

SPORTS AFIELD

Media Guide
2024-2025



The Leading Authority on Hunting

S*ports Afield* is the leading authority on big game and hunting travel, with a pure readership of active, affluent hunters. As the most well-known and respected name in the industry, we are 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.

We are **printed and proud of it!** *Sports Afield* is the only one of the "Big Three" outdoor magazines that still maintains a print edition. We have a vibrant digital and online presence, but our printed magazine is the centerpiece of our brand.

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.



Why Advertise in *Sports Afield*?

Tight Focus: We are 100% hunting! At a circulation level of approximately 27,000 with a readership of more than 125,000, 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, 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, John Barsness, Ron Spomer, and many other well-known and respected writers.

Instant name recognition: As the oldest outdoor magazine in the world, *Sports Afield* has instant name recognition. Over its illustrious 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 enhances your marketing presentation. Nothing in the digital world can match it!



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:

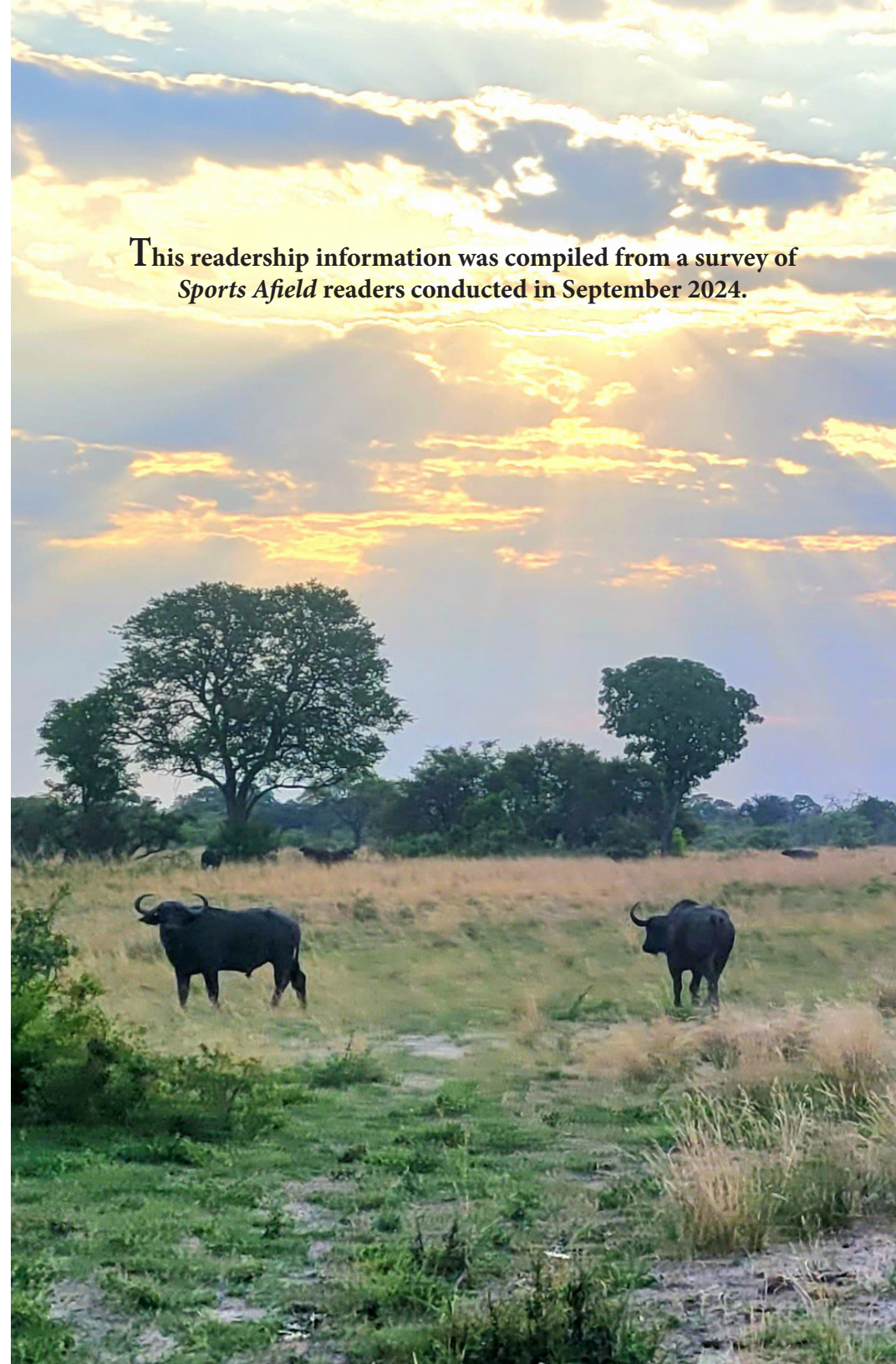
WEALTHY: 56 percent of *Sports Afield* readers are millionaires.

