



# SPORTS AFIELD®

*Established 1887*

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Brand Book

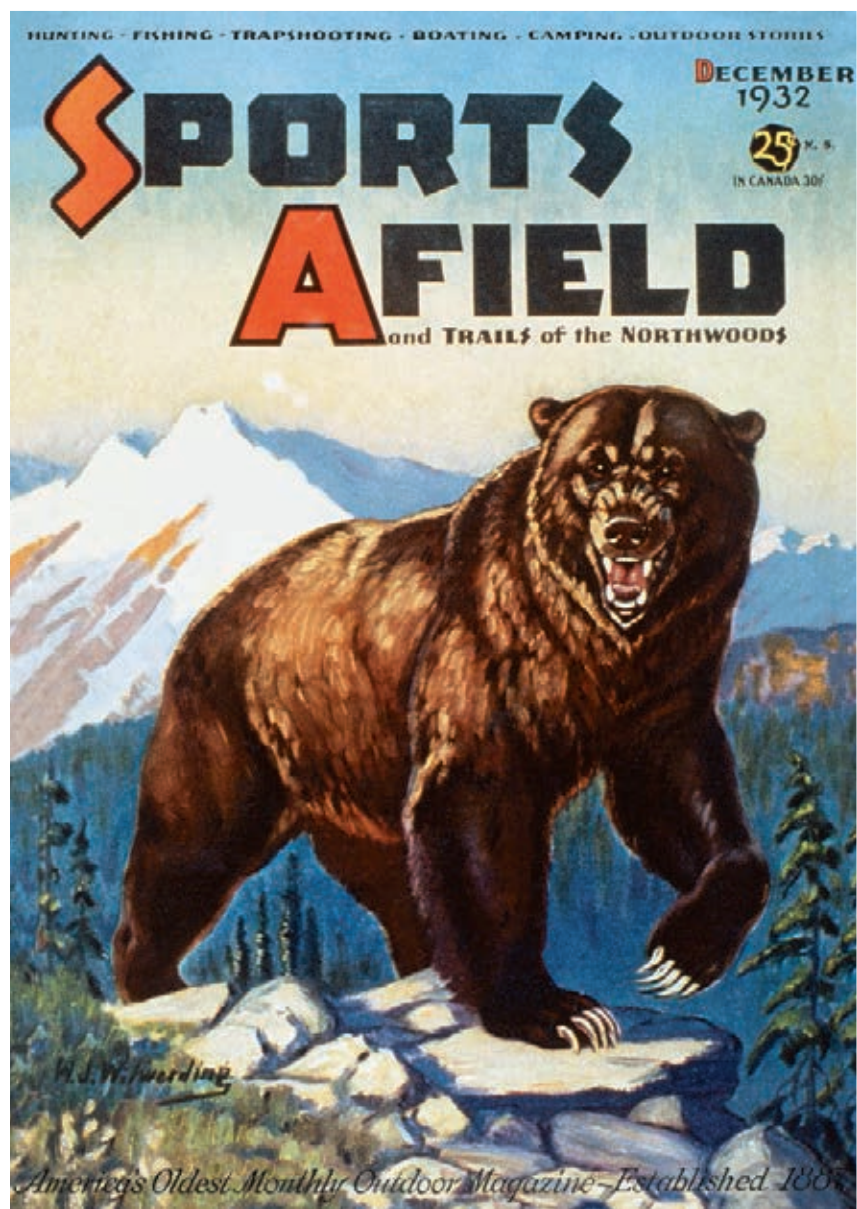
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2023-2024

# SPORTS AFIELD®

*Established 1887*

SYNONYMOUS WITH THE OUTDOORS  
SINCE 1887...



News-stand Edition.

15 Cents a Copy.

MARCH, 1910.

\$1.50 a Year.

# SPORTS AFIELD



C.O. LONGCABAUGH

SPORTS AFIELD PUB. CO.  
CHICAGO ILL.





## THE SPORTS AFIELD PLATFORM

### ***Sports Afield Magazine (digital/print)***

Reaching a total readership of 122,000 dedicated outdoorsmen and outdoorswomen with every issue, *Sports Afield* is a high-end, glossy, information-packed magazine. With articles written by the most trusted names in the outdoor world, the magazine provides inspiration and motivation to those who love the traditional outdoor lifestyle.

