



SPORTS AFIELD®

THE PREMIER HUNTING ADVENTURE MAGAZINE

Media Kit



The leading authority on hunting

Having recently celebrated its 130th anniversary, *Sports Afield* is the oldest outdoor magazine in the country and is the most respected name in the industry. *Sports Afield* is the leading authority on big game and hunting travel, with a concentrated readership of active, affluent hunters. *Sports Afield* is ideally positioned to connect you with the USA's most affluent and most active sportsmen and women.

The high end of the hunting market is the fastest-growing segment of the hunting industry. The demand for high-priced, high-quality hunts in exotic locales, both in North America and abroad, has grown exponentially in the last two decades. With its focus squarely on these hunts and the hunters who buy them, *Sports Afield* is at the center of this expansion.

Every issue is packed with the information that the world's most active hunters crave, written by the most trusted names in the hunting world. We run exciting feature articles about adventure hunts and information about firearms, gear, travel, and conservation. This editorial package attracts the most active big-game hunters in the USA.

Sports Afield knows adventure hunting and serves the traveling hunter. We will deliver your message to the most serious consumers in the hunting market.



Our Readers, Your Customers

Time and money are the major determinants of someone's ability to pursue an active hunting lifestyle. *Sports Afield* readers are in their prime hunting years, with 72 percent between the ages of 35 and 64. As some of the nation's highest earners, they also have the wherewithal: 63 percent earn more than \$100,000 per year. Their time and money equals sales for you!



Sports Afield readers are:

- **Wealthy:** 41 percent of *Sports Afield* readers are millionaires.
- **Highly educated:** 75 percent have a college degree and more than half have engaged in postgraduate work.
- **Successful:** 54 percent are business owners or professionals (doctors, engineers, lawyers, scientists, etc.).
- **Experienced:** 66 percent have been hunting for 30 years or more.

72%

take at least one guided hunting trip every year.

53%

hunt African plains game

40%

hunt dangerous game

57%

plan to buy a new riflescope this year

55%

plan to buy a firearm this year

80%

hunt white-tailed deer every year

56%

reload their own ammunition

30%

spend more than \$20,000 per year on hunting

78%

hunt with a shotgun

91%

have booked a hunt, bought a product, or sought more information on a product as a result of reading **Sports Afield**.

61%

hunt upland birds

80%

took at least two self-guided hunts last year



Why Advertise in **SPORTS AFIELD**?

**SPORTS
AFIELD**
THE PREMIER HUNTING ADVENTURE MAGAZINE

Tight Focus: We Are 100% Hunting!

At a circulation level of approximately 43,000, we are tightly focused on the high end of the hunting market. Our readers are hunters who travel extensively in pursuit of big game in North America and Africa, and who have an interest in, and can afford, fine guns.



Newsstand

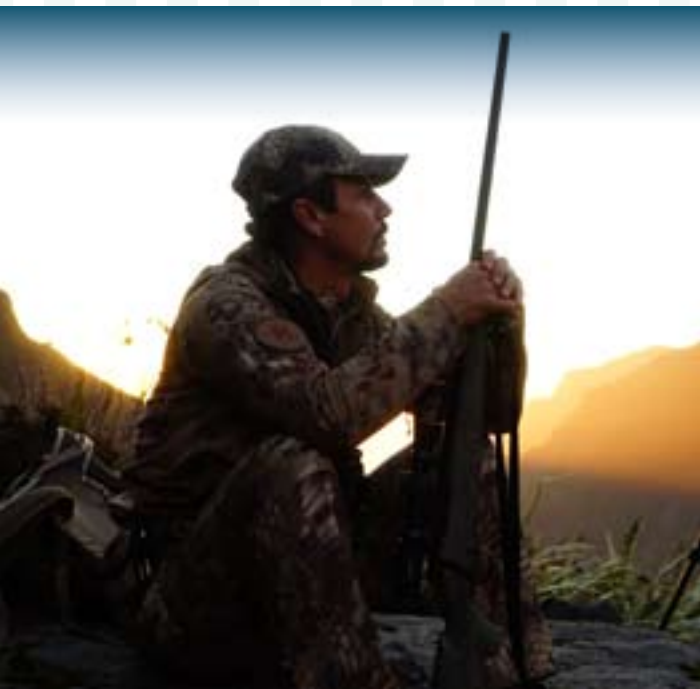
In addition to reaching our loyal and highly motivated subscribers in their homes six times per year, *Sports Afield* (and your ad) reaches new readers issue after issue because of its widespread national newsstand distribution. Why is this important to you? Newsstand sales are a new and fresh way of finding potential customers for your product or services. Every month new people buy and read *Sports Afield* at the newsstand. This pool of readers is never static.

Subscribers Pay To Read it

We do not “give away” our subscriptions at discount prices as many magazines do. People who read *Sports Afield* want to read it and are willing to pay for it. Unlike many other magazines, we do not sell our subscriptions for mere pennies.

Professional Writers & Package

The magazine is put together by a professional staff. Editor in chief Diana Rupp has been hunting for more than three decades and is a veteran of twenty-five years in the outdoor magazine business. Featured in the magazine’s pages are Craig Boddington, Tom McIntyre, John Barsness, Ron Spomer, and many other known and respected writers.



Instant Name Recognition

As the oldest of all the outdoor magazines, *Sports Afield* has instant name recognition. Over its illustrious 130-year history, *Sports Afield* has showcased legendary writers such as Zane Grey, Nash Buckingham, Russell Annabel, and Ernest Hemingway.

Quality Package

Sports Afield looks and feels like a high-end magazine; it is printed on heavy, coated paper and is perfect bound. *Sports Afield* offers an advertising venue that truly enhances your marketing presentation.

The **SPORTS AFIELD** Brand: Web site, Television, Licensing, and More!

SportsAfield.com, Social Media, and
Electronic Edition

SportsAfield.com is a dynamic, interactive website chock full of hunting information and inspiration. From hunting videos to photo galleries, to breaking news and blogs, SportsAfield.com is your opportunity to connect with thousands of highly motivated hunters. Frequent postings on Facebook and Twitter bring even more viewers to the site every day and keep the SportsAfield.com community vibrant. Our electronic edition, powered through Zinio, brings the entire magazine to our electronic subscribers via their laptops, tablets, or smartphones.

The World of Sports Afield TV

The World of Sports Afield debuted in July 2011 with 13 episodes airing for 26 weeks in the third and fourth quarters. The series is produced by Safari Classics Productions. Each week, our camera crews travel to the finest hunting destinations around the globe in search of big-game adventures. Airing on the Sportsman Channel, the show reaches in excess of 31 million households.

Licensing Program

Sports Afield forms partnerships with select manufacturers to license the *Sports Afield* name for clothing, luggage, knives and multi-tools, leather goods, safes, and many other products. Both the *Sports Afield* name and logo and the famous vintage covers from the 1920s to the 1960s are available for licensing.

Safari Press

Sports Afield's sister company, Safari Press, is the world's largest publisher of hunting and firearms books — over one million books in print! *Sports Afield* advertisers have access to the huge Safari Press audience through package inserts, catalog ads, and special publications such as Safari Guide.

Sports Afield is here to help you succeed in every aspect of the hunting market. We serve more premium hunters than any other company, and no other magazine has the legacy or the packages that *Sports Afield* can offer. **Contact: James Reed, Director of Sales & Licensing: (714) 373-4910 x20; jreed@sportsafield.com**



MECHANICAL REQUIREMENTS

PRINTING: Web offset • Binding: Perfect-bound

TRIM SIZE: 8¼" wide x 10⅞" high (210mm x 276mm)

LIVE AREA: ⅜" (9mm) in from edge

BLEED AREA: Add ⅛" (3mm) to edge for all bleed ads

Unit sizes:	inches (wxh)	mm (wxh)
spread (2 pages)	16½ x 10⅞	420 x 276
full page	8¼ x 10⅞	210 x 276
1/2 page spread	16½ x 5	420 x 127
2/3 page	4⅝ x 10⅜ ₁₆	118 x 259
1/2 vertical	4⅝ x 6 ¹⁵ ₁₆	124 x 176
1/2 horizontal	7 x 5	178 x 127
1/3 vertical	2¼ x 10⅜ ₁₆	57 x 259
1/3 square	4⅝ x 5	118 x 127
1/4 page	4⅝ x 3¾	118 x 95
1/6 vertical	2¼ x 5	57 x 127
1/6 horizontal	4⅝ x 2½	118 x 64

(Allow ¼" [6mm] safety along each side of gutter)

MATERIALS: Materials must be to SWOP standard and supplied as a PDF/X 1-A. We do not accept application files. We recommend that a high quality postscript matchprint be provided to ensure proper reproduction.

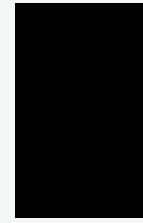
INVOICES/TERMS: Invoices are sent and dated upon publication. Terms are net 30. Past due accounts are charged 1.5% interest per month (18% per year). Agency commissions and discounts are forfeited on accounts due past 60 days from billing date. All terms and conditions of the rate card in effect for the issue containing the first insertion apply. In the absence of material instructions prior to ad close, ad will be picked up from a previous issue.

CANCELLATIONS: Cancellations must be received from advertisers in writing; all orders noncancellable after closing date.