HIGHLY EDUCATED: 72 percent have a college degree and 40 percent have completed postgraduate work.

SUCCESSFUL: 32 percent are business owners or professionals (doctors, engineers, lawyers, scientists, etc.)

EXPERIENCED: 89 percent have been hunting for 30 years or more.

This readership information was compiled from a survey of *Sports Afield* readers conducted in September 2024.



Our Readers Are Avid Hunters!

According to our survey, **62 percent** of *Sports Afield* readers take a guided hunting trip every few years and **30 percent** book one or more guided hunts every year. **48 percent** spent more than 20 days in the field last year.

61 percent hunted in the western U.S. in the last two years. **29 percent** hunted in Africa, and **26 percent** traveled to Alaska and Canada.

While most of our readers are big-game hunters, **55 percent** also shoot sporting clays, skeet, and other shotgun disciplines. **72 percent** hunt upland birds, **56 percent** hunt waterfowl, and **55 percent** hunt turkeys.

51 percent handload their own ammunition.

55 percent of readers surveyed plan to purchase a new firearm in the coming year. **42 percent** are planning to buy a new riflescope, **60 percent** will buy hunting clothing, and **38 percent** are looking for new boots. **46 percent** spend several thousand dollars a year on taxidermy.

65 percent of readers said they had researched a company as a result of seeing their ad in *Sports Afield*, and **40 percent** said they had purchased a product or service as a direct result of reading the magazine.



Issue Themes



January/February
Convention Issue



March/April
Dangerous Game Issue



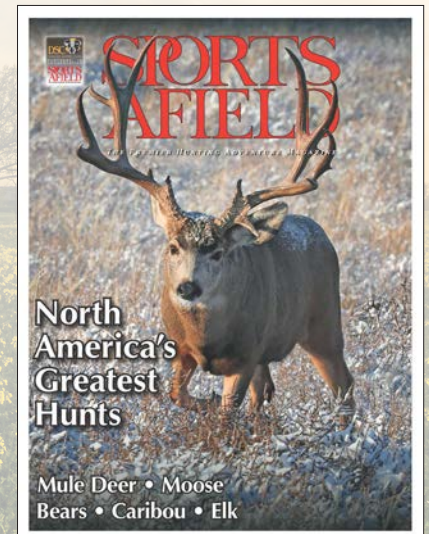
May/June
Hunting Rifles Issue



July/August
Mountain Hunting Issue



September/October
Fall Adventure Issue



November/December
North American Issue



The Sports Afield Brand

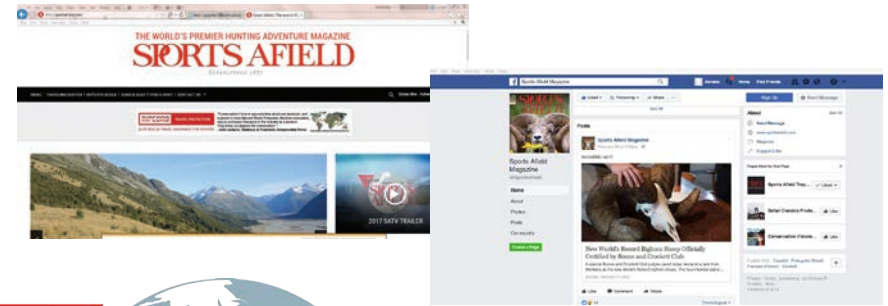
Sports Afield is far more than just a magazine. We have worldwide brand recognition with a dynamic online presence, a nationwide TV show, one of the world's most successful licensing programs, and a real estate marketing company.

Digital Platforms: SportsAfield.com is 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. A large (162,000 Followers, 400,000 reach) and growing Facebook community brings even more viewers to the site and keeps SportsAfield.com 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 equipment, fishing 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



Sports Afield Marketing Packages

Get top-tier visibility and reach by leveraging your brand across all of our print and digital platforms at a discounted price!

6X PACKAGE: A \$37,200 value for \$29,760

6X PACKAGE includes:

- 6 full-page ads to run in consecutive issues of our print edition
- Live link to your website in your ad in our digital edition
- SportsAfield.com banner ad for 2 months
- 2 e-newsletter exclusive sponsorships
- 6 social media posts (your supplied content)

3X PACKAGE: A \$19,500 value for \$16,575

3X PACKAGE includes:

- 3 full-page ads in our print edition
- Live link to your website in your ad in our digital edition
- SportsAfield.com banner ad for 1 month
- 1 e-newsletter exclusive sponsorship
- 3 social media posts (your supplied content)



Advertising Rates

GENERAL RATES

Body	1 Time	3 Times	6 Times
Four Color			
Full Page	\$5,200	\$5,000	\$4,700
2/3 Page	\$4,500	\$4,300	\$4,000
1/2 Page	\$3,200	\$3,000	\$2,800
1/3 Page	\$2,400	\$2,300	\$2,100
1/4 Page	\$1,900	\$1,800	\$1,700
1/6 Page	\$1,300	\$1,300	\$1,200
Covers			
Back Cover	\$6,500	\$6,200	\$5,900
Inside Front Cover	\$5,800	\$5,500	\$5,200
Cover 3	\$5,170	\$4,910	\$4,650

CLOSING DATES

Find our current closing dates and editorial calendar online at www.sportsfield.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.



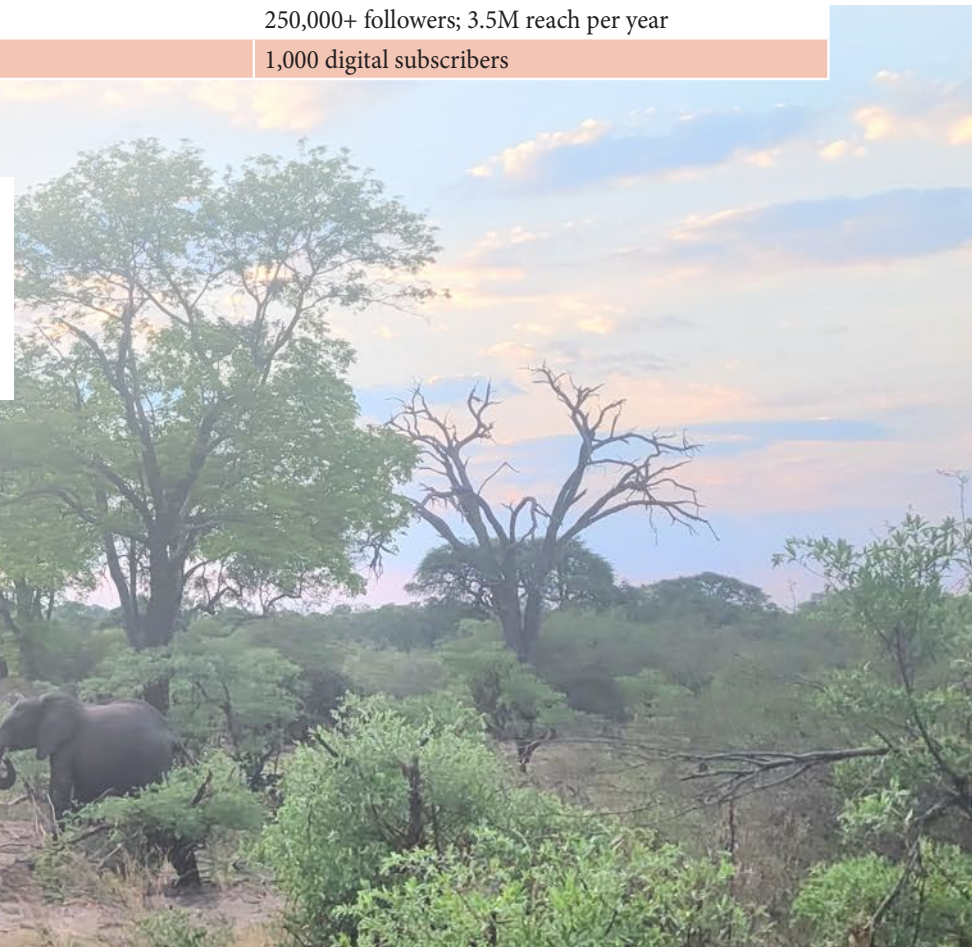
Sports Afield Digital Platforms

Platform	Price	Duration	Detail	Reach
Website Banner	\$400	1 month	728x90 banner	100,000 unique visitors per year
Website Ad	\$300	1 month	300x250 inline rectangle	100,000 unique visitors per year
E-newsletter	\$2,000	1x	exclusive sponsorship	35,000 opt-in subscribers
E-newsletter	\$3,500	1x	exclusive sponsorship w/ embedded content	35,000 opt-in subscribers
Facebook & Instagram posting	\$500	1x	your supplied post	250,000+ followers; 3.5M reach per year
Digital Edition	\$200	per issue	live link in your ad	1,000 digital subscribers

Social Media Advertising:

When it comes to firearms content, our social media channels operate under stricter guidelines than most gun companies are subject to. This is because Meta allows only licensed manufacturers and retailers to promote firearms. In addition, with over 250,000 followers and growing, our “High Visibility Score” subjects our social-media content to enhanced algorithmic and human review.

While Meta prohibits us from running firearms advertising or linking directly to firearms sales and manufacturing websites, we can and do post firearms content that is educational, historical, and safety-focused, as well as links to articles and reviews of new firearms and ammunition that appear on our website, SportsAfield.com.



Specifications and Requirements

Mechanical Requirements

Printing: Web offset • Binding: Perfect bound

Trim Size: 8" wide x 10 $\frac{7}{8}$ " high (203mm x 276mm)

Live Area: $\frac{3}{8}$ " (9mm) in from edge

Bleed Area: Add $\frac{1}{8}$ " (3mm) to edge for all bleed ads (Allow $\frac{1}{4}$ " [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.

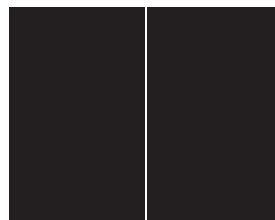
Invoices/Terms: Invoices are sent and dated upon publication. Terms are net 30. Past due accounts are charged 1.5% interest per month (18% per year). Agency commissions and discounts are forfeited on accounts due past 60 days from billing date. All terms and conditions of the rate card in effect for the first insertion apply to the entire insertion order. 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.

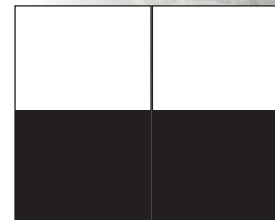
Material Extensions: Publisher is not responsible for the reproductive quality of advertising materials granted late extensions.

Contact: James Reed: jreed@sportsafield.com or Kimberly Gattone: kgattone@sportsafield.com

