

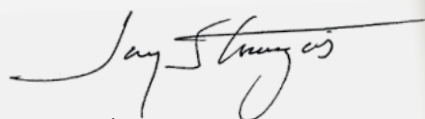
American Waterfowler

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 a 50/50 editorial-to-ad package. *American Waterfowler* delivers 70 percent editorial and 30 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 most profitable 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 John Depalma



2021 EDITORIAL CALENDAR CLOSING AND ON- SALE DATES



Photo Steve Lessel

APRIL/MAY

Theme: GETTING A JUMP ON SUMMER

Buyer's Guide: Step Up To A Better Boat!

Special Features: Gear Replacement Time! EZ Dog Handling

Ad Close: February 19

On Sale: April 1

JUNE/JULY

Theme: PRODUCT SNEAKPEEK

Buyer's Guide: Field Gear That Works:

Special Features: Decoys—Ready For Anything! Dog Workouts

Ad Close: April 9

On Sale: June 1

AUGUST GEAR GUIDE

Theme: GIANT WATERFOWL GEAR GUIDE

Shotguns, Shotshells, Decoys, Boats, Mud Motors, Blinds, Calls, Clothing, Dog Accessories, Hunting Accessories

Ad Close: May 21

On Sale: July 25

OUR BIGGEST ISSUE OF THE YEAR!

6X BUY GETS AN ADDITIONAL AD FREE IN GEAR GUIDE!

SEPTEMBER

Theme: STAYING AHEAD OF DUCKS AND GEESE

Buyer's Guide: Decoy Action Plans

Special Features: Early Bird Tactics! Finishing Retrievers

Ad Close: July 9

On Sale: September 10

OCTOBER

Theme: PERFECT TIMING EQUIPMENT STRATEGIES

Buyer's Guide: Tricking Wary Ducks And Geese

Special Features: Deadly Land & Water Sets! Dog Maintenance

Ad Close: August 16

On Sale: October 10

NOVEMBER/DECEMBER

Theme: Gift Guide! Cold

Buyer's Guide: Gear-Up For Late Season Success

Special Features: Go Big Late! Cold-Weather Dog Work

Ad Close: September 17

On Sale: November 10

2021 GENERAL ADVERTISING RATES

| 4-COLOR | 1X | 3X | 6X | 9X | 12X |
|---------------|-----------|-----------|-----------|-----------|------------|
| FULL PAGE | \$2290 | \$2060 | \$1885 | \$1735 | \$1665 |
| 2/3 PAGE | 1725 | 1675 | 1550 | 1450 | 1400 |
| 1/2 PAGE | 1525 | 1350 | 1300 | 1200 | 1100 |
| 1/3 PAGE | 1200 | 1100 | 1000 | 900 | 860 |
| COVERS | 1X | 3X | 6X | 9X | 12X |
| COVER 4 | 2500 | 2450 | 2400 | 2080 | 1970 |
| COVER 2 | 2425 | 2250 | 2125 | 1840 | 1750 |
| COVER 3 | 2400 | 2200 | 2150 | 1780 | 1700 |



Photo Joey Melvin

MAJOR Newsstands

AMERICAN WATERFOWLER MAGAZINE FIND US AT:

Bass Pro – Sportsman's Warehouse – Dick's Sporting Goods – Orscheln Farm & Home – Walmart – Barnes & Noble – Books A-Million – Hastings – Walgreens. Hundreds of other chains nationwide!

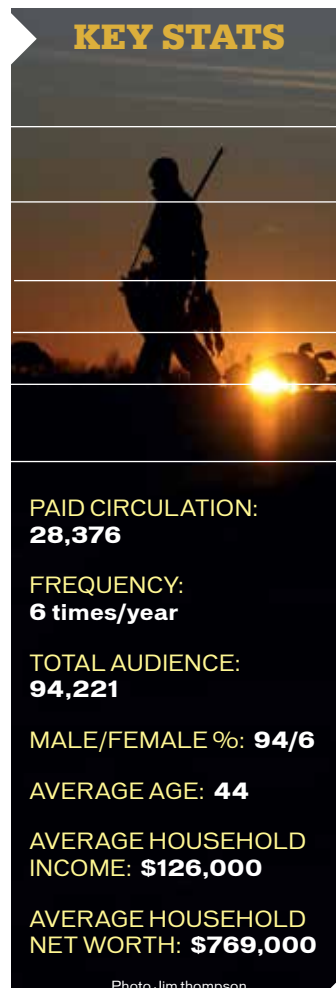


2021 MARKET HUNTER SECTION ADVERTISING RATES

| | 1X | 3X | 6X | |
|---------------|-------------|-------------|-------------|--------------------------|
| 1 COLUMN INCH | \$120 95 | \$110 90 | \$105 80 | 4-Color Black & White |
| 2 COLUMN INCH | 165 145 | 155 135 | 145 125 | 4-Color Black & White |
| 3 COLUMN INCH | 225 190 | 215 180 | 205 170 | 4-Color Black & White |
| 4 COLUMN INCH | 265 210 | 255 200 | 245 190 | 4-Color Black & White |
| 7 COLUMN INCH | 425 335 | 400 325 | 375 315 | 4-Color Black & White |
| 1/3 PAGE | 550 400 | 525 375 | 500 350 | 4-Color Black & White |
| 1/2 PAGE | 725 530 | 650 485 | 600 422 | 4-Color Black & White |
| FULL PAGE | 1050 950 | 975 900 | 925 850 | 4-Color Black & White |

Classified ads are \$2.00 per word with a 25-word minimum (\$50).

KEY STATS



PAID CIRCULATION:
28,376

FREQUENCY:
6 times/year

TOTAL AUDIENCE:
94,221

MALE/FEMALE %: **94/6**

AVERAGE AGE: **44**

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

**AVERAGE HOUSEHOLD
NET WORTH:** **\$769,000**

Photo Jim Thompson



VALUE-ADDED DIGITAL DISTRIBUTION

AN IMPORTANT BENEFIT FOR YOUR BUSINESS AT NO ADDITIONAL COST

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 about our special digital products such as banners and splash pages on our digital App.

Touch a yellow box on your ad and it takes the reader directly to your website!



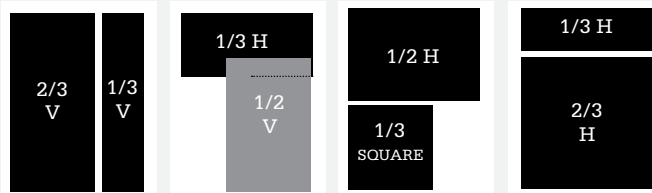
ADVERTISING DIMENSIONS (width x height)

| | 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 | 4.6 x 9.165 |
| 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 | 4.6 x 4.6 |
| ONE-THIRD HORIZONTAL | 7 x 3.375 |

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.

CONTACT INFORMATION

AMERICAN WATERFOWLER

Production Department
 1099 S Pantano Rd, #18809, Tucson AZ 85710

ADVERTISING SALES

Contact: Melissa King
 National Sales Manager
 email MK@RKMEDIAADV.COM
 phone 312-350-8807

GENERAL INFORMATION

www.waterfowlermag.com
 phone 310-614-5191
 email JmsOutside@GMAIL.COM

UPLOAD YOUR AD TO OUR FTP SITE

ASK YOUR REP FOR CURRENT PASSWORD

Server:

User Name:

Password:

Initial Path:

Port:

Protocol:

