
45TH
NORTH AMERICAN
WHITETAIL
ANNIVERSARY
2027
MEDIA KIT
PRINT. TV. DIGITAL. SOCIAL

MISSION STATEMENT

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 45 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 45+ 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



NORTH AMERICAN WHITETAIL

BRAND OVERVIEW

TOTAL REACH OF 4 GROWING MEDIA

PRINT

72% MEN 23% WOMEN

PRINT AUDIENCE
940,016

MEDIAN AGE
51

CIRCULATION
75,106

50% of Readers
AVG. HOUSEHOLD INCOME
$133,194

TOTAL CIRCULATION
(PRINT + DIGITAL)
85,456

2026 MRI 2026 Spring Doublebase

NAWTV

MOTV MYOUTDOORTV

SUBSCRIBERS
280,000+

NAWTV MINUTES VIEWED:
2.3 MILLION
SINCE JAN. 1, 2026

ON MOTV IN 3Q 2026 NAW WAS THE 10TH RANKED SHOW IN WHITETAIL GENRE.

MOTV MYOUTDOORTV

PLAYS
54,721

MINUTES
986,498

Outdoor CHANNEL

GAA
837,633 3Q 2026

SPORTSMAN CHANNEL

GAA
441,461 1Q 2026

SOURCE: *VideoAmp, 2026, Most recent quarter Total Persons delivery of North American Whitetail GAA for both Networks (3Q26 OUTD, 1Q26 SPMN)*

DIGITAL

NAW WEBSITE

ANNUAL
PAGE VIEWS
2,635,711

NEW USERS
1,561,702

MONTHLY UNIQUES
130,762

75% MEN 25% WOMEN

82%
MOBILE TRAFFIC

SOURCE: *Google Analytics (9/1/25 – 8/31/26)*

SOCIAL

TOTAL
FOLLOWERS
149,744

4.7%
AVERAGE ENGAGEMENT

8,369
AVERAGE POST REACH

FOLLOWERS
75.2K

FOLLOWERS
56.6K

THREADS
6,422

TOTAL SUBSCRIBERS
6.28K

YOUTUBE THREADS
5,950

IMPRESSIONS YTD
4,636,826

VIDEO VIEWS GROWTH

YOUTUBE
VIDEO VIEWS
767,531

UP 36.6% YTD

SOURCE: *Sprout Social (Followers)*
DATE RANGE: 9/1/2025 – 8/31/2026

NORTH AMERICAN WHITETAIL

OUR READERS













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

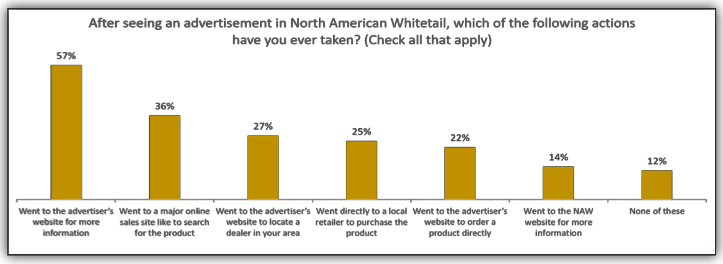
FIREARMS

80% Own Bolt Action
64% Own In-line Muzzleloader
57% Own Pump Action
45% Own Lever Action
43% Own Single Shot
97% Own Centerfire Rifles
75% Own Muzzleloaders
70% Own Shotgun
75% Own Rifle
68% Own Handgun
66% Own Deer Hunting Shotguns
36% Own Handguns for Deer Hunting
58% Have a great deal of experience (hunting)
39% Friends & family trust my advice (hunting)
28% Own 1+ acre lot
17% Own 3+ acre lot

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 Surve



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



GEAR/CLOTHING



97% Own Camo Clothing
92% Own Backpacks/Fanny Packs
90% Own Rubber Boots
90% Own Game Calls
82% Own Scent Absorbing Spray
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

Source: OGG Research, North American Whitetail Subscriber Study 2023



45 YEARS OF WHITETAIL HUNTING

Today's avid whitetail hunter wants answers to real-world issues. For 45 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 Colton Bagnoli — 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.









