



WHITETAILS UNLIMITED



2027 Media Kit

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

WHO WE ARE



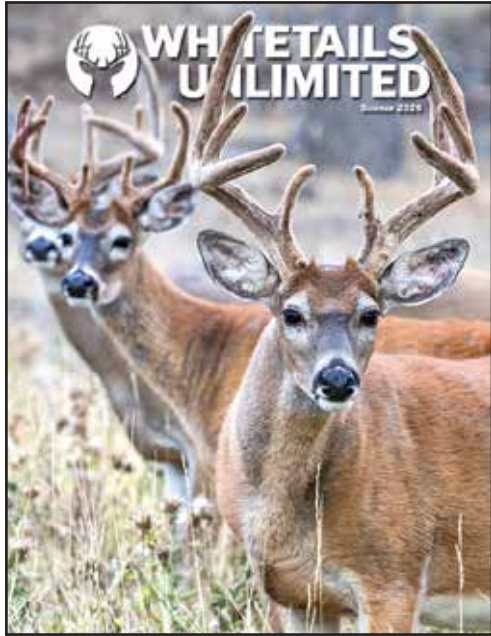
OUR MISSION:

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 \$159.3 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 89,000 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:

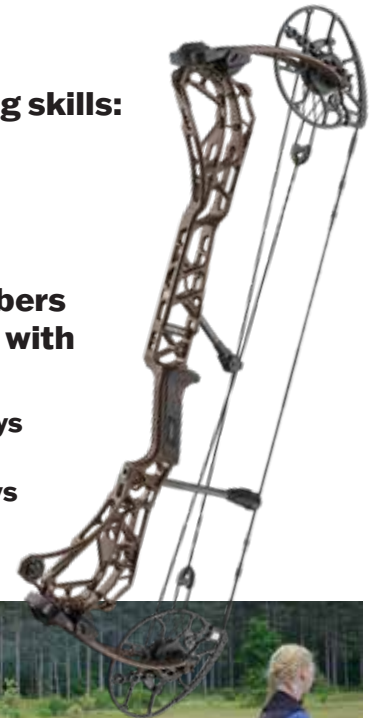
33% - Under 10 days
35% - 10-20 days
32% - Over 20 days

Members hunting skills:

34% - Intermediate
63% - Advanced

Days our members spend hunting with a bow:

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



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

INTERESTED IN ADVERTISING?

Please call Russ Austad at 920-695-4004, or Jonathan Meacham at 920-818-0721.

MECHANICAL REQUIREMENTS

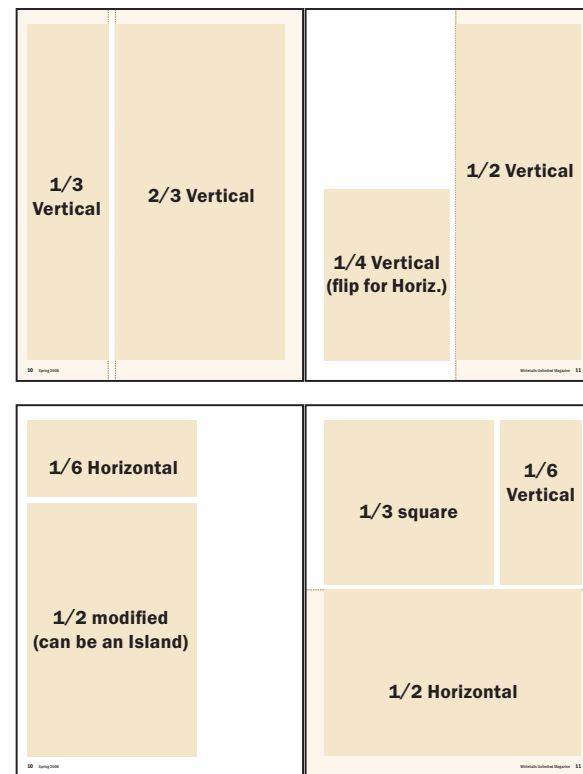
Printed: Web Gloss • Binding: Saddle Stitch
Publication trim size: 8.375" x 10.875"

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 White-tails Unlimited. We reserve the right to reject any advertising for any reason, without liability. White-tails 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. For more information, please contact Russ Austad 920-695-4004 or Jonathan Meacham 920-818-0721.

DEER GEAR GIVEAWAY

Enter at
whitetailsunlimited.com

North Lake Big Game Cutting Board

At 24" x 18", this is the ultimate surface for processing deer, fish, and other game. Made from durable high-density polyethylene, this rugged, 1/2" thick, non-slip cutting board provides ample space for butchering while preventing odors and stains. Its perfect size fits securely on a truck tailgate, making it ideal for on-site game cleaning. Proudly made in the USA, this cutting board is designed to withstand the demands of serious hunters and anglers. Its robust construction and easy-to-clean surface ensure the board has long-lasting durability, making it a must-have tool for every hunter and angler.

GForce Arms GF52828 O/U Shotgun

Some shotguns are tools. The GFS is a tradition. Dressed in richly grained Turkish walnut and finished with a sleek nickel receiver, this 28 gauge over/under is built for the shooter who values craft as much as performance. Whether you're walking the uplands at dawn or breaking clay on a crisp fall afternoon, the GFS meets with you—light, balanced, and refined. The whitetail is here, and you're ready.

15 Products Given Away!

United Call Works Latitude-X

Designed by 2X World Goose Calling Champion Kike Jones, the Latitude-X is the result of over 25 years of real-world calling and call-design experience. Built to be the most versatile Canada goose call on the market, this is a call that can do it all. From traveling the country and hunting new birds to stepping on the contest stage and chasing a world championship, the Latitude-X delivers top-end performance for callers of every skill level. Pull geese off their natural latitudinal migration path, create your own X, and put the Latitude-X to work.

Mathews ARC

Engineered for speed and refined for archers who demand more, the 2025 ARC™ combines enhanced stability, efficiency, and versatility in a lightweight, high-powered platform. Built on our most advanced riser design to date, the new 2025 ARC™ Cam with perimeter weight technology and a redesigned limb cup and limb geometry, every system within the ARC platform has been meticulously refined.

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, speed control for the Slide Show feature (up to one image per second), and the existing large 9-inch screen. Lowdown— a high speed trail cam viewer that really works. See it at lowdownviewer.com.

Pretty Hunter Two-Tone Buckle and Jewelry Set

Pretty Hunter jewelry and accessories are designed to make both beauty and strength, with pieces featuring genuine, one-of-a-kind leather, diamond sparkling crystals. Our designs are inspired by nature's best.

Henry National Drawing

5 Henry H9 Provider Rifles Given Away!

Whitetails Unlimited and Henry have teamed up to give away FIVE Henry H9 Provider .30-30 Rifles valued at \$1,135 each.

Tonight's winner of the framed canvas "Deer Camp II" by Brad O'Connell will be entered into this WTU national drawing.



Whitetail Wednesday Posts