



**2025**  
**MEDIA KIT**

**NORTH AMERICAN**

**WHITETAIL**<sup>TM</sup>

**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](http://www.NorthAmericanWhitetail.com)




# BRAND OVERVIEW

TOTAL REACH OF 4 GROWING MEDIA



**PRINT**

**85% MEN** **15% WOMEN**



PRINT AUDIENCE  
**1,084,608**

MEDIAN AGE

**47**

CIRCULATION  
**90,384**




**90% GUN HUNTERS** **84% BOWHUNTERS**

**50% of Readers**  
AVG. HOUSEHOLD INCOME  
**\$100,000+**

Sources: December 2023 AAM Statement; MRI-Simmons, 2022 Spring Doublebase; Most Recent Subscriber Study

**MOTV** **WhiteTailStream Channel**  
MYOUTDOORTV.

NORTH AMERICAN WHITETAIL  
PRESENTING PARTNER 2024



**NAWTV**

**MOTV**  
MYOUTDOORTV.  
SUBSCRIBERS  
**280,000+**

NAWTV MINUTES VIEWED:  
**2.6 MILLION**  
SINCE 6/30/24



MGAA  
**441,874 Q1 2024**



**MOTV**  
MYOUTDOORTV.

**NAW MAKES UP 40%**  
WHITETAILSTREAM CONTENT


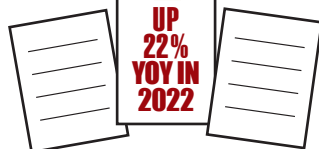
**SPORTSMAN CHANNEL**

MGAA  
**278,816 Q3 2024**

Sources: Outdoor Channel—comScore OC Q1 2024  
Sportsman Channel—comScore SC(US) Q3 2024




**DIGITAL**

**UP 22% YOY IN 2022**

ANNUAL PAGE VIEWS  
**5.12 MILLION**



NEW USERS **UP 24% YOY**  
**2.5 MILLION**

ANNUAL UNIQUES  
**2.1 MILLION**

**86%**  
**MOBILE TRAFFIC**

AGE DEMOGRAPHICS

18-24 ▶ **8.68%** | 25-34 ▶ **22.94%** | 35-44 ▶ **19.7%** | 45-54 ▶ **19.64%** | 55-64 ▶ **17.8%** | 65+ ▶ **11.24%**

**82.3% MEN** **17.7% WOMEN**



Source: Google Analytics as of September 2024



**SOCIAL**

TOTAL FOLLOWERS  
**123,588**

**UP 18%**



**89.8%**  
YEAR-TO-DATE ENGAGEMENT GROWTH



FOLLOWERS  
**68,416**



FOLLOWERS  
**48,687**



2024 SUBSCRIBERS  
**3,120**

VIDEO VIEWS  
**1,555,748**




**111%**  
PAGE & PROFILE VISITS



VIDEO VIEWS GROWTH **UP 641% YTD**

IMPRESSIONS YTD  
**4,885,883**

Source: Social Studios as of September 2024



**HUNTING**

- 72%** have hunted for 30 years or more
- 95.6%** hunted deer in the past year
- 57%** hunt without family
- 43%** hunt with family; with **20+** hunting with an adult child **18+**
- Two-thirds** of hunters had harvested one or more bucks in the past **12** months, **54%** had harvested **1+** does

**TRAVEL**

- Readers spend an average of **31.8** days hunting whitetail deer annually and an average of **38.6** days on other deer hunting related activities.
- Readers spend an average of **14.4** days on overnight deer hunting trips annually.
- **69%** traveled in-state to hunt deer in past year.

**OUT OF STATE TRAVEL**

- 78%** Midwest      **10%** Southeast
- 22%** Northeast    **9%** Southwest
- 4%** Canada – spending an average of **\$1,582** per trip
- Over a third** of hunters have spent **\$500+** on overnight deer hunting trips in the past year

**LAND**

- **93%** own a house; for hunting and recreation, nearly half own their own land, with an average of **175 acres** for hunting and recreational purposes.
- **20%** of readers lease land, with an average of **707 acres** for hunting and recreational purposes.
- **50%** live in rural/exurban settings; nearly **30%** live in cities or suburbs and **20%** live in towns.
- **46%** plan to plant food plots in the next 12 months.

Source: Most Recent Subscriber Study

**ATV/UTV/TRACTOR**

- 45%** own an ATV
- 32%** own a tractor
- 18.5%** own a UTV
- 26%** plan to buy an ATV, UTV or tractor in the coming year
- 13%** plan on buying an off-road vehicle in the next 12 months

**FIREARMS**

**90%** Use Firearms to Hunt Deer

**RIFLES**

- 92%** Own Centerfire Rifles for Deer Hunting. Over half of centerfire rifle owners have **4+ of them**
- 80%** Own a Bolt-Action Rifle
- 35%** Own a Lever-Action Rifle
- 32%** Own a Pump-Action Rifle
- 31%** Own a Semi-Auto Rifle
- 6%** Own an AR or Variant

**MUZZLELOADERS**

- 64%** Own Muzzleloaders for Deer Hunting
- 60%** In-Line **9%** Flintlock

**SHOTGUNS**

- 66%** Own Shotguns for Deer Hunting
- 48%** Own a Pump-Action Shotgun
- 29%** Own an Auto-Loader Shotgun
- 18%** Own a Single-Shot Shotgun
- 11%** Own a Bolt Action Shotgun

**OPTICS**

- 99%** Own Optical Items
- 95%** Own Binoculars
- 91%** Own Variable-Power Rifle Scope
- 38%** Own Fixed-Powered Rifle Scope

**BOWHUNTING**

- Readers spend an average of **23.7** days Bowhunting
- 84%** Use Bow/Crossbow to Hunt Deer
- 76%** Bowhunt, **17%** Crossbow Hunt
- 89%** Own a Compound Bow
- 35%** Own a Crossbow
- 20%** Own a Recurve Bow
- 9%** Own a Longbow
- Over a third** of bow hunters plan to spend **\$500+** on bows, arrows and related accessories in the next 12 months

**GEAR**

- 86%** of readers own a chainsaw
- 80%** Own a Trail Camera for Deer Hunting



## 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 Associate 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  
**1,084,608**  
CIRCULATION  
**90,384**

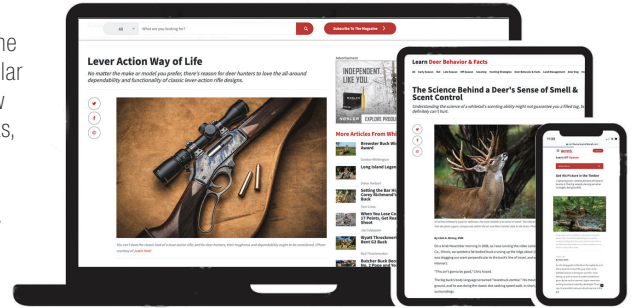
- Over half of readers have subscribed to *NAW* for **7+ years**, and **84%** are likely to renew
- Magazines are the preferred media source for the best hunting information
- **43%** pass along their *NAW* issue to a friend or family member after reading it

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

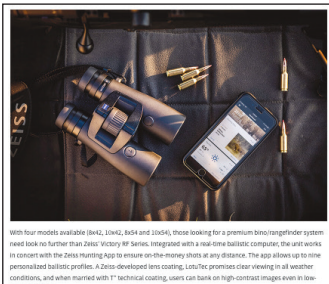
ISSUE	EDITORIAL CALENDAR	AD SPACE CLOSE/MATERIALS DUE	NEWSSTAND ON SALE
MARCH	<b>2025 GAME PLAN ISSUE</b>   Habitat, Herd Management, Hunt Planning & New Gear	1/3/25	3/4/25
JUNE	<b>SUMMER SCOUTING SPECIAL</b>	3/11/25	5/6/25
JULY	<b>FULL DRAW SPECIAL</b>	4/7/25	6/3/25
AUGUST	<b>HOW-TO SPECIAL</b>	5/2/25	7/1/25
SEPTEMBER	<b>HUNTING ANNUAL</b>	6/23/25	8/19/25
OCTOBER	<b>PRE-RUT TACTICS</b>	7/28/25	9/23/25
NOVEMBER	<b>THE RUT SPECIAL</b>	9/2/25	10/28/25
DECEMBER/JANUARY	<b>LATE-SEASON STRATEGIES</b>	10/3/25	12/2/25



In 2024, *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**

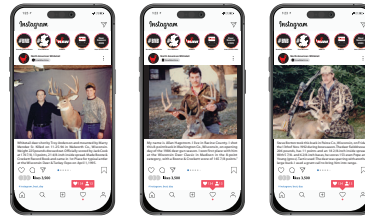


With four models available (8x42, 10x42, 8x54 and 10x54), those looking for a premium binocular/scope system need look no further than Zeiss Victory M Series. Integrated with a high-precision ballistic computer, the app works in concert with the Zeiss Hunting App to ensure on-the-money shots at any distance. The app allows up to nine personalized ballistic profiles. A Zeiss-developed lens coating, LotusTex promises clear viewing in all weather conditions, and when paired with T\* technical coating, users can bank on high-contrast images even in low-

**DR. DEER**



**TIME MACHINE**



**BREAKING NEWS BUCKS**



**DIGITAL MEDIA PACKAGES**

CUSTOM CONTENT

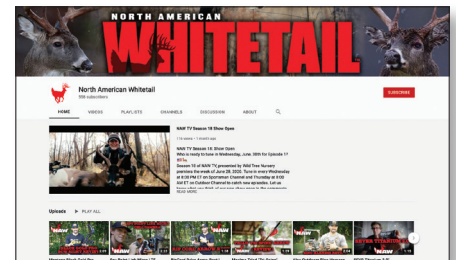
DIGITAL SERIES

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  
**68,416**



FOLLOWERS  
**48,687**



2024  
SUBSCRIBERS  
**3,120**

VIDEO VIEWS  
**1,555,748**

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 21 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**

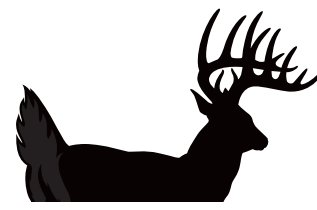
**SPORTSMAN CHANNEL CANADA**

**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**



**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

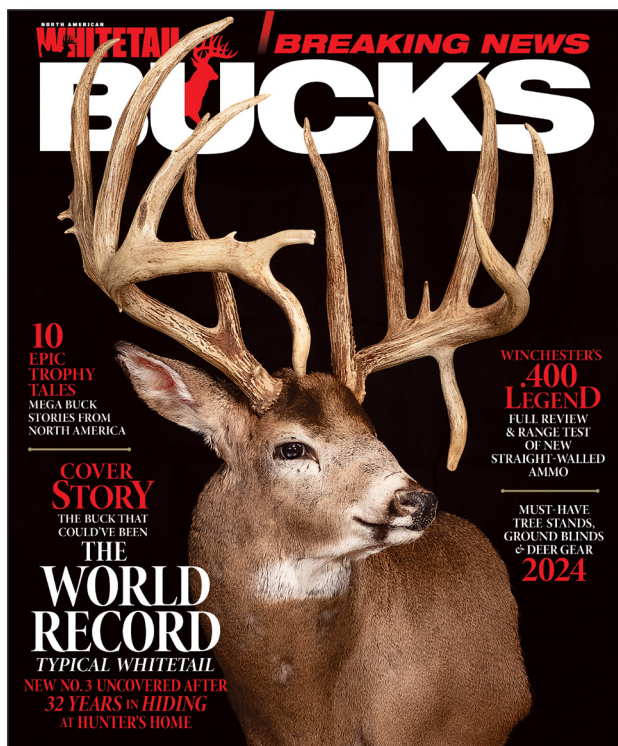
- CATEGORY EXCLUSIVITY
- HALF COMMERCIAL PKG
- HALF BILLBOARDS PKG
- PRODUCT INTEGRATION PKG
- SOCIAL SUPPORT PKG