### ***Sports Afield Trophy Properties***

The latest addition to the *Sports Afield* family of companies, Sports Afield Trophy Properties is the ultimate source for the outdoor enthusiast's recreational property needs. SATP works with a network of experienced brokers to find top properties for hunting, fishing, and other outdoor activities and is supported by a searchable website database and syndication with numerous listing services to market properties for sale.

### ***SportsAfield.com***

SportsAfield.com is a dynamic, interactive website full of hunting information and inspiration. From videos to photo galleries, to breaking news to blogs and an exclusive Adventure column, SportsAfield.com connects a vibrant community of highly motivated outdoor enthusiasts.

### ***World of Sports Afield Television***

*The World of Sports Afield* is hosted by internationally known big-game hunters James Reed and Dave Fulson, and produced by Safari Classics Productions. Our camera crews travel to the finest hunting destinations around the globe in search of outdoor adventure. Airing on the Sportsman Channel, the show reaches in excess of millions of households.

### ***Licensing Program***

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

# SPORTS AFIELD®

The brand is all about telling stories, and we have 136 years of them. These include stories by such outdoor writer luminaries as Jack O'Connor, Zane Grey, Ernest Hemingway, Russell Annabel, Jason Lucas, Jimmy Robinson, and Craig Boddington.

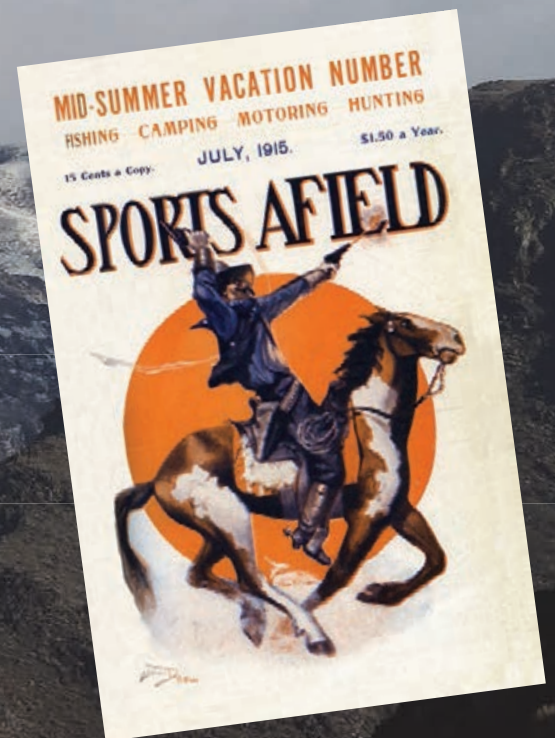
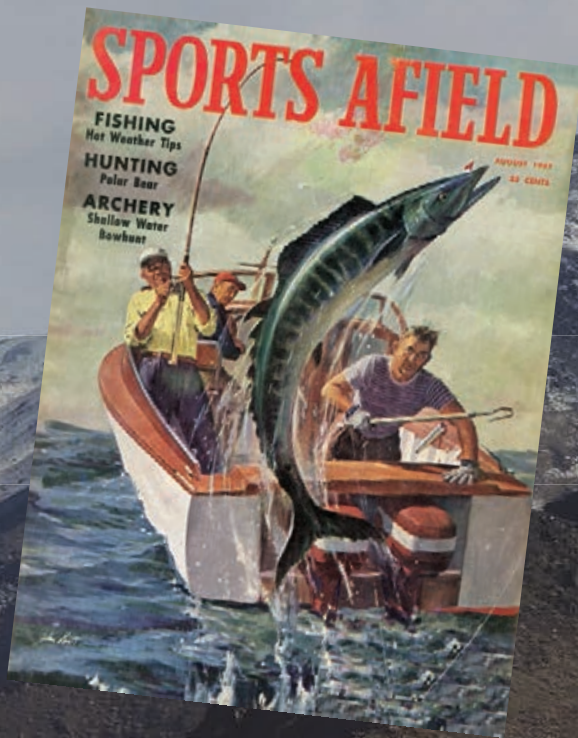
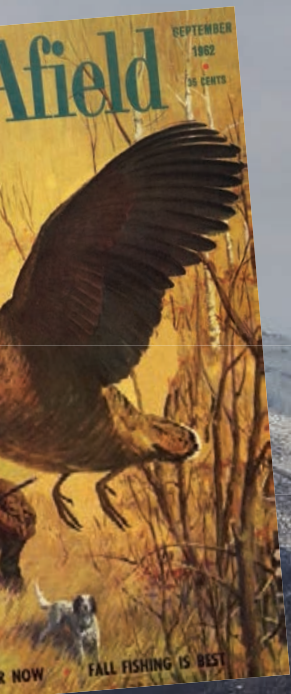
Come share the adventure. . . .



