

# WILDFOWL

## 2019 MEDIA KIT

[wildfowlmag.com](http://wildfowlmag.com)





# WILDFOWL

For over 30 years, the **Waterfowl Legend** has been creating better duck and goose hunters as the go-to source for info on tactics, trends and how and where to become a more effective waterfowler. There is simply nothing else on the waterfowling landscape like **WILDFOWL** magazine. For over three decades, **WILDFOWL** has dominated this gear-intense niche with the latest equipment and techniques as well as top-notch storytelling that is a grand tribute to the powerfully historic American waterfowling tradition. From the enormous, unequalled Annual Gear Issue to the immersive dream destination and strategy features that fill its pages, nothing compares to **WILDFOWL**. Our readers are a uniquely devoted group who take their sport personally and passionately, and rely on our cutting-edge coverage of conservation issues. WF's high-end audience is the most committed, dedicated group of waterfowl hunters in existence, and our readers know nobody gets it like **WILDFOWL**.



# WILDFOWL MEDIA KIT

In Every Issue

## BLAST FROM THE PAST

A nostalgic look back at waterfowling's rich and storied past, these romantic photos from the good old days are blown out into a two-page spread with stories that explore the lore of our great sport. Sponsored by Realtree, this new feature is a hit.

## SPOTLIGHT

We go inside the world of waterfowling, profiling some of the most well-known personalities and companies in the hunting industry.

## CONSERVATION CORNER

Dynamic and vibrant 3-4 page section in the front of the magazine anchored by excellent investigative reporter David Hart centers on news and updates from the world of waterfowling with powerful lead stories focused on conservation issues. An edgy, entertaining section called Fifth Flyway is packed with small, funny, weird and newsy items of interest from across the world of waterfowling

## DESTINATIONS

New for 2016, we take readers to the ducks with the best hunting locales in North America and beyond. Travel, adventure and the most unbelievable bird shoots in the world.

## BOATS & BLINDS

The long-running popular contest profiles plans for innovative waterfowling boats and blinds as built and submitted by our readers.

## GEAR UP

A popular product section in which our staff tracks all of the latest offerings designed for waterfowl hunters, including calls, decoys, boats and motors, blinds, shotguns, ammunition, retriever-related products and hunting accessories.





# WILDFOWL MEDIA KIT

In Every Issue

## GUNS & LOADS

Ballistics expert and core bird hunter John M. Taylor tests waterfowl loads at the range and in the field. He reports on powder performance, wads and shot, which includes evaluating patterns, penetration and chokes.

## PASSAGES/BAND TALES

Bob Humphrey tracks bird banding data submitted by WILDFOWL readers lucky enough to shoot banded ducks and geese; a well-liked and heavily read column.

## RETRIEVERS

The world's premiere dog training expert Tom Dokken details retriever training techniques specifically for waterfowl hunters. He covers obedience drills, problem-solving and the use of training aids.

## RETRIEVER HEALTH

Gun dog aficionado and entertaining writer Tony Peterson helps hunters get the most from their retriever with real-world advice on caring for bird dogs in the field and at home.

## FOWL THOUGHTS

Humorists Bruce Cochran and Jeff Fryhover poke fun at the lighter side of hunting ducks and geese in a popular WILDFOWL column.



APRIL/MAY

AD CLOSE: JANUARY 4, 2019  
ON SALE: MARCH 5, 2019

**Focus:** The Big Dog Issue, Late Snow Goose Hunts

**Key Features:**

- Do you Really Know How to Use Electronic Training Collars?
- A Different Kind of Duck Dog (Jack Ballard)
- How to Build a Better Duck Dog
- Choosing the Dog/Retriever That's Right For You
- ULTIMATE Late season snow goose hunts

**Equipment:** Dog Accessories, Hunting Accessories, Nutrition, e-collars, Kennels, Training dummies

JUNE/JULY

AD CLOSE: MARCH 12, 2019  
ON SALE: MAY 7, 2019

**Focus:** Boats and Motors

**Key Features:**

- WF Picks the Top Mud Motors
- Underrated: N. Texas Waterfowl Mecca
- Bucket List: Benelli Takes on Argentina
- Best Duck Boats Ever

**Spotlight:** Train Like a Pro

**Equipment:** Boats, Mud Motors, Hunting Canoes/ Kayaks, Travel Gear and Gun Cases, Boating Accessories and Blinds, Layout Boats, and Much More.