### QUARTER

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

*CUSTOMIZATION AVAILABLE*

# SPECIAL INTEREST ISSUES



## WHAT'S INSIDE

- Exclusive Big Buck Stories
- Eye-Catching Trophy Deer Photos
- Deer Hunting Gear That Gets It Done
- Print Extension of Our Most Popular Digital Campaign
- Much More Great Info!

**DISTRIBUTION:** 30,000+

**AD CLOSE:** 6/27/25 **ON SALE:** 9/2/25

## SPECIAL RATES

FULL-PAGE 4-COLOR  
**\$3,125**

HALF-PAGE 4-COLOR  
**\$1,875**

THIRD-PAGE 4-COLOR  
**\$1,250**

QUARTER-PAGE 4-COLOR  
**\$950**

**BREAKING NEWS BUCKS** — Packed cover to cover with thrilling, newsworthy big-buck stories from across the continent, our latest newsstand special features the most-viewed and shared trophy deer stories from *NAW's* online platforms. This absolutely eye-catching special edition is photo-rich and meant to be collected and shared!



## WHAT'S INSIDE

- Luck of the Draw: Tag Strategy
- Hunt Fit: Fitness for Elk Hunters
- Elk School: Knowing Your Elk Sign
- Wapiti Gear: The Latest Elk Gear
- Making Meat: Favorite Elk Recipes



**DISTRIBUTION:** 30,000+

**AD CLOSE:** 1/10/25 **ON SALE:** 3/18/25

**AD CLOSE:** 3/31/25 **ON SALE:** 6/3/25

## SPECIAL RATES

FULL-PAGE 4-COLOR  
**\$3,125**

HALF-PAGE 4-COLOR  
**\$1,875**

THIRD-PAGE 4-COLOR  
**\$1,250**

QUARTER-PAGE 4-COLOR  
**\$950**

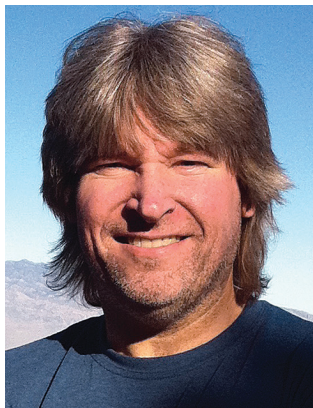




**HAYNES SHELTON**

Editor In Chief

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



**ROBERT WYSZKOWSKI**

Art Director

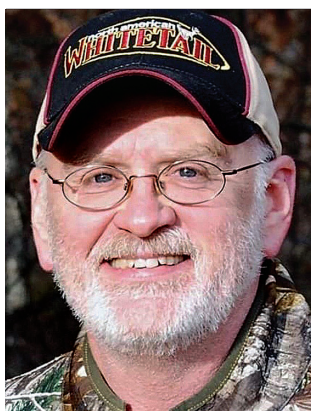
Robert.Wyszowski@OutdoorSG.com  
847-488-9604



**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**

Associate Editor

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



**JENNY KAEB**

Production Coordinator

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



# GENERAL ADVERTISING RATES



## PRINT

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



## NAWTV

Level	Price
<b>Full Partner</b>	\$99,000
<b>Half Partner</b>	\$60,000
<b>Quarter Partner</b>	\$35,000
<b>Product Partner</b>	\$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](http://www.NorthAmericanWhitetail.com)



## DIGITAL & SOCIAL

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

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

All Rates are Subject to Incremental Fees for Customization or Change

# NORTH AMERICAN WHITETAIL AD SIZES & MECHANICAL SPECS

Trim Size: 7 <sup>3</sup>/<sub>4</sub> w x 10 <sup>1</sup>/<sub>2</sub> 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**

