

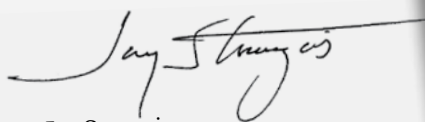
American Waterfowler

Welcome to *American Waterfowler*. Fifteen years ago we set out to design a brand to showcase our industry's zeal and vision. Our focus remains the same—bringing product and knowledge solutions to the everyday challenges hunters face. Dedicated columns such as Decoying, Boats, Shotguns, Shotshells, Duck Dogs, Smart Money and more inspire our active readership. 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 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 gone before us, sharing the passions of those who are captivated today by these magical birds... *American Waterfowler* style.

Sincerely,



Jay Strangis

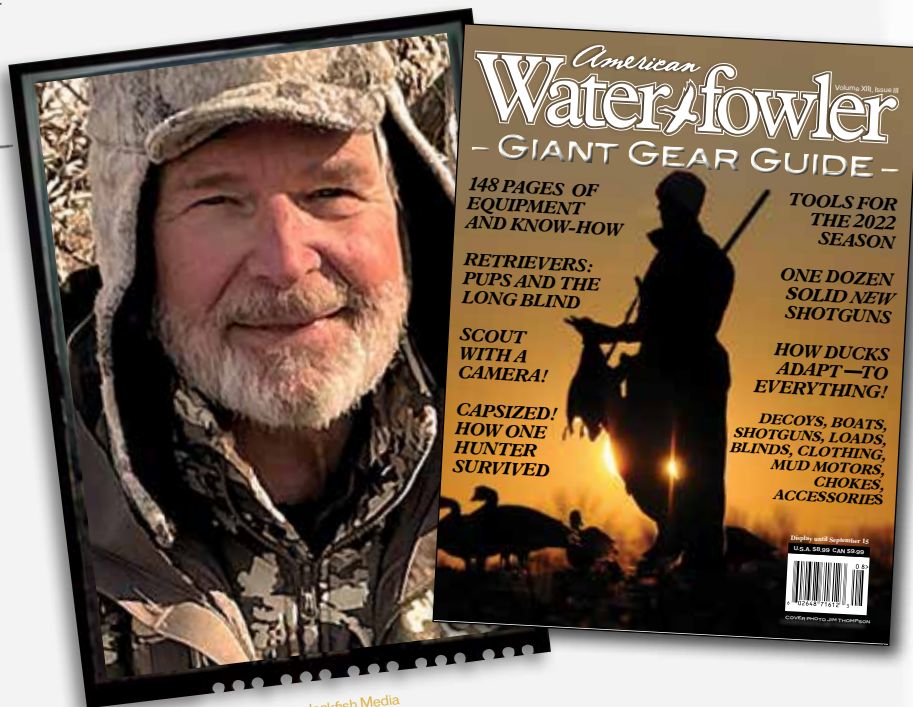


Photo Jackfish Media



2023 EDITORIAL CALENDAR CLOSING AND ON- SALE DATES



APRIL/MAY

Theme: NEW YEAR, NEW GEAR

Buyer's Guide: BOATS 2023—Proven Performance!

Special Features: Hunting Over Decoys—Secrets To Success

Ad Close: February 17

On Sale: April 4

JUNE/JULY

Theme: PREPPING FOR A GREAT SEASON!

Buyer's Guide: Editor's Gear Crystal Ball

Special Features: Smart Money: Beat The Rush For Best Deals

Ad Close: April 7

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 19

On Sale: July 19

OUR BIGGEST ISSUE OF THE YEAR!

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

SEPTEMBER

Theme: JUMP STARTING YOUR SEASON

Buyer's Guide: The Decoy Revolution

Special Features: Early Tactics That Really Work

Ad Close: July 7

On Sale: August 29

OCTOBER

Theme: MY BEST SEASON: GEAR AND TACTICS

Buyer's Guide: Upgrading Spreads And Hides

Special Features: Gear And Tricks That Turn Birds

Ad Close: August 18

On Sale: October 10

NOVEMBER/DECEMBER GIFT GUIDE

Theme: U.S. DUCK AND GOOSE HOTSPOTS

GIFT BUYER'S GUIDE: For The Waterfowler On Your List

Special Features: Cold Water Ducks And Geese

Gear-Up For The Late Season

Ad Close: September 15

On Sale: November 10

2023 GENERAL ADVERTISING RATES

4-COLOR	1X	3X	6X	9X	12X
FULL PAGE	\$2400	\$2215	\$2000	\$1850	\$1800
2/3 PAGE	1850	1750	1650	1550	1450
1/2 PAGE	1595	1415	1365	1265	1155
1/3 PAGE	1260	1160	1055	950	900
COVERS	1X	3X	6X		
COVER 4	2650	2575	2500	--	--
COVER 2	2575	2370	2240		
COVER 3	2550	2340	2240	--	--



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!



2023 MARKET HUNTER SECTION ADVERTISING RATES

	1X	3X	6X	
1 COLUMN INCH	\$125 100	\$115 95	\$110 85	4-Color Black & White
2 COLUMN INCH	190 170	180 160	170 150	4-Color Black & White
3 COLUMN INCH	250 215	240 205	230 195	4-Color Black & White
4 COLUMN INCH	290 235	280 225	270 215	4-Color Black & White
7 COLUMN INCH	450 360	425 350	400 340	4-Color Black & White
1/3 PAGE	575 425	550 400	525 375	4-Color Black & White
1/2 PAGE	750 625	675 550	625 525	4-Color Black & White
FULL PAGE	1075 975	1000 925	950 875	4-Color Black & White

Classified ads are \$3.00 per word with a 25-word minimum (\$75).

KEY STATS



PAID CIRCULATION:
28,895

FREQUENCY:
6 times/year

TOTAL AUDIENCE:
94,104

MALE/FEMALE %: **93/7**

AVERAGE AGE: **42**

AVERAGE HOUSEHOLD INCOME: **\$143,000**

AVERAGE HOUSEHOLD NET WORTH: **\$793,000**



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 by thousands of readers via PocketMags.com 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 digital products such as banners and splash pages.

Live link we create on your ad takes the reader directly to your website!



ADVERTISING DIMENSIONS (width x height)

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

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

CONTACT INFORMATION

AMERICAN WATERFOWLER

Production Department
1099 S. Pantano Rd. #18001, Tucson, AZ 85710

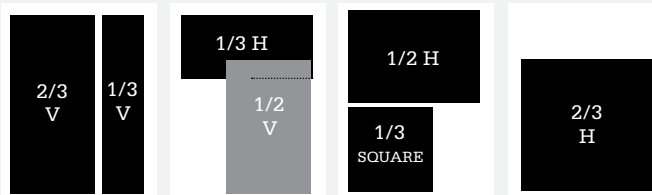
ADVERTISING SALES

Contact: Melissa King
National Sales Manager
email MKing@RkMediaAdv.com
phone 312-350-8807

GENERAL INFORMATION

www.WaterfowlerMag.com
phone 310-614-5191
email JmsOutside@Gmail.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:

