

# FOR A BETTER RETURN, REACH THE TOP WITH DEER + DEER HUNTING

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## 2017 MEDIA INFORMATION

Print advertising | page 4  
Online advertising | page 7  
Video advertising | page 10

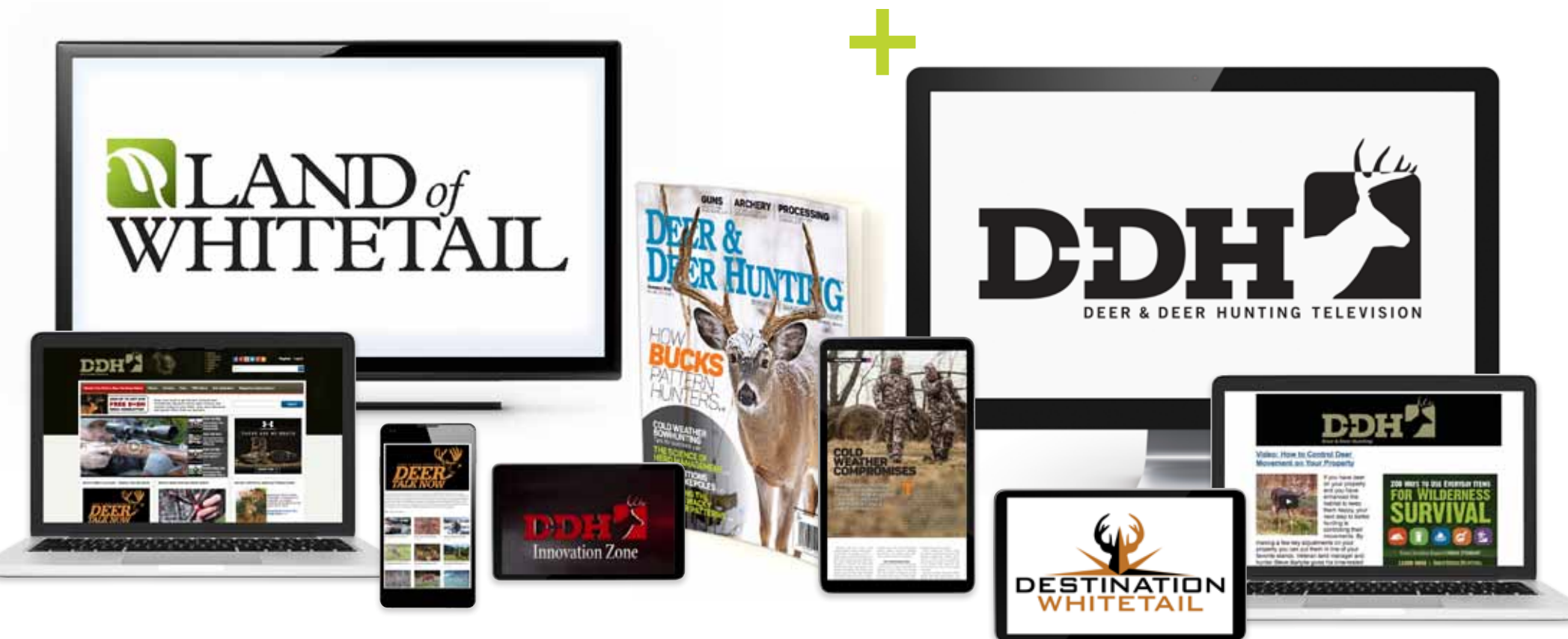
**DEER &  
DEER HUNTING**  
MAGAZINE



# Deliver Your Message in the Medium That Works Best for You

Deer & Deer Hunting delivers high interest content through print, digital, online video and television

**DEER &  
DEER HUNTING**  
MAGAZINE



## MAGAZINE

- Circulation (AAM audit June 2016): **91,344**
- Readers per issue: **2.2**
- Total average readership: **200,000+**

## DIGITAL

- Annual Unique Visitors: **1,959,796**
- Annual Page Views: **3,661,197**

## FACEBOOK

- **660,000+** followers
- **117,000+** average viewers for posted video
- **61.2%** view entire program

## TELEVISION

- Unique to the industry, D&DH television programs are delivered via the Internet and Pursuit Network
- Estimated annual viewers per program: **5.2+ million viewers each season**

Information provided for Deer + Deer Hunting magazine from Readership Surveys. Data for [www.deeranddeerhunting.com](http://www.deeranddeerhunting.com) from Google analytics. Viewership for television programs estimated based on past performance.



