



SPORTS AFIELD[®]

Media Guide
2024

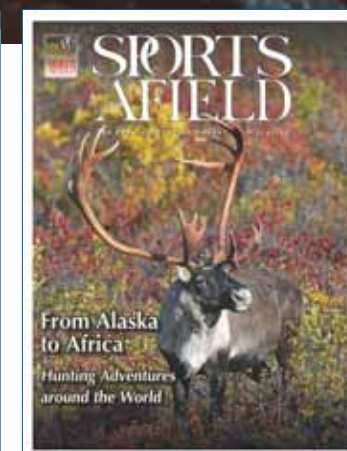
Printed and Proud!

Print is the best way to reach customers: *Sports Afield* is the only one of the “Big Three” outdoor magazines that still maintains a print edition. We also have a digital edition, but our printed magazine is the centerpiece of our brand.

Print readers spend more time reading and are more dedicated: When *New Musical Express* became an online-only publication in March 2018, reader engagement times dropped by 72 percent over the following year.

When *The Independent* dropped its print edition (and went digital only) in 2016, total time readers spent with the publication dropped 81 percent.

According to research by *Time Magazine*, **the average reader online spends only 15 seconds on a specific page of a website.**



Why Advertise in *Sports Afield*?

Tight Focus: We are 100% hunting! At a circulation level of approximately 43,000 with 122,000 readership, 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, Asia 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. Newsstand sales are a new and fresh way of finding potential customers for you. Every month new people buy and read *Sports Afield* at the newsstand.

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 and 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 well 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 plus history, *Sports Afield* has showcased legendary writers such as Zane Grey, Nash Buckingham, Russell Annabel, Theodore Roosevelt, and Ernest Hemingway.

Quality package: *Sports Afield* is printed on heavy, coated paper and is perfect bound. Its high-end look and feel offers an advertising venue that truly enhances your marketing presentation.



This readership information was compiled from a survey of
Sports Afield readers conducted in September 2019.

Our Readers Are 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; **66 percent** are in their 40s, 50s, and 60s. As some of the nation's highest earners, they also have the wherewithal to pursue their hunting dreams.

- Their time and money equals sales for you! -

Sports Afield Readers Are:

WEALTHY: 36 percent of *Sports Afield* readers are millionaires.

HIGHLY EDUCATED: 71 percent have a college degree and 40 percent have completed postgraduate work.

SUCCESSFUL: 35 percent are business owners or professionals (doctors, engineers, lawyers, scientists, etc.)

EXPERIENCED: 80 percent have been hunting for 30 years or more.



Our Readers Are Avid Hunters!

In our survey, more readers (**78 percent**) had hunted white-tailed deer than any other animal. This was followed by elk (**61 percent**), mule deer (**59 percent**), African plains game (**50 percent**), bears (**48 percent**), and dangerous African game (**30 percent**).

52 percent spent more than 20 days in the field last year.

68 percent hunted in the western U.S. in the last two years. **33 percent** hunted in Africa, with another **27 percent** traveling to Alaska and Canada.

57 percent handload their own ammunition.

While most of our readers are big-game hunters, **67 percent** also shoot sporting clays, skeet, and other shotgun games. **73 percent** hunt upland birds, **57 percent** hunt waterfowl, and **53 percent** hunt turkeys.

53 percent have a trophy room and spend several thousand dollars a year on taxidermy.



Sports Afield Gets Results!

47 percent of readers purchased a product or service in the last 12 months as a result of reading *Sports Afield*.

74 percent contacted a company or visited their website as a result of reading about them in *Sports Afield*.

In the coming year:

53 percent of *Sports Afield* readers who answered our 2019 survey say they plan to buy a new firearm.

49 percent are in the market for a riflescope,

60 percent will buy new hunting clothing,

and **37 percent** plan to purchase a new pair of boots.



What Our Readers Say About Us

“It is a much higher-end publication for a hunter than most others out there. The products advertised are the kinds of products I am interested in and buy.”

“Beautifully produced publication, with well-written articles from knowledgeable writers.”

“The quality of the writing is excellent, and the articles and essays aren’t simply 10-ways-to-tag-your-buck pieces. They’re good. And the accompanying photography is excellent.”

“It’s a classic, traditional, and beautiful publication. It takes me places with well-written articles that I can read, re-read, and become pleasurable immersed in.”

“I enjoy *Sports Afield*. Worth every penny. No other magazine in this space compares. I have subscribed for eight years and plan to continue.”

“Your magazine is the gold standard.”

All comments are from our most recent reader survey,
conducted in September 2019.





The Leading Authority on Hunting

Having recently celebrated its 133rd anniversary, *Sports Afield* is the oldest outdoor magazine in the world and is the most respected name in the industry.

S*sports Afield* is the leading authority on big game and hunting travel, with a pure readership of active, affluent hunters.

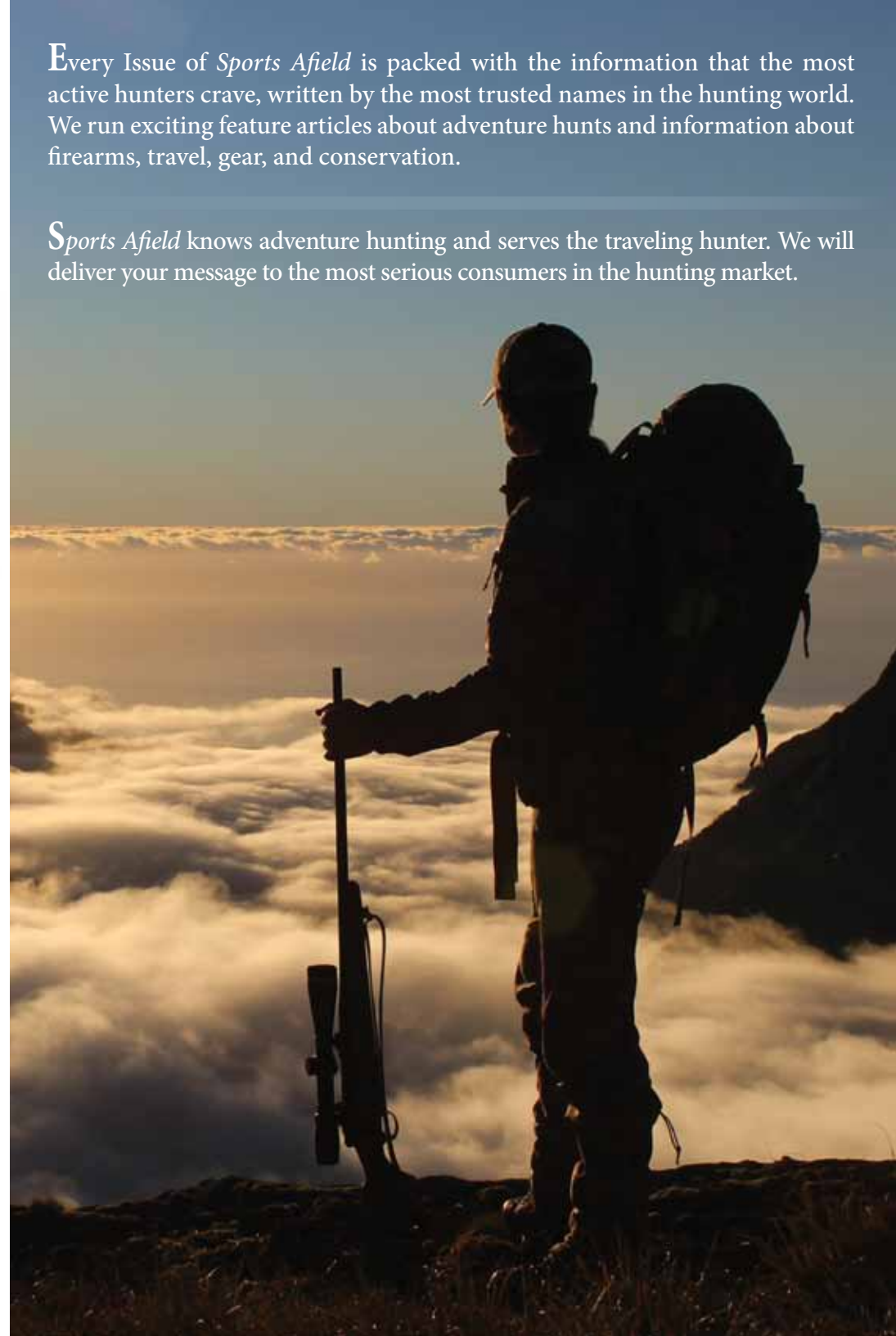
S*sports Afield* is ideally positioned to connect you with America's most affluent and active sportsmen and women.

