



A multimedia company

# MIDWEST OUTDOORS



## Fishing Media Guide



Magazine • Television • Online Promos • Video & TV Production



Printing • Magazine & Book Publishing • Sports Show Programs

# A MULTIMEDIA COMPANY

MidWest Outdoors offers a wide array of services to make your business more successful!

- Magazine
- Television
- Video & TV Production
- Digital Promotions
- Social Media
- Podcasts
- eNewsletters
- Graphics Design
- Magazine & Book Publishing
- Printing
- Merchandising
- Sports Show Programs
- Direct Mail Campaigns



**MIDWEST**  
**OUTDOORS**

*"Helping you enjoy the outdoors since 1967"*

# DIGITAL PROMOTIONS

We will make  
your digital  
promotions  
successful!



## **BANNERS**

MWO can accommodate nearly all of your online banner and rich media advertising strategies. We can also recommend cutting edge concepts to maximize the impact of your efforts.

## **ONLINE VIDEO SPOTS**

Video is still the most effective way for advertisers to make a quick and lasting impression. The MWO website provides the Midwest's best online environment for delivering your message to fishermen. Video may also be incorporated into your MWO Social, Digital and eNewsletter efforts.

## **NEW! DIGITAL EDITION**

MidWest Outdoors' new digital edition offers advertisers a way of communicating specific and targeted information in an unprecedented way. Unlike a simple "flip-book," MWO Digital allows readers to quickly access and select any of the 1,000+ articles published in MWO each year. Advertisers can target fishermen of any stripe by using keyword searches—creating unbelievable efficiency! Are you ready for MWO Digital?

## **NEW! PODCAST NETWORK**

MidWest Outdoors' podcasts have a special relationship with listeners—communication is direct, intimate and highly memorable. The growing MWO podcast network is anchored by monthly feature-length interviews with the top names in the fishing industry—in their own words. MWO Podcasts are available for listening at iTunes, Stitcher Radio and MidWestOutdoors.com. Tap into the MWO MidWest podcast network with a hard-hitting campaign for a remarkably low investment price.

## **NEW! NATIVE ADVERTISING**

Brands today have to fight harder than ever before to capture the attention of consumers. Native advertising from MidWest Outdoors is a new offering to drive fisherman engagement. Your story is designed to look and feel like natural content on the MWO website, and is consumed like editorial. MWO will help you to develop custom content that reflects your brand's attitude and values; we can even propagate your native campaign with both print and digital media channels.

## **NEW! eNEWSLETTER**

MidWest Outdoors' semimonthly eNewsletter provides the means for you to speak directly to our most engaged audience and your best potential customers. Considered influencers and recommenders among their peers, registered MWO eNewsletter subscribers receive updates and features not available to MWO magazine readers and TV viewers. Only two advertising positions per newsletter exist to insure that your message will be seen. Advertising in MWO eNewsletters is one of your most effective and least expensive forms of advertising.

## **NEW! ENHANCED SOCIAL MEDIA**

MidWest Outdoors Enhanced Social Media provides new direction for your brand's voice and content. The key to successful marketing is to connect your brand with a benefit that will resonate with a fishing audience. MWO creates thousands of these messages each year, whether with video, images or the written and spoken word. Social posts allow for "social listening"—you hear what people think about your brand in real time. Improve your messaging and your brand will become more valuable and authoritative.

## **COMING SOON! BLOG NETWORK**

Integrating your message into the MidWest Outdoors' blog network is word-of-mouth on steroids! The MWO Blog Network taps into our resource of over 125 contributing writers and associates, providing you the opportunity to join your message with their blogs and extend your reach throughout the outdoor community.