# Deliver Your Message to America's Premier Whitetail Deer Hunters

DEER &  
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MAGAZINE

For maximum return on your advertising investment, you need to reach customers who not only want your products but have the discretionary income to buy. Deer & Deer Hunting started the deer hunting magazine industry in 1977 and has maintained its position as the preferred resource with high-income, well-educated hunters who live the deer hunting and wildlife management lifestyle 24/7/365.

D&DH attracts and maintains the interest of top hunters because of the unique blend of content it delivers covering deer behavior and management, effective hunting tactics, and reviews of the latest gear. Deer & Deer Hunting delivers such a comprehensive curriculum of information for whitetail deer hunters that the majority of our readers do not subscribe to any other deer hunting magazine.

## ABOUT OUR AUDIENCE:

**\$106,348** annual household income

**50.6** years old

**92.4%** hunt with a gun

**88.8%** hunt with a bow or crossbow

**17.0** days hunting with gun per year

**20.9** days hunting with bow per year

## PRINT CIRCULATION/SUBSCRIPTION:

Circulation (AAM audit June 2016) **91,344**

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Total average readership **200,000+**



## ONLINE AUDIENCE:

Annual Unique Visitors: **1,959,796**

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Info from D&DH readership surveys unless otherwise noted.



**Celebrating 40 Years of History in 2017**



# 2017 Editorial Plan

## **JUNE | 40th Anniversary Issue!**

- 40 Years of History in Review
- Preparing and Replacing Gear
- Tools for Making Sausage

+ Ad close: 02.07.2017 | Ad material: 02.14.2017 | Mails: 03.15.2017

## **SUMMER | Land Management**

- Seven Worst Food Plot Mistakes (And How to Fix Them)
- Selecting the Proper Rifle Scope
- Caliper-Style Bow Releases

+ Ad close: 03.20.2017 | Ad material: 03.27.2017 | Mails: 04.28.2017

## **AUGUST | Biologically Speaking**

- Rifles: The Great American Still Hunt
- Dealing with Feral Hogs
- Choosing the Right Mechanical Broadhead

+ Ad close: 04.19.2017 | Ad material: 04.26.2017 | Mails: 05.24.2017

## **EQUIPMENT ANNUAL**

### **Best Hunting Gear For 2017**

- A complete resource of equipment for hunters – ATVs, bows, clothing, crossbows, rifles, shotguns, accessories and more. A complete volume to help our readers make the most informed buying decisions.

+ Ad close: 05.16.2017 | Ad material: 05.23.2017 | Mails: 06.20.2017

## **SEPTEMBER | Early Season Tactics**

- Scent Control Strategies
- The Right Rifle for You
- Arrows: Weight Forward Designs

+ Ad close: 06.12.2017 | Ad material: 06.19.2017 | Mails: 07.18.2017

## **OCTOBER | Primetime**

- Strategies for Bowhunting from Popup Blinds
- Whitetail Rut Predictions
- Hunting Aggressively

+ Ad close: 07.14.2017 | Ad material: 07.21.2017 | Mails: 08.22.2017

## **NOVEMBER | Hunting the Rut**

- Hybrid Broadheads
- Using Trail Cameras during the Rut
- Best Scents for the Rut

+ Ad close: 08.21.2017 | Ad material: 08.28.2017 | Mails: 09.26.2017

## **DECEMBER | Late Season Hunting**

- Late-Season Bowhunting
- Bad Weather Muzzleloader Hunting
- The Right Bow Sight for You

+ Ad close: 09.11.2017 | Ad material: 09.18.2017  
Mails: 10.18.2017

## **JANUARY | Late Season Tactics**

- Late Season Gun Hunts
- The Right Arrow for the Prey
- Processing and Preparing Venison

+ Ad close: 10.16.2017 | Ad material: 10.23.2017  
Mails: 11.21.2017

## **MARCH | Post Season**

- Planning Food Plots
- Scent-free approach
- Predator Hunting

+ Ad close: 11.06.2017 | Ad material: 11.13.2017 | Mails: 12.13.2017





# Celebrating 40 Years of History

**DEER &  
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They were just two guys who loved to hunt deer. In fact, Jack Brauer, publisher, and Al Hofacker, editor, founded Deer & Deer Hunting almost by accident in 1977, but the history of the magazine began well before the first issue appeared.

In the late 1960s, Brauer and Hofacker were members of a deer hunting camp in northern Wisconsin called "The Stump Sitters." The camp consisted of about a dozen deer hunters who hunted only during the gun deer season, with the exception of Brauer and Hofacker, who also hunted whitetails with archery equipment and, in the off-season, cameras. As year-round enthusiasts, they thirsted for, but could not find, in-depth information about whitetail deer. This promoted them to found The Stump Sitters Whitetail Study Group, a member-only club where deer hunters could share insights into deer behavior and hunting tactics.

Hunters responded by the thousands. In fact, Hofacker and Brauer obtained so much information they decided to share it with group members via a newsletter they called Deer & Deer Hunting. It took only a few years for the newsletter to evolve into a glossy, full-color magazine.

Today, Deer & Deer Hunting possesses a mystique unlike any other outdoors magazine. Avid readers not only devour every printing word, many of them save every issue. It's that type of devotion that prods the magazine's staff to strive to make each issue better than the previous one.



## Be Part of the Celebration

We're celebrating our 40th Year in our June 2017 issue. In it, we will relive four decades of deer hunting with past articles written by the legends who have written for us along with nostalgic advertisements and photographs from our last 40 years. This spectacular tribute to deer hunting will rekindle fond memories of crisp autumn mornings in familiar swamps, fields and forests. It's sure to be kept for years by leading deer hunters to read again and again. You can part of this special issue. Place your ad by February 7, 2017. The issue mails March 15, 2017.



**Special Anniversary  
Issue: June 2017**



## 2017 Print Advertising Rates

### Display Advertising Rates | 4 COLOR

Ad Size	1x	3x	6x	10x
Page	\$7,975	\$7,589	\$7,185	\$6,790
2/3	5,945	5,645	5,455	5,155
1/2	4,790	4,510	4,315	4,070
1/3	3,355	3,180	3,010	2,855
1/4	2,555	2,430	2,310	2,175

### Cover Advertising Rates

Ad Size	1x	3x	6x	10x
Back	\$9,550	\$9,085	\$8,625	\$8,195
Inside Front	8,795	7,925	7,525	7,180
Inside Back	8,795	7,925	7,525	7,180

**Bleed Ads:** No additional charge.

**Guaranteed Position:** 15% additional.

**Classified Advertising:** See separate rate card.

**Supplied Inserts:** Accepted on a limited basis. Contact your F+W rep for details.

## PRINT AD PRODUCTION SPECIFICATIONS

### Sizes Width x Depth (in inches)

Page	7 x 10
2/3 page vertical	4.625 x 9.5
1/2 page island	4.625 x 7
1/2 page horizontal	7 x 4.625
1/3 page vertical	2.125 x 9.5
1/3 page square	4.625 x 4.625
1/4 page horizontal	4.625 x 3.375
1/4 page vertical	3.375 x 4.625
Two page spread	15.75 x 10.75

### Page Size

Page bleed	8 x 10.75
Page trim size	7.75 x 10.5
Page live area	7 x 10

## AD SPECIFICATIONS

### COMPLETE ADS:

- Preferred Format: PDF (PDF/X-1a)
- PDF 1.4 or 1.3

### OTHER ACCEPTABLE FORMATS:

- Adobe InDesign CS3-CS6 (.indd). Make sure files are packaged with fonts and images included.
- Adobe Photoshop CS3-CS6 (.psd, .tif/.tiff or .jpg/jpeg or .eps). Include fonts for files that are unflattened.
- Adobe Illustrator CS3-CS6 (.ai or .eps). Include fonts, or create outlines of them.
- QuarkXPress 6.0 – 8.0 (.qxd). Include all fonts and images.