Source: OGG Research, North American Whitetail Subscriber Study 2023

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*
25% went directly to a local retailer to purchase the product after seeing an ad in *NAW*
22% went to the advertiser's website to order a product directly after seeing an ad in *NAW*

OUR READERS

PRINT AUDIENCE
940,016

PRINT CIRCULATION
75,106

TOTAL CIRCULATION
(PRINT + DIGITAL)
85,456

- **84%** of NAW subscribers hunted whitetail in the past year
- **75%** rate NAW as being valuable for guidance for purchasing weapons, ammo, and other gear
- Over a quarter of subscribers who hunt anticipate spending **$1000** or more on all deer hunting related activities (other than weapons) over the next 12 months

EDITORIAL CALENDAR

ISSUE	AD SPACE CLOSE/MATERIALS DUE	NEWSSTAND ON SALE
MARCH/APRIL **2027 GAME PLAN ISSUE** | Habitat, Herd Management, Hunt Planning & New Gear |	12/18/26	3/2/27
MAY/JUNE **SUMMER SCOUTING SPECIAL**	2/26/27	5/4/27
JULY/AUGUST **FULL DRAW SPECIAL**	4/22/27	6/29/27
SEPTEMBER/OCTOBER **PRE-RUT TACTICS**	6/18/27	8/24/27
NOVEMBER/DECEMBER **THE RUT SPECIAL**	8/19/27	10/26/27



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 23 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 Colton Bagnoli.

NAWTV

SPORTSMAN CHANNEL
QUARTERS: 3 & 2

SPORTSMAN CHANNEL CANADA
QUARTERS: 3 & 2

OUTDOOR CHANNEL
QUARTERS: 4 & 1

SPORTSMAN CHANNEL

Outdoor CHANNEL

CANADA SPORTSMAN CHANNEL

3 NETWORKS FOR THE PRICE OF 1

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



GAME & FISH TV

GAME & FISH TV is the ultimate free destination for dedicated sportsmen and women seeking distinctive and captivating content. It features the world's leading anglers, game chefs, hunters, and adventurers in a celebration of the Great Outdoors.

With top-tier programming from Outdoor Channel, Sportsman Channel, and World Fishing Network, **GAME & FISH TV** delivers a one-of-a-kind FAST channel experience. Viewers can enjoy popular series like Wardens, Cast Iron Cowboy, In-Fisherman TV, Renovation Hunters, and live events, showcasing the full range of OSG's premier outdoor content.

GAME & FISH TV is available to 96% of U.S. adults – 250 million people* – through all major distribution platforms, including Smart TVs, FAST channels, apps, and websites.

Source: MRI/Simmons 2026 March Cord Evolution – Fall '25 Doublebase

Game & Fish TV Distribution Partners

prime video	130MM
Roku	90MM
Samsung TV Plus	88MM
plex	23MM
amazon fire tv	50MM
VIZIO	19MM
local now	11MM
TMTG	6MM

fire tv, prime video, local now & VIZIO have no commercial inventory available at this time

GAME&FISH | Outdoor Channel | FLS Free Live Sports

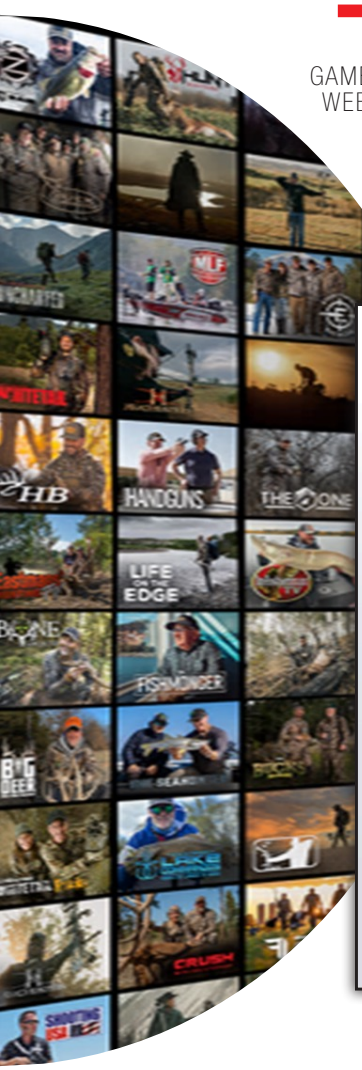
SOURCE: Google Universal Analytics; DATE RANGE: 9/1/25 - 8/31/26