# SPORTS AFIELD®

The brand offers a compelling brand image and visual archive on which product development can focus.

*Sports Afield* is unique in the license-brand universe because it offers a magazine, TV show, and website that all support the brand by promoting its continuing image, product introductions, and sales.







## THE STORY OF THE OLDEST OUTDOOR MAGAZINE IN AMERICA

The oldest outdoor magazine in the country, *Sports Afield* has been one of the most respected names in the industry for more than 136 years. Today, *Sports Afield* is the leading authority on big game and hunting travel, with a concentrated readership of active, affluent hunters.

Founded in 1887 by Claude King in Denver, Colorado, *Sports Afield* grew in circulation and influence throughout the twentieth century to become one of the leading voices in hunting and conservation. In 2002, the magazine was purchased by the owners of Safari Press, a successful publishing company specializing in high-end hunting and firearms books with thirty years of experience in the publishing arena. The new owners recast *Sports Afield* as a magazine for serious hunters who like to read about and experience real adventure.

Under the leadership of Diana Rupp and Ludo Wurfbain, *Sports Afield* was relaunched as a high-quality, high-end magazine focusing on big-game hunting adventures around the world. *Sports Afield's* articles, columns, and photographs are created by the most knowledgeable hunting and firearms experts in the business, and the magazine covers the hunting world with a depth and breadth of information and inspiration unmatched by any other publication. Building on its long history, *Sports Afield* has established itself as the premier hunting adventure magazine in America.

Today's *Sports Afield* serves people who have a passion for hunting around the world. The magazine focuses on the most popular destinations in North America for species such as deer, bear, bighorn sheep, elk, caribou, and waterfowl/upland game and in Africa hunts for Cape buffalo, kudu, and leopard. *Sports Afield's* primary goal is to inspire hunters with exciting adventure stories about the most desirable game species. In addition, the magazine strives to keep its readers informed by publishing articles that cover top hunting destinations, the right tools and gear, conservation issues, and the skills every hunter needs to pursue a variety of game animals successfully.



## CORE VALUES

The *Sports Afield* brand is dedicated to quality, authenticity, tradition, and a strong conservation ethic.

**Quality:** *Sports Afield's* magazine, television show, website, and licensed products are held to the highest standards, as befits our loyal customer base.

**Authenticity:** *Sports Afield* has always represented the real outdoorsman. Our philosophy is that of a solid, long-term commitment to the outdoor lifestyle, not gimmicks or fads.

**Tradition:** Sporting traditions that allow families to create lifelong memories have always been a core value of *Sports Afield*; these traditions, which lead to a lifelong love of the outdoors, are more important than ever in today's technology-laden world.

**Conservation:** Since Theodore Roosevelt's time, sportsmen have been North America's true conservationists. *Sports Afield* is proud to uphold a strong conservation ethic to ensure that wildlife-rich woods and fields are passed down to our children and grandchildren.



# SPORT AFTER

*Established 18*

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# SPORTS AFIELD®

**SPORTS  
AFIELD®**  
*Established 1887*

8 7

## THE OUTDOOR MARKET

Outdoor recreation represents a huge and growing market in the USA and around the world.

More than 90 million U.S. residents participated in wildlife-related recreation in 2021.

Total spending on wildlife-related recreation in 2021: \$159 billion

72 million U.S. residents enjoy watching wildlife  
33 million enjoy fishing  
14 million enjoy hunting





## SPORTS AFIELD BY THE NUMBERS

*Sports Afield* is one of the most recognized outdoor brands in the world.