### FORMATS THAT ARE NOT RECOMMENDED:

- Microsoft Word
- Microsoft Publisher
- Microsoft Excel
- Coral Draw
- Microsoft PowerPoint

NOTE: Any other formats should be approved prior to submission.

### FOR AD CREATION:

#### Images:

- Raster or Continuous tone Artwork: .tif, .psd, .jpg, .eps, .png, 300ppi at 100% image size to be used.
- Vector or Line art: .ai or .eps

#### Text:

- Microsoft Word (.doc or .docx)
- Microsoft Excel (.xls or .xlsx)
- Text Edit (.txt)

### COLOR MODE:

- CMYK color mode
- NOTE: RGB, lab, spot/Pantone and index colors will be converted to CMYK, some color shifts may occur.

### TECHNICAL REQUIREMENTS:

- 300 ppi (pixels per inch) for raster or continuous tone artwork. 200 ppi will be acceptable for tabloids for raster or continuous tone.
- NOTE: Anything less than 300/200 ppi will result in poor print reproduction, the images will appear “fuzzy” on the printed product.
- 600 ppi for vector or line art created in Illustrator or Photoshop.
- NOTE: Any text layed out in a Photoshop document should be 600 ppi as well.
- 300 ppi will be acceptable for vector/line art for tabloids.
- All fonts need to be embedded
- Avoid Composite fonts
- Avoid using colored 6pt text
- Make sure any small text uses 100% K or 100% black ink
- Double check overprints and transparency
- Avoid using spot colors, when they are converted to CMYK.
- Do not exceed 280% ink density for enamel and 260% for newsprint stock.

### FTP INSTRUCTIONS:

Directions on how to FTP files:

Mac and PC Users:

- Use an ftp client software like Filezilla, Transmit or Cyberduck, CuteFTP, ect.
- Host: ftp.krause.com
- User ID: anonymous
- Password: their email address
- Go to the Inbound folder and look for the publication folder.
- Drag and drop your file into the publication folder.
- Files should be zipped or compressed prior to upload for unlocked file formats (native apps).

Production Coordinator: **Lori Hauser**  
**888.457.2873**, extension 13239  
 or Lori.Hauser@fwcommunity.com



# 2017 Online Advertising Opportunities

While the hunt only lasts part of the year, our readers are thinking about it all year. Whitetail deer hunters are constantly thinking about their next hunt and what gear can they use to improve the outcome of the hunt. That's why they come to DeerandDeerHunting.com. It satisfies their need to stay on top of the latest hunting news and equipment.

## WEB BANNER ADS

You can reach America's top deer hunter when you place your banner ad on DeerandDeerHunting.com:

- + Unique Visitors: **179,000+**
- + Page Views: **305,100+**
- + Rectangle top (300 x 250) \$20 CPM

## E-NEWSLETTER BANNER ADS

You can deliver your message every week with the D&DH e-newsletter. It delivers the latest high interest information about whitetail deer, hunting tactics, and gear for the hunt to our subscribers.