\+ GAME & FISH WEBSITES

69% MOBILE TRAFFIC

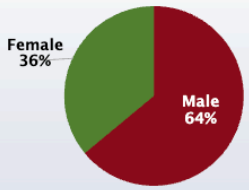
ANNUAL PAGE VIEWS **2,635,711**

MONTHLY UNIQUES **208,821**

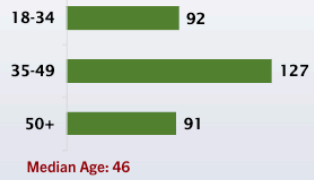


Game & Fish TV Audience Profile

Gender



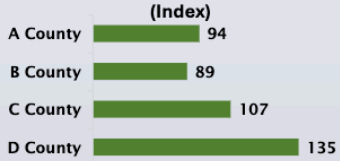
Age (Index)



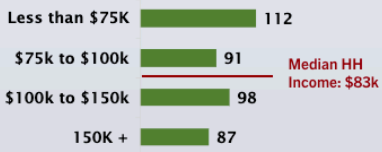
Median Age: 46

Other Demographics (Index)	
Married	110
Children 18/Younger in Home	131
College Grad/Post Grad	64
Working Full Time	105
Retired	86
Owns a Home	97
Cable/DBS/Fiber TV Subscriber	157

County Size Classification (Index)

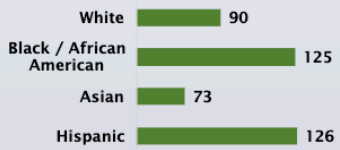


HH Income (Index)



Median HH Income: $83k

Race/Ethnicity (Index)



Source: 2026 MRI Cord Evolution Doublebase. Game & Fish TV audience profile using net audience across Outdoor Channel/Sportsman Channel (last 30 days) plus relevant outdoor lifestyle streaming audiences (last 12 months), on platforms that currently carry Game & Fish TV.

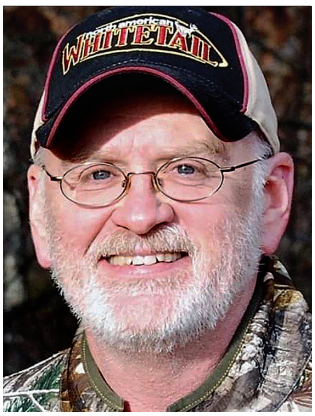
NAW TEAM MEMBERS



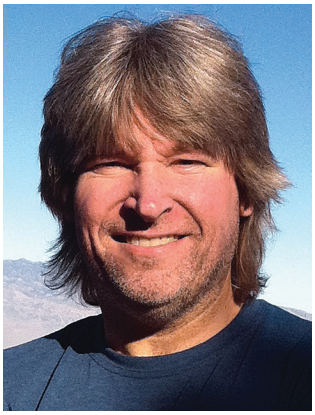
HAYNES SHELTON
Associate Publisher
Editor In Chief
Haynes.Shelton@OutdoorSG.com
336-442-7577



