



WHITETAILS UNLIMITED



2026 Media Kit

P.O. Box 720 • 2100 Michigan Street • Sturgeon Bay WI 54235 • 920-743-6777

WHO WE ARE



OUR MISSION:

Established in 1982, Whitetails Unlimited is the nation's premier nonprofit white-tailed deer organization. Our mission is to raise funds in support of educational programs, wildlife habitat enhancement and acquisition, and preservation of the shooting sports and hunting tradition for future generations. To date, Whitetails Unlimited has expended over \$147 million on program services and support activities that continue to enhance and ultimately foster our mission.

MEMBER PROFILE:

Whitetails Unlimited membership continues to maintain steady growth, with 44% having been a member for more than 6 years. Our average member is male (90%), 45-64 years old (53%), married (73%), and owns his own home (91%). He has been hunting from 20 to 40 years (90%) and hunts a variety of game (98% hunt deer) with a variety of weapons (76% bow hunt; 50% use blackpowder), and 89% use a tree stand. He considers his hunting skills to be advanced. While our average member spends a great deal of time in the field hunting, 88% have also been fishing in the last 3 years, and they participate in other outdoor activities including camping, boating, and hiking.

MAGAZINE

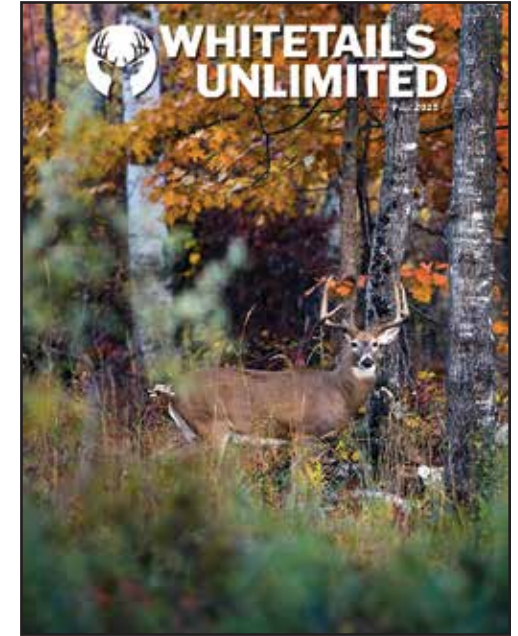


Whitetails Unlimited Magazine is a quarterly publication provided to members of Whitetails Unlimited. While our members already have a passion for deer hunting, they also engage in many other outdoor sports and activities. Our members provide a targeted audience already involved in hunting and a wide variety of outdoor recreation. Advertising in *Whitetails Unlimited Magazine* is delivered to more than 80,000 sportsmen and women (with a total readership of over 240,000) who are dedicated to deer hunting and wildlife conservation.

EDITORIAL EMPHASIS:

Features: Our membership demands insights into deer hunting methodology as well as interesting deer hunting stories. They desire information on the newest equipment and techniques by which deer are studied and hunted, and how the annual cycle of deer hunting relates to the overall betterment of deer management.

WTU Emphasis: *Whitetails Unlimited Magazine* examines the role of WTU in its national effort to promote the development of effective deer management programs, advocate change in the minds of anti-gun and anti-hunting individuals and groups, educate the public through specialized programs, and support research on the study of our ecology and its effect on the deer population throughout the United States.



DEMOGRAPHICS



OUR MEMBERS SAY:

Our members report that they read (80% read all four issues per year) and enjoy (67% read more than half of each issue) *Whitetails Unlimited Magazine*. They react positively to editorial content (45% say they have purchased an item as a result of an editorial mention) and when finished they either pass the magazine to someone else (47%), or save for reference (25%).

Our members hunt:

- 98% - Deer
- 65% - Small Game
- 57% - Turkey
- 33% - Upland Birds
- 25% - Waterfowl
- 13% - Elk

Days our members spend hunting with a firearm:

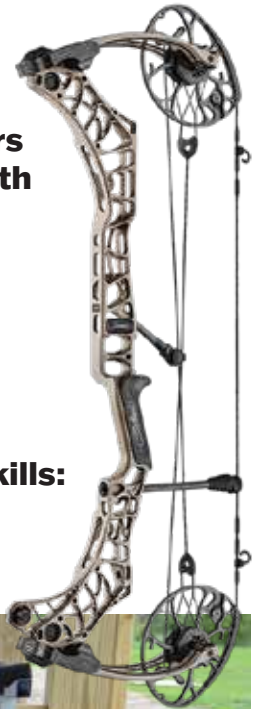
- 33% - Under 10 days
- 35% - 10-20 days
- 32% - Over 20 days

Days our members spend hunting with a bow:

- 17% - Under 10 days
- 25% - 10-20 days
- 35% - Over 20 days

Members hunting skills:

- 34% - Intermediate
- 63% - Advanced



DEMOGRAPHICS

Age of our members:

- 18% - Under 45
- 25% - 45-54
- 28% - 55-64
- 28% - Over 64

Household income:

- 22% - \$50,000 to \$90,000
- 31% - \$90,000 to \$150,000
- 16% - Over \$150,000
- 23% - Preferred not to answer

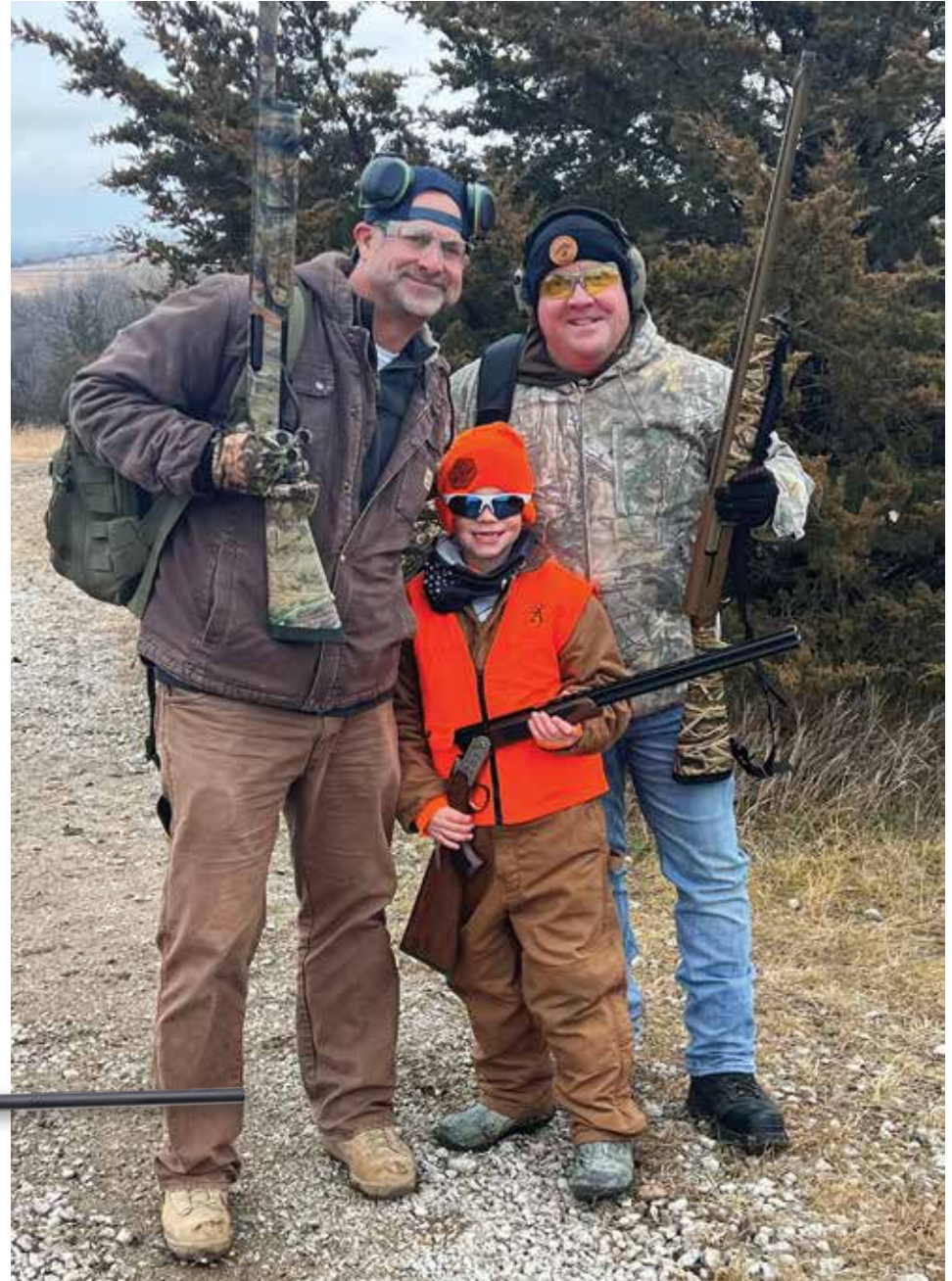
Member Ownership:

- 78% - Binoculars
- 83% - Rifle Scope
- 62% - Trail Camera
- 47% - Rangefinder
- 64% - Tree Stand
- 68% - Scent Control Products
- 40% - ATV/UTV
- 67% - Truck
- 33% - SUV
- 28% - Reloading Equipment
- 68% - Fishing Equipment



What our members hunt with:

- 85% - Centerfire Rifle
- 82% - Shotgun
- 50% - Blackpowder
- 47% - Rimfire Rifle
- 26% - Handgun
- 58% - Crossbow
- 42% - Compound Bow



PRINT RATES & SPECS

ADVERTISING RATES

Inside Pages	run 1-2x	run 3-4x
Full Page	\$3,075	\$2,860
2/3 Page	\$2,630	\$2,450
1/2 Page	\$2,315	\$2,160
1/3 Page	\$1,860	\$1,725
1/4 Page	\$1,550	\$1,450
1/6 Page	\$1,320	\$1,230
Cover II & III	run 1-2x	run 3-4x
	\$3,340	\$3,105
Cover IV (back)	run 1-2x	run 3-4x
	\$3,700	\$3,460

Cover 2, 3, and 4 ads are not cancellable. All other ads are not cancellable after the closing date.

CLOSING DATES

Issue	Ad Deadline	Mail Date
Spring	January 20	March 1
Summer	April 20	June 1
Fall	July 20	September 1
Winter	October 20	December 1

MECHANICAL REQUIREMENTS

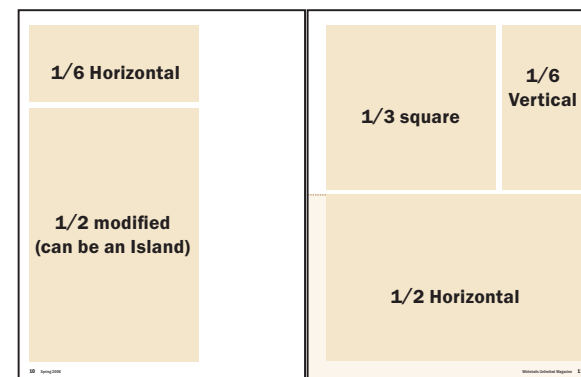
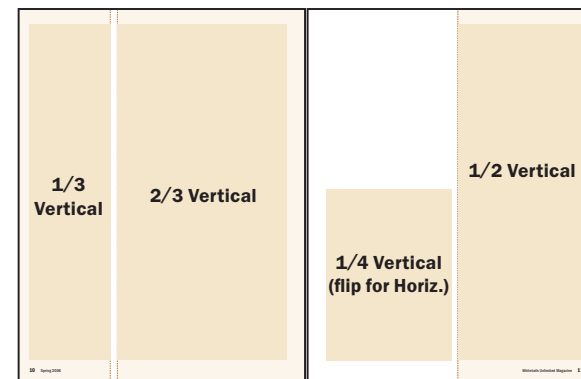
Printed: Web Gloss • Binding: Saddle Stitch
Publication trim size: 8.375" x 10.875"