The high end of the hunting market is the fastest-growing segment of the hunting industry. The demand for 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 vibrant market.

Every Issue of *Sports Afield* is packed with the information that the 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, travel, gear, and conservation.

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



Advertisers Say...

WILDLIFE GALLERY - MICHIGAN

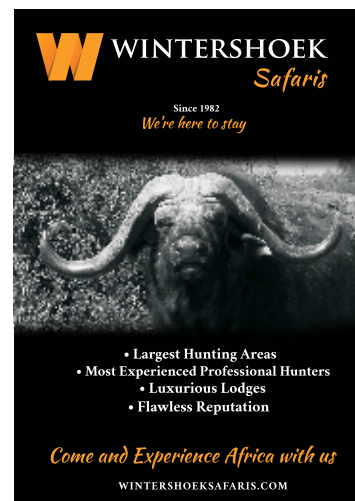


"One of my duties as the Senior Vice President at The Wildlife Gallery is to advertise and promote our brand and services to the outdoor/hunting industry. I've used *Sports Afield* for more than six years now with solid returns on my investment. I feel that the magazine not only properly promotes us, but it is a great representation

of our hunting heritage. The content of the magazine and the stories told within it are consistent with ethical hunting around the world. *Sports Afield* Magazine will be my first choice in print advertising for many years to come."

--Dan Catlin, Senior Vice President, The Wildlife Gallery, Blanchard, Michigan

WINTERSHOEK-SOUTH AFRICA

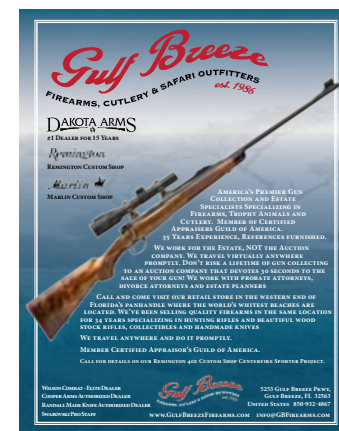


"Wintershoek Safaris has been operating in the hunting industry since 1982. Over the years, we have tried and tested many different ways of advertising in many different hunting magazines worldwide. In difficult times especially, it is crucial that you spend your advertising dollars in the right place where you can get results. For the past nine years we have been advertising in *Sports Afield* Magazine, and I think the fact

that right now *Sports Afield* is the only magazine that we find it worth our while to advertise in, says it all!"--Strauss Jordaan, Operational Manager, Wintershoek Safaris, South Africa

GULF BREEZE - FLORIDA

"We have been running our full-page ad in *Sports Afield* for over a year now. There's no question it works! We have had customers tell us directly that they were contacting us because of the ad they saw in *Sports Afield*, whether it was to buy a Dakota Rifle or to have us handle an estate, collection, or to do an appraisal. They seem to be the most productive print ads we've ever done, and we've been running ads in various publications for 30-plus years."--Duke McCaa, Founder & CEO, Gulf Breeze Firearms, Gulf Breeze, Florida



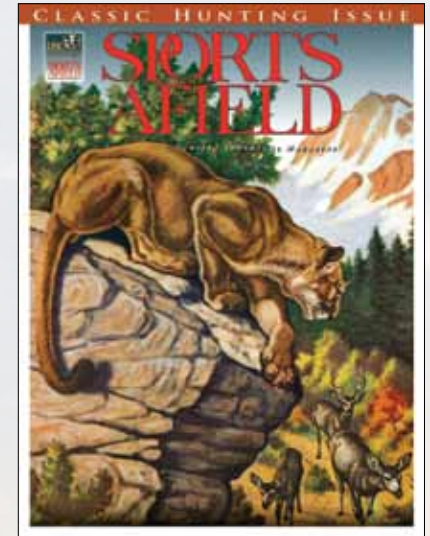
Issue Themes



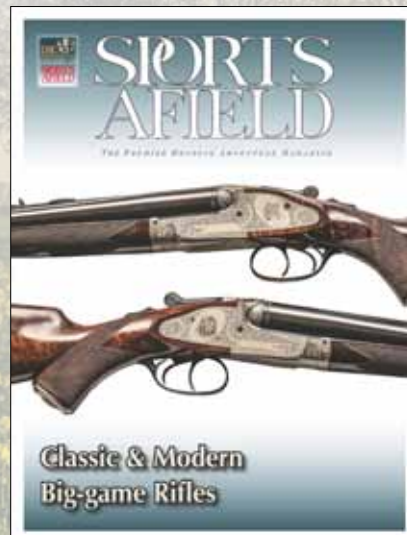
**November/December
North American Issue**



**January/February
Convention Issue**



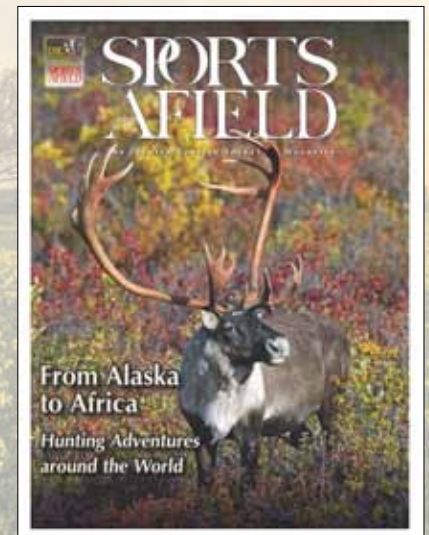
**March/April
Classic Hunting Issue**



**May/June
Hunting Rifles Issue**



**July/August
Mountain Hunting Issue**



**September/October
Fall Adventure Issue**



The Sports Afield Brand

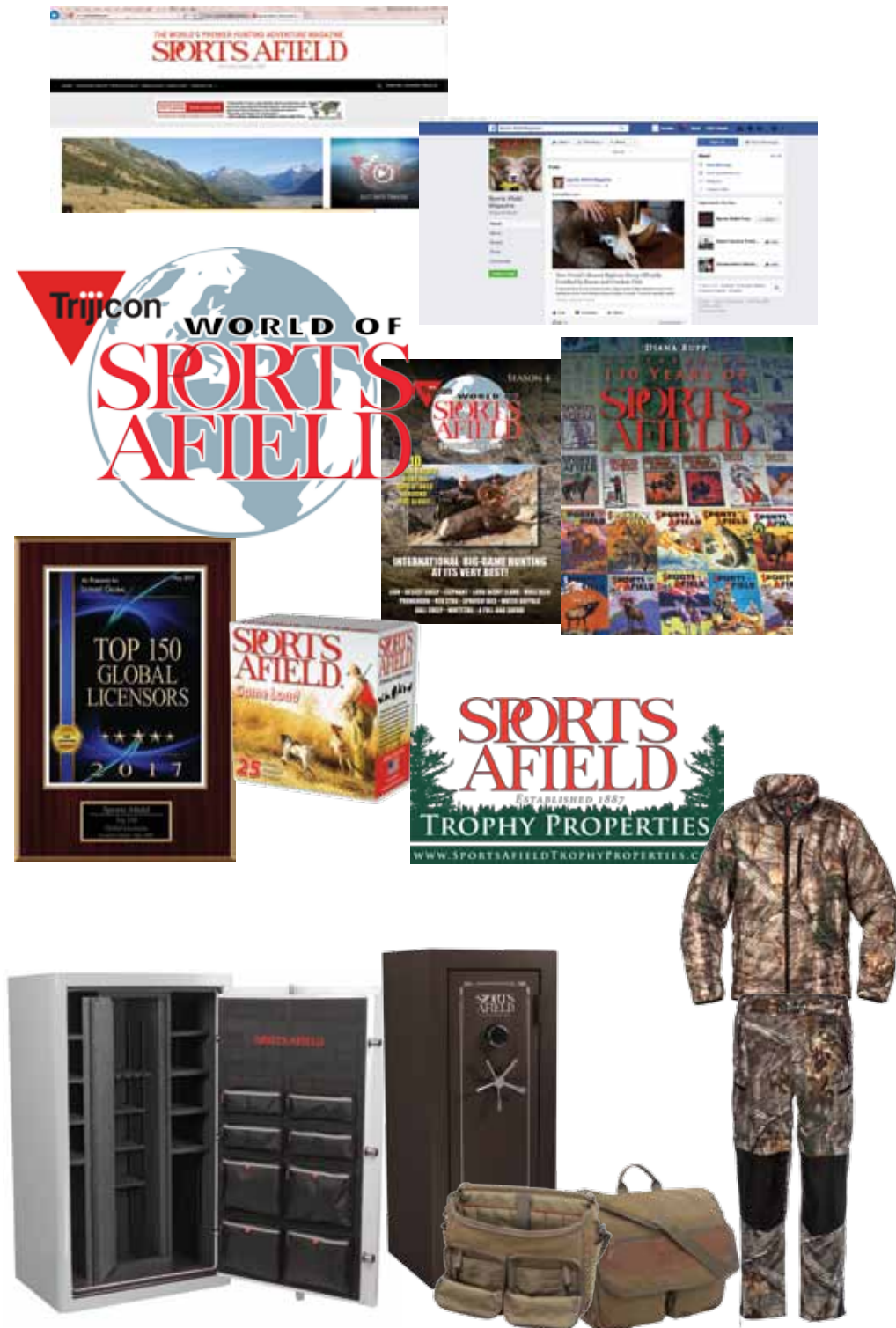
Sports Afield is far more than just a magazine. We have worldwide brand recognition with a dynamic online presence, a nationwide TV show, one of the world's most successful licensing programs, and a real estate marketing company.

Website and Social Media: SportsAfield.com is a dynamic, interactive website chock-full of hunting information and inspiration. From videos to slide shows, to breaking news and blogs, SportsAfield.com is your opportunity to connect with thousands of highly motivated hunters. Frequent postings on Facebook bring even more viewers to the site every day and keep the SportsAfield.com community vibrant.

TV Show: *The World of Sports Afield*, which has been airing on the Sportsman Channel since 2011, features 13 episodes running for 26 weeks in the third and fourth quarters. Each week, camera crews travel to the finest hunting destinations around the globe in search of big-game adventures. The series is produced by Safari Classics Productions and reaches in excess of 31 million households.

Licensing: *Sports Afield* forms partnerships with select manufacturers to license the *Sports Afield* name for gun safes, clothing, luggage, knives, camping gear, and many other products.