COLTON BAGNOLI
Managing Editor
Colton.Bagnoli@OutdoorSG.com
480-296-6620



GORDON WHITTINGTON
Editor Emeritus
Gordubya@outlook.com
678-233-8867



ROBERT WYSZKOWSKI
Art Director
Robert.Wyszkowski@OutdoorSG.com
847-488-9604



ELIZABETH CAREY
Production Manager
Elizabeth.Carey@OutdoorSG.com
309-679-5088









NORTH AMERICAN WHITETAIL

GENERAL ADVERTISING RATES

PRINT

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

NAWTV

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

DIGITAL & SOCIAL

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

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

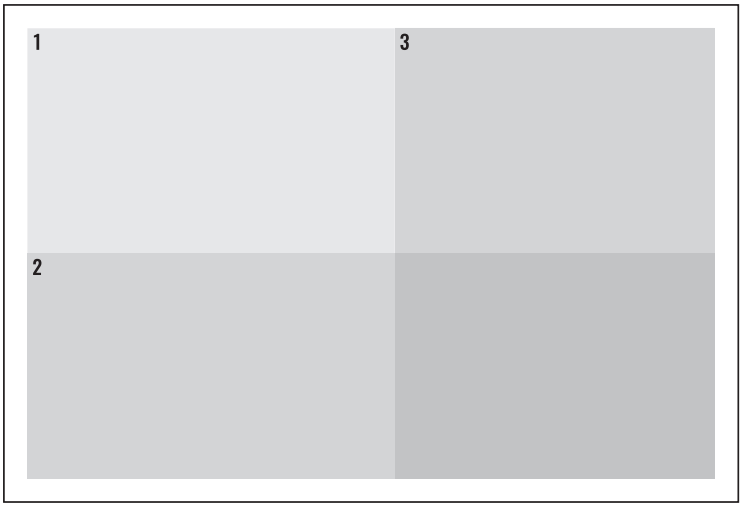
11. One-Quarter Vertical
Non-Bleed: 3.375 x 4.75

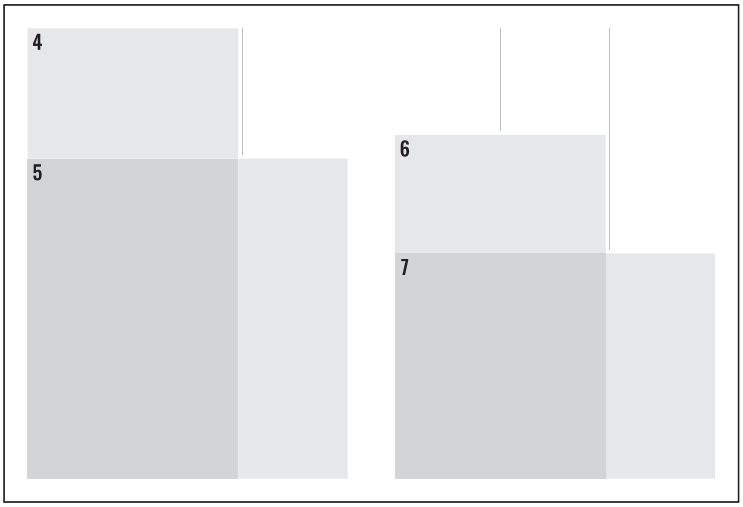
12. One-Quarter Horizontal
Non-Bleed: 4.375 x 3.625

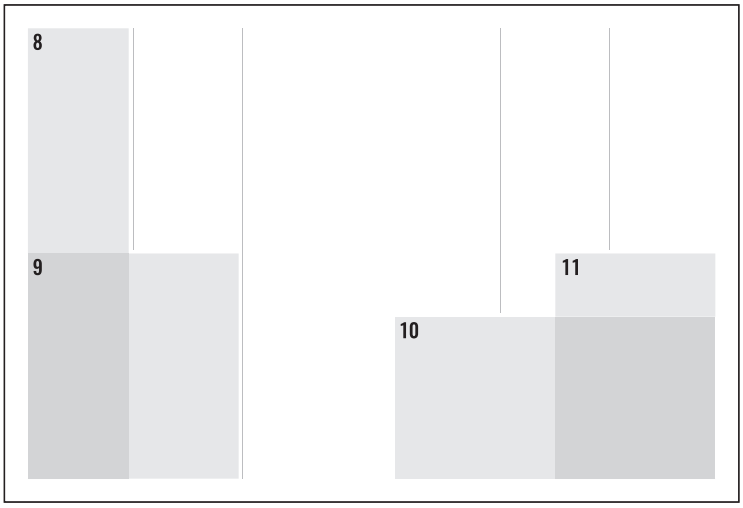
13. One-Sixth Vertical
Non-Bleed: 2.125 x 4.75

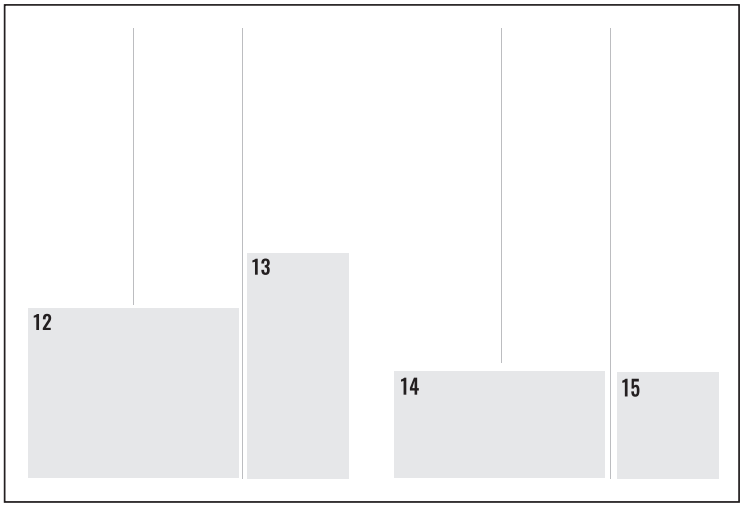
14. One-Sixth Horizontal
Non-Bleed: 4.375 x 2.25

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

NORTH AMERICAN WHITETAIL

AUDIT STATEMENT

Alliance for Audited Media

PUBLISHER'S STATEMENT
6 months ended June 30, 2026, Subject to Audit

ANNUAL FREQUENCY: 5 times/year
FIELD SERVED: Magazine devoted to the serious trophy deer hunter.
PUBLISHED BY: Outdoor Sportsman Group - Integrated Media

NORTH AMERICAN WHITETAIL™

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single CopySales	Total Circulation	Rate Base	Variance to Rate Base
82,970	2,486	85,456	None Claimed	

TOTAL CIRCULATION BY ISSUE

	Paid Subscriptions			Verified Subscriptions				Single Copy Sales					
Issue	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales	Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
Dec/Jan	59,341	344	59,685	13,753	10,000	23,753	83,438	4,501	9	4,510	77,595	10,353	87,948
Mar	61,159	332	61,491	10,885	10,000	20,885	82,376	1,439	7	1,446	73,483	10,339	83,822
Jun	54,566	355	54,921	18,174	10,000	28,174	83,095	1,500	3	1,503	74,240	10,358	84,598
Average	**58,355**	**344**	**58,699**	**14,271**	**10,000**	**24,271**	**82,970**	**2,480**	**6**	**2,486**	**75,106**	**10,350**	**85,456**

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	58,355	344	58,699	68.7
Total Paid Subscriptions	**58,355**	**344**	**58,699**	**68.7**
Verified Subscriptions				
Public Place	13,986	10,000	23,986	28.1
Individual Use	285		285	0.3
Total Verified Subscriptions	**14,271**	**10,000**	**24,271**	**28.4**
Total Paid & Verified Subscriptions	**72,626**	**10,344**	**82,970**	**97.1**
Single Copy Sales				
Single Issue	2,480	6	2,486	2.9
Total Single Copy Sales	**2,480**	**6**	**2,486**	**2.9**
Total Paid & Verified Circulation	**75,106**	**10,350**	**85,456**	**100.0**

PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	$8.99	
Subscription	$23.94	
Average Subscription Price Annualized (2)		$13.12
Average Subscription Price per Copy		$1.64

(1) Represents subscriptions for the 6 month period ended June 30, 2026
(2) 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
6/30/2024	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

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

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

04-0813-0

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Personal Care	3,105		3,105
Other - Public Place	10,881	10,000	20,881
Total Public Place Copies	**13,986**	**10,000**	**23,986**
Individual Use			
Individually Requested	285		285
Total Individual Use Copies	**285**		**285**

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: 7,066

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 6

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

HAYNES SHELTON
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 © 2027 All rights reserved.