

A MULTIMEDIA COMPANY



# Hunting & Shooting 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!

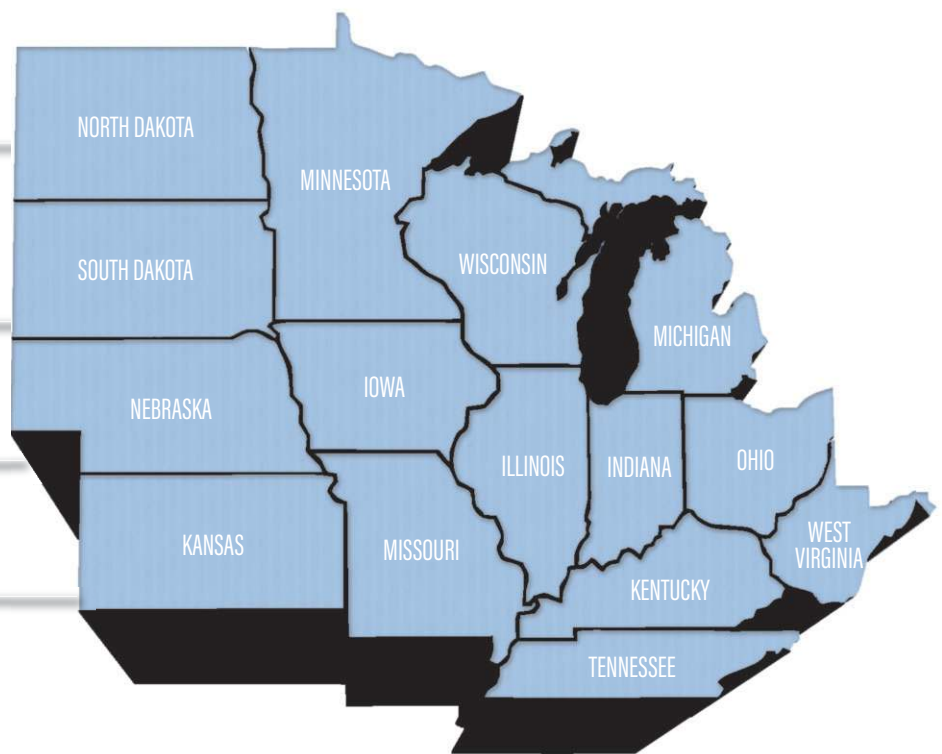
**5.4 million hunters**  
37% of the U.S. total

**13.5 million hunting  
licenses, stamps & tags**  
nearly half!

**\$12 billion spent**  
35% of U.S. total

