

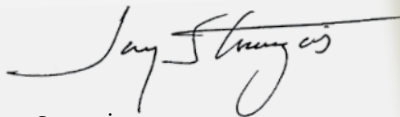
American Waterfowler

Welcome to *American Waterfowler*. We designed this brand to showcase our industry's zeal and vision. We focus on finding solutions for the common problems hunters face, with dedicated columns such as Decoying, Boats, Shotguns, Shotshells, Duck Dogs, Tried and Tested, Fowling Goods and more. Our content is beautiful, but our mission is hard-core. Our editors are experts whose passions reside at the heart of the waterfowling industry, and no one is better at telling YOUR story.

American Waterfowler offers its advertising partners personalized treatment and editorial support in the very highest quality publication on the waterfowling market today. We offer the most attractive CPM in the waterfowl industry. Nearly all waterfowling magazines have 50/50 editorial-to-ad package. *American Waterfowler* delivers 75 percent editorial and 25 percent ads, so your brand receives premium positioning. Quality sells: Most magazines experience about 20 percent newsstand sell-through, whereas our newsstand sell-through is about 40 percent—providing more consumers for your premium brand.

Like you, I have lived the life of a waterfowler and have a deep passion for the sport that runs through my veins. I invite you to join the many peerless brands that come to us for the finest investment of their marketing dollar. We'll crisscross the country together while chasing the dreams of waterfowlers who have come before us and share the passions of those who are captivated today by these magical birds... *American Waterfowler* style.

Sincerely,



Jay Strangis
Publisher, *American Waterfowler*



Photo: Angela Erickson



2017 EDITORIAL CALENDAR CLOSING AND ON-SALE DATES

Photo Dean Pearson

MARCH/APRIL

Theme: NEW YEAR, NEW GEAR
Buyer's Guide: 2017 Must See Boats
Special Feature: Minimum Effort, Maximum Results
Ad Close: January 31
On Sale: March 1

JUNE/JULY

Theme: TAKING STOCK FOR THE COMING YEAR
Buyer's Guide: Prepping For The Early Season
Special Feature: Smart Money: Maximizing Gear In The New Age
Ad Close: April 15
On Sale: June 1

AUGUST/SEPTEMBER GEAR GUIDE

Theme: GIANT WATERFOWL GEAR GUIDE
 Shotguns, Shotshells, Decoys, Boats, Mud Motors, Blinds, Calls, Clothing, Dog Accessories, Hunting Accessories
Ad Close: May 15
On Sale: August 1—September 30
OUR BIGGEST ISSUE OF THE YEAR!
6X BUY GETS AN ADDITIONAL AD FREE IN GEAR GUIDE!

OCTOBER

Theme: EARLY BIRDS, DUCKS AND GEESE
Buyer's Guide: Great Decoys
Special Feature: Early Goose Tactics That Work
Ad Close: August 10
On Sale: October 1

NOVEMBER

Theme: SUPER-SEASON EQUIPMENT AND STRATEGIES
Buyer's Guide: Great Decoy Sets
Special Feature: Land Or Water—Deadliest Setups
Ad Close: September 10
On Sale: November 1

DECEMBER/JANUARY

Theme: LOVING THE LATE SEASON
Buyer's Guide: Gear-Up For Late-Season Success
Special Feature: Top Cold Weather Tactics
Ad Close: October 15
On Sale: December 1

2017 GENERAL ADVERTISING RATES

4-COLOR	1X	3X	6X	9X	12X
FULL PAGE	\$2095	\$1890	\$1770	\$1675	\$1570
2/3 PAGE	1590	1430	1370	1345	1325
1/2 PAGE	1360	1200	1170	1030	1005
1/3 PAGE	1060	930	900	850	810
COVERS	1X	3X	6X	9X	12X
COVER 4	2580	2300	2170	2015	1910
COVER 2	2240	2050	1910	1780	1700
COVER 3	2170	2000	1840	1730	1650



MAJOR Newsstands

AMERICAN WATERFOWLER MAGAZINE FIND US AT:

Walmart—Barnes & Noble—Books-A-Million—Dunham's—Bass Pro Shops—Gander Mountain—Hastings—Sportsman's Warehouse—Hundreds of other stores nationwide and in Canada!