**MIDWEST  
OUTDOORS**.com



**#1**

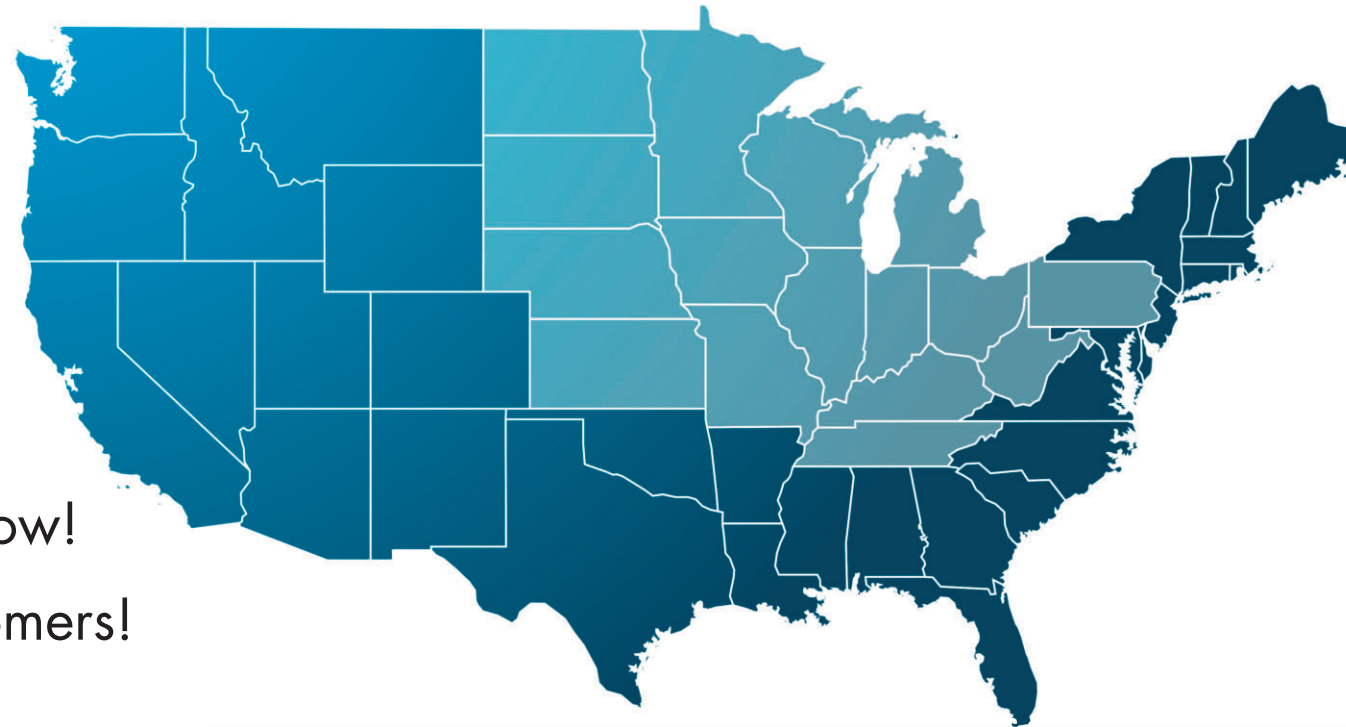
## Advertise on the Midwest's top-rated TV show!

You choose *where* your spots run!

You choose *when* your spots run!

Advertise on an award-winning TV show!

Reach your best customers!



**CUSTOM PACKAGES AVAILABLE**

Purchase a MidWest Outdoors TV campaign and receive a discount on print ads!



### If you have a message to deliver, you need video!

Video is the most effective way to deliver your message to large numbers of fishermen. And when it comes to producing your video, the award-winning MidWest Outdoors' video crew is your best choice for creating a high-quality, highly effective video.

Businesses today have more options and more need for video than ever before. While TV is still the best way to get your video seen, you now have a variety of low-cost ways of delivering your video message, such as social media and website content, in-store promos, event marketing and other means by which you can show your products or services and build your brand.

Best of all, by working with the MidWest Outdoors video department, you will have a head start—we have many excellent ways to make sure your video messages seen by money-spending fishermen. Your MidWest Outdoors representative will discuss your business needs and how MidWest Outdoors video can help you reach your goals.