Ad size	Bleed	Non-bleed
Full Page	8.625" x 11.125"	7.5" x 9.875"
2/3 pg. vert.	5.563" x 11.125"	5" x 9.875"
1/2 pg. horiz.	8.625" x 5.438"	7.5" x 4.875"
1/2 pg. vert.	4.188" x 11.125"	3.625" x 9.875"
1/2 pg. mod.		5" x 7.5"
1/3 pg. square		5" x 4.875"
1/3 pg. vert.	2.875" x 11.125"	2.375" x 9.875"
1/4 pg. horiz.		5" x 3.625"
1/4 pg. vert.		3.625" x 5"
1/6 pg. horiz.		5" x 2.25"
1/6 pg. vert.		2.375" x 4.875"

ADVERTISING COPY & CONTRACT REGULATIONS

All advertising copy is subject to approval by Whitetails Unlimited. We reserve the right to reject any advertising for any reason, without liability. Whitetails Unlimited cannot be held responsible or liable for errors in key code numbers. We will try to honor special position requests; they will be placed on a first-signed/first-in basis.

Advertisers and advertising agencies assume liability for all contents of advertisements and responsibility for any claims arising there from made against Whitetails Unlimited or the magazine.



SUBMITTING ADVERTISING MATERIALS

Electronic files are required. All images or graphics should be CMYK and produced at a minimum resolution of 300 DPI. We prefer PDF files.

PAYMENT TERMS

Advertisers are given 30 days after publication to pay accounts.

EMAIL ALL AD MATERIALS TO:

Denise Neville
Communications Coordinator - Graphic Design
dneville@whitetailsunlimited.com
920-743-6777 ext. 121

DIGITAL & SOCIAL MEDIA RATES & SPECS

DIGITAL ADVERTISING RATES:

Email Blast (90,000+) with Social Media Post:

\$750 or 3/\$2,100



Ad size:
700 pixels wide
x 400 pixels high



MONTHLY E-NEWSLETTER ADVERTISING RATES:

# months	Cost each	Total cost
1 month	\$400	\$400
3 month	\$350	\$1,050
6 month	\$300	\$1,800
12 month	\$250	\$3,000

PRODUCTION SPECIFICATIONS:

Dedicated Email Blast:

Option A:

- Single image (gif, jpg, jpeg, png) with URL link if applicable.
- Line or two of text to accompany image. Provides balance to help decrease the chance your email message will be considered spam.

Option B:

- HTML code if advertiser desires multiple images and/or URL links. Send source code in HTML file or text document. Advertiser may choose to store images (gif, jpg, jpeg, png) on their server, or send with source code.
- Simple, table-based HTML typically works best across most email clients.
- Choose web safe fonts to display well across various email clients and web browsers.
- If CSS needs to be used in the HTML, styles must be inline; not called from header or external style sheet.

- Maximum Width: 600 pixel.
- Maximum Length: Recommended not to make email much longer than 1,500 pixel. This helps keep file size down and increases the likelihood your message will be read.
- Image border is recommended for a white/light background as email base is a white background.
- Provide image Alt tag(s) to help tell the story for email clients that do not automatically load images.
- Provide subject line limited to 72 characters including spaces. Avoid special characters as they can cause delivery problems to some email clients.
- Provide list of internal email addresses to include in the email test and final distribution lists.
- Test email will be provided to advertiser prior to launch date. Advertiser approval must be received no later than two business days prior to launch date.

Social Media Post:

- 1200 pixel wide x 630 pixel high image (gif, jpg, jpeg, png)
- Text copy to include with image and/or URL link if applicable

Advertiser must **provide all creative content** and promotion email date(s) a minimum of **two weeks before** the launch date. Late materials may result in a delayed launch date. WTU reserves the right to reject any creative content for any reason, without liability.

SPONSORSHIP OPPORTUNITIES

Whitetails Unlimited offers many unique marketing opportunities for sponsors to grow brand and product awareness. Sponsorship levels of \$2,500 or more during a 12-month period are also provided with logo placement in the National Sponsor area of the Whitetails Unlimited website, magazine, and other promotional elements deemed appropriate by the organization.

This is not an exclusive list of sponsorship opportunities. Whitetails Unlimited is willing to work with sponsors to develop new ideas that are beneficial to both parties. Please contact Whitetails Unlimited for more information.



DEER GEAR GIVEAWAY

9 Products Will be Given Away!

Wildgame Innovations Terra XT 2.0 Cellular Trail Camera
The only trail cam set you'll need this season. The Terra XT 2.0 Cellular Trail Camera captures 24MP photos and 720P videos, then delivers both on demand via compatibility with the HuntWard app. It also offers automatic, dual network coverage across Verizon and AT&T providers, while allowing business access to a variety of other industry-exclusive features in the app. The camera boasts a far-reaching 80-foot detection and flash range.

Pretty Hunter Copper Antler Set
This striking jewelry set blends bold style with rugged charm. It features a 17" Round Rebel necktie in Copper Blush, paired with a limited edition 27" copper antler necklace accented with a bullet casing for just the right amount of grit. Completing the look are matching copper friends, hook earrings with secure lever backs. Each piece stands strong on its own, but together they make a statement that's simply especially Rocky. Wear them with confidence.

Enter at whitetailsunlimited.com

Drawing: Oct. 27, 2025

This issue's entries must be received between Sept. 1, 2025, and Oct. 26, 2025. For official rules, go to whitetailsunlimited.com.

Rocky BearClaw BOA Hunting Boot
The Rocky BearClaw is the ultimate in a rugged hunting boot. Built to handle extreme weather and the toughest terrain, the BearClaw offers unmatched durability, waterproof protection, and all-day comfort—no matter where the hunt takes you. The BOA® Fit System delivers micro-adjustable, precision fit engineered to perform in the toughest conditions. When temperatures drop, this 9" boot is packed with 800 grams of 3M™ Thinsulate™ insulation, keeping you comfortable on the coldest days.

Lowdown High Speed Trail Cam Viewer
Lowdown Viewer continues to get upgrades to enhance the user experience and make viewing images and videos in the field faster and easier. The most recent upgrades include brighter screen lighting, covered control for the Slide Show feature (up to one image per second), and the exciting slide to next screen, 3D card formatting and video pause/resume/rewind.

Skull Hooker Little Hooker
Skull Hooker's Little Hooker is a sleek and streamlined approach to hanging small to mid-sized European trophies. It is customizable both up and down and left and right to provide the perfect presentation of your trophy. The Little Hooker skull hanger is designed for smaller game (roughly a large deer-sized skull and smaller) such as hogs, axotad, alligator, black bear, cougar, deer, antelope, and exotic medium game such as goats, impala, etc. Constructed of strong powdercoated steel and requires no drilling or damage to the skull since the prong fits securely and naturally into the back of the skull.

ALPS OutdoorZ Nomad Seat Organizers
Organize your gear, supplies, and the kitchen cabinet of your...

2025-2026

Annual

Anatomy of a Rifle Cartridge Poster **INSIDE!**

Become a **Volunteer** See p. 31

Thank you for attending!

RAMBO National Drawing

4 Rambo Savage 2.0 Bikes Given Away!

Whitetails Unlimited and Rambo Bikes have teamed up to give away Four Rambo Savage 2.0 Electric Hunting bikes—complete with an upgraded 29Ah battery and custom waterproof saddle bag with WTU logo valued at \$2,799 each.

Tonight's winner of the framed print **"Buck Stops Here" by Lucia Heffernan** will be entered into this WTU national drawing.

Drawing: 6th 14, 2025. Minimum: 300 entries.

Deer Camp Tour 2026 Sponsors

Hunt for the Sponsor Logo Contest