



MEDIA KIT 2025

With this year's 40th Anniversary, *WILDFOWL* celebrates four decades of creating better duck and goose hunters as the go-to source for tactics, trends, gear and how to become more effective in the field, all while diving into the rich culture and deep adventurous soul of the sport. With our expert staff and loyal and passionate audience, there is simply nothing on the waterfowling landscape like it. Nobody gets it like *WILDFOWL!*

Website | wildfowlmag.com
Facebook | facebook.com/wildfowlmag
Instagram | [@wildfowlmagazine](https://instagram.com/wildfowlmagazine)





WHAT'S **New**



■ **INSIDE THE BLIND**

THE CONCEPT: A wild new waterfowl video series is winging your way from the hunters and editors behind *WILDFOWL* magazine, the foremost authority in duck and goose hunting.

Two passionate waterfowling friends, Big Jim McConville and Editor Skip Knowles will share adventures with a fast-paced and informative approach straight from the duck blind and the goose fields, with a heavy focus on fun and entertainment.

Vibrant storytelling will spotlight the many interesting aspects that make the pursuit of waterfowl the most revered style of wingshooting.

HIGHLIGHTS: The video series offers terrific new sponsor opportunities and will cover calling, tactics, decoys, setting the spread, guns and loads, field to fork, migration, motion decoys, and behind-the-scenes *WILDFOWL* info.

■ **FEBRUARY SNOW GOOSE ISSUE**

THE CONCEPT: Perfectly timed to put the best guns, gear and tactics for chasing white geese during the great spring conservation season, this issue sheds light on the booming movement of chasing snow geese during the epic annual migrations.

PRODUCT HIGH-

LIGHTS: All decoys from motion, socks and silhouettes to full bodies and shells, as well as guns, gear, ammo, blinds, extended magazines, electronic callers and much more specialized gear for this unique niche of 'fowling.





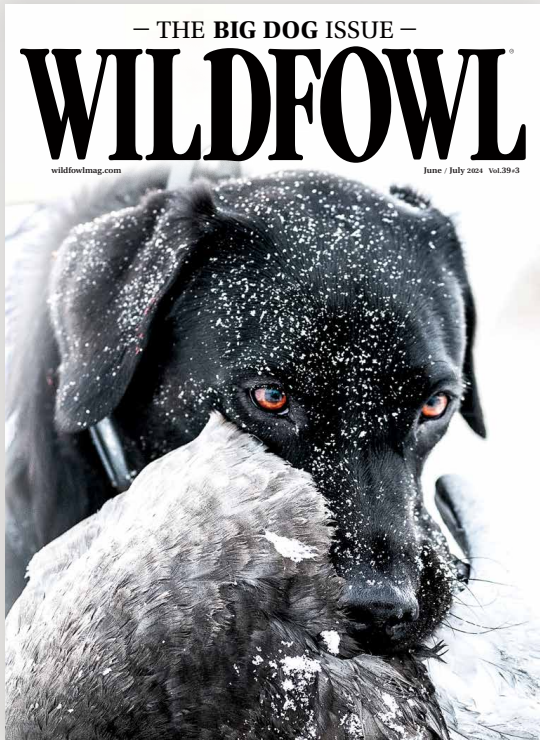
MEDIA KIT 2025

MEDIA Reach



WILDFOWL covers the full spectrum of cohesive cross-platform branded media.

-PRINT-



30,888 audited circulation

-TV/VIDEO-



-DIGITAL-



25 Trending articles updated weekly.

12 million annual page views

-SOCIAL-

98K+ followers

10.2K+ daily reach

4.95% average engagement rate

6.4 million annual social reach



-CUSTOM VIDEO-





Reader DEMOGRAPHICS

349,690 PRINT AUDIENCE

31,790 CIRCULATION

\$189,400 Average Household Income

\$1,175,00 Average Household Net Worth

91% Hunt waterfowl; 59% hunt upland birds.

85% Buy from sporting goods stores, 79% buy online.

77% Hunt on public land. 20% take 10 trips annually.

25% Spend more than \$500 a year on ammo; 88% shoot steel. Over 90% own 3 or more shotguns.

61% Travel out of state to hunt. The majority spend \$500 to \$1k on annual trips.

94% Of boat owners have an outboard or mud motor; 21% own both. 66% own a duck boat, 75% of them own outboards.

83% Use motion decoys; 56% own ten or more dozen duck & goose decoys. 47% will buy a few dozen more annually.

75% Of readers own an ATV/UTV or 4-wheeler.

\$1,000 Over 40% spent more than \$1,000 on gear in the past year. Over 80% read the magazine foremost for gear content!

