


# 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 none are 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, but *American Waterfowler* delivers 75 percent editorial and 25 percent ads, so your brand receives premium positioning. Quality sells: Our newsstand sell-through is about 40 percent, whereas most magazines experience about 20 percent sell-through—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*

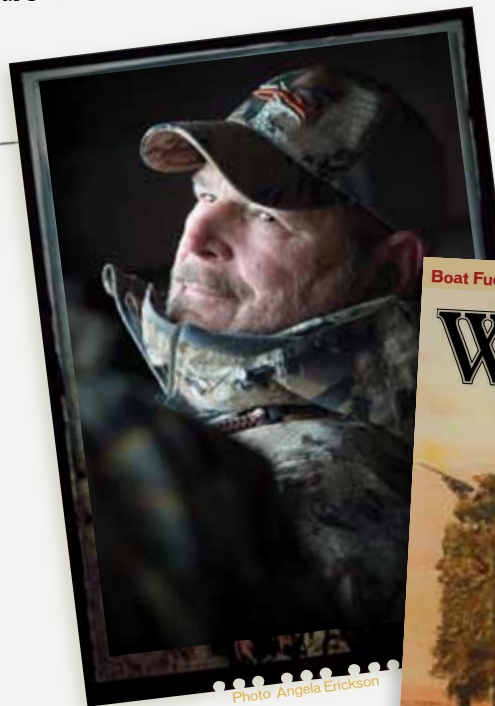


Photo: Angela Erickson



**2016 EDITORIAL  
CALENDAR  
CLOSING AND  
ON-SALE DATES**



**MARCH/APRIL**

**Theme:** NEW YEAR, NEW GEAR  
**Buyer's Guide:** 2016 Boats For The Buying  
**Special Feature:** The Decoy Revolution  
**Ad Close:** January 31  
**On Sale:** March 1

**JUNE/JULY**

**Theme:** TAKING STOCK FOR THE COMING YEAR  
**Buyer's Guide:** Field Gear That Works  
**Special Feature:** Smart Money: Planning a Fall Hunt  
**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 and December 15  
**38,000 GUARANTEED DISTRIBUTION**  
**BUY AUG/SEPT GET DEC/JAN RELEASE FREE! \***

**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 Blinds!  
**Special Feature:** Land Or Water—Deadliest Setups  
**Ad Close:** September 10  
**On Sale:** November 1

**DECEMBER**

**Theme:** LOVING THE LATE SEASON!  
**Buyer's Guide:** Gear-Up For Late Season Success  
**Special Feature:** Cold Water Ducks And Geese  
**Ad Close:** October 15  
**On Sale:** December 1

**2016 GENERAL ADVERTISING  
RATES**

4-COLOR	1X	3X	6X	9X	12X
FULL PAGE	\$2035	\$1830	\$1715	\$1625	\$1520
2/3 PAGE	1540	1390	1325	1300	1285
1/2 PAGE	1315	1165	1130	1000	975
1/3 PAGE	1025	900	870	820	780
COVERS	1X	3X	6X	9X	12X
COVER 4	2500	2225	2100	1955	1850
COVER 2	2165	1990	1850	1725	1650
COVER 3	2100	1900	1780	1675	1595



**MAJOR Newsstands**

**AMERICAN WATERFOWLER MAGAZINE  
FIND US AT:**

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

## 2016 MARKET HUNTER SECTION ADVERTISING RATES

	1X	3X	6X	
1 COLUMN INCH	\$100 78	\$90 72	\$85 63	4-Color Black & White
2 COLUMN INCH	142 125	129 115	125 105	4-Color Black & White
3 COLUMN INCH	200 156	185 150	165 135	4-Color Black & White
4 COLUMN INCH	230 190	215 178	200 167	4-Color Black & White
7 COLUMN INCH	360 288	322 260	305 250	4-Color Black & White
1/3 PAGE	460 330	440 290	420 280	4-Color Black & White
1/2 PAGE	600 485	570 450	540 390	4-Color Black & White
FULL PAGE	890 830	830 750	805 715	4-Color Black & White

Classified ads are \$1.30 per word with a 25-word minimum (\$32.00).

### KEY STATS:



PAID CIRCULATION:  
**23,716**

FREQUENCY:  
**6 times/year**

TOTAL AUDIENCE:  
**90,451**

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

AVERAGE AGE: **43**

AVERAGE HOUSEHOLD  
INCOME: **\$126,000**

AVERAGE HOUSEHOLD  
NET WORTH: **\$786,000**

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.

### UPLOAD YOUR AD TO OUR FTP SITE

ASK YOUR REP FOR CURRENT PASSWORD

Server:

User Name:

Password:

Initial Path:

Port:

Protocol:

**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	2.2 x 9.5
ONE-THIRD SQUARE	4.5 x 4.5
ONE-THIRD HORIZONTAL	7 x 3.375
ONE-QUARTER VERTICAL	3.375 x 4.5
ONE-QUARTER HORIZONTAL	4.5 x 3.125
ONE-SIXTH VERTICAL	2.2 x 4.5
ONE-SIXTH HORIZONTAL	4.5 x 2.25
ONE-EIGHTH HORIZONTAL	4.5 x 1.125

**CONTACT INFORMATION**

**AMERICAN WATERFOWLER**

Production Department  
PO Box 524, Brainerd, MN 56401

**ADVERTISING SALES**

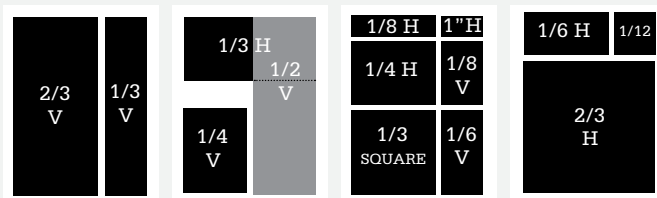
Contact: John DePalma  
National Sales Manager  
email [jdepalma@brandintelligent.com](mailto:jdepalma@brandintelligent.com)  
phone 303-552-8454

**GENERAL INFORMATION**

[www.waterfowlermag.com](http://www.waterfowlermag.com)  
phone 310-614-5191  
email [jmsOutside@Q.com](mailto: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—must be submitted with each 4-color ad.

**NON-BLEED:** 1/2" inside trim. Nonbleed 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.