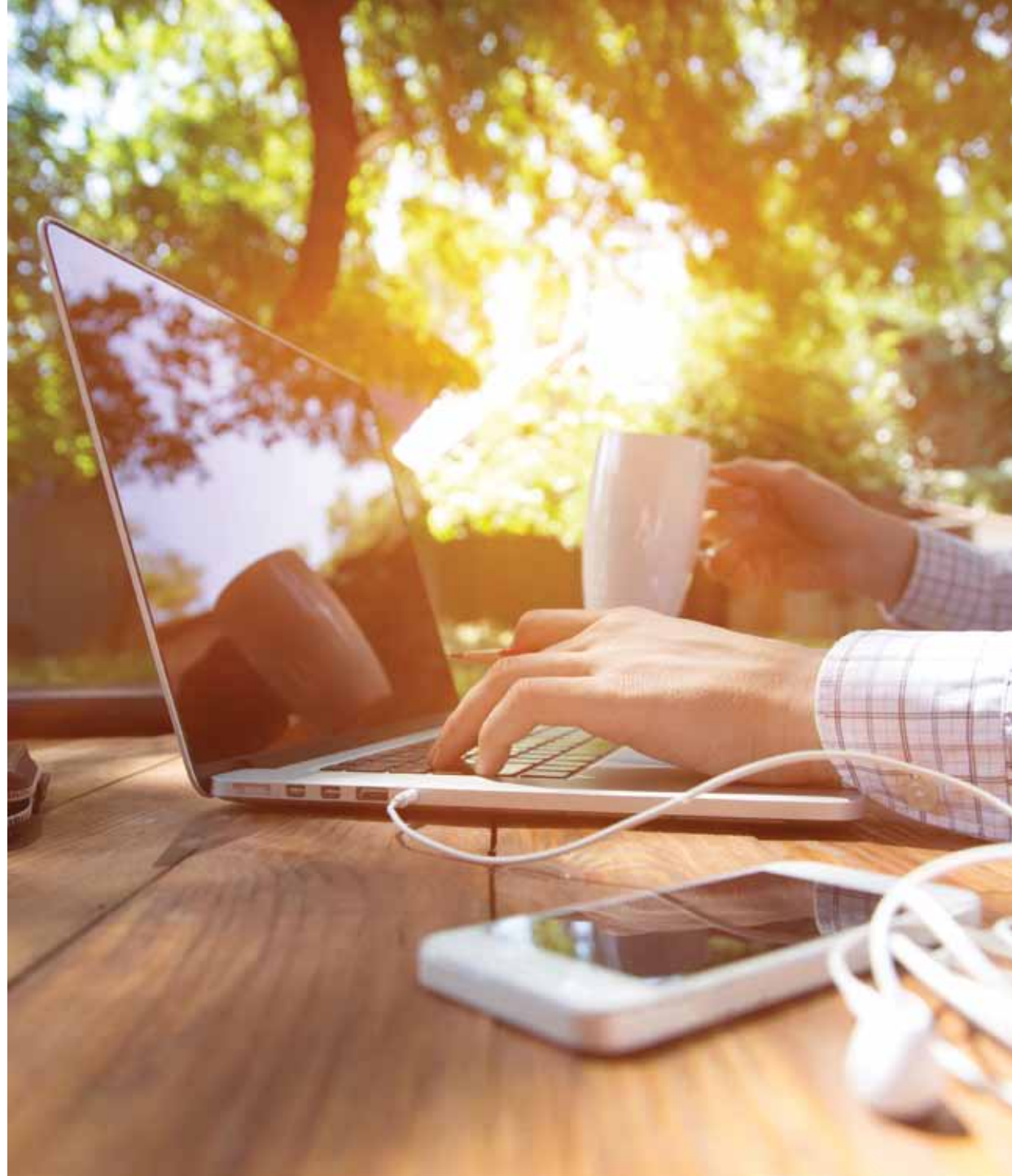
- + Opt-in subscription: 70,000+
- + Display Banner Ad (300 x 250 pixels) \$20 CPM
- + Delivered weekly on Wednesday

## DIRECT EMAIL BROADCAST

Deliver your own, exclusive email message with high impact to premier whitetail deer hunters who have signed up to receive information from companies like yours. Your message is delivered right to their email address under a name they trust, Deer & Deer Hunting.

- + 60,000+ distribution
- + \$35 CPM

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# Online Video Program Series

More 2017 Online Advertising Opportunities

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## DEER TALK NOW (DTN)

DTN is an extremely popular online video program that airs weekly on Tuesdays during the whitetail deer hunting season. You can use it to present your product to top deer hunters.