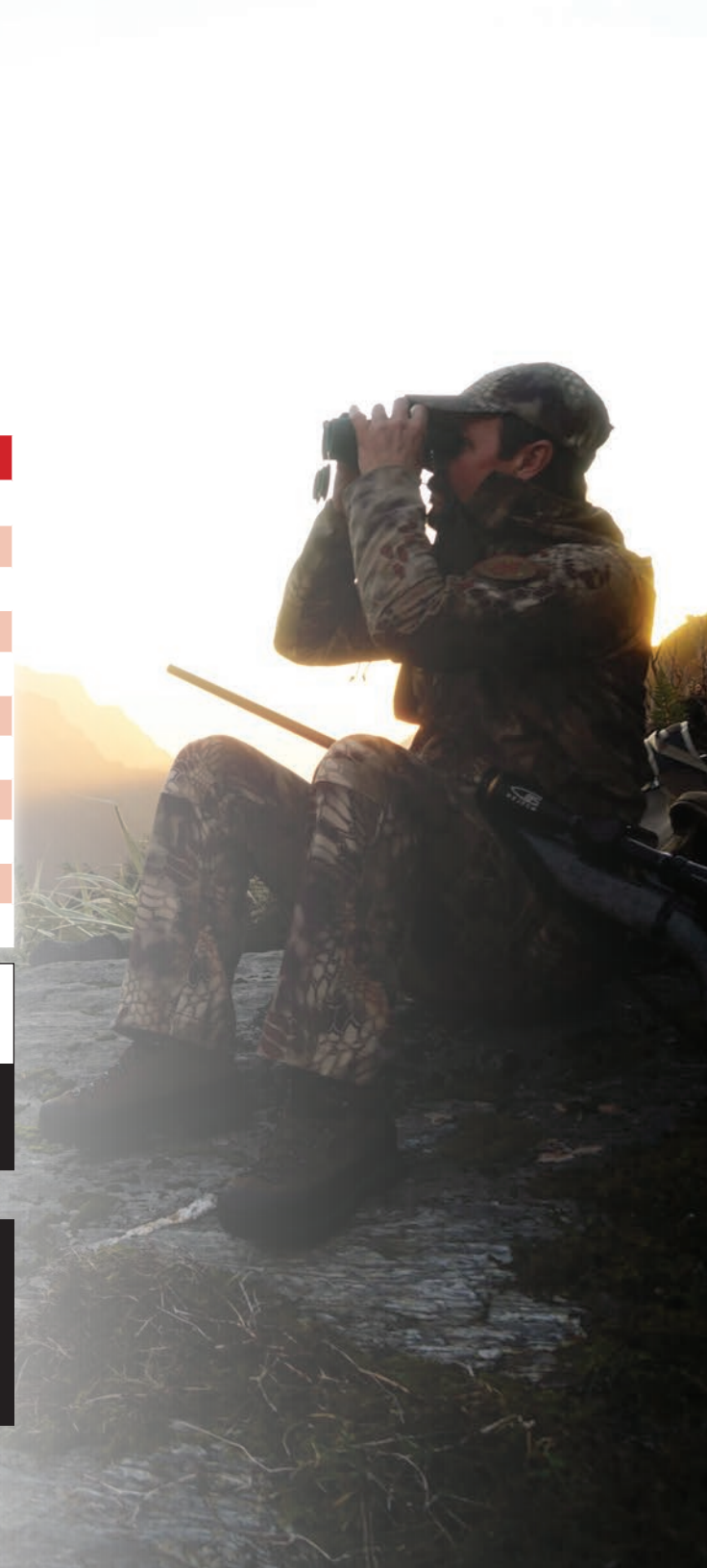
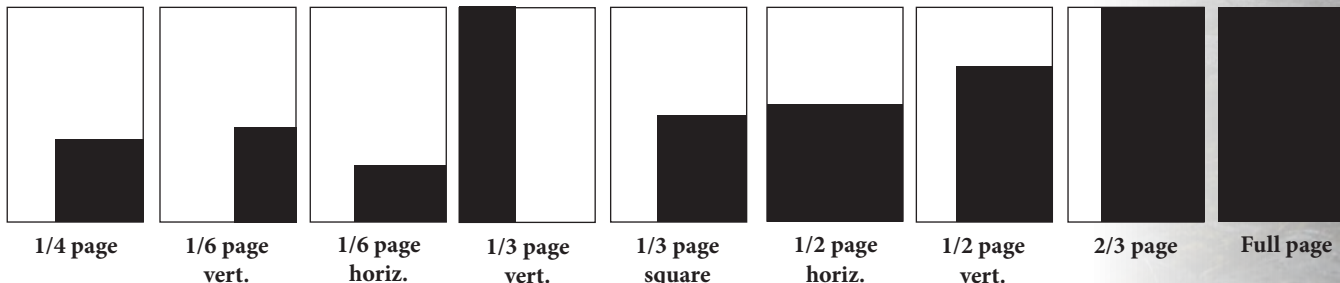
Unit sizes:	inches (wxh)	mm (wxh)
spread (2 pages)	16 x 10 $\frac{7}{8}$	406 x 276
full page	8 x 10 $\frac{7}{8}$	203 x 276
$\frac{1}{2}$ page spread	16 x 5	406 x 127
$\frac{2}{3}$ page	4 $\frac{5}{8}$ x 10 $\frac{3}{16}$	118 x 259
$\frac{1}{2}$ vertical	4 $\frac{7}{4}$ x 6 $\frac{5}{16}$	124 x 176
$\frac{1}{2}$ horizontal	7 x 5	178 x 127
$\frac{1}{3}$ vertical	2 $\frac{1}{4}$ x 10 $\frac{3}{16}$	57 x 259
$\frac{1}{3}$ square	4 $\frac{5}{8}$ x 5	118 x 127
$\frac{1}{4}$ page	4 $\frac{5}{8}$ x 3 $\frac{3}{4}$	118 x 95
$\frac{1}{6}$ vertical	2 $\frac{1}{4}$ x 5	57 x 127
$\frac{1}{6}$ horizontal	4 $\frac{5}{8}$ x 2 $\frac{1}{2}$	118 x 64



Spread



1/2 page spread





SPORTS AFIELD

THE PREMIER HUNTING ADVENTURE MAGAZINE

James C. Reed

Director of Sales

208-520-1600

jreed@sportsafield.com

Kim Gattone

Sales & Licensing Executive

406-925-3062

kgattone@sportsafield.com

SportsAfield.com