

# GUNDOG<sup>®</sup>



2025 MEDIA KIT





# 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](http://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.



## **NEW GUN DOG TRAINING VIDEOS**

**GUN DOG** is resurrecting the **GUN DOG** Training Video Series with a brand new edition, as well as giving premium digital access to the historical archives of the original **GUN DOG** training series videos.

## **NEW DIGITAL VIDEO SERIES**

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.



## PRINT AUDIENCE

AUDIENCE: **345,917**

CIRCULATION: **31,447**

AVERAGE HOUSEHOLD INCOME: **\$167,000**

AVERAGE NET WORTH: **\$624,300**

## 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 2024 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:** 11/26/24 • **ON SALE:** 2/4/25

## **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:** 3/5/2025 • **ON SALE:** 5/6/2025

## **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:** 5/9/2025 • **ON SALE:** 7/15/2025

## **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:** 6/27/2025 • **ON SALE:** 9/2/2025

## **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:** 8/5/2025 • **ON SALE:** 10/7/2025

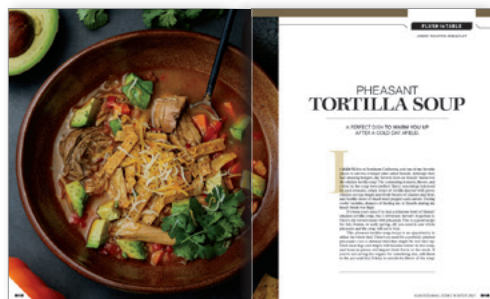
## **WINTER**

### **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:** 9/9/2025 • **ON SALE:** 11/11/2025

# 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.

## TAILS GONE BY

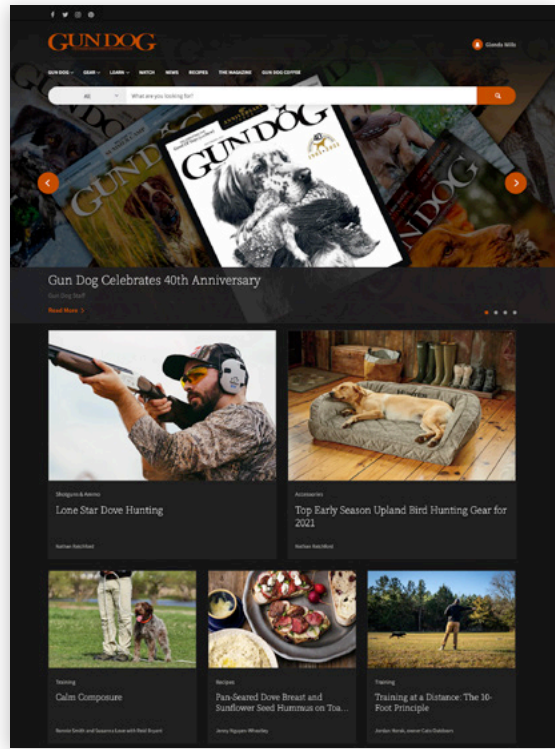
A perfect one-page closing column that features bird dog enthusiasts telling heartwarming to hysterical stories about their beloved dogs.

# DIGITAL MEDIA

- **1.3 million** Annual Page Views
- **60,000** Monthly Unique Visits
- **72%** Traffic from Mobile/Tablet

