,677	80,277	10,530	90,807
Mar	65,376	208	65,584	6,889	10,265	17,154	82,738	1,591	5	1,596	73,856	10,478	84,334
Jun	59,384	212	59,596	13,773	10,251	24,024	83,620	1,350	4	1,354	74,507	10,467	84,974
Average	63,680	208	63,888	10,331	10,277	20,608	84,496	2,203	6	2,209	76,214	10,491	86,705

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	63,680	208	63,888	73.7
Total Paid Subscriptions	63,680	208	63,888	73.7
Verified Subscriptions				
Public Place	10,060	10,000	20,060	23.1
Individual Use	271	277	548	0.6
Total Verified Subscriptions	10,331	10,277	20,608	23.8
Total Paid & Verified Subscriptions	74,011	10,485	84,496	97.5
Single Copy Sales				
Single Issue	2,203	6	2,209	2.5
Total Single Copy Sales	2,203	6	2,209	2.5
Total Paid & Verified Circulation	76,214	10,491	86,705	100.0

PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$6.99	
Subscription	\$23.94	
Average Subscription Price Annualized (2)		\$12.96
Average Subscription Price per Copy		\$1.62

(1) Represents subscriptions for the 6 month period ended June 30, 2025

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

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue
Circulation by Regional, Metro & Demographic Editions
Geographic Data
Trend Analysis

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2024	None Claimed	96,345	96,345		
6/30/2022	None Claimed	107,017	107,017		
6/30/2021	None Claimed	108,866	107,833	1,033	1.0

Visit auditedmedia.com Media Intelligence Center for audit reports

04-0813-0

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Personal Care	1,501		1,501
Other - Public Place	8,559	10,000	18,559
Total Public Place Copies	10,060	10,000	20,060
Individual Use			
Individually Requested	271	277	548
Total Individual Use Copies	271	277	548

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: 7,350

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

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

JEFF WARING
Publisher
P: 212.852.6682 * URL: www.northamericanwhitetail.com
Established: 1990

CARTER VONASEK
Planning Director
AAM Member since: 1990

48 W. Seegers Road • Arlington Heights, IL 60005-3913

Phone: 224-366-6939 • auditedmedia.com

Copyright © 2025 All rights reserved.