60% Own at least one hunting dog. 1 out of 3 spend over \$100 monthly on dog food.

90% Own blinds or blind materials; 68% own layout blinds. 47% buy calls annually, 47% using hunting apps. 49% will buy chest waders within three years.

84% Of dog owners buy and use e-collars; 97% buy training dummies. 30% train over 5 hrs/week.

SOURCE: Most recent OSG readership study, October 2023.





Print CALENDAR

■ FEBRUARY | SNOW GEESE!

Catch the wave of action sweeping the waterfowl world and join the frenzy of snow goose hunting in the spring no-limits conservation season. We cover the flyways and follow the migration clear into Canada, showcasing the experts.

PRODUCT HIGHLIGHTS: DECOYS: motion, socks, silhouettes, full bodies and more. Specialized guns, gear, ammo, blinds, extended magazines, electronic callers and much more.

AD CLOSE: 11/27/24 | **ON SALE:** 1/28/25

■ JUNE/JULY | DOG TRAINING, DUCK BOATS

Why you need a "started" gun dog, a deep dive into retriever training, what to know when choosing a breed and finding the right pup for you.

PRODUCT HIGHLIGHTS: Retriever accessories, nutrition, electronic collars, kennels, blinds, training tools and more.

AD CLOSE: 3/11/25 | **ON SALE:** 5/6/25

■ SEPTEMBER | BIG GOOSE ISSUE

Top goose hunting destinations, targeting the migration, expert advice on all things goose hunting from calling and hiding to scouting and setting the spread.

PRODUCT HIGHLIGHTS: Goose calls, blinds, cutting edge decoys, flagging, silhouettes, top guns and loads for honkers, and regional accessories.

AD CLOSE: 6/16/25 | **ON SALE:** 8/12/25

■ OCTOBER | DUCKS & MORE DUCKS

Where and how to find more greenheads, a look at where to hunt ducks this year, tactics by region, a look at Alaska, black ducks back east, and more.

PRODUCT HIGHLIGHTS: Motion decoy explosion, setting up for the season, calling strategies, how to hit more ducks, guns and loads, all decoys and blinds.

AD CLOSE: 7/21/25 | **ON SALE:** 9/16/25

■ NOVEMBER | PRIME TIME WATERFOWL!

Mississippi flyway duck hunting, heart of the season, a west coast tribute, unconventional diver strategies, prime destinations, emerging hot spots.

PRODUCT HIGHLIGHTS: Cold weather gear, late season prep, gun dog care, guns and loads, duck and goose calls.

AD CLOSE: 8/25/25 | **ON SALE:** 10/21/25

■ DECEMBER/JANUARY | LATE SEASON DUCKS AND GEESE

How to take on call-shy birds, strategies for pressured ducks, veteran's secrets, how to trick geese that have seen it all, thinking outside the box and late season dog work.

PRODUCT HIGHLIGHTS: Powerful duck and goose loads for decoy-wary birds. Layouts, field and water decoys, chokes, clothing to beat the cold.

AD CLOSE: 9/30/25 | **ON SALE:** 11/25/25



■ AUGUST

GIANT GEAR DOUBLE-ISSUE

- Clothing and Camo • Field and Water Decoys • Blinds
- Boats • Mud Motors • Calls • Shotguns • Chokes
- Ammunition • Accessories • Retriever Accessories • Dog Conditioning and Nutrition

PLUS! Strategies and Destinations.

AD CLOSE: 5/16/25 | **ON SALE:** 7/15/25 | **SECOND RELEASE:** 12/23/25

- SPECIAL PROGRAM BUY -

Place 4X paid insertions of equal size in 2025 (1X in the Equipment Issue) **receive a second insertion of equal size in Equipment Issue for FREE!**



MEDIA KIT 2025



GEAR GUIDE Special!

The 40th Anniversary Edition of the
WILDFOWL August Equipment Issue
Designed to first reach our audience just in front of the
key **Q3** selling season—**your selling season!**

—SIZE MATTERS—

Not 50 Pages, Not 100 Pages...
the **GIANT 196-PAGE 2025 Print Edition**
Reaches our subscriber base and newsstands **7/15/25**
There will be a second newsstand release **12/23/25**
Ad Close Date: **5/16/25**

—DIGITAL EXTENSION—

All Nine Product Categories to be Featured Online



All the categories featured
in the print edition of the
Wildfowl August Equipment
issue will get a second life
on wildfowlmag.com begin-
ning in July, through fall.*