Sports Afield Trophy Properties: *Sports Afield* Trophy Properties is the largest exclusive network of recreational property experts specializing in hunting land, fishing properties, farms and ranches, lakefront homes, and more, featured on www.sportsafieldtrophyproperties.com



Worldwide Branding!

Sports Afield products are featured in Home Depot and Costco. We have been featured in the *Wall Street Journal*, *New York Times*, and *Playboy* magazine.

Anchorage Daily News
Montgomery Advertiser
The Baxter Bulletin
The Arizona Republic
The Fresno Bee
Los Angeles Times
Monterey County Herald
Oakland Tribune
San Mateo County Times
The Argonaut
Tri-Valley Herald
Santa Cruz Sentinel
Daily Review
The San Jose Mercury News
The Sacramento Bee
The Californian
The Mercury News
The Tribune
Visalia Times-Delta
Advance Register
Modesto Bee
Contra Costa Times
Fort Collins
The News-Journal
Bradenton Herald
The News-Sentinel
Florida Today
Orlando Sentinel
Pensacola News Journal
Tallahassee News
Lehigh Valley
Pacific Daily News
The Honolulu Advertiser
The Des Moines Register
Iowa City Press-Citizen
Idaho Statesman
Belleville News-Democrat
Chicago Tribune
Rockford Register Star
The Indianapolis Star
Journal and Courier
The Star Press

Palladium-Item
The Wichita Eagle
Lexington Herald-Leader
The Courier-Journal
The Town Talk
The Daily World
The News Star
The Times
The Morning Sun
Daily Times
Battle Creek Enquirer
Detroit Free Press
The Lansing State Journal
The Argus
Observer & Eccles
The Times Herald
St. Cloud Times
The Kansas City Star
Springfield News-Leader
The Sun Herald
Hattiesburg American
The Clarion-Ledger
The Charlotte Observer
The News & Observer
Courier News
Asbury Park Press
Home News Tribune
The Daily Journal
Star-Gazette
Ithaca Journal
Newsday
Poughkeepsie Journal
Rocky Mountain News
The Journal News
The Cincinnati Enquirer
The News-Messenger
News-Journal
The Marion Star

Land.com

LandWatch

Lands of America

LANDFLIP

Land And Farm

THE WALL STREET JOURNAL.

MANSION GLOBAL

THE FUTURE OF LUXURY LIVING

LUXURY RANCH

REAL ESTATE

One of the Top 150 Global Brands!



Rank	Brand	Revenue (\$M)	Employees	Locations
1	Walmart	485,000	2,200,000	10,500
2	Amazon	366,000	750,000	3,000
3	Apple	233,000	500,000	1,000
4	Microsoft	196,000	120,000	1,000
5	Google	191,000	74,000	1,000
6	Facebook	154,000	54,000	1,000
7	Twitter	12,000	13,000	1,000
8	LinkedIn	11,000	10,000	1,000
9	YouTube	10,000	10,000	1,000
10	Instagram	10,000	10,000	1,000
11	WhatsApp	10,000	10,000	1,000
12	Slack	10,000	10,000	1,000
13	Dropbox	10,000	10,000	1,000
14	Zoom	10,000	10,000	1,000
15	Zoom	10,000	10,000	1,000



Sports Afield partners with and supports the most influential conservation and hunting advocacy groups.



NATIONAL TIMBER
RESEARCH INSTITUTE



CONSERVATION FORCE

Advertising Rates

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

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.



Specifications and Requirements

Mechanical Requirements

Printing: Web offset • Binding: Perfect bound

Trim Size: 81/4" wide x 107/8" high (210mm x 276mm)

Live Area: 3/8" (9mm) in from edge

Bleed Area: Add 1/8" (3mm) to edge for all bleed ads
(Allow 1/4" [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 color reproduction.

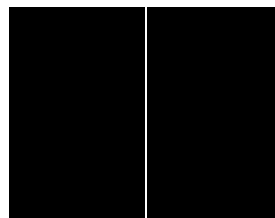
Invoices/Terms: Invoices are sent and dated upon publication. Terms are net 30. Past due accounts are charged 1.5% interest per month (18% per year). Agency commissions and discounts are forfeited on accounts due past 60 days from billing date. All terms and conditions of the rate card in effect for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

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

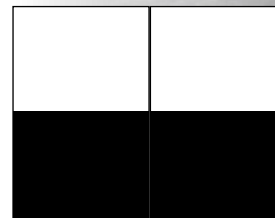
Advertising Material Extensions: Publisher cannot accept responsibility for the reproductive quality of advertising materials granted late extensions.

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

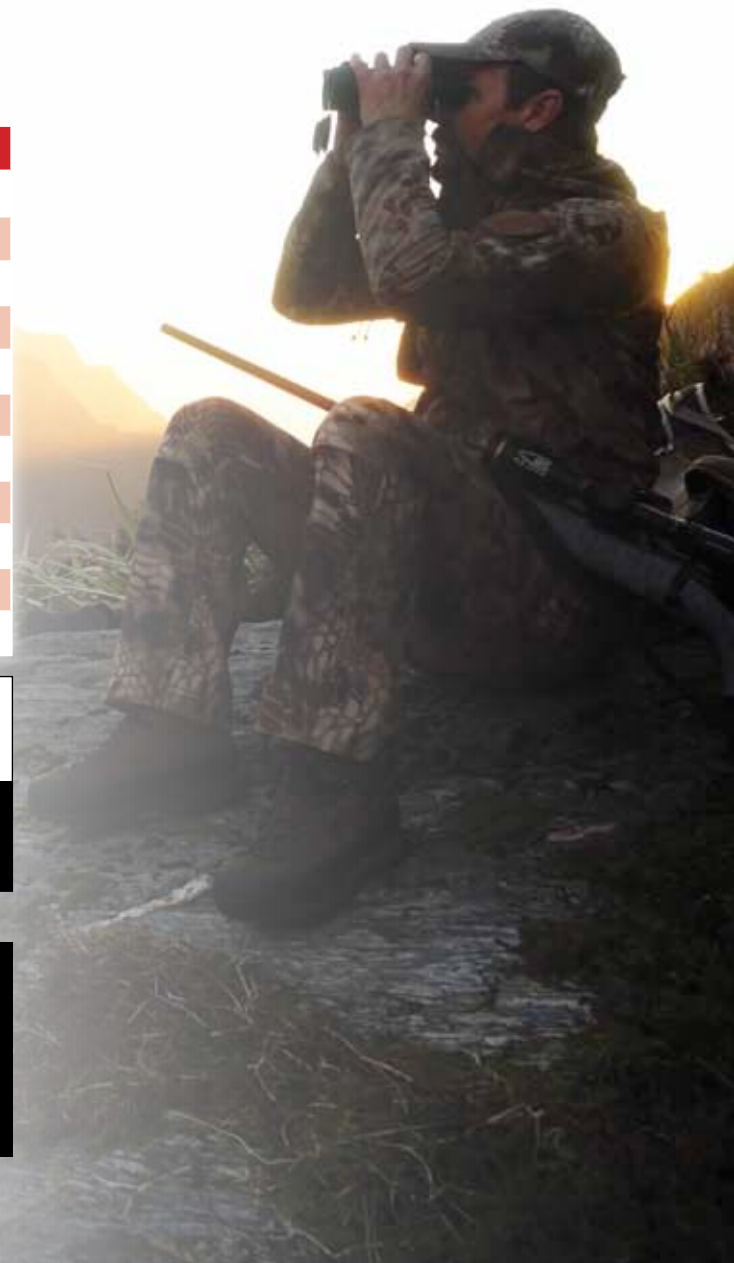
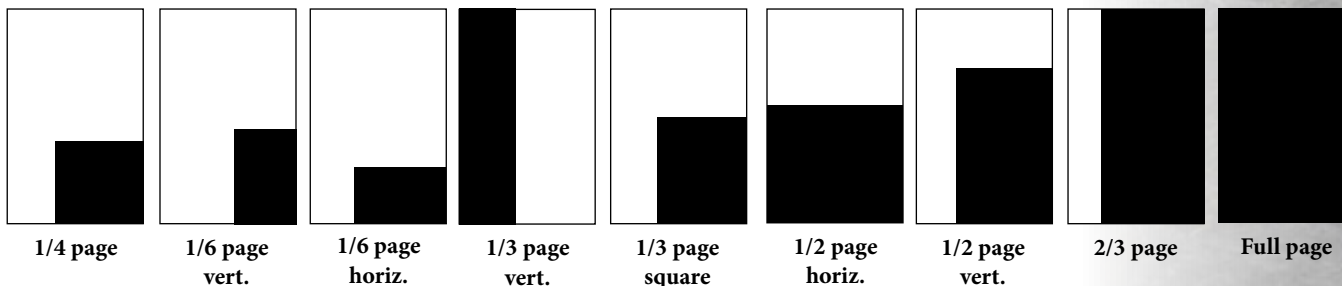
Unit sizes:	inches (w x h)	mm (w x h)
spread (2 pages)	16 1/2 x 10 7/8	420 x 276
full page	8 1/4 x 10 7/8	210 x 276
1/2 page spread	16 1/2 x 5	420 x 127
2/3 page	4 5/8 x 10 3/16	118 x 259
1/2 vertical	4 7/8 x 6 15/16	124 x 176
1/2 horizontal	7 x 5	178 x 127
1/3 vertical	2 1/4 x 10 3/16	57 x 259
1/3 square	4 5/8 x 5	118 x 127
1/4 page	4 5/8 x 3 3/4	118 x 95
1/6 vertical	2 1/4 x 5	57 x 127
1/6 horizontal	4 5/8 x 2 1/2	118 x 64