## Your choice of TV stations!

**NATIONWIDE COVERAGE**

Pursuit Channel—Dish Network (Ch 240), DirecTV (Ch 604)

**REGIONAL COVERAGE**

- ★ FOX Sports North (Cable)  
Upper Midwest—Minnesota, Wisconsin, Dakotas, Iowa
- FOX Sports Midwest (Cable)  
Lower Midwest—Illinois, Indiana, Missouri, Iowa, Nebraska, Kansas
- FOX Sports Ohio (Cable)  
Eastern Midwest—Ohio, Kentucky, Indiana, West Virginia, Pennsylvania, Tennessee
- ★ MidContinent Sports Network (Cable)  
Minnesota, North Dakota, South Dakota
- ★ Comcast SportsNet Chicago (Cable)  
Illinois, Indiana, Iowa
- ★ Charter Media (Cable)  
Wisconsin, Minnesota, Michigan
- ★ Network West Virginia (Cable)  
Eastern Midwest—West Virginia, Virginia, Kentucky, Ohio

**LOCAL DMA COVERAGE**

- ★ Chicago, Ill.: WJYS TV62 (Independent)
- ★ Chicago/Rockford, Ill.: TLN\* (Cable)
- ★ Fox Valley, Ill.: WSPY TV30 (Independent)
- ★ Peoria, Ill.: WAOE TV59 (MNT)\*  
Quad Cities, Ill. & Iowa: WHBF TV4 (CBS)  
Quad Cities, Ill. & Iowa: KGCW (CW)
- ★ Sioux Falls, South Dakota: KTTW TV17 (FOX)  
Fargo, North Dakota: KVRR TV15 (FOX)  
Minneapolis, Minn.: KMSP TV9 (FOX)
- ★ Twin Cities, Minn.: KSTC TV45 (Independent)
- ★ Duluth, Minn./Superior, Wis.: WDIO TV10 (ABC)
- ★ Hibbing, Minn.: WIRT TV13 (ABC)  
Green Bay, Wis.: WGBA TV26 (NBC)  
Milwaukee, Wis.: WVTW TV18 (CW)
- ★ Madison, Wis.: Charter Media TV18 (Cable)
- ★ Wausau, Wis.: WSAW TV7 (CBS)
- ★ Baraboo, Wis.: WRPQ TV43 (PAX)
- ★ Eau Claire, Wis.: Charter Media TV16/7 (Cable)
- ★ Southern Michigan: Comcast Michigan (Cable)
- ★ Kalamazoo/Grand Rapids, Mich.: WLLA TV64 (Independent)
- ★ Sandusky/West Cleveland, Ohio: WGGN TV52 (Independent)
- ★ Marion, Ind.: WSOT LP25 (Independent)

★ available 52 weeks per year \* one-hour program

# MAGAZINE: EDITORIAL CALENDAR

## Match your advertising message with seasonal editorial



MidWest Outdoors has more writers and editorial than any outdoors magazine in the United States! With over 200 articles each issue, MidWest Outdoors keeps readers abreast of seasonal trends.

### JANUARY

**Canada Fever Issue • Chicagoland Fishing & Outdoor Expo • Minnesota Sports Show Issue • Lake Home & Cabin Show Program – Madison**  
• Sports shows • Cabin fever purchases • Ice season closeouts • Ice fishing • Vacation planning • Warm weather destinations • Rainbow in streams • New tackle and electronics • Boat and motor sales • Internet/mail-order sales

### FEBRUARY

**Canada Fever issue • Minnesota Sports Show Issue • Lake Home & Cabin Show Program – Minneapolis • Lake Home & Cabin Show Program – Chicago**  
• Sports shows • Midwinter ice fishing • Spring fever • Boat and motor sales • Cold water fishing • Vacation planning • Warm weather destinations • Internet/mail-order sales

### MARCH

**Minnesota Sports Show Issue** • Boat & motor sales • Vacation planning  
• Late ice fishing • River walleye & sauger • Coldwater panfish  
• Testing of tackle, electronics & boats • Great Lakes fishing for salmon & trout • Perch fishing • Southern Midwest open-water fishing activity increases

### APRIL

**Vacation Home & Cabin Issue** • Retail tackle and electronics sales  
• Boats & motor sales • Sports show season concludes • Open-water fishing spreads across much of Midwest • Northern pike in shallows  
• River & stream walleye • Great Lakes fishing from shore and boat  
• Panfish and bass move to warmer water • Southern Midwest fishing  
• Cabin opening

### MAY

Peak fishing tackle sales • Outstanding river fishing • Walleye fishing • Shallow water bass and panfish • White bass • Great Lakes action • Strong retail sales • Cabin opening