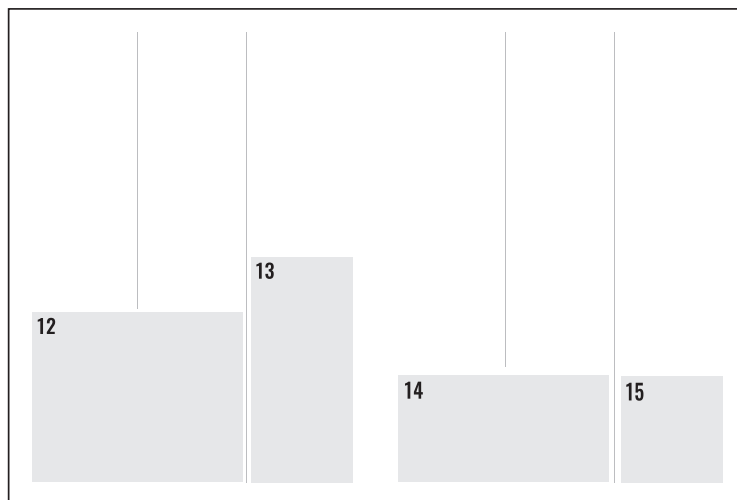
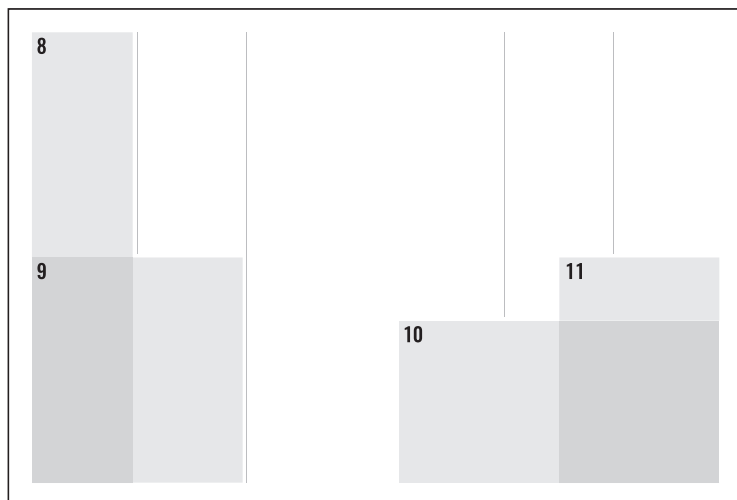
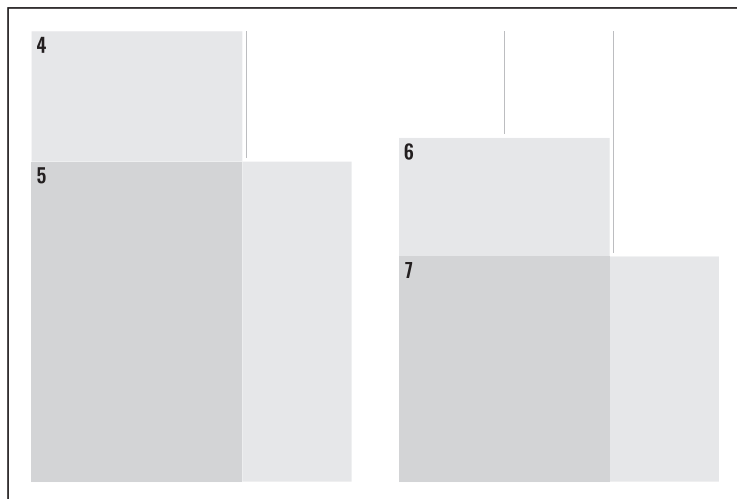
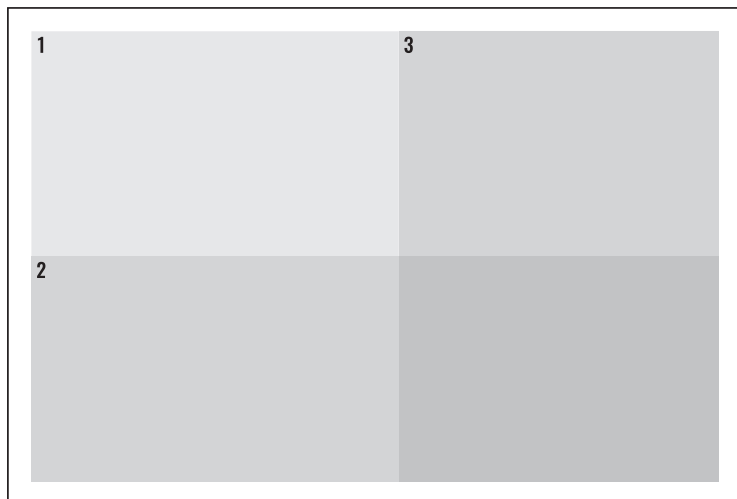
Non-Bleed: 2.125 x 4.75

**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>

# BREAKING NEWS BUCKS • ELK 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.

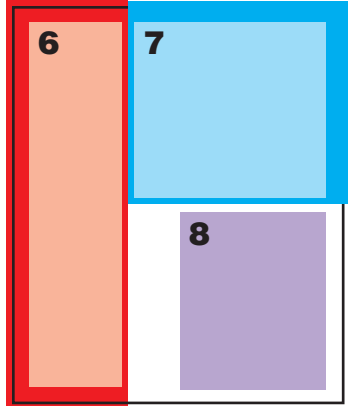
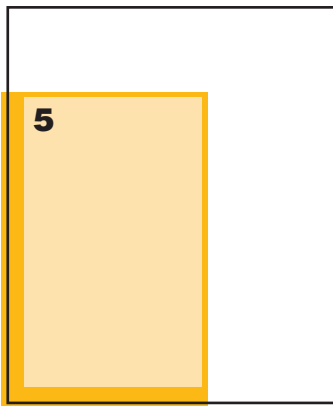
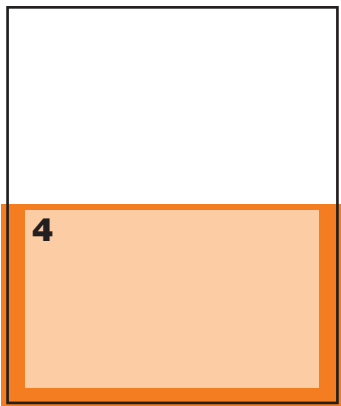
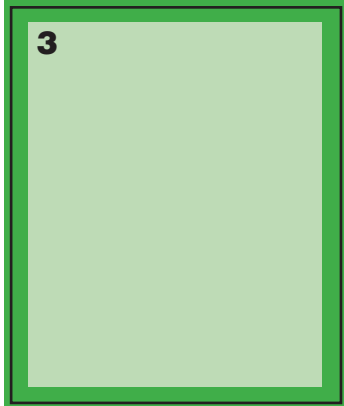
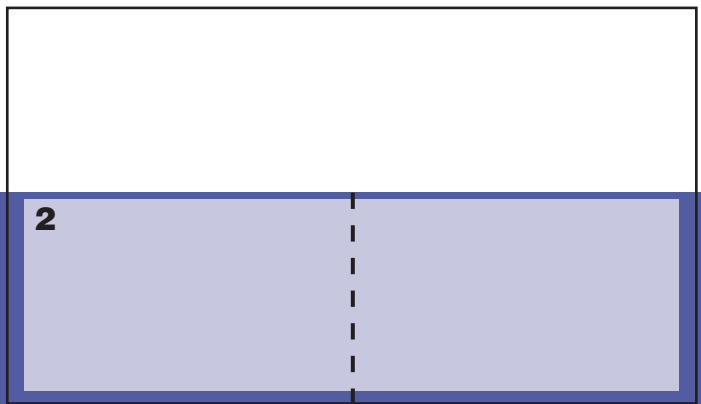
**NON-BLEED**

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

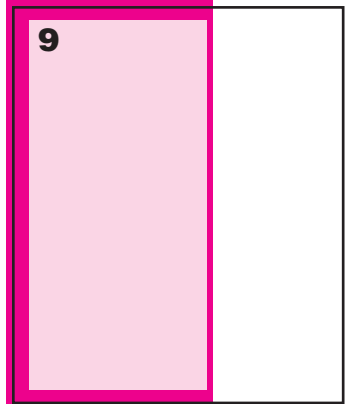
**5. One-Half Vertical**  
**Bleed:** 5.625 x 8.75  
**Trim:** 5.375 x 8.5  
**Safety:** 4.875 x 8  
**Non-Bleed:** 4.375 x 7.5

**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



**PUBLISHER'S STATEMENT**  
6 months ended December 31, 2023, 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
87,305	3,131	90,436	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			
Jul	68,606	279	68,885	9,352	10,000	19,352	88,237	1,787	9	1,796	79,745	10,288	90,033
Aug	66,816	274	67,090	10,327	10,000	20,327	87,417	3,526	5	3,531	80,669	10,279	90,948
Sep	66,212	260	66,472	10,288	10,000	20,288	86,760	3,406	5	3,411	79,906	10,265	90,171
Oct	66,708	255	66,963	10,768	10,000	20,768	87,731	2,497	11	2,508	79,973	10,266	90,239
Nov	65,418	246	65,664	10,714	10,000	20,714	86,378	4,400	10	4,410	80,532	10,256	90,788
<b>Average</b>	<b>66,752</b>	<b>263</b>	<b>67,015</b>	<b>10,290</b>	<b>10,000</b>	<b>20,290</b>	<b>87,305</b>	<b>3,123</b>	<b>8</b>	<b>3,131</b>	<b>80,165</b>	<b>10,271</b>	<b>90,436</b>

**SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION**

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	66,752	263	67,015	74.1
<b>Total Paid Subscriptions</b>	<b>66,752</b>	<b>263</b>	<b>67,015</b>	<b>74.1</b>
<b>Verified Subscriptions</b>				
Public Place	10,190	10,000	20,190	22.3
Individual Use	100		100	0.1
<b>Total Verified Subscriptions</b>	<b>10,290</b>	<b>10,000</b>	<b>20,290</b>	<b>22.4</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>77,042</b>	<b>10,263</b>	<b>87,305</b>	<b>96.5</b>
<b>Single Copy Sales</b>				
Single Issue	3,123	8	3,131	3.5
<b>Total Single Copy Sales</b>	<b>3,123</b>	<b>8</b>	<b>3,131</b>	<b>3.5</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>80,165</b>	<b>10,271</b>	<b>90,436</b>	<b>100.0</b>

**PRICES**

	Suggested Retail Prices	Average Price(1)
Single Copy	\$6.99	
Subscription	\$23.94	
Average Subscription Price Annualized (2)		\$14.32
Average Subscription Price per Copy		\$1.79

(1) Represents subscriptions for the 6 month period ended December 31, 2023  
(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
6/30/2022	None Claimed	107,017	107,017		
6/30/2021	None Claimed	108,866	107,833	1,033	1.0
6/30/2020	None Claimed	106,541	106,541		

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
<b>Public Place</b>			
Medical/Dental		10,000	10,000
Personal Care	661		661
Other - Public Place	9,529		9,529
<b>Total Public Place Copies</b>	<b>10,190</b>	<b>10,000</b>	<b>20,190</b>
<b>Individual Use</b>			
Individually Requested	100		100
<b>Total Individual Use Copies</b>	<b>100</b>		<b>100</b>

**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: 2,251  
**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 © 2024 All rights reserved.