2017 MARKET HUNTER SECTION ADVERTISING RATES

	1X	3X	6X	
1 COLUMN INCH	\$104 80	\$94 74	\$88 65	4-Color Black & White
2 COLUMN INCH	146 128	132 118	128 108	4-Color Black & White
3 COLUMN INCH	206 170	192 155	170 140	4-Color Black & White
4 COLUMN INCH	238 196	222 184	206 172	4-Color Black & White
7 COLUMN INCH	372 298	332 268	315 260	4-Color Black & White
1/3 PAGE	474 340	454 298	432 288	4-Color Black & White
1/2 PAGE	620 500	590 464	558 404	4-Color Black & White
FULL PAGE	920 856	856 774	830 738	4-Color Black & White

Classified ads are \$1.30 per word with a 25-word minimum (\$32.50).

KEY STATS



PAID CIRCULATION:
24,386

FREQUENCY:
6 times/year

TOTAL AUDIENCE:
91,542

MALE/FEMALE %: **97/3**

AVERAGE AGE: **44**

AVERAGE HOUSEHOLD
INCOME: **\$124,000**

AVERAGE HOUSEHOLD
NET WORTH: **\$772,000**

Photo Tosh Brown



VALUE-ADDED DIGITAL DISTRIBUTION

AN IMPORTANT **FREE**
BENEFIT FOR YOUR
BUSINESS

Every ad you run in the print magazine will also be seen in the digital version and live-linked to your website, **at no additional cost to you!** While not our core business, such value-added benefits are another great reason to advertise in *American Waterfowler*. Ask your salesperson about special digital products such as banners and splash pages on our digital App.

ADVERTISING DIMENSIONS (width x height)

	NON-BLEED	SAFETY	TRIM	BLEED
FULL PAGE	7 x 9.5	7.75 x 10.25	8.25 x 10.75	8.5 x 11
TWO-PAGE SPREAD	15.25 x 9.5	15.5 x 10.25	16.5 x 10.75	17 x 11
TWO-PAGE ONE-HALF HORIZONTAL	15.25 x 4.75	15.5 x 5.125	16.5 x 5.375	17 x 5.5

FRACTIONAL ADVERTISING

TWO-THIRD VERTICAL	4.5 x 9.5
TWO-THIRD HORIZONTAL	7 x 7
ONE-HALF VERTICAL	3.375 x 7
ONE-HALF HORIZONTAL	7 x 4.5
ONE-THIRD VERTICAL	2.45 x 9.165
ONE-THIRD SQUARE	4.5 x 4.5
ONE-THIRD HORIZONTAL	7 x 3.375

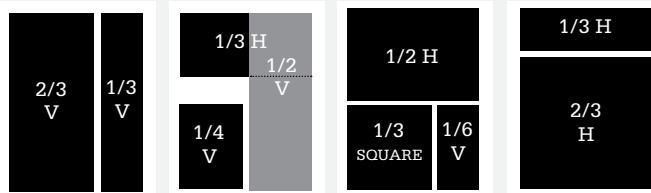
CONTACT INFORMATION

AMERICAN WATERFOWLER
 Production Department
 422 Laurel St. #524, Brainerd, MN 56401

ADVERTISING SALES
 Contact: John DePalma
 National Sales Manager
 email jdepalma@brandintelligent.com
 phone 303-552-8454

GENERAL INFORMATION
www.waterfowlermag.com
 phone 310-614-5191
 email jmsOutside@Q.com

PAGE DIMENSIONS TRIM: 8.25 x 10.75
 BLEED: 8.5 x 11
 SAFETY: 7.75 x 10.25



A **SWOP**—standard proof, pulled from the supplied file—helpful, but not required.

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.

UPLOAD YOUR AD TO OUR FTP SITE ASK YOUR REP FOR CURRENT PASSWORD

Server:

User Name:

Password:

Initial Path:

Port:

Protocol:

