



WHITETAILS UNLIMITED Magazine



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whitetailsunlimited.com

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What is *Whitetails Unlimited 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 85,000 sportsmen and women who are dedicated to deer hunting and wildlife conservation.

Who We Are:

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.

Age of our readers:

Under 45 18%
45-64 54%
65 and older .. 28%



Days our readers spend hunting with a gun:

1-9 days 33%
10-20 days ... 35%
Over 20 32%

Editorial Emphasis:

Our readers demand insights into deer hunting methodology and deer biology, as well as information about other hunting and outdoor activities. They also desire information on the newest techniques and products to help them in their hunting activities. Other topics include general hunting, conservation and deer management.

Our Readers Say:

Our readers 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 the quality of the photos and writing in the magazine (3.9 stars out of a 5 star rating). Our readers are also a part of other organizations (80%).

89% of readers have used a treestand.

Corporate Partnerships:

Whitetails Unlimited has established partnerships with many corporations in the outdoor recreation industry. Each partnership is custom-designed to ensure the marketing objectives of the corporate partner and the mission of Whitetails Unlimited are both enhanced. For more information about becoming a corporate partner call the national headquarters at 920-743-6777.



Our readership is 90% male.

Outdoor Activities Our Readers Participate in:

Camping	58%
Boating	50%
Hiking	33%
Canoeing	31%
Photography	25%
Trapping	13%
Bow Fishing	7%
Backpacking	6%



90% of readers have been hunting for over 20 years.

Days Our Readers Spend Hunting With a Bow:

1-9 days	17%
10-20 days	25%
Over 20	35%

Household Income:

\$25,000-\$49,999	7%
\$50,000-\$74,999	14%
\$75,000-\$89,999	8%
\$90,000-\$119,999	16%
\$120,000-\$149,999	15%
Over \$150,000	16%

Our Readers Hunt:

Deer	98%
Small Game	65%
Turkey	57%
Upland Birds	33%
Waterfowl	25%
Elk	13%
Moose	5%

What Our Readers Hunt With:

Centerfire Rifle	85%
Rimfire Rifle	47%
Shotgun	82%
Handgun	26%
Blackpowder	50%
Compound Bow	42%
Crossbow & Other Bow	63%



88% of our readers fish.

Readers Consider Their Hunting Skills as:

Intermediate	34%
Advanced	63%

Reader Profile:

The profile of our average reader is male (90%), 45-64 years old (53%), married (73%), and owns his own home (91%). He has been hunting from 20 to over 40 years (90%) and hunts a variety of game (98% hunt deer) with a variety of weapons (76% bow hunt; 50% use blackpowder), and he considers his hunting skills to be advanced. While our average readers spend a great deal of time in the field hunting, 88% are also active anglers, and they participate in other outdoor activities including camping, boating, and hiking.