Magazine: 122,000 readers / 6 issues per year (digital/print)

TV show: 31 million households

Website: Tens of thousands of pageviews weekly

# SPORTS AFIELD®

## THE WORLD OF *SPORTS AFIELD* TELEVISION

The series debuted in July 2011 with 13 episodes running during the third and fourth quarters (26 weeks) and is now heading into its seventh season. The series is produced by Safari Classics Productions and hosted by James C. Reed and Dave Fulson. Each week we travel to the finest hunting destinations around the globe in search of big-game adventure. *The World of Sports Afield* airs three times weekly on the Sportsman Channel. Available on DISH network, Direct TV, Verizon FIOS, AT&T U-Verse, Time Warner Cable, Comcast, Cablevision, and numerous other providers, the Sportsman Channel has a reach in excess of 31 million households.







## SPORTS AFIELD TROPHY PROPERTIES

The newest company under the *Sports Afield* brand is *Sports Afield* Trophy Properties, the ultimate source for the outdoor enthusiast's recreational property needs. With a dedicated and concentrated audience

of outdoor enthusiasts, *Sports Afield* is ideally positioned to connect North America's most active and affluent sportsmen and sportswomen with the properties of their dreams.



*Sports Afield* acquired the assets of Cabela's Trophy Properties (CTP), the real estate listing arm of Cabela's, in early 2014. For ten years, CTP was the leading source for recreational property listings, with a network of experienced brokers who are recreational real estate specialists who live, breathe, and understand the outdoors. By building and expanding on this solid platform, *Sports Afield* Trophy Properties provides the same excellence in property services that buyers and sellers alike experienced under the CTP brand.

"*Sports Afield* is part of the outdoor heritage of the United States and Cabela's. Cabela's got its start from an ad placed in *Sports Afield* by Dick Cabela in 1961," said Tommy Millner, Cabela's Chief Executive Officer. "They are perfectly situated to continue the success of Cabela's Trophy Properties, which we are turning over

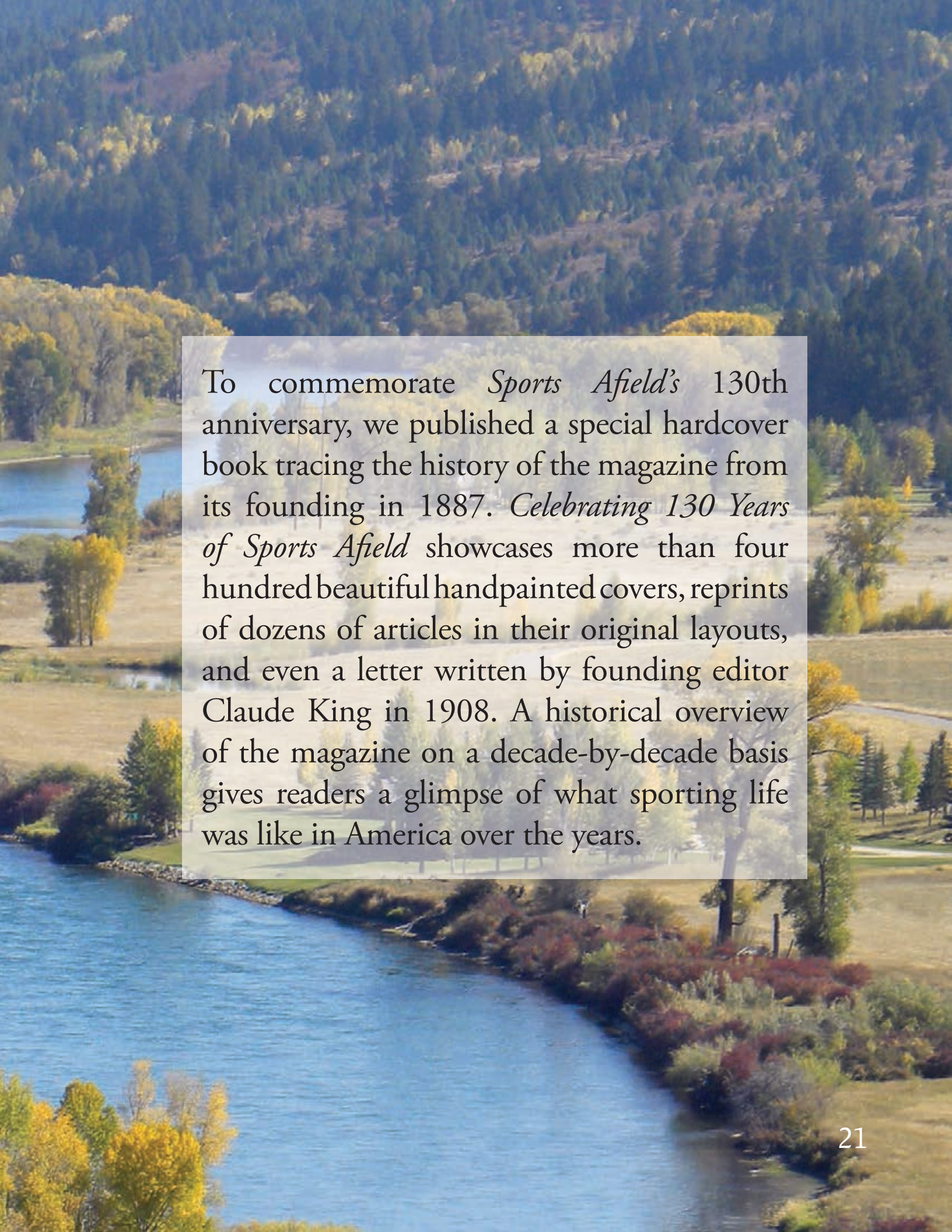
to them to more fully focus on our core retail businesses."

*Sports Afield* Trophy Properties participating brokers know the areas and territories they serve, including the wildlife species, climate, water sources, hunting and fishing opportunities, and other local conditions. SATP is supported by a broad-based marketing campaign, including an extensive, searchable website database, national advertising on television and in a wide variety of print media, a dedicated catalog, and syndication with numerous property-listings websites.

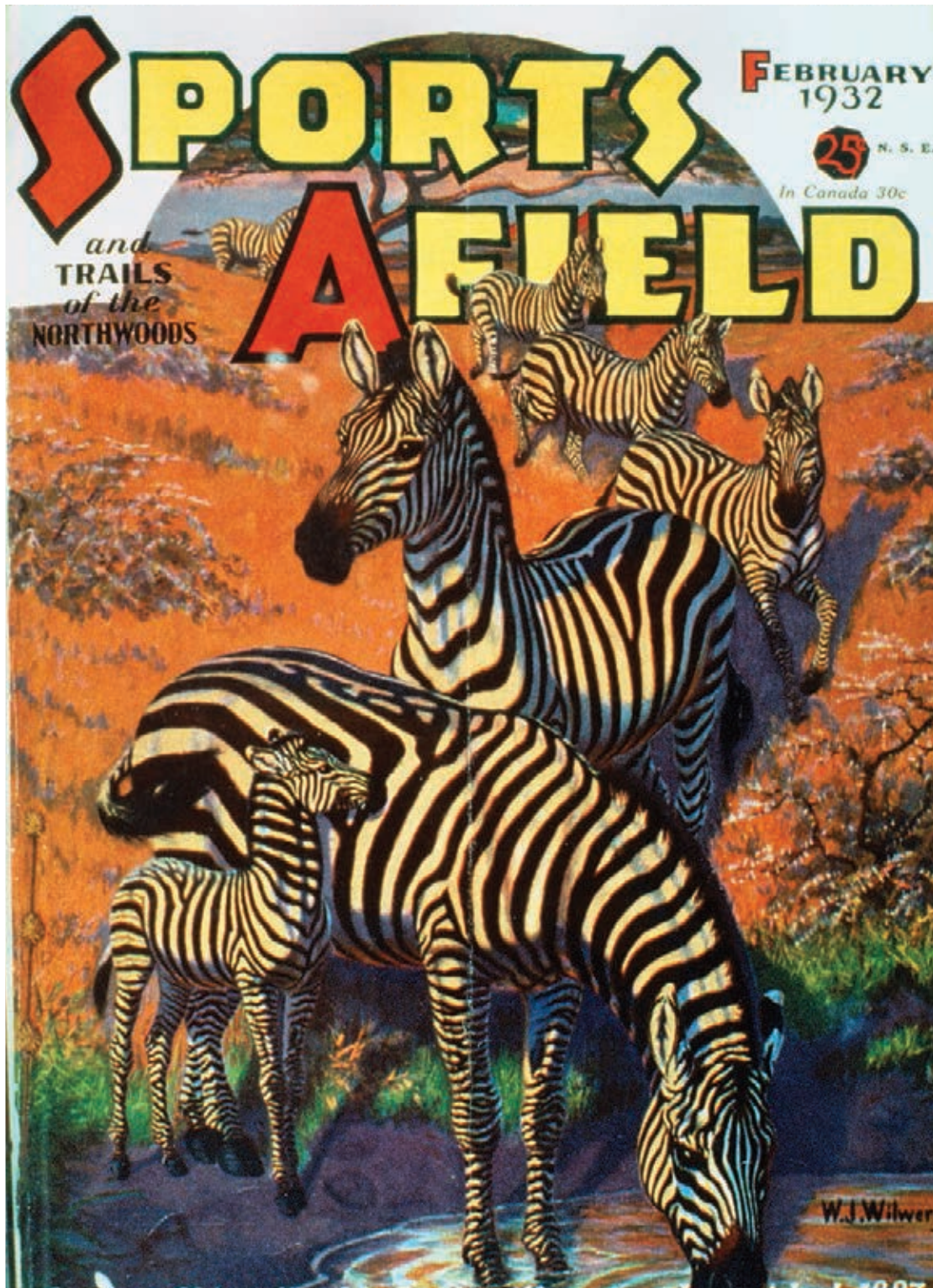
"*Sports Afield* Trophy Properties partners with qualified independent real estate brokers around the country to market recreational properties for sale," said Ludo Wurfbain, CEO of *Sports Afield* Trophy Properties. "If your passions are hunting, fishing, hiking, or equestrian sports, or you are just looking to purchase property in the great outdoors as an investment, our participating brokers can help you find the property of your dreams."





A scenic landscape featuring a river in the foreground, a forested hill in the background, and autumn foliage in the middle ground. The river flows from the bottom left towards the center. The hill is covered in dense trees, some of which are yellow and orange, indicating autumn. The middle ground shows a grassy area with more trees and a small body of water. The overall scene is peaceful and natural.

To commemorate *Sports Afield's* 130th anniversary, we published a special hardcover book tracing the history of the magazine from its founding in 1887. *Celebrating 130 Years of Sports Afield* showcases more than four hundred beautiful handpainted covers, reprints of dozens of articles in their original layouts, and even a letter written by founding editor Claude King in 1908. A historical overview of the magazine on a decade-by-decade basis gives readers a glimpse of what sporting life was like in America over the years.





## WHY LICENSE THE SPORTS AFIELD BRAND? (or any brand at all)

*Sports Afield* brings instant name recognition. With our 134-year history, it is one of the most established and recognizable outdoor brands in North America, and indeed the world.

To get a new brand established, it takes years and untold sums of money on advertising, promotion, and work. Establishing a new brand carries a high risk of failure. Working with an established name immediately opens doors for commercial contracts.

*Sports Afield* has been recognized for five years in a row as one of the Top 150 brands licensed globally by *License Global* magazine. By licensing with *Sports Afield*, you are instantly putting your products on a level with the top brands of the world.

A license with *Sports Afield* brings not only the power of the brand but also access to our vast library of stunning hand-painted vintage covers from our first 100 years of publication.

*Sports Afield* is a “live brand” with multiple existing active properties such as *Sports Afield* magazine, the *Sports Afield* website, and the *World of Sports Afield* television show and *Sports Afield Trophy Properties*. All these are actively managed by the owners of the parent company to create hundreds of thousands of name imprints per week for the brand.

*Sports Afield* offers professional media assets such as print and web advertising, press releases, Social Media Marketing, and product placements for licensees of large volume.

*Sports Afield* can offer prime booth locations at the Shooting and Hunting Outdoor Trade Show (SHOT) for selected licensees at cost.

*Sports Afield* has a long-standing relationship with Farwest Sports of Fife, WA, which offers instant distribution through its network of dealers. In addition, Farwest offers warehousing facilities of over one quarter of a million square feet and is an accredited fulfillment center for both Costco, Amazon, and numerous other well-known companies.