Spread



1/2 page spread





Digital Edition

All *Sports Afield* print subscribers also receive our digital edition, giving them the convenience of reading the magazine on any device, anywhere. The digital edition offers you the opportunity to purchase live links in your print ad, allowing readers to go directly to your website, e-mail, or social media pages. Live links are available to print advertisers only; pricing includes up to five live links per ad.

Live link pricing, per ad:

1X: \$500

3X: \$350

6X: \$200

Boosted Social Media Post: \$200*

Content subject to approval. Video length limit: 25 seconds

**You will be billed an additional \$10,000 if your post is re-posted by President Trump!*





SportsAfield.com

SportsAfield.com is a dynamic, interactive website chock-full of hunting information and inspiration. From videos to slide shows, to breaking news and blogs, **SportsAfield.com** is your opportunity to connect with thousands of highly motivated hunters. Frequent postings on Facebook bring even more viewers to the site every day and keep the **SportsAfield.com** community vibrant.

Prices:

728x90 Leaderboard: \$400/month

300x250 Inline Rectangle: \$300/month

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

Google Analytics:

User sessions in last 12 months: **170,000**

Unique visitors in last 12 months: **96,000**

Page views in last 12 months: **267,681**



Notes from Afield

Our e-newsletter, *Notes from Afield*, is sent out to more than 25,000 opt-in names on our e-mail list once a month. The newsletter features timely articles by our premier authors, including Craig Boddington. Each newsletter has a single sponsor with banner ads featured at the top and bottom of the newsletter.

E-newsletter sponsorship with banner ad: \$2,000.00. **E-newsletter sponsorship with your native content:** \$3,500.00





SPORTS AFIELD®

THE PREMIER HUNTING ADVENTURE MAGAZINE

James C. Reed
Director of Sales and Licensing
208-520-1600 Cell
jreed@sportsafield.com

Kim Gattone
Account Executive
406-925-3062 Cell
kgattone@sportsafield.com

SportsAfield.com

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