- Shotguns • Ammo
- Decoys • Blinds
- Duck & Goose Calls
- Boats & Motors
- Clothing, Camo & Waders
- Gun Dog Gear
- Hunting Accessories

**PLUS! Social Media Push for Each Category
Coinciding with Digital Release**

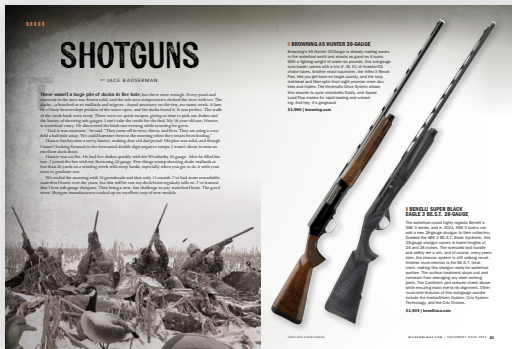


—EXCLUSIVE PRICING—

Buy a Full Page in the August Issue for **\$3,000 Net** and
get a **second page in August for half off!**

—CALL YOUR REPRESENTATIVE—
For additional details and reservation.

*Digital Timing Subject to Change.





ADVERTISING Rates

Effective January 1, 2025

PRINT

4-Color	1x	3x	5x	7x
2-Page Spread	\$9,662	\$8,719	\$8,205	\$7,723
Full Page	\$5,614	\$5,066	\$4,766	\$4,488
1/2 Page	\$3,628	\$3,280	\$3,087	\$2,906
1/4 Page	\$2,526	\$2,264	\$2,137	\$2,009

Covers	1x	3x	5x	7x
Covers 4	\$6,668	\$6,024	\$5,679	\$5,346
Covers 2	\$5,906	\$5,340	\$5,024	\$4,725
Covers 3	\$5,906	\$5,340	\$5,024	\$4,725

- REGULAR ISSUE SPECIAL -

Buy (x3) of the same value, get (x1) of the same value

- GEAR GUIDE SPECIAL -

Buy (x1) Full Page, get (x1) Full Page for half in the same issue!

Buy (x1) Half page, get (x1) Half Page for half in the same issue!



wildfowimag.com

DIGITAL & SOCIAL

Packages	1x
Custom Content	\$8,500
Custom Video	\$10,500
Video Series	\$30,000+
Display Advertising	By Bid

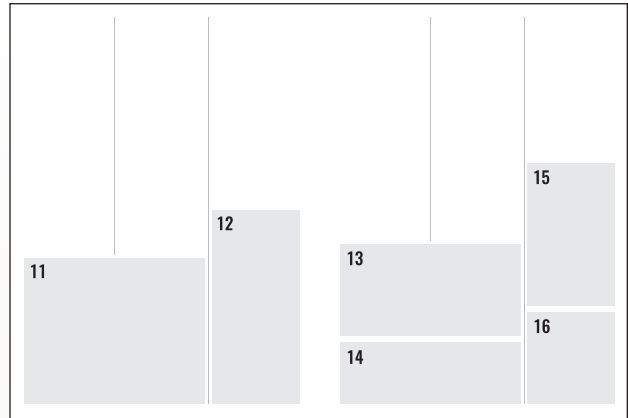
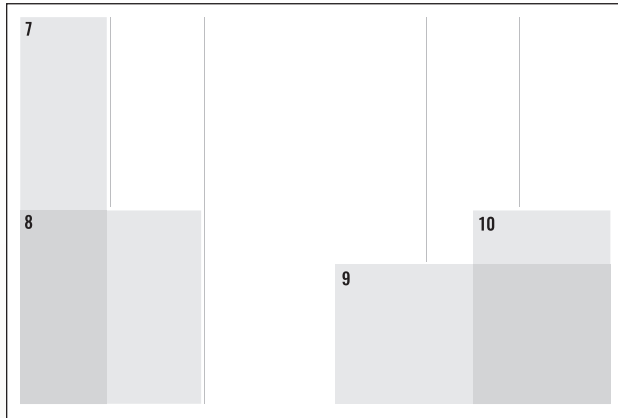
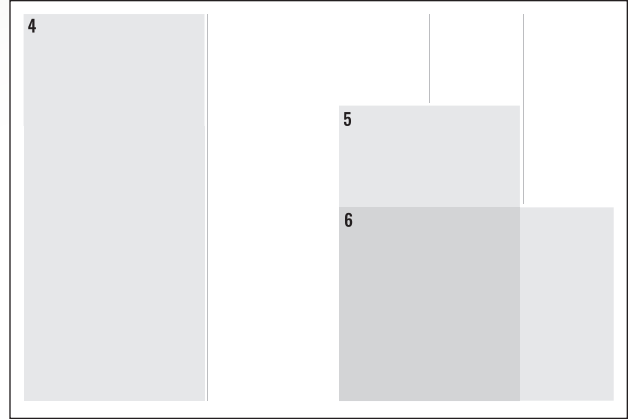
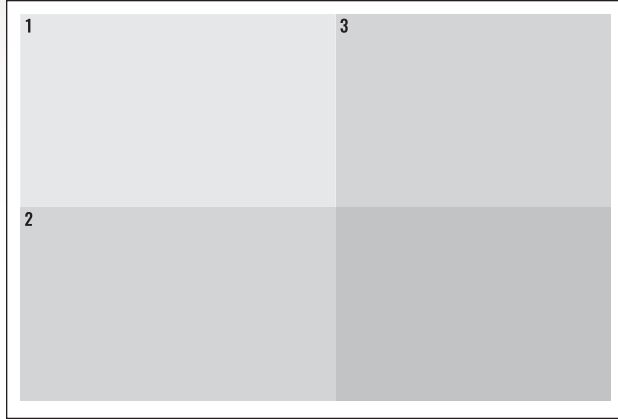
Packages	1x
Product Showcase	\$6,412
Sweepstakes	\$5,000
E-Blast	\$230
E-Newsletter	\$150
Social Photo Posts	\$500
Social Vertical Video/Minute	\$1,200
Social Live Events	\$2,400