## EMAIL NEWSLETTERS

- **16,410** Subscribers
- **39%** Open Rate



# SOCIAL MEDIA

## FACEBOOK

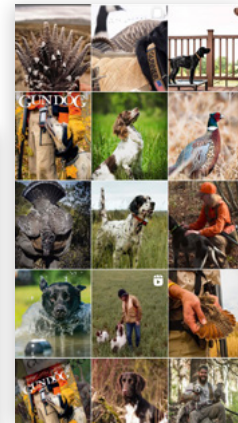
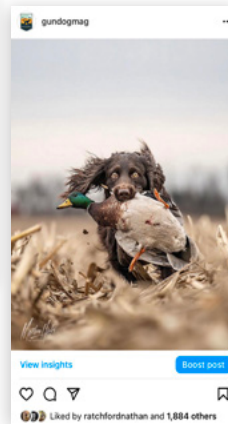
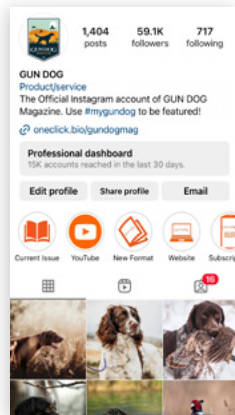
- **30k** Likes
- **33k** Subscribers
- **1mm** YoY Reach (Sept. 2023-Sept. 2024) +39.9%
- **73.4%** Men
- **26.6%** Women

## INSTAGRAM

- **58.7k** Followers (Oct. 2021-Oct. 2022) +10k
- **25-44 yrs.** Top Age Range
- 73.4% Men, 26.5% Women audience

## TWITTER

- **7k** Followers

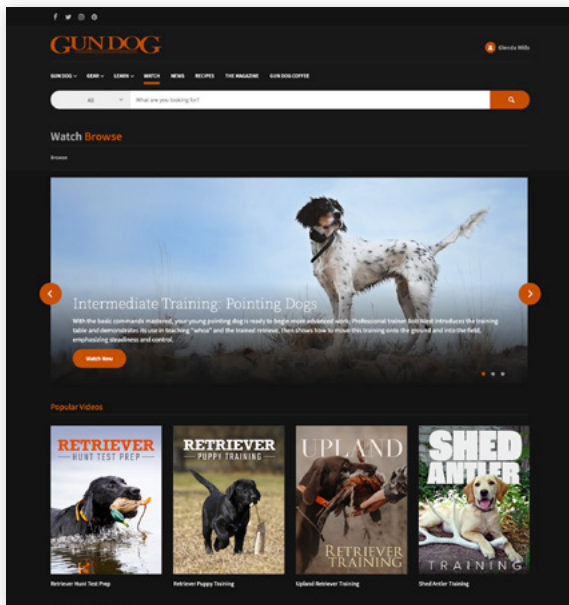
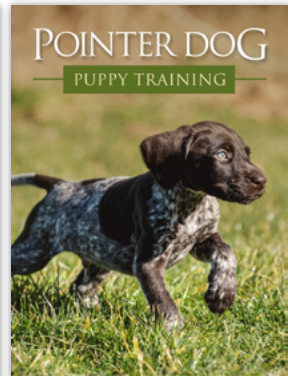
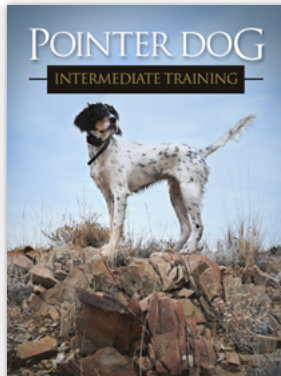
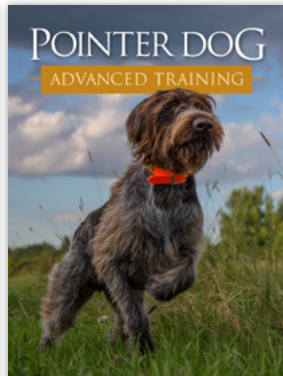


GUN DOG social media, including Facebook, Instagram, and Twitter, provides followers with instant access to all things sporting dog related. Facebook and Twitter followers have their feeds filled with how-to articles and gear guides from gundogmag.com, while Instagram users enjoy top of the line photography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

gundogmag.com   



# GUN DOG VIDEOS



## RATES FOR SPONSORSHIP

—45 SEGMENTS—

**PRESENTING PARTNER—\$25,000**  
(ONLY ADVERTISER ANNUALLY)

5-Second billboard in opening  
15-second post-roll video ad  
Product & apparel used in videos  
Logo in closing credits  
(12) E-Newsletter ad placement  
(45) Social post per segment