### JUNE

Retail tackle sales • Father's Day, Free Fishing Days • Early summer techniques • Night fishing for bass and walleye • Top-water fishing • Muskie action • Channel cats and river fishing • Canada trips: tackle purchased • Deep-water • Great Lakes rigging • Downriggers and depth finders • Weedline tactics

### JULY

Summer fishing • Lake Erie walleye • Great Lakes salmon and trout • Panfish action • Fly-fishing on streams • Catfishing  
• Prime night fishing and bank angling • Mid-season marine and tackle purchases/repairs • Canada trips: tackle purchased

### AUGUST

Late summer fishing • Stream fishing for trout • Staging salmon on the Great Lakes • Walleye, bass, muskie and panfish • Marine closeouts, new product intros • Canada trips: tackle purchased

### SEPTEMBER

**Muskie Madness! Issue** • Fall fishing frenzy • Cold-water pike  
• Return of spawning salmon and steelhead • Perch fishing on the Great Lakes • Fall smallmouth and muskie fishing • New marine and tackle product intros

### OCTOBER

Fall fishing peak • Walleye • Southern Midwest fishing  
• Steelhead, brown trout, lake trout • Trophy muskie and bass  
• Boat & motor storage/winterization

### NOVEMBER

**IceBreakers Issue** • Winter fishing begins • Late-season river fishing • Warm water discharges and power plants • Southern Midwest fishing • Ice fishing gear-up • Boats winterized and stored • Tackle stored for winter • Boat and motor repairs

### DECEMBER

**Canada Fever Issue • St. Paul Ice Fishing Show Program • Milwaukee Ice Fishing Show Program** • Ice fishing  
• Warm water discharges • Cold water fishing techniques  
• Ice fishing sports shows • Web/mail-order business  
• Snowmobiling season • Christmas gifts • Winter hobbies: fly tying, tackle making, rod building • Internet/mail-order sales

## MidWest Outdoors readers will help your company grow!



- 74%** Have a household income of over \$75,000 per year
- 80%** Own a boat
- 91%** Own outboards
- 89%** Own electronics
- 87%** Own trolling motors
- 91%** Own their own home
- 75%** Own seven or more rods
- 88%** Bought via the Internet in the past year

### Ad Dimensions

Full Page . . . . .	10" x 16"	One-sixth Page . . . . .	4 7/8" x 5"
One-half Page . . . . .	10" x 8"	One-eighth Page . . . . .	4 7/8" x 4"
One-third Page . . . . .	7 1/2" x 10"	One-quarter Page . . . . .	7 1/2" x 5"
One-third Page . . . . .	7 1/2" x 7 1/2"		
One-quarter Page . . . . .	4 7/8" x 8"		

### Mechanical Requirements

Column width: 2 1/4 inches  
Stock: 32 lb. offset  
Printed: Web offset  
Minimum Image Resolution: 200 dpi

We accept digital files in the following formats:  
pdf, high-resolution jpg or tiff. Email ad materials to [ads@midwestoutdoors.com](mailto:ads@midwestoutdoors.com).

### Deadlines

Issue	Space/Materials	On Sale
January	November 24	January 1
February	December 23	February 1
March	January 25	March 1
April	February 24	April 1
May	March 25	May 1
June	April 25	June 1
July	May 26	July 1
August	June 24	August 1
September	July 24	September 1
October	August 25	October 1
November	September 25	November 1
December	October 23	December 1



*"Helping you enjoy the outdoors"*

111 Shore Drive, Burr Ridge, IL 60527-5885  
MidWestOutdoors.com  
630-887-7722 | Fax 630-887-1958

# TARGETED ADVERTISING



Target your message  
with MWO's  
special issues



## **ICE FISHING**

**IceBreakers** – November

**Ice Fishing Show Programs**

St. Paul & Milwaukee Ice Shows – December



## **CANADA**

**Canada Fever**

December thru February



## **CABIN & VACATION HOMES**

**Cabin & Vacation Section** – April

**Lake Home & Cabin Show Programs**

Madison – January

Minneapolis – February

Chicago – February



## **SPORTS SHOW COVERAGE**

**Chicagoland Fishing Expo Program**

January

**Minnesota Sports Show Issues**

January thru March

MidWest Outdoors attends over 40 consumer shows each year.  
From November thru April, thousands of bonus copies are distributed.



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