

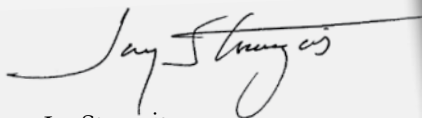
American Waterfowler

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



2025

EDITORIAL CALENDAR

CLOSING AND ON-SALE DATES



SUMMER ISSUE

Theme: PREPARING FOR A GREAT SEASON
 Hot Stuff: Editors' Product Predictions
 Special Features: Decoying Secrets
 Ad Close: February 17
 On Sale: May 21

GEAR GUIDE

Theme: GIANT WATERFOWLING GEAR GUIDE
 Shotguns, Shotshells, Decoys, Boats, Mud Motors, Blinds, Calls, Clothing, Dog Accessories, Hunting Accessories
 Ad Close: May 17
 On Sale: July 15
OUR BIGGEST ISSUE OF THE YEAR!
5X BUY GETS AN ADDITIONAL AD FREE IN GEAR GUIDE!

SEPTEMBER

Theme: JUMP STARTING THE NEW SEASON
 GEAR FOCUS: The Decoy Revolution
 Special Features: Early Tactics That Really Work
 Ad Close: July 12
 On Sale: August 27

OCTOBER

Theme: MY BEST SEASON: GEAR AND TACTICS
 Hunt Focus: Upgrading Spreads And Hides
 Special Features: Gear And Tricks That Turn Birds
 Ad Close: August 1
 On Sale: October 10

NOVEMBER/DECEMBER GIFT GUIDE

Theme: U.S. Duck And Goose Hotspots
GIFT BUYER'S GUIDE: Perfect Presents
 Special Features: Cold Water Secrets
 Dog Days: No Time Like Now To Pick A Pup!
 Ad Close: September 27
 On Sale: November 12

2025 GENERAL ADVERTISING RATES

4-COLOR	1X	3X	6X	9X	12X
FULL PAGE	\$2500	\$2315	\$2100	\$1950	\$1850
2/3 PAGE	1900	1800	1700	1600	1500
1/2 PAGE	1670	1490	1440	1340	1225
1/3 PAGE	1330	1230	1125	1010	970
COVERS	1X	3X	6X		
COVER 4	2800	2725	2650	--	--
COVER 2	2700	2500	2365		
COVER 3	2675	2475	2325	--	--



MAJOR Newsstands

AMERICAN WATERFOWLER MAGAZINE FIND US AT:

Sportsman's Warehouse – Fleet Farm – Walmart – Barnes & Noble – Books A-Million – Kroger – Walgreens – Safeway – Super One – Dillons – Fred Meyer – Albertsons – Hyvee, more nationwide!

2024 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:
26,460

FREQUENCY:
5 times/year

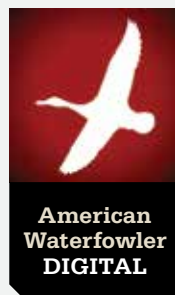
TOTAL AUDIENCE:
91,740

MALE/FEMALE %:
93/7

AVERAGE AGE: 44

AVERAGE HOUSEHOLD INCOME: \$162,000

AVERAGE HOUSEHOLD NET WORTH: \$835,000



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
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

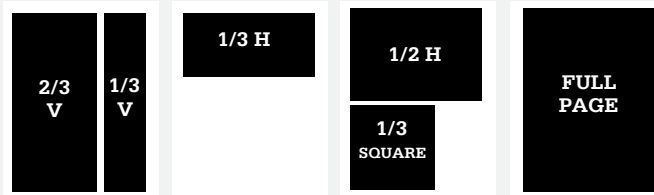
CONTACT INFORMATION

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

ADVERTISING SALES
Contact: John Depalma
National Sales Manager
 email JDepalma@Brandintelligent.com
 phone **303-552-8454**

GENERAL INFORMATION
www.WaterfowlerMag.com
 phone **310-614-5191**

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:

