

American Waterfowler

2011 RATE CARD INFORMATION

American Waterfowler stands alone as the bible of contemporary waterfowl hunting while paying homage to the deep traditions and exalted past of the marsh gunners and all their trappings. American Waterfowler serves as the ultimate resource for the duck and goose hunter with thorough coverage of equipment, hunting tactics, dogs, destinations and the magical birds that make waterfowling premier among outdoor pursuits.

Quality information in a high-quality package is the hallmark American Waterfowler's advertisers and readers expect and receive. Our partners enjoy the highest level of personalized treatment and editorial support.

American Waterfowler focuses on finding solutions for the common problems hunters face. Within dedicated columns such as Duck Dogs, Shotguns, Shotshells, Decoying, Flyway Watch, Smart Money, Marsh Notes and Tried And Tested, experts whose passions reside at the heart of the waterfowling industry share their knowledge and experience, making American Waterfowler THE magazine for waterfowlers both young and old.

Overcoming the challenges of weather, water, mud, decoying birds, dog handling, proper guns and loads and getting to the birds owes much to the **brilliant products** manufacturers have brought to bear, and the **remarkable destinations** provided by guides and outfitters.

American Waterfowler answers the call for a dedicated duck and goose hunting magazine to lead fowlers into the new era, while carrying on the rich traditions gained in a century of American waterfowling.



KEY STATS:

CIRCULATION: 15,359

FREQUENCY: 6 times/year

TOTAL AUDIENCE: 61,436

MALE/FEMALE %: 98/2

AVERAGE AGE: 44.5

AVERAGE HOUSEHOLD INCOME: \$128,000

AVERAGE HOUSEHOLD NET WORTH: \$857,000

FACT:

Waterfowl hunters will spend an estimated \$1.3 billion on their sport in 2011, including \$658 million on equipment alone.

2011 GENERAL ADVERTISING RATES

4-COLOR	1X	3X	6X	9X	12X
FULL PAGE	\$1,805	\$1,635	\$1,535	\$1,450	\$1,355
2/3 PAGE	1,385	1,240	1,180	1,110	1,040
1/2 PAGE	1,165	1,055	995	935	880
1/3 PAGE	905	815	770	720	685
1/4 PAGE	810	730	690	650	605
1/6 PAGE	705	640	600	565	525
2-COLOR	1X	3X	6X	9X	12X
FULL PAGE	\$1,455	\$1,340	\$1,270	\$1,210	\$1,150
2/3 PAGE	1,070	985	940	900	855
1/2 PAGE	860	800	765	735	700
1/3 PAGE	660	620	600	580	545
1/4 PAGE	570	535	515	495	485
1/6 PAGE	455	435	420	415	405
B&W	1X	3X	6X	9X	12X
FULL PAGE	\$1,240	1,120	1,055	995	930
2/3 PAGE	855	765	725	685	640
1/2 PAGE	645	580	545	515	485
1/3 PAGE	450	400	380	365	330
1/4 PAGE	350	315	300	275	265
1/6 PAGE	240	220	200	195	185
COVERS	1X	3X	6X	9X	12X
COVER 4	\$2,235	\$2,020	\$1,905	\$1,790	\$1,685
COVER 2	1,975	1,790	1,685	1,585	1,485
COVER 3	1,900	1,705	1,605	1,515	1,420



2011 EDITORIAL CALENDAR CLOSING AND ON-SALE DATES

MARCH/APRIL

Theme: Spring Snow Goose Season
Buyer's Guide: Tools For White Geese
Special Feature: Snow Goose Destinations
Ad Close: January 26
On Sale: March 1

JUNE/JULY

Theme: Season Primer
Buyer's Guide: Best Watercraft & Motors
Special Feature: Planning A Fall Hunt
Ad Close: May 13
On Sale: June 1

AUGUST

BUY AUGUST, GET DEC/JAN NEWSSTAND FREE! *
Theme: Mega Waterfowl Gear Guide
 Shotguns, Shotshells, Decoys, Boats, Mud Motors, Blinds, Calls, Clothing, ATVs, Dog Accessories, Hunting Accessories
Special Feature: Dryland Ducks
Ad Close: June 15
On Sale: August 1 and December 15

SEPTEMBER

Theme: Early Birds: Geese/Ducks
Buyer's Guide: Great Calls
Special Feature: Hunting Early Geese
Ad Close: July 29
On Sale: September 1

OCTOBER

Theme: Opening Day Success
Buyer's Guide: Great Blinds
Special Feature: Best Water Sets
Ad Close: August 31
On Sale: October 1

NOVEMBER/DECEMBER

Theme: U.S. Duck & Goose Hotspots
Buyer's Guide: Fowling Guns
Special Feature: Great Late Season Gear
Ad Close: September 30
On Sale: November 1

*OFFER EXCLUDES COVERS 2, 3 AND 4



Photo: Mark Brendenmager

Photo: Eric Rutherford

Traveling Fowler Feature Program

Want to see a full-blown feature about your outfitting business in American Waterfowler? Simply buy a schedule of full-page ads at the Traveling Fowler 3x or 6x rate!

We'll pay travel and tags for our writer to join your outfit and cover the hunt. The four-page color Traveling Fowler feature about that hunt will run in the heart of the magazine along with our regular features and include a large sidebar detailing the specifics of your fantastic hunting, accommodations, best times to hunt, how to get there and any other information you deem important. You can run your three pages in any combination and sequence you like, as long as they run within one year. For example, run a full-page color ad along with your feature, then run a half-page color ad in each of four subsequent issues!

The Traveling Fowler Feature Program is a rare opportunity to tell the world in story and photos about the great opportunities and super hospitality you provide! And, we'll throw in 25 copies of the issue with your story so you can brag on yourself for years to come.

2011 MARKET HUNTER SECTION ADVERTISING RATES

	1X	3X	6X	
1 COLUMN INCH	75	70	65	4-Color
	60	55	50	Black & White
2 COLUMN INCH	120	110	105	4-Color
	95	90	85	Black & White
3 COLUMN INCH	175	155	145	4-Color
	140	125	115	Black & White
4 COLUMN INCH	205	190	180	4-Color
	165	155	145	Black & White
7 COLUMN INCH	325	290	275	4-Color
	260	235	220	Black & White
1/3 PAGE	420	400	390	4-Color
	300	270	255	Black & White
1/2 PAGE	560	530	505	4-Color
	450	405	360	Black & White
FULL PAGE	840	780	755	4-Color
	780	695	665	Black & White

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

2011 TRAVELING FOWLER ADVERTISING RATES

	3X	6X
FULL PAGE	\$1,130	\$1,035
2/3 PAGE	890	795
1/2 PAGE	675	640
1/3 PAGE	490	420



Photo: Shannon Nard/Avery Outdoors

Decoys, Blinds, Boats, Calls, Clothing, Dog Gear, More



PAGE DIMENSIONS

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

ADVERTISING DIMENSIONS

	H X W
TWO PAGE SPREAD	9.5 x 15.25
TWO PAGE ONE-HALF HORIZONTAL	4.75 x 15.25
FULL PAGE	9.5 x 7
TWO-THIRD VERTICAL	9.5 x 4.5
TWO-THIRD HORIZONTAL	7 x 7
ONE-HALF VERTICAL	7 x 3.375
ONE-HALF HORIZONTAL	4.5 x 7
ONE-THIRD VERTICAL	9.5 x 2.2
ONE-THIRD SQUARE	4.5 x 4.5
ONE-THIRD HORIZONTAL	3.375 x 7
ONE-QUARTER VERTICAL	4.5 x 3.375
ONE-QUARTER HORIZONTAL	3.125 x 4.5
ONE-SIXTH VERTICAL	4.5 x 2.2
ONE-SIXTH HORIZONTAL	2.25 x 4.5
ONE-EIGHTH HORIZONTAL	1.125 x 4.5
ONE-EIGHTH VERTICAL	3.375 x 2.25
ONE-TWELFTH PAGE	2.2 x 2
ONE INCH BANNER	1 x 7
TWO INCH BANNER	2 x 7
EIGHT INCH VERTICAL	8 x 2.2
SEVEN INCH VERTICAL	7 x 2.2
SIX INCH VERTICAL	6 x 2.2
ONE INCH 2-COLUMN	1 x 4.5
ONE INCH VERTICAL	1 x 2.2

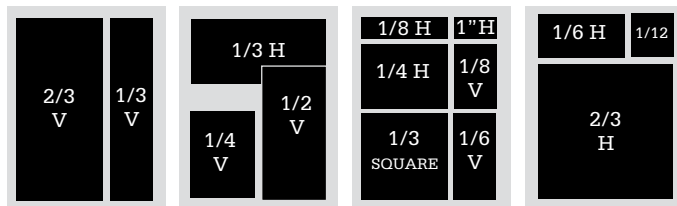
A **SWOP**-standard proof, pulled from the supplied file, must be submitted with each 4-color ad.

NONBLEED: 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.



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