AUGUST - BIGGEST ISSUE

AD CLOSE: MAY 6, 2019  
ON SALE: JULY 2, 2019 & DECEMBER 24, 2019

**Focus:** The Giant Annual Gear Issue

**Key Features:**

- The Best of The Best: Gear of the Year 2018
- California Dreaming: Best of the West.
- New Guns: Become a Better Shot
- Gear Crazy: WF Gear of the Year
- Do-It-Yourself Duck

**Destinations:**

- From the Field: Jersey's Great Layout Boat Hunting
- Mastering Lesser Canadas: The Numbers Game
- Destination Canada: A Look at All Provinces
- The Best US Goose Hunts
- Plus America's Top Domestic Duck Hunts
- Alberta, to B.C.: All Across The Provinces
- Never Summer: South America's Ultimate Excursions

**Equipment:** Clothing and Camo, Blinds, Field and Water Decoys, Boats, Mud Motors, Calls, Shotguns, Chokes, Ammunition, Accessories, Dog Accessories, Dog Conditioning and Nutrition.

SEPTEMBER

AD CLOSE: JUNE 10, 2019  
ON SALE: AUGUST 6, 2019

**Focus:** Early Canada Goose Hunting, Special Teal Seasons

**Key Features:**

- Teal Rampage: Blue Wing Tactics to Target Swarms
- The Best Way to Make Motion Decoys Work For You
- Get Smart: How to Exploit Early Resident Geese
- Top Spots: The Places to Hammer Geese

**Equipment:** Clothing and Camo, Blinds, Decoys, Layouts

OCTOBER

AD CLOSE: JULY 15, 2019  
ON SALE: SEPTEMBER 10, 2019

**Focus:** Forecast, shotguns, ammo and gear, Ducks

**Key Features:**

- Decoying: Smart Setups for Early Season
- From the Field: Incredible Manitoba
- How to Call More Greenheads
- Killer River Hunting Tactics
- Blast From the Past: The Market Hunters
- Nebraska's Hot Public Puddler Action
- How to Boat Hunt Like a Pro
- Skills Set: Build Your Open Water Diver Spread

**Spotlight:** A Legendary Game Warden

**Equipment:** Ammo and Chokes, Shotguns, Calls, Blinds, Decoys: Field and Water Decoys, Boats, Mud Motors

NOVEMBER

AD CLOSE: AUGUST 19, 2019  
ON SALE: OCTOBER 15, 2019

**Focus:** Field Hunting & Decoy Strategies, Mallards

**Key Features:**

- Public Land Walk-In Playbook
- Stuttgart Part II: Where Mallard is King/Realtree Country.
- Nebraska: Best Greenhead Hunting There Is?
- Saskatchewan Sandhill and Ducks Smack Down.
- Public Hot Spots
- Diver Down: Classic Big Water Hunts: How to Build a Diver Rig

**Spotlight:** How Habitat Flats Became a Legend in 10 Years.

**Equipment:** Shotguns, Chokes, Ammunition, Accessories, Dog Accessories, Dog Conditioning and Nutrition.

DECEMBER/  
JANUARY

AD CLOSE: SEPTEMBER 24, 2019  
ON SALE: NOVEMBER 19, 2019

**Focus:** Snow Goose Special! + Late season Ducks

**Key Features:**

- SPOTLIGHT: THE KILLERS: We Profile the World's Best Snow Goose Hunters
- Sinister Late-Season Snow Goose Strategies
- How to Score On Snow Geese Going SOLO
- Let It Snow: Midwest White Goose Tactics
- Chasing The Snows Across Canada
- + HUGE SNOW GOOSE GEAR SECTION

**Destinations:**

- TOP SNOW GOOSE AMMO/LOADS
- Chase the Snow Migration

**Equipment:** SPECIAL 10 PAGE SECTION: Snow Goose Specific Calls and Blinds, Camo, Heavy Winter Clothing, Boots, Snow Goose Decoys, Goose Calls, Ice Eaters and Best High-Volume Shooting Firearms.