As a sponsor, your product will be featured in this online show. Our nationally-known editors, Dan Schmidt and Gordy Krahn will demonstrate the features of your product, use it in the field, and provide positive comments about your product.

Your episode of Deer Talk Now will be posted to the Deer & Deer Hunting Facebook page with more than 650,000 followers. The average number of hunters viewing DTN is more than 117,000 (in 2016) and 61% of the viewers watch the entire episode. In addition to posting the program on the D&DH Facebook page, your DTN episode will be available on DeerandDeerHunting.com and D&DH YouTube network. Your DTN episode on the D&DH website will be available for viewing on to the more than 250,000 deer hunters that visit our site monthly and it will be linked to your company's website too. The finished program video will be available to your company to post on your own website and social media platforms.

**Length of Deer Talk video: 5 minutes**

**Cost to sponsor an episode of Deer Talk Now: \$4,950**



## INNOVATION ZONE (IZ)

It's easy to demonstrate your product to tens of thousands of interested buyers. Use an Innovation Zone online video to guide an audience of top deer hunters through the reasons why they should choose your product over your competitor's. Your Innovation Zone video will tell your sales story over and over again exactly the way you want it told.

Your Innovation Zone online video program will be produced for you by the award-winning Deer & Deer Hunting production team. Once it's created it will be posted to the D&DH Facebook page, website and YouTube network to maximize its exposure to interested buyers. Plus, it will be archived on the D&DH website for one year so that hunters can view it 24/7/365.

The finished program video will be available to your company to post on your own website and social media platforms.

**Length of Innovation Zone video: 2 minutes**

**Cost to sponsor an Innovation Zone episode: \$1,950**



# Online Production Specification

## WEB & BANNER ADS

Ad size: 300 x 250 pixels

Max file size: 45k

File types: jpg, gif

Animation: 3 loops or 15 seconds

## DEDICATED EMAIL BLAST

Creative material is due 4 business days before send date.

HTML format preferred. Creative to be maximum 600 pixels wide.

Subject line must accompany creative. (Subject line cannot have a “|” (pipe) in it.)

Images must be under 40k in size

CSS styles must be imbedded within HTML

If you are providing HTML for your 3rd party ad, and wish to include google analytics tracking parameters, you may do so without restriction. F+W will not be able to provide click data when you have your own tracking added to your email. You will still be able to get analytics through your Google Analytics solution. Please do the following:

If you want to track utm\_campaign, simply tell F+W the value you'd like to have assigned to utm\_campaign and we'll add it for you. DO NOT put it in the HTML.

If you want to track utm\_source, simply tell F+W the value you'd like to have assigned to utm\_source and we'll add it for you. DO NOT put it in the HTML.

If you would like to set utm\_medium = email, that is fine. DO NOT put it in the HTML. All of F+W's emails have links automatically set to utm\_medium=email. DO NOT set utm\_medium equal to anything in the HTML.

If you want to track utm\_term, you can do so without any restriction. You MUST put the utm\_term parameters in the HTML.

You will need to leave off any utm\_content values. Do not hard code the HTML with any utm\_content values because F+W corporately adds our own utm\_content values to all emails we deploy.

Contact for digital production: [Onlineads@fwcommunity.com](mailto:Onlineads@fwcommunity.com)

Send digital advertising material to: [Onlineads@fwcommunity.com](mailto:Onlineads@fwcommunity.com)

## GENERAL TERMS & CONDITIONS

- 1. Cancellations:** Print advertising canceled after the published close date (see 2017 Rate Card) for the issue will be charged at earned rate to the advertiser with an additional fee of up to \$500 for remake of the page. Digital advertising must be cancelled within two business days of start date. Digital advertising canceled less than two business days before the start date or any time afterwards will be charged at earned rate to the advertiser. All cancellations must be made in writing and sent to advertising sales representative or production coordinator for property involved..
- 2. SHORT RATE:** If program is not completed as described in agreement client will be billed for advertisements delivered at highest available frequency discount per 2017 Rate Card. All products that are in process or have not been cancelled as described as above will be billed at highest available frequency discount per 2017 Rate Card.
- 3. AD RATES:** Subject to prevailing Rate Card at time of publication unless other rates are in effect per signed agreement or accepted insertion order
- 4. POSITION:** Position of ads is at the discretion of the publisher except when a specific position is expressly guaranteed in writing.
- 5. ACCEPTANCE:** Publisher reserves the unrestricted right to reject any advertising at any time after receiving proofs of text and illustrations. Publisher holds advertiser and/or its agency jointly and separately liable for such monies as are due. Publisher shall not be liable for any costs or damages for failing to publish or distribute an ad.  
  
It is understood that, in consideration of the publication of advertisements, the advertiser and agency jointly and severally, will unconditionally indemnify and save that publisher, its agents, employees, and officers harmless on demand, from and against any and all loss, liability, and expense (including reasonable attorney fees) suffered or incurred by any reason of any claims, proceedings, or suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any other claims or suits based on contents or subject matter of advertisement. Publisher reserves the right to reject any advertising for any reason, without liability. Publisher assumes no responsibility or liability for errors in advertisements provided by third-party.
- 6. CREDIT & PAYMENT TERMS:** All advertisers must have a credit application on file before any advertisement is published. Once credit is approved, payment terms are net 30 days/2% monthly late fee. Send payments to: F+W Media Inc., Dept 781599, PO Box 78000, Detroit, MI 48278-1599.

**DEER &  
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# Video Tells Your Sales Story Better

The combination of animation and sound is the best way to show your product to interested buyers.

Deer & Deer Hunting offers a variety of broadcast programs to deliver your message to top deer hunters around the country. In addition to our television programs presented on the Pursuit Network, our video programs are also shown on the DeerandDeerHunting.com video platform so each sponsor gets complete analytics on who is watching the program, how long they watch it for, and where they go after they're done on our website.



## DEER + DEER HUNTING TV

This highly regarded show was started 12 years ago as the video extension of Deer & Deer Hunting Magazine. Our editors, Dan Schmidt and Gordy Krahn cover all things relative to the science of hunting and the behavior of the white-tailed deer. From the latest management strategies and hunting tactics to its incredible behavior, this program delivers footage showing what makes pursuing America's greatest game animal such a challenge. Every episode is produced with one goal in mind: To make the viewer a better hunter.

There will be 13 original episodes aired 78 times on the Pursuit Network, D&DH Facebook Page and DeerandDeerHunting.com. Full-sponsors receive a 30-second commercial and 10-second billboard in each episode, plus product exclusivity, product placement, and inclusion in all promotional advertisements.

## DESTINATION WHITETAIL

This wildly popular program was nominated for "Best New Series" on the Sportsman Channel. Now in its fifth season, Destination Whitetail investigates the people, places and ways to hunt whitetail throughout North America. In the 43 states that have huntable deer populations, the habitat for deer varies as greatly as the traditions and methods used to hunt them. Along the way, we visit with some of the industry's most prolific personalities to discuss how whitetails have contributed to their success.

The series offers 13 original episodes that will be shown 78 times on the Pursuit Network, D&DH Facebook Page and DeerandDeerHunting.com. Full-sponsors receive a 30-second commercial and 10-second billboard in each episode, plus product exclusivity, product placement, and inclusion in all promotional advertisements.

## LAND OF WHITETAIL

This television series takes the viewer inside the world of whitetail. Each episode takes a look at how and why whitetails behave the way they and how to apply this insight to improve the outcome of hunts. Special emphasis is given to land management techniques and deer management practices.

There are 13 original episodes that will be broadcast 78 times on the Pursuit Channel, D&DH Facebook Page and DeerandDeerHunting.com. Full-sponsors receive a 30-second commercial and 10-second billboard in each episode.

**Television is affordable for any size budget. Talk to your rep about a custom proposal.**