

A MULTIMEDIA COMPANY



# Fishing Media Guide

Magazine • Television • Podcast • Digital  
Video & Print Production • Sport Show Programs

## THE MIDWEST MARKET

# If you could choose just one market, you'd choose the Midwest!

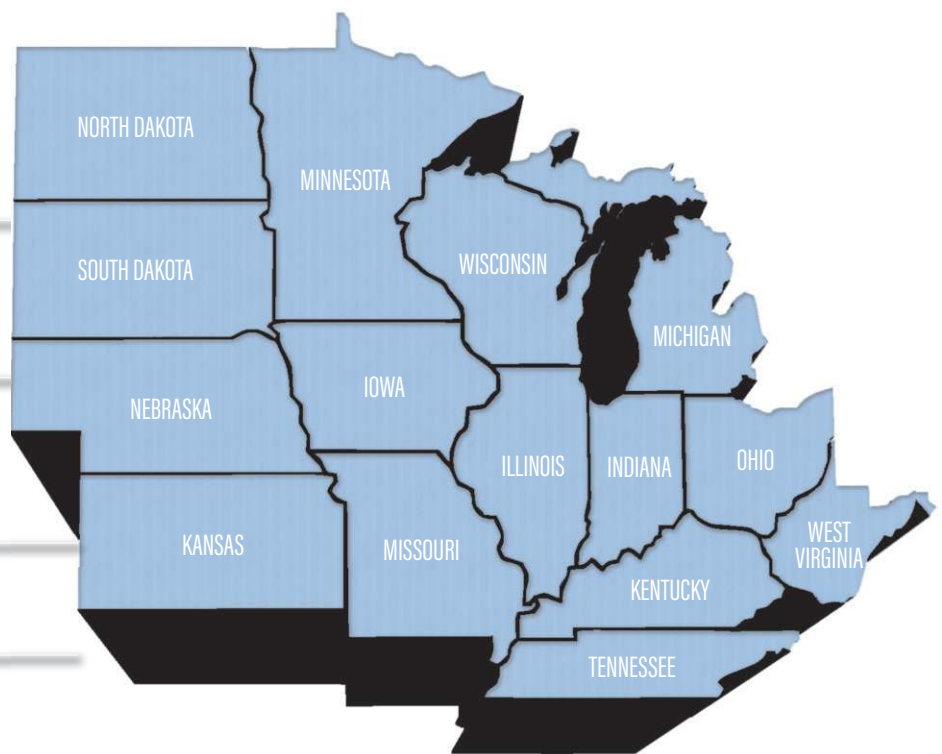
**92 million people**  
30% of the population

**10.5 million fishing licenses**  
38% of the licenses

**4.9 million boat owners**  
41% of boat owners

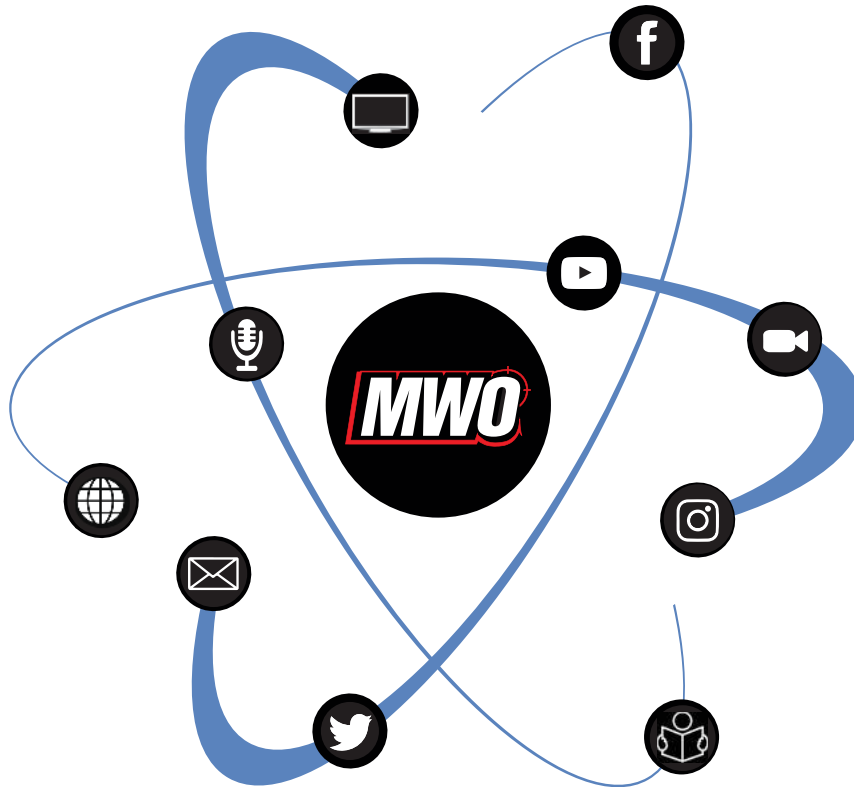
**90% of U.S. freshwater supply**

**250 species of fish**



## BRAND UNIVERSE

# We'll drive your message thru all MWO media assets!



**TOTAL BRAND UNIVERSE | 87,623,055**

**MAGAZINE** | 129,601 readers per issue

**TELEVISION** | 86,945,932 TV households

**SOCIAL MEDIA** | 75,769 engaged followers

**WEBSITE** | 15,564 monthly viewer sessions

**eNEWSLETTER** | 16,189 registered subscribers

**DIRECT MAIL** | 100,000+ avid fishermen

**EVENT PROGRAMS** | 100,000+ avid outdoorsmen

**SPECIAL ISSUES** | 240,000+ targeted fishermen

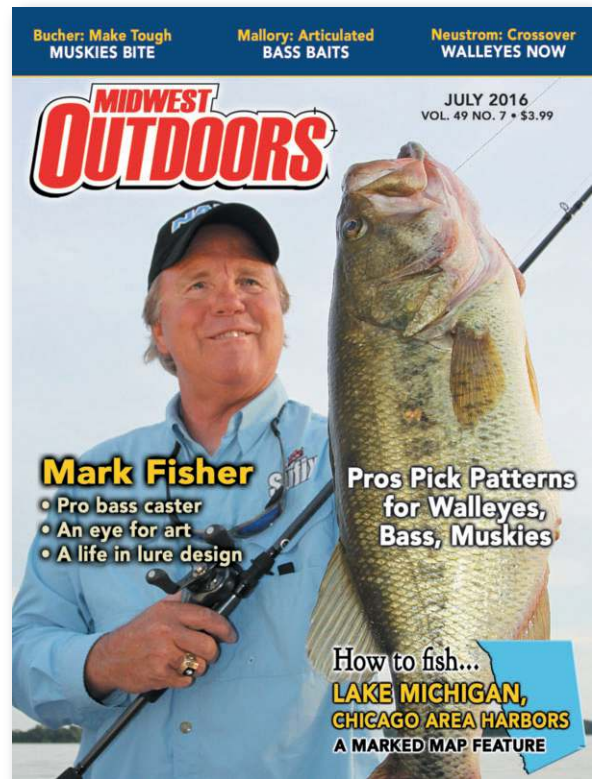


# PRINT SOLUTIONS

## MidWest Outdoors magazine

The newly redesigned MidWest Outdoors magazine is all about helping you enjoy the outdoors with articles and features on fishing, hunting and the great outdoors—where to go, what to use and how to use it.

Published 12 times per year, each issue is filled with more than 100 articles by the Midwest's top outdoor writers, each with a particular area of expertise. No other single publication has more outdoors coverage of the upper Midwest.



### Advertising Rates\*

FOUR-COLOR RATES	1X	3X	6X	12X
Full Page	\$2983	\$2834	\$2684	\$2385
One-half Page	1853	1760	1669	1483
One-third Page	1580	1501	1421	1264
One-quarter Page	1323	1260	1190	1058
One-sixth Page	1105	1050	994	884
One-eighth Page	1012	962	911	810

### COVERS & PREMIUM POSITIONS (Four-color only)

Back Outside (7" x 10")	\$3454	\$3281	\$3108	\$2762
Back Inside (10" x 16")	3454	3281	3108	2762
Center Spread (21" x 16")	6563	6235	5906	5250

### BLACK & WHITE RATES

Full Page	\$2073	\$1969	\$1817	\$1658
One-half Page	1099	1043	989	879
One-third Page	822	781	740	657
One-quarter Page	557	529	501	441
One-sixth Page	361	342	324	287
One-eighth Page	281	267	252	225

### SPOT COLOR \$220 per color

\*Additional discounts for MidWest Outdoors TV advertisers.

### 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.

### Ad Dimensions

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

### Deadlines

Issue	Space/Materials	On Sale
January	November 23	January 1
February	December 22	February 1
March	January 25	March 1
April	February 23	April 1
May	March 24	May 1
June	April 25	June 1
July	May 25	July 1
August	June 23	August 1
September	July 24	September 1
October	August 25	October 1
November	September 25	November 1
December	October 25	December 1

# SPECIAL ISSUES



## 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 – March



### SPORTS SHOW COVERAGE

**Chicagoland Fishing Expo Program** – January

**Minnesota Sportsmen's Show Program** – January

**Minnesota Sports Show Issues** – January thru March

MWO attends 40+ consumer shows each year. Thousands of bonus copies are distributed from November thru April.



# Match your advertising message with seasonal editorial



MidWest Outdoors has more writers and editorial than any other outdoors magazine in the U.S. With more than 200 articles each issue, MidWest Outdoors keeps readers abreast of seasonal trends.

**JANUARY** | **Canada Fever Issue • Chicagoland Fishing Travel & Outdoor Expo Program • Lake Home & Cabin Show Program – Madison**  
• **Minnesota Sportsmen's Boat, Camping & Vacation Show Program**  
• **Minnesota Sports Show Issue** • 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** • Sports shows  
• Midwinter ice fishing • Spring fever • Boat and motor sales • Cold water fishing  
• Vacation planning • Warm weather destinations • Internet/mail-order sales

**MARCH** | **Lake Home & Cabin Show Program – Chicago**  
• **Minnesota Sports Show Issue** • Boat & motor sales • Vacation planning  
• Late ice fishing • River walleyes & saugers • 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 walleyes • 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 walleyes • Topwater 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 walleyes • Great Lakes salmon and trout  
• Panfish action • Fly-fishing on streams • Catfishing • Prime night fishing and bank angling • Midseason marine and tackle purchases/repairs • Canada trips: tackle purchased

**AUGUST** | Late summer fishing • Stream fishing for trout • Staging salmon on the Great Lakes • Walleyes, bass, muskies 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

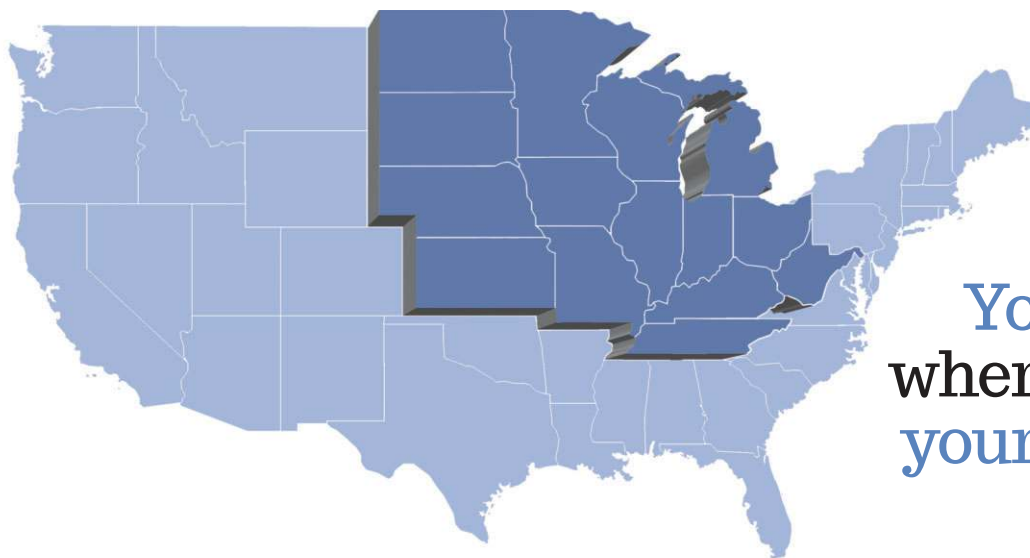
**OCTOBER** | Fall fishing peak • Walleyes • Southern Midwest fishing  
• Steelhead, brown trout, lake trout • Trophy muskies and bass • Boat & motor storage/winterization

**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 • Coldwater 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



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



You choose  
where and when  
your spots run!

### NATIONWIDE COVERAGE

Pursuit Channel  
Dish Network (Ch 393), DirecTV (Ch 604), Roku TV

### REGIONAL COVERAGE

- ★ FOX Sports North (Cable)  
Upper Midwest—Minnesota, Wisconsin, Dakotas, Iowa
- ★ FOX Sports Wisconsin (Cable)
- ★ Comcast SportsNet Chicago (Cable)  
Illinois, Indiana, 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
- ★ Network West Virginia (Cable)  
Eastern Midwest—West Virginia, Virginia, Kentucky, Ohio

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

### LOCAL DMA COVERAGE

- ★ Chicago/Rockford, Ill.: TLN\* (Cable)
- ★ Fox Valley, Ill.: WSPY TV30 (Independent)
- ★ Plano, Ill.: TV17 (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: KVRN 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.: WVTM TV18 (CW)  
Milwaukee, Wis.: WCGV TV24 (MNT)  
Madison, Wis.: WMTV TV15 (CW)
- ★ Wausau, Wis.: WSAW TV7 (CBS)
- ★ Wausau/Rhineland, Wis.: WZAW (FOX)
- ★ Baraboo, Wis.: WRPQ TV43 (PAX)
- ★ Eau Claire, Wis.: Spectrum Reach 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)



## We will make your digital promotions successful



### eNEWSLETTER

Speak directly to our most engaged audience—considered influencers and recommenders among their peers. Twice monthly, registered subscribers receive news, updates and exclusive features not available to magazine readers and TV viewers. The MWO eNewsletter is one of your most effective and least expensive forms of advertising.



### PODCAST NETWORK

Communication through MWO Podcasts is direct, intimate and highly memorable. Two monthly shows: 1) a radio-style podcast with timely and informative topics. 2) feature-length interviews with top names in the outdoors. Listen on iTunes, Stitcher and MidWestOutdoors.com. Tap into the MWO podcast network with a hard-hitting campaign for a remarkably low investment price.



### NATIVE CONTENT

MWO native content looks and feels like natural content, and is consumed like editorial—meaning it is more believable—and delivered through all related MWO media assets. Reap the benefits of an implied endorsement when the most respected outdoor media brand in the Midwest tells your story.



### GEAR PROFILE

Your product image and logo featured by category on the MWO Gear page. One click expands your product image into a full-page interactive profile with multiple images and videos. Link-enabled to drive buyers to your website or company's eCommerce page.



### DESTINATIONS PROFILE

Your destination logo featured by category on the MWO Destinations page. One click expands your listing into a full-page interactive profile with multiple images and videos. Link-enabled to drive buyers to your website or social media channel.



## DIGITAL SOLUTIONS



### INTERACTIVE EVENT CALENDAR

A three-pronged strategy for your event's success: 1) Your event is listed on MWO's interactive calendar. 2) One click expands into a rich media module with event details, map, images and video. 3) Your event is posted on the MWO home page in the News & Events section.



### CONTENT SPONSORSHIP

Connecting a message with related editorial dramatically increases response. With a content sponsorship, your 4:1 (1600 x 400) banner is embedded within a select online feature, effectively making you the sponsor of that feature story and increasing the effectiveness of your message.



### CATEGORY SPONSORSHIP

Deliver your message to a highly-targeted audience when viewers search articles tagged to categories aligned with your business interests. Your 4:1 (1600 x 400) banner is embedded within articles keyworded with your specific search term(s).



### UNIVERSAL VIDEO SPONSORSHIP

Receive exclusive sponsorship of the MWO featured video, hosted on MWO's home page. Sponsorship includes pre/post roll spots, and MWO eNewsletter and social media posts. Enhanced sponsorship: MWO will run your video content with pre/post roll commercials.



### DISPLAY BANNER ADVERTISING

MWO positions your banner in the midst of searchable content. Your message, surrounded by relevant content, becomes part of the contextual environment that inspires people to inquire further. Home page and ROS banners available. ROS banners 1:1 (1000 x 1000) appear adjacent to content posts.

## SERVICES



### ENHANCED SOCIAL MEDIA

MWO can help you create your company or organization's social media brand and voice. MWO creates thousands of these messages each year, including video, images, and the written and spoken word. With an enhanced social media message, your brand will become more valuable and authoritative.



### VIDEO PRODUCTION

MWO's award-winning video department produces high-quality and highly effective video for a variety of applications: web content, social media posting, event marketing, television programs, commercials and more!

### We also offer:

Video & TV production • Graphics, printing & publishing services • Direct mail • Merchandising

CELEBRATING 50 YEARS

# Receive \$20,000 in promo exposure for **FREE!**

## Legacy Look-back Feature

Your company history will be featured in MidWest Outdoors magazine!

- Feature article and FP4C ad give you a 2-page spread.

Digital exposure:    

## 50 Time-tested Tips

Inclusion in MWO's 50 tips that have endured the test of time—fundamentals every outdoorsman should know.

- Your logo placed with at least 3 tips in MWO magazine
- 10-second spot (3 weeks pre-/post-roll) on the MWO Home Page video
- Inclusion in MWO's 50 Tips eBook

Digital exposure:     

## MWO Interactive Timeline

Your company included in the MWO Timeline, a 50-year history of the outdoors.



- Linked to your website or social media page!
- Linked to the digital version of your Legacy Look-back Feature!

Digital exposure:    

## Premium Product Listing

Receive online exposure on MWO Gear page and Buyer's Guide eNewsletter!

- Product image, logo and video
- Expands to dedicated page, links to your website & social media pages

Digital exposure:  



options:

### Half-price "Congratulations" Ad

Brand your company and celebrate an industry milestone!

- FP4C ad
- Connect your brand with MWO readers

### Facebook Giveaway Sponsorship

Your logo and product featured in the following:

- MWO Facebook page
- MWO Buyer's Guide eNewsletter
- MWO TV & mag promo ads
- MWO 50 Tips eBook

Digital exposure:       