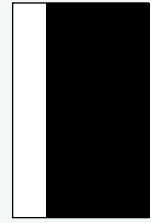
ADVERTISING MATERIAL EXTENSIONS: Publisher cannot accept responsibility for the reproductive quality of advertising materials granted late extensions.

CONTACT: *James Reed, Director of Sales & Licensing*
(714) 373-4910 x20, advertising@sportsafield.com

Ad Sizes



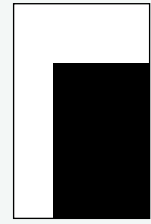
Full page



2/3 page



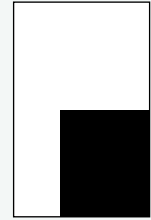
1/2 page
horiz.



1/2 page
vert.



1/3 page
vert.



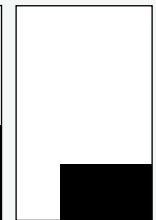
1/3 page
square



1/4 page



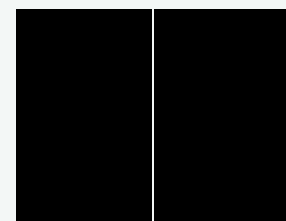
1/6 page
vert.



1/6 page
horiz.



1/2 page spread



Spread

SPECIAL UNITS

Information and rates are available upon request for gatefolds, non-standard unit sizes, special inks, inserts, insert cards, and booklets.

Insert cards must be accompanied by at least one full page of advertising. A 5% margin in distribution must be allowed for all inserts.

CONTRACT AND COPY REGULATIONS

a) Contracts must be bona fide and must specify a contract year and issues and the number of insertions to be used. Two or more advertisers are not permitted to use space under the same contract.

b) The Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher.

c) All advertising orders and contracts, upon acceptance, shall be deemed accepted in the state of California.

d) The Publisher reserves the right at any time and for any reason to decline any advertising copy and to cease further publication of any advertising without rate penalty to the advertiser.

e) The Publisher shall in no event be liable for failure to publish advertising when specified by the advertiser, provided that if no advertising is published any payments received by the Publisher shall be refunded.

f) The Publisher's liability for any error shall not exceed the cost of the space occupied.

g) All advertisements are accepted and published by the Publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or advertising agency will indemnify and hold the Publisher harmless from and against any loss, expense, or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.

h) Publisher accepts no liability for errors in key numbers or source codes.

i) Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of this rate card.

j) All instructions regarding contracts or insertions must be in writing.

k) The word "advertisement" will be placed with copy which in the Publisher's opinion resembles editorial matter.

l) All contest or sweepstakes ad copy must be submitted for approval two weeks before closing date.

m) Publisher will not assume responsibility for color, fonts, or graphics reproduction without a postscript color matchprint.

SHIPPING INSTRUCTIONS

Advertising materials: Send ad material and proofs to:



SPORTS AFIELD
15621 Chemical Lane,
Huntington Beach, CA 92649
714/373-4910 ext. 14 • FAX: 714/894-4949
Email: editorinchief@sportsafield.com

GENERAL RATES

Body	1 Time	3 Times	6 Times
Four Color			
Full Page	\$4,650	\$4,460	\$4,220
2/3 Page	\$4,030	\$3,830	\$3,630
1/2 Page	\$2,820	\$2,670	\$2,535
1/3 Page	\$2,110	\$2,010	\$1,900
1/4 Page	\$1,645	\$1,560	\$1,480
1/6 Page	\$1,180	\$1,115	\$1,060
Covers			
Cover 4	\$5,885	\$5,590	\$5,290
Cover 2	\$5,225	\$4,965	\$4,700
Cover 3	\$5,170	\$4,910	\$4,650

WEB SITE ADVERTISING: sportsafield.com

728 x 90 Leaderboard:	\$400
600 x 90 Leaderboard:	\$350
468 x 60 Banner:	\$200
300 x 250 Inline Rectangle:	\$300
160 x 720 Wide Skyscraper:	\$300
160 x 600 Wide Skyscraper:	\$250
160 x 360 Wide Skyscraper:	\$200

Submit your ad as a jpg or gif file in 72 dpi and specify a web address to link to.

E-newsletter Sponsorship (per issue): \$2000

CLOSING DATES

Find our current closing dates and editorial calendar online at www.sportsafield.com. Click on "Advertise."

Note: Cover closing dates are one week prior to general ad closing dates. Cover orders are noncancellable. Cover material is due at body closing. Publisher will not be liable for copy changes received after closing date. For any insert, a sample should be submitted one week before closing for bindery evaluation.

DISCOUNTS

Frequency Discounts: Discounts are determined by the total number of insertions used during a contract year.

Application of Discounts: Insertions of different rate classifications may not be combined for discounts. Special inserts contribute to discounts on a prorated basis, but do not earn discounts.



James C. Reed
Director of Sales and Licensing

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