# WILDFOWL

## MEDIA KIT

2019 On Sale / Ad Close Dates

ISSUE	THEME	AD SPACE CLOSE/ MATERIALS DUE	NEWSSTAND ON SALE
APRIL/MAY	The Big Dog Issue, Late Snow Goose Hunts	1/4/2019	3/5/2019
JUNE/JULY	Boats and Motors	3/12/2019	5/7/2019
AUGUST	The Giant Annual Gear Issue	5/6/2019	7/2/2019 & 12/24/2019
SEPTEMBER	Early Canada Goose Hunting, Special Teal Seasons	6/10/2019	8/6/2019
OCTOBER	Forecast, shotguns, ammo and gear, Ducks	7/15/2019	9/10/2019
NOVEMBER	Field Hunting & Decoy Strategies, Mallards	8/19/2019	10/15/2019
DECEMBER/JANUARY	Snow Goose Special! + Late season Ducks	9/24/2019	11/19/2019





### WHAT THEY HUNT

- 94% hunt waterfowl; 61% hunt upland birds

### WHERE THEY HUNT

Readers Travel an average of 100 miles on a typical hunting trip.

- Nearly 50% travel out of state to hunt: While waterfowl are hunted throughout the US, there are many more WILDFOWL readers in the Upper Mid-West than in other regions of the country. 3 in 10 waterfowlers travel to other countries, primarily Canada, to hunt.

• On average waterfowlers take 8.2 hunting trips and 3.3 overnight trips annually.

- 3 in 5 take 4 or more trips; 3 in 10 take 4 or more overnight annually.

A typical reader spends nearly \$1300 on overnight hunting trips annually.

- Collectively, WILDFOWL's readers spend over \$50 million on overnight hunting trips annually.

### DEKES

- Nearly all own duck decoys (averaging 5.2 dozen each).
- 88% own goose decoys (averaging 3.9 dozen each).
- 80% own 3+ dozen or more duck & goose decoys.

### GEAR

Nearly all readers own hunting gear and clothes and feel that quality is more important than price when it comes to new hunting apparel.

- Spend \$850 waterfowling gear and equipment annually - over \$35 million annually.

#### What they own...

- Nearly 90% own blinds or blind materials.
- 66% will buy chest waders within three years. 50% typically purchase waders every three years.

#### Where they buy...

- 88% buy from sporting goods stores, 66% buy from online stores, 60% buy from mail or phone catalogue operations, 40% buy from Big Box retailers.

#### In the coming year...

- 50% will buy blinds or blind materials.
- 50% plan to buy products in the coming year: Among these, a majority will buy clothes (47%), boots (28%) or waders (27%).

### SHOTGUNS & LOADS

- Nearly all WILDFOWL readers own shotguns, with an average reader owning 5 shotguns., with nearly half owning 5+ shotguns.
- 99% of WILDFOWL readers own 12 gauge shotgun, a majority own 20 gauge shotgun; 40% own a 10 or 410 gauge, and 1 in 6 own 16 gauge shotgun.
- 30% of WILDFOWL readers plan to purchase a new shotgun in the coming year. Among these buyers: 88% will buy a new 12 gauge, 25% will buy a new 20 gauge, 10% will buy a new 10 or subgauge.

On average, WILDFOWL readers spend \$250 per year on factory ammo and cumulatively \$10 million a year on ammo purchases. 70% use either premium steel shot or steel shot loads, 25% use non-toxic premium loads.

### BOATS

- 67% of readers own a boat; 60% own 2 boats or more and 1 in 8 readers will buy a boat in the next year.
- 78% own an Outboard and 44% own 2 or more.

### ATV/UTV

- 44% of readers own an ATV/UTV and one in five will be in the market to buy an ATV/UTV in the next year; with 1 in 8 buying in the next year.

### DOGS

- 80% of WILDFOWL readers own dogs, and two-thirds own waterfowling dogs: 82% are Labs, followed by Chessies and Golden Retrievers. On average, dog owners have 1.7 dogs each.
- On average, WILDFOWL's 26,650 dog owners spend \$65/month on dog food, for a cumulative total of \$1.9 million each month or \$23.2 million each year.
- Nearly all buy flea and tick preventatives, and 1 in 3 buy dewormers, 1 in 4 buy dog pain meds, 1 in 5 buy food supplements in a given year.

