



A multimedia company

MIDWEST OUTDOORS



Hunting & Shooting 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
- Online Promos & Video
- Video & TV Production
- 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 hunters. 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 hunters 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 hunting 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 hunter 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

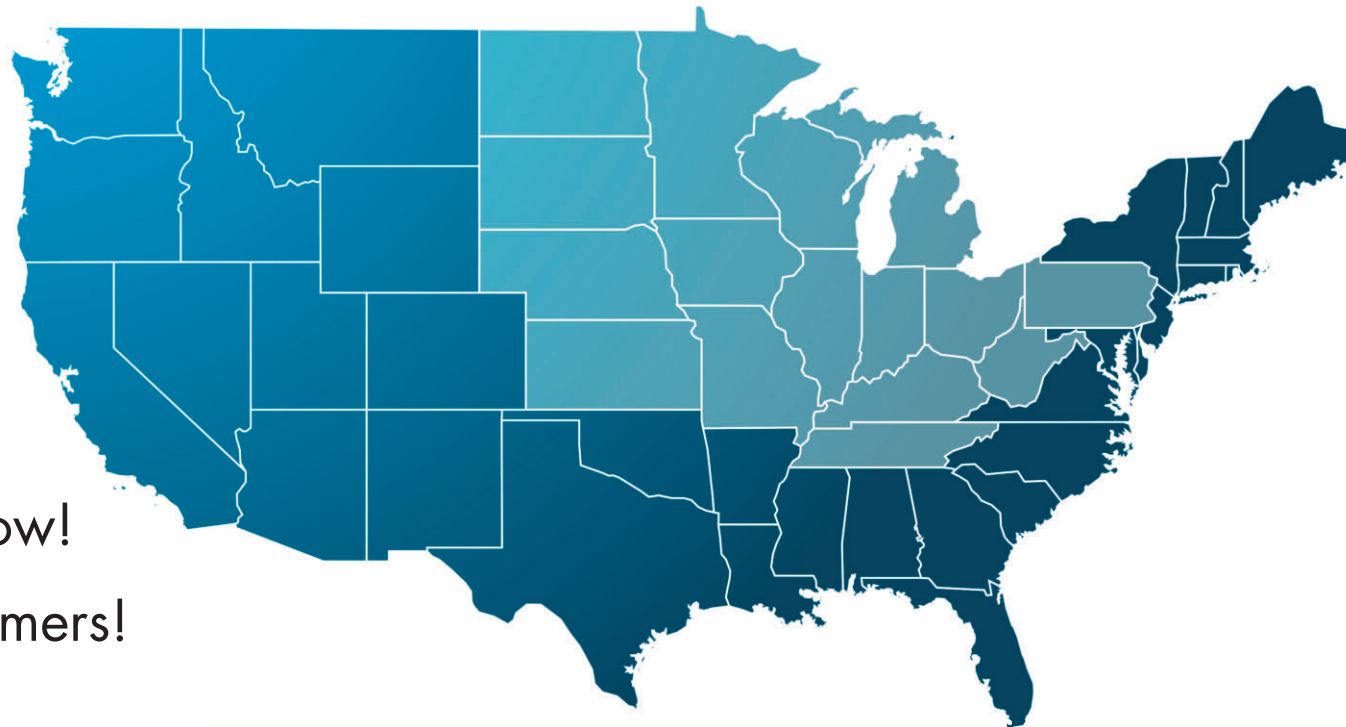
Advertise on the Midwest's top-rated TV show!

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 hunters. 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 hunters. 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

EDITORIAL CALENDAR

Match your ads to 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 • Lake Home & Cabin Show Program – Madison
• Sports shows • Muzzleloading deer • Late season bird hunting
• New products shopped • Hunting trips planned • New season info gathered • Most game seasons wind down • Late season handgun and bow hunting for deer • Goose, pheasant and quail end later this month • Archery and gun range activity

FEBRUARY

Canada Fever issue • Lake Home & Cabin Show Program – Minneapolis • Lake Home & Cabin Show Program – Chicago
• Busiest sports show month • Game preserves extend length of season
• Serious hunters sharpen their knowledge • Late season scouting of deer • Early season scouting for turkey • Trip planning

MARCH

MidWest Outdoors' Spring Hunting Issue • Spring turkey hunters prepare • Bird and game calls used and tested • Big ticket items purchased: electronics, camo, decoys, blinds • Spring bear season opens • Hunting and archery shows, especially for deer and turkey • Game preserve hunting continues • Peak spring retail hunting sales • Food plot gear and seed purchased

APRIL

Turkey hunting in full swing • Cabin fever ends—outdoorsmen get out every chance they get • Game preserve hunting ends mid-month
• Food plot seed planting • Mushroom hunting • Bird watching
• Hunting puppy training

MAY

Turkey season continues • Warm weather arrives • Sporting clays activity increases at hunt clubs • Food plot seed planting • Prairie dog hunting/rifle setup • Guns, ammo, sporting rifles, scope purchased

JUNE

Father's Day purchases—electronics, blinds, decoys, calls and other hunting accessories • Sporting clays at hunt clubs • Target shooting sharpens skills for the upcoming fall season • Crow season opens • Guns and bows are checked and cleaned • Sight and scope purchases

JULY

Sportsmen plan and shop for fall trips and hunting accessories
• Clay shooting continues • Dog training equipment purchased
• Retailers gear up for the fall

AUGUST

Hunting fever begins • Sportsmen purchase equipment for bow hunting, small game and dove hunting • Late summer scouting trips • Hunters plan shooting lanes and tree stand placement • Fall game fairs and calling contests begin • Three-D archery shoots • Attractants purchased • Final hunting dog tune-ups • Purchase duck, goose, deer and turkey calls and equipment and begin training.

SEPTEMBER

MidWest Outdoors' Hunting Fever Issue • Hunting season opens for dove, small game • Bow hunting for whitetail deer • Game preserves open • Early season goose and teal hunting • Big month for boots, firearms, cold weather camo and hunting gear • Peak sales at retail level • Bear season opens • ATV sales heat up
• Attractants purchased

OCTOBER

Hunter's Product Showcase Issue • Hunting season in full swing
• Fall turkey hunting, duck and goose hunting, deer bow hunting and more • Woodcock season opens • Game preserve hunting continues • Archery turkey hunting begins • Bear season continues

NOVEMBER

Peak hunting month • Upland game, waterfowl and big game seasons open • Firearm deer season opens • The rut is on
• Woodcock and archery turkey hunting continues • Meat processors and taxidermists sought

DECEMBER

Canada Fever Issue • The hunt is still on • Goose, deer (firearm and bow), turkey and pheasant are strong • Specialty hunting begins with muzzle-loading deer season • Game preserve hunting • Christmas gifts for the hunter



Special targeted issues!



SPRING TURKEY
March-April Issues



HUNTING FEVER
September Issue



HUNTER'S PRODUCT SHOWCASE
October Issue

MAGAZINE ADVERTISING

MidWest Outdoors readers will help your company grow!



The Midwest Hunting Market

- Four million hunters (31% of the U.S. total)
- Over \$5.2 billion spent (25% of the U.S. total)
- One out of three U.S. bowhunters (2.8 million)
- Five of the top fifteen states for days in the field
- Four of the top fifteen hunting states
- The top two states for hunting purchases

Source: National Survey of Fishing, Hunting, and Wildlife-Associated Recreation

Ad Dimensions

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

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.

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

A showcase for your new products!

MIDWEST OUTDOORS' Hunter's Product Showcase



Television exposure!
Programming support!
Editorial support!

Magazine exposure!
Free product video!
Online video exposure!

Over \$15,000 in added value!



NEW!

Meet Ray Eye
The newest member of
the MidWest Outdoors'
hunting team

Nationally-renowned hunter Ray Eye will be producing MidWest Outdoors TV hunting segments, articles, online videos and podcasts, along with his radio show, airing on KFNS in St. Louis.

Ray was named the 2012 NWTf Communicator of the Year at the 36th annual NWTf Convention and Sport Show. The Hillsboro, Missouri, native is also a Missouri Conservation Communicator of the Year, and was inducted into the "Legends of the Outdoors" national Hall of Fame in 2013.

NEW!

Product Placement Sponsorships

Product placement sponsorships are now available within the following hunting categories:

- Whitetail deer
- Upland game
- Waterfowl
- Turkey
- Gun dog
- Muzzleloading
- Bowhunting
- Shotguns & rifles
- Wild game cooking



111 Shore Drive, Burr Ridge, Illinois 60527-5885
Phone 630-887-7722 • Fax 630-887-1958
MidWestOutdoors.com