# In 2022, Sports Afield was ranked in the 150 Top Global Brands by License Magazine for the 7th year in a row.



24	WildBrain	\$2.51B (E)
25	NFL Players Association	\$2.2B
26	Rainbow	\$2B (E)
27	The Hershey Company	\$1.8B
28	U.S. Polo Assn./USPA Global Licensing	\$1.8B
29	Dr. Seuss Enterprises	\$1.5B (E)
30	Fruit of the Loom	\$1.5B (E)
31	Nissan Motor Corporation <small>NEW!</small>	\$1.4B (E)
32	Sunkist Growers	\$1.38B (E)
33	Spin Master	\$1.3B (E)
34	PGA Tour	\$1.29B (E)
35	Focus Brands	\$1.2B (E)
36	Sesame Workshop	\$1.2B (E)
37	Toho	\$1.06B (E)
38	Technicolor	\$1.03B (E)
39	BMW Group <small>NEW!</small>	\$1B (E)
40	WWE	\$1B (E)
41	Church & Dwight Co.	\$800M (E)
42	Keurig Dr. Pepper	\$800M (E)
43	Moomin Characters	\$705M (E)
44	Crunchyroll	\$665M (E)

RANK	BRAND	RETAIL SALES 2021
45	Hearst	\$600M (E)
46	Michelin Lifestyle	\$587M
47	Viz Media	\$570M (E)
48	Moonbug Entertainment	\$559M (E)
49	Eastman Kodak Company	\$527M (E)
50	Sony Pictures Entertainment	\$525M (E)
51	Bromelia Produções <small>NEW!</small>	\$520M (E)
52	Sharper Image	\$500M (E)
53	The Goodyear Tire & Rubber Company	\$490M (E)
54	Lagardère Group	\$490M (E)
55	SmileyWorld	\$486M
56	Alpha Group	\$480M (E)
57	Shanghai Skynet Brand Management Corp.	\$480M
58	Emoji Company	\$446M (E)
59	Pinkfong	\$437M (E)
60	Tommy Bahama	\$400M (E)
61	Diageo	\$340M (E)
62	TGI Friday's	\$334M (E)
63	SEGA	\$325M
64	Skechers USA	\$325M (E)
65	Animaccord	\$323.6M
66	The World of Eric Carle	\$310M (E)
67	Studio 100 Group	\$308M
68	Sports Afield	\$245M (E)
69	The Ohio State University	\$242M (E)
70	Anheuser-Busch InBev	\$235M (E)
71	Crayola	\$235M (E)
72	Art Brand Studios	\$200M (E)
73	Carte Blanche Greetings	\$200M (E)
74	Roto-Rooter	\$200M
75	United States Postal Service	\$200M
76	ITV Studios	\$196M
77	Perfetti Van Melle	\$176M (E)
78	Melitta	\$170M (E)
79	Games Workshop	\$169M (E)
80	The Scotts Miracle-Gro Company	\$140.7M (E)
81	Formula 1	\$136M (E)
82	AGFAPhoto	\$125M (E)
83	Acamar Films	\$115.7M (E)
84	U.S. Army	\$103M (E)
85	Jelly Belly Candy Company	\$94.4M
86	DeAPlaneta Entertainment <small>NEW!</small>	\$72M
87	Rust-Oleum Corporation	\$65M (E)
88	Turnowsky <small>NEW!</small>	\$45M (E)



# SPORTS AFIELD®

*Established 1887*

## LICENSED PRODUCTS

Licensing the oldest and most respected brand in the outdoor industry means your products will stand out in any crowd. Utilize our logo or our extensive library of beautiful covers in your designs.





SPORTS  
AFIELD  
*Established 1887*



SPORTS AFIELD  
MUG & COASTER GIFT SET





## LICENSED PRODUCTS

A wide variety of product categories are available for licensing, including clothing, luggage, leather goods, automotive parts and accessories, ammunition, flashlights, knives and multi-tools, and video games.







## CONTACT US

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# SPORTS AFIELD®

*Established 1887*

SPORTS AFIELD LICENSED PRODUCTS  
ARE SOLD IN:



# SPORTS A FIELD

July  
1942



15¢  
IN CANADA  
20¢