**ASSOCIATE PARTNER—\$15,000**  
(ONLY TWO ADVERTISERS ANNUALLY)

1 of 2 Associate Partners  
5-Second billboard in opening  
Product & apparel used in videos  
Logo in closing credits  
(6) E-Newsletter ad placement  
(20) Social post per segment

## GUN DOG TRAINING SERIES

Training bird dogs takes more than reading the print publication, and GUN DOG recognized the need for branded training videos that bring to life the techniques we preach in a visual format. The GUN DOG Staff is excited to announce not only a brand new delivery to the GUN DOG Training Series, but the resurrection of the historical archives of the GUN DOG Training series library for their Premium Subscribers.

The new GUN DOG Training Series encompasses all breeds including pointing and flushing/retrieving dogs, in all stages of their training. This includes puppy fundamentals, intermediate and advanced training techniques, hunt test prep, game recovery, and more. The GUN DOG Training Series features world renowned bird dog trainers from across the country, including Tom Dokken, Bob West, Jerry Cacchio, Ronnie Smith, and Talmage Smedley.

## DIGITAL VIDEOS

GUN DOG recognizes the importance of digital videos and the information they showcase to avid bird dog and upland hunting enthusiasts. The talented staff behind the GUN DOG brand focuses on composing informative and professional grade digital videos to present in-depth gear reviews, hunting strategies, training tips, and more.

# WILD UPLAND

**GUN DOG**  
PRODUCTIONS

The all-new series **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
- 10 ORIGINAL EPISODES
- MINIMUM 3 AIRINGS PER WEEK\*
- PRODUCTION STARTS SEPT. 2024



**Outdoor**  
CHANNEL

## 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, 2025

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 HORZ	\$ 3,546	\$ 3,189	\$ 3,028
1/4 PAGE	\$ 2,461	\$ 2,222	\$ 2,080

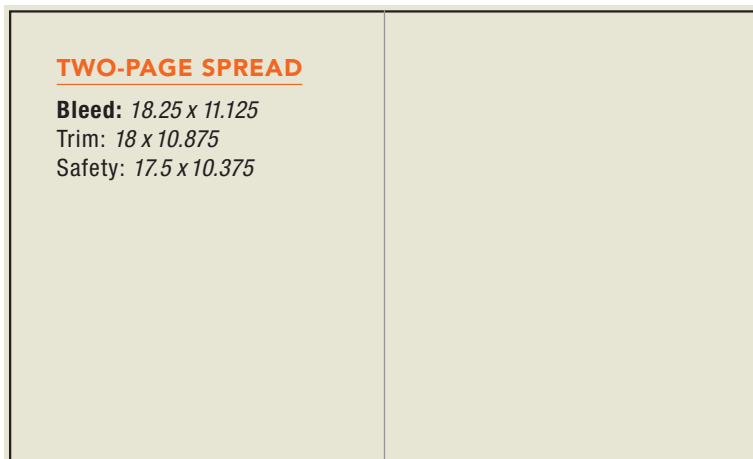
COVERS	1x	3x	6x
COVERS 4	\$ 6,524	\$ 5,850	\$ 5,543
Covers 2	\$ 5,766	\$ 5,177	\$ 4,900
Covers 3	\$ 5,521	\$ 4,953	\$ 4,695

**ADVERTISING  
SPECIAL**

**BUY (X3)  
OF THE  
SAME VALUE,**

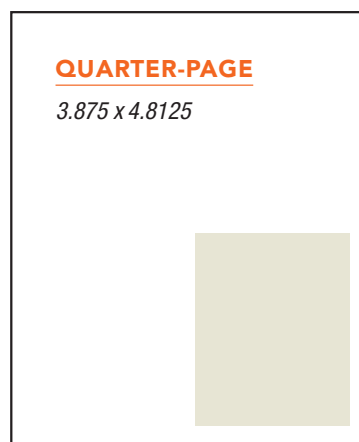
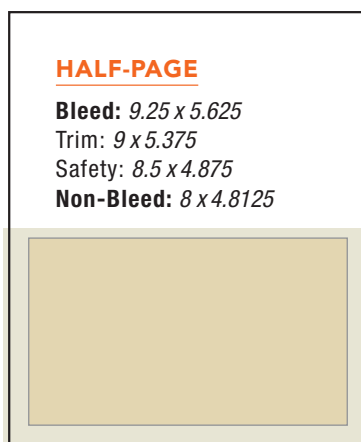
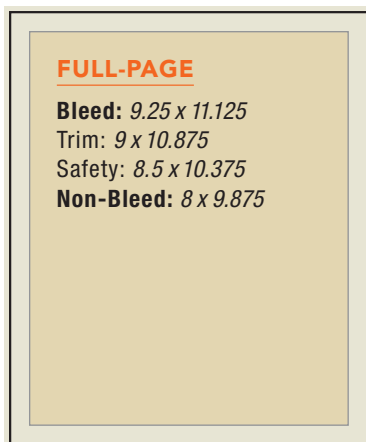
**GET (X1)  
OF THE  
SAME VALUE!**

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



For further details pertaining to ad specifications please contact:

**Melissa Williams**  
Production Coordinator  
Melissa.Williams@OutdoorSG.com



### 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.

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

E-Newsletters include (2) 300x250 ad positions

# DIGITAL AD RATES

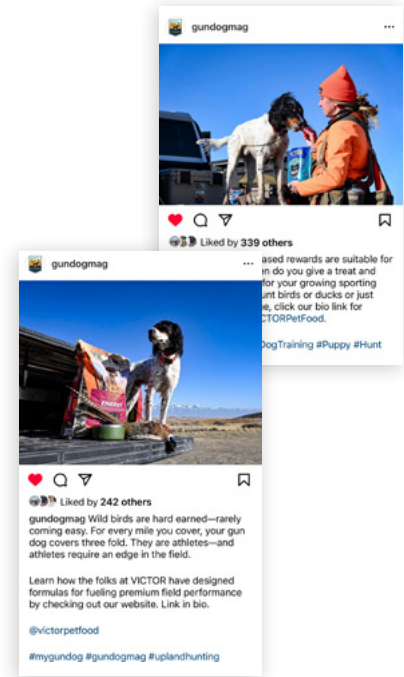


**BEST VALUE**

**HIGH-IMPACT**  
Roadblock  
(choice of 2 positions)

UNIT	SIZE	CPM	CPM
<b>DESKTOP/MOBILE</b>			\$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	
<b>REVEAL</b>			
VIDEO	970x250	\$20	
STATIC	640x400	\$18	

UNIT	CPM
<b>VIDEO</b>	
PRE-ROLL	\$25
IN-LINE	\$20
<b>NATIVE</b>	
CUSTOM	\$8,500
SPONSORED	\$6,500 Flat Rate
<b>E-MAIL</b>	
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<sup>®</sup>

**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, 2024, 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
27,908	3,539	31,447	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	24,237	44	24,281	3,143		3,143	27,380	44	27,424	4,438		4,438	31,818	44	31,862
Mar/Apr	24,165	246	24,411	3,131		3,131	27,296	246	27,542	3,516	29	3,545	30,812	275	31,087
Jun/Jul	22,993	215	23,208	5,552		5,552	28,545	215	28,760	2,620	14	2,634	31,165	229	31,394
<b>Average</b>	<b>23,798</b>	<b>168</b>	<b>23,966</b>	<b>3,942</b>		<b>3,942</b>	<b>27,740</b>	<b>168</b>	<b>27,908</b>	<b>3,525</b>	<b>14</b>	<b>3,539</b>	<b>31,265</b>	<b>182</b>	<b>31,447</b>

## PRICE

	Suggested Retail Prices (1)
Single Copy	\$4.54
Subscription	\$27.23

(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: 1,952

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

**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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KALI PARMLEY  
Publisher

AAM Member since: 1984

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