- Digital & Social Pricing Subject to Change -





ADVERTISING Specs



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. 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

6. 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

7. 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

8. One-Third Square

Non-Bleed: 4.375 x 4.75
Bleed: 5.25 x 5.5
Trim: 5 x 5.25
Safety: 4.5 x 4.75

9. 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

10. One-Quarter Vertical

Non-Bleed: 3.375 x 4.75

11. One-Quarter Horizontal

Non-Bleed: 4.375 x 3.625

12. One-Sixth Vertical

Non-Bleed: 2.125 x 4.75

13. One-Sixth Horizontal

Non-Bleed: 4.375 x 2.25

14. One-Eighth Horizontal

Non-Bleed: 4.375 x 1.5

15. One-Eighth Page

Non-Bleed: 2.125 x 3.5

16. One-Twelfth Page

Non-Bleed: 2.125 x 2.25

Magazine Trim Size: 7 3/4 wide x 10 1/2 high

A 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.

Safety: 1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement.

Trim: The edge of the page.



MEDIA KIT 2025

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.

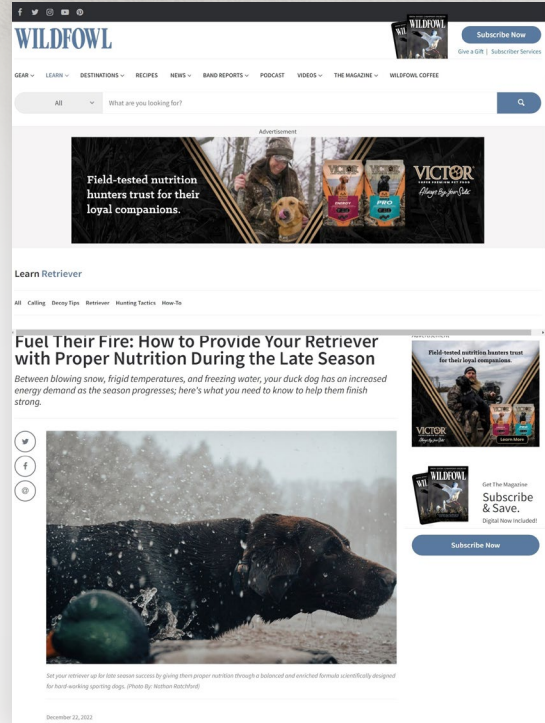
- Story Creation
- In Stream ROS Ads
- E-Newsletter placement
- 100% SOV banners all devices
- Reporting (30 days post)
- 60-day run

■ SPONSORED CONTENT

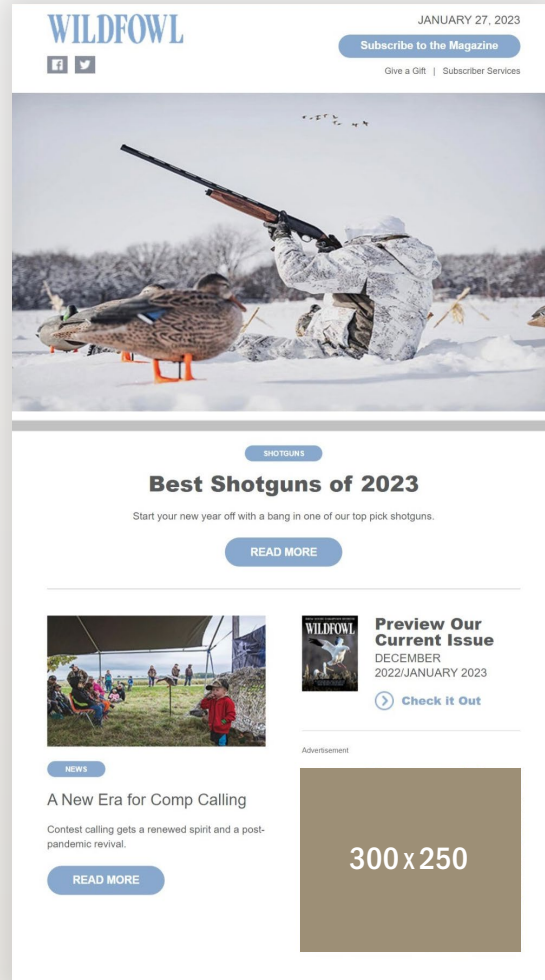
Your brand is associated with content created by OSG writers.

- 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



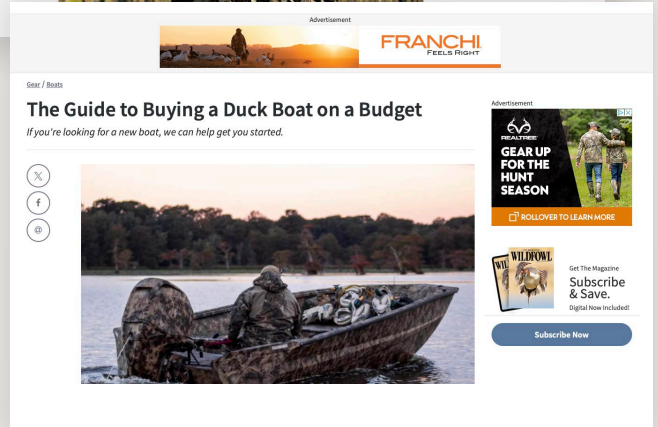
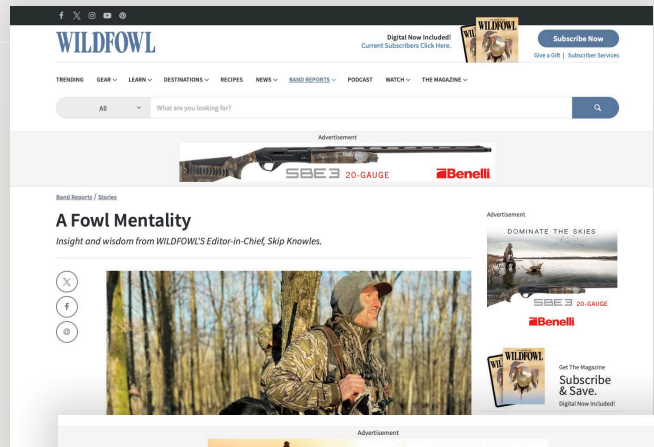
Digital AD RATES

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

UNIT	SIZE	CPM	CPM
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		
VIDEO	970x250	\$20
STATIC	640x400	\$18

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	
SOCIAL	
Co-Branded Posts, Individual Brand Syndication Posts, Facebook Live Events & Custom Opportunities Available Upon Request	CPM's Vary. Contact Your Sales Representative.



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.



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Audit STATEMENT



Publisher's Statement
6 months ended June 30, 2024, Subject to Audit

WILDFOWL

Annual Frequency: 7 times/year
Field Served: A magazine for Duck and Goose Hunters.
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
30,888	902	31,790	None Claimed	

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales								
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions	Paid & Verified Subscriptions - Print	Paid & Verified Subscriptions - Digital Issue	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	19,758	184	19,942	11,476		11,476	31,234	184	31,418	1,472	6	1,478	32,706	190	32,896
Apr/May	19,058	162	19,220	11,845		11,845	30,903	162	31,065	440	29	469	31,343	191	31,534
Jun/Jul	17,551	132	17,683	12,498		12,498	30,049	132	30,181	750	9	759	30,799	141	30,940
Average	18,789	159	18,948	11,940		11,940	30,729	159	30,888	887	15	902	31,616	174	31,790

PRICE		Suggested Retail Prices (1)
Single Copy		\$6.99
Subscription		\$34.94

(1) For statement period

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: 1986

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: 1,469

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 5

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

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