Print Audience	251,916
Circulation	41,986
Average Household Income	\$138,900
Average Net Worth	\$631,500



**A GROUNDBREAKING WILDFOWL** Magazine Tradition Continues with our 2019 August Equipment Issue. The absolute benchmark of waterfowling publications, it helps readers become better hunters with a thrilling array of new equipment with special features and sections that include:

- Duck boats of all kinds, everything from one-man layouts to big water rigs
- Mud motors galore, outboards too
- What's new in the world of shotguns & ammo
- Blinds, blinds and more blinds
- The latest in decoys and decoy technology
- A huge duck and goose call section
- A clothing section built from the water up starting with the right waders & boots for your style of hunting to the latest garments & camo patterns that deliver it all in the world of waterproof cold weather gear
- Dog supplies; the stuff you need to train the new pup or keep that old retriever going strong
- ATV's.

### Two Ways to Buy...

The WILDFOWL Equipment Issue offers advertisers two easy and effective ways to take advantage of this special opportunity: You can buy the WILDFOWL Equipment Issue at your earned rate or fully leverage your message with our 2 for 1 package. Advertisers running a minimum of four insertions of equal size, one in the Equipment Issue at the 1x WILDFOWL rate, and three other issues of WILDFOWL in 2019 (at your earned rate) will receive a matching ad in the Equipment Issue of equal size to the one you purchased free of charge.\*

### ...With Double the Impact!

The WILDFOWL Equipment Issue has two newsstand release dates, both perfectly timed to coincide with peak purchasing periods: mid-Summer and late-Autumn. The first newsstand release date is July 2 (in subscribers hands by June 25), just in front of the heart of your selling season, and the second newsstand release date is December 24, when things get rolling south of the Mason Dixon line.

\*No other discounts apply. The matching ad must run in the Equipment Issue.



For more information about this top-selling issue, call your advertising sales representative today—but act quickly, **final space reservation is May 6!**



Predator Nation is the best-selling magazine on the booming sport of chasing coyotes, foxes, wolves, bear and hogs. It is unrivalled for depth and quality of content, with over 80 pages of editorial features, gear and field tests every single issue. Don't miss your chance to be in the top publication on the fastest growing sector in the hunting world. With the best experts such as Fred Eichler and Wyman Meinzer, readers gravitate to Predator Nation for the edgy content (Wolf Attacks!) and entertainment factor, and especially to learn about the products and strategies that will make them more effective predator hunters.

Predator Nation #1 | Ad close: October 25, 2018 | On Sale: January 1, 2019

Predator Nation #2 | Ad close: September 3, 2019 | On Sale: November 5, 2019

**PREDATOR & PIG KILLER: MOSSBERG'S MMR**

# PREDATOR

**WOLF ATTACK**

- One man's survival
- Great Lakes Hunt
- Tactics: Call or B
- Plan your hunt for

**RIMFIRE PREDATOR**

**AR-15 VS.**

**COAST-TO-COAST COYOTE**

**DEATH FE**  
Culling 'Yotes, H

**SLAYING**

**SAVVY M**

**NIGHT OPS**  
Calling African J

**HOG SAFARIS**  
Top Places to Go

**SILENT KILLERS: DEADLY AIR RIFLES**

# PREDATOR NATION

**BEST GEAR: 13 PAGES of must-haves**

**LONE STAR SLAY RIDE**  
Chasing Hogs & Fur in Texas

**NIGHT VISION**  
Become a Stealthy Nocturnal Assassin

**HUNTING WILD DINGOES**  
Australia's Test

**Setups TO KILL**  
Why your Stand is More Critical than your Call

**CROSS COUNTRY SKIING FOR 'YOTES**  
Winter Dogs, James Bond Style

**THE KILLERS II**  
Deadly Pro Tactics

**KING CALIBER**  
P.N.'S TOP .223 LOADS

**WHY YOU MUST USE A PREDATOR DECOY**

**OUT OF CONTROL: THE WOLF AND COYOTE MENACE**

**ROCK RIVER ARMS FRED EICHLER**

**Predator Rifle SUPREMACY**

Five of the best are put to the test

By Keith Wood

When it comes to predator rifles, there are a lot of options. From the classic 30.06 to the more modern 6.5 Creedmoor, the choice is yours. In this issue, we put five of the best predator rifles to the test. We'll look at the 30.06, the 6.5 Creedmoor, the 6.8 S&W, the 6.5 Grendel, and the 6.5 PRC. Each of these rifles has its own strengths and weaknesses, and we'll help you decide which one is right for you.

**ROCK RIVER ARMS FRED EICHLER**

Rock River Arms is a leading manufacturer of predator rifles. Fred Eichler, the founder of the company, has spent over 20 years perfecting his craft. His rifles are known for their accuracy and reliability, and they are a favorite among predator hunters.

**The DARK NIGHT**

Lights off equals lights out. Nocturnal hunting is simply lethal.

By Fred Exler

**DOWN-N-DIRTY**  
Dust Bowl Dogs and Hogs

Who knew? Oklahoma is hunting paradise, where action-packed coyote stands can become a wild pig shoot out.

**THE DARK NIGHT**

Nocturnal hunting is a unique and challenging experience. It requires a different set of skills and equipment. In this issue, we explore the world of nocturnal hunting, from the techniques used by hunters to the gear they use. We'll also look at some of the most exciting nocturnal hunts ever.

**DOWN-N-DIRTY**

Oklahoma is a hunting paradise, but it's also a place where the hunt is often dangerous. In this issue, we look at the world of dust bowl dogs and hogs. We'll explore the challenges of hunting in this region and the strategies used by hunters to succeed.

Effective January 1, 2018

<b>4-Color</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
Full Page	\$5,190	\$4,684	\$4,407	\$4,149	\$3,567
2/3 Page	\$3,985	\$3,569	\$3,383	\$3,192	\$2,995
1/2 Page	\$3,354	\$3,033	\$2,854	\$2,687	\$2,515
1/3 Page	\$2,595	\$2,353	\$2,213	\$2,061	\$1,965
1/4 Page	\$2,336	\$2,093	\$1,976	\$1,858	\$1,739
1/6 Page	\$1,971	\$1,773	\$1,673	\$1,571	\$1,464

<b>2-Color</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
Full Page	\$4,177	\$3,844	\$3,659	\$3,473	\$3,299
2/3 Page	\$3,079	\$2,807	\$2,697	\$2,585	\$2,448
1/2 Page	\$2,478	\$2,301	\$2,189	\$2,105	\$2,010
1/3 Page	\$1,908	\$1,779	\$1,717	\$1,661	\$1,571
1/4 Page	\$1,633	\$1,537	\$1,480	\$1,414	\$1,380
1/6 Page	\$1,317	\$1,255	\$1,205	\$1,182	\$1,155

<b>B&amp;W</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
Full Page	\$3,558	\$3,220	\$3,033	\$2,854	\$2,672
2/3 Page	\$2,448	\$2,189	\$2,077	\$1,959	\$1,829
1/2 Page	\$1,852	\$1,673	\$1,467	\$1,480	\$1,390
1/3 Page	\$1,278	\$1,160	\$1,098	\$1,036	\$951
1/4 Page	\$1,008	\$906	\$850	\$788	\$755
1/6 Page	\$692	\$630	\$579	\$563	\$534

<b>Covers</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
Covers 4	\$6,412	\$5,792	\$5,461	\$5,140	\$4,831
Covers 2	\$5,679	\$5,135	\$4,831	\$4,543	\$4,262
Covers 3	\$5,450	\$4,909	\$4,611	\$4,346	\$4,070



# WILDFOWL MEDIA KIT

# Marketplace Advertising Rates

Effective January 1, 2018

	1x	3x	7x
1ci	\$249	\$230	\$214 4/C
21/8" x 1"	\$197	\$187	\$174 (B&W)
2ci	\$358	\$366	\$343
21/8" x 2 1/4"	\$321	\$281	\$275
3ci	\$574	\$518	\$478
21/8" x 3 1/2"	\$457	\$416	\$388
4ci	\$681	\$630	\$596
21/8" x 4 3/4"	\$552	\$508	\$478
4 3/8" x 2 1/4"	\$552	\$508	\$478
7ci	\$1,076	\$963	\$912
21/8" x 7"	\$862	\$772	\$732

	1x	3x	7x
6 3/4" x 2"	\$862	\$772	\$732
1/3 pg	\$1,350	\$1,288	\$1,255
21/8" x 9 1/4"	\$969	\$872	\$823
6 5/8" x 3 3/8"	\$969	\$872	\$823
4 3/8" x 4 3/4"	\$969	\$872	\$823
1/2 pg	\$1,852	\$1,746	\$1,678
6 5/8" x 4 3/4"	\$1,487	\$1,340	\$1,182
4 3/8" x 7 1/4"	\$1,487	\$1,340	\$1,182
Full pg	\$2,774	\$2,580	\$2,505
6 5/8" x 9 5/8"	\$2,573	\$2,301	\$2,189



### Typical Advertising Sizes and Mechanical Specifications

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

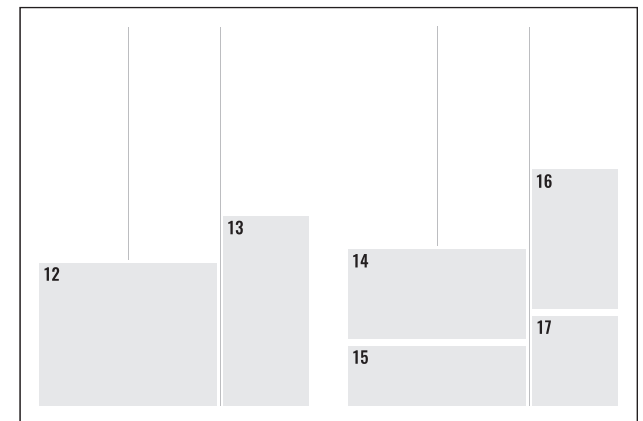
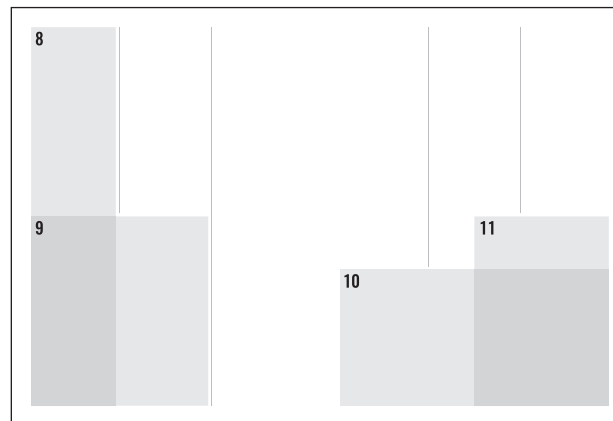
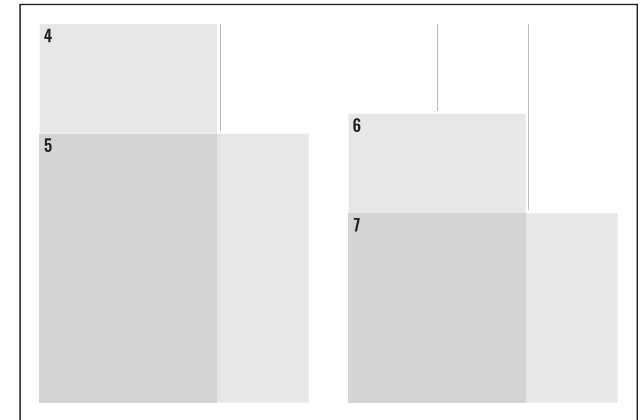
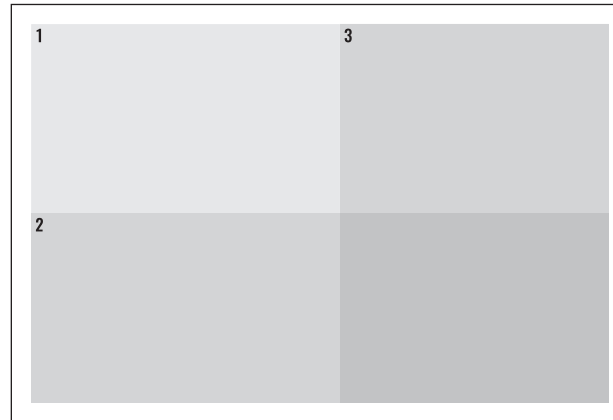
Non-Bleed: 4.375 x 2.25

#### 15. One-Eighth Horizontal

Non-Bleed: 4.375 x 1.5

#### 16. One-Eighth Page

Non-Bleed: 2.125 x 3.5



#### 17. One-Twelfth Page

Non-Bleed: 2.125 x 2.25

#### 18. One Inch Banner

Non-Bleed: 6.75 x 1

#### 19. Two Inch Banner

Non-Bleed: 6.75 x 2

#### 20. Eight Inch Vertical

Non-Bleed: 2.125 x 8

#### 21. Seven Inch Vertical

Non-Bleed: 2.125 x 7

#### 22. Six Inch Vertical

Non-Bleed: 2.125 x 6

#### 23. One Inch 2-Column

Non-Bleed: 4.375 x 1

#### 24. One Inch Vertical

Non-Bleed: 2.125 x 1

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.



### Terms and Conditions

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- 1** The publisher may reject any advertising for any reason at any time, even if previously acknowledged or accepted.
- 2** Cancellations or changes in advertising (including changes in insertion orders) will not be accepted by the publisher after the issue closing date.
- 3** Cancellations must be in writing, and none are considered accepted until confirmed in writing by the publisher.
- 4** Cancellation of a space contract by the advertiser or its agency will result in the forfeiture of position protection and/or the contract rate, if any. The rate on past and subsequent insertions will be adjusted to conform to the actual space used at current rates.
- 5** The publisher shall not be liable for any delay or failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, work stoppages, accidents, or other circumstances beyond the publisher's control. The liability of publisher, if any, for any act, error, or omission for which it may be held responsible at law or in equity shall not exceed the cost of the advertising space affected by the error. In no event shall publisher be liable for any indirect, consequential, punitive, special, or incidental damages, including, but not limited to, lost income or profits.
- 6** Advertiser and agency represent and warrant that they are authorized to publish the entire contents and subject matter of any advertisement in any issue or edition and that publication will not violate any law or infringe upon any right of any party or result in any claims against publisher. In consideration of the publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify, defend and hold harmless KSE Sportsman Media, Inc. its affiliates officers, agents and employees against any and all losses and expenses (including legal fees) arising from or relating to (a) a breach or misrepresentation of the foregoing representations and warranties, and/or (b) the publication or contents of the advertisement including, without limitation, claims or suits for defamation, libel, misappropriation, privacy or publicity rights, copyright or trademark infringement, plagiarism, and from any and all similar claims now known or hereafter devised or created.
- 7** No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies or the terms and conditions stated herein will be binding on the publisher and to the extent inconsistent with the terms herein, these terms and conditions shall govern and supersede any such conditions.
- 8** The publisher has the continuing right to adjust its rate schedule and will regard the failure of an order to correspond to the rate schedule as a clerical error and will, without further communication, invoice the advertiser based on rates in effect at that time.
- 9** The publisher will hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Please be advised that there is no "sequential liability" to the publisher. Payment is due upon receipt of invoice. All payments must be in United States currency. Advertiser and/or its advertising agency are jointly and severally liable for all costs, fees and expenses (including attorney or collection agency fees) incurred in connection with the collection of all monies due.
- 10** The forwarding of an order is construed as an acceptance of all the publisher's rates and conditions in effect at that time.
- 11** This agreement shall be governed by and construed in accordance with the laws of the State of Georgia without regard to conflict of laws provisions. Any action or proceeding arising out of or relating to this agreement or publisher's publication of the advertising shall be brought in the courts of record in the State of Georgia.

### General Production Information:

Production Manager  
Wildfowl  
2 News Plaza  
Peoria, IL 61614  
309-679-5073  
jenny.kaeb@outdoorsg.com

**Trim Size:** 7¾-in. wide x 10½-in. high

**Non-Bleed:** ½-in. inside trim. Non-bleed ads should have all elements within this measurement.

**Bleed:** 1/8-in. outside the trim. Elements that “bleed off” trimmed page should extend at least 1/8-in. beyond trim.

**Trim:** The edge of the page.

**Safety:** ¼-in. inside of the trim edge on all four sides for a total ½-in. safety both vertically and horizontally. All image and text not intended to bleed should be within this measurement.

Please contact the production manager for specs, quantities, and delivery information for supplied inserts and cards.

### 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](http://osg.sendmyad.com)

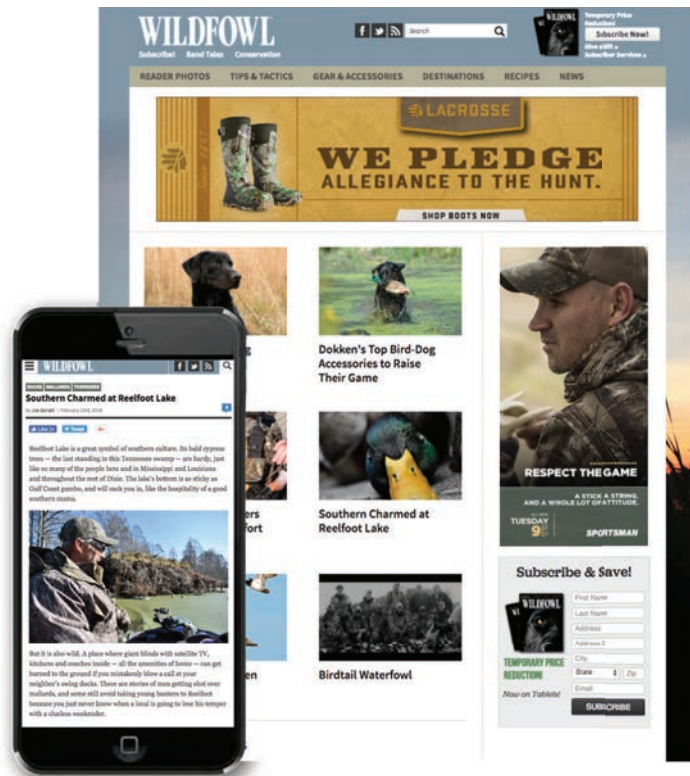
Once at the home page you can sign up as a new user or sign into your existing account. The ad portal will do a general check for correct ad size, font embedding, and image resolution per OSG's general ad submission guidelines.


Proofs supplied by the advertiser for color guidance will be forwarded to press.





**Wildfowl** online adds a valuable dimension to the magazine's powerful brand by drawing visitors for the most up-to-date reviews of cutting edge gear, guns and ammo, along with the best in waterfowling news, gun dog training tips and immersive hunting adventures, destinations and must-do travel stories. Presented with engaging video content, hunting forecasts, and extensive how-to tactics, it's the location the waterfowling community wants to be.



47k   
Avg. Monthly Uniques

40.2   
Median Age

Average HHI	\$76,900
Male (%)	91%
Annual Page Views	3,456,433
Avg. Time Spent	1:56
Pages Per Session	4.5
Traffic From Mobile/Tablet	63%
eNewsletter Subscribers	20,100
Social Media Followers	21,098

Annual Frequency: 7 times/year  
 Field Served: A magazine for Duck and Goose Hunters.  
 Published by: Outdoor Sportsman Group - Integrated Media

## Publisher's Statement

6 months ended June 30, 2018, *Subject to Audit*

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
39,466	2,520	41,986	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	25,501	865	26,366	12,693		12,693	38,194	865	39,059	2,695	9	2,704	40,889	874	41,763
Apr/May	25,279	993	26,272	13,210		13,210	38,489	993	39,482	2,418	33	2,451	40,907	1,026	41,933
Jun/Jul	23,167	924	24,091	15,766		15,766	38,933	924	39,857	2,400	7	2,407	41,333	931	42,264
<b>Average</b>	<b>24,649</b>	<b>927</b>	<b>25,576</b>	<b>13,890</b>		<b>13,890</b>	<b>38,539</b>	<b>927</b>	<b>39,466</b>	<b>2,504</b>	<b>16</b>	<b>2,520</b>	<b>41,043</b>	<b>943</b>	<b>41,986</b>

### PRICE

	Suggested Retail Prices (1)
Average Single Copy Subscription	\$4.99
	\$27.97

(1) For statement period

### RATE BASE

None Claimed

### NOTES

**Variance Between Audit Report and Publisher's Statement:** NOTE BY ALLIANCE FOR AUDITED MEDIA: In accordance with Chapter B 2.8(d) of AAM rules, the following is repeated from the audit report for the 12 months ended December 31, 2016: The difference shown in average paid and verified circulation when comparing this report with the publisher's statements for the period audited is 1,456 copies per issue deduction.

**Post-Expire Copies:** The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 2,232

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 280

**Included in Paid Circulation:**  
 Individual Subscriptions  
 School 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.

Parent Company: KSE Sportsman Media, Inc.

WILDFOWL, published by Outdoor Sportsman Group - Integrated Media \* 1040 Sixth Ave. 12th Floor \* New York, NY 10018

CARTER VONASEK

Planning Director

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Established: 1985

TOM WEAVER

Publisher

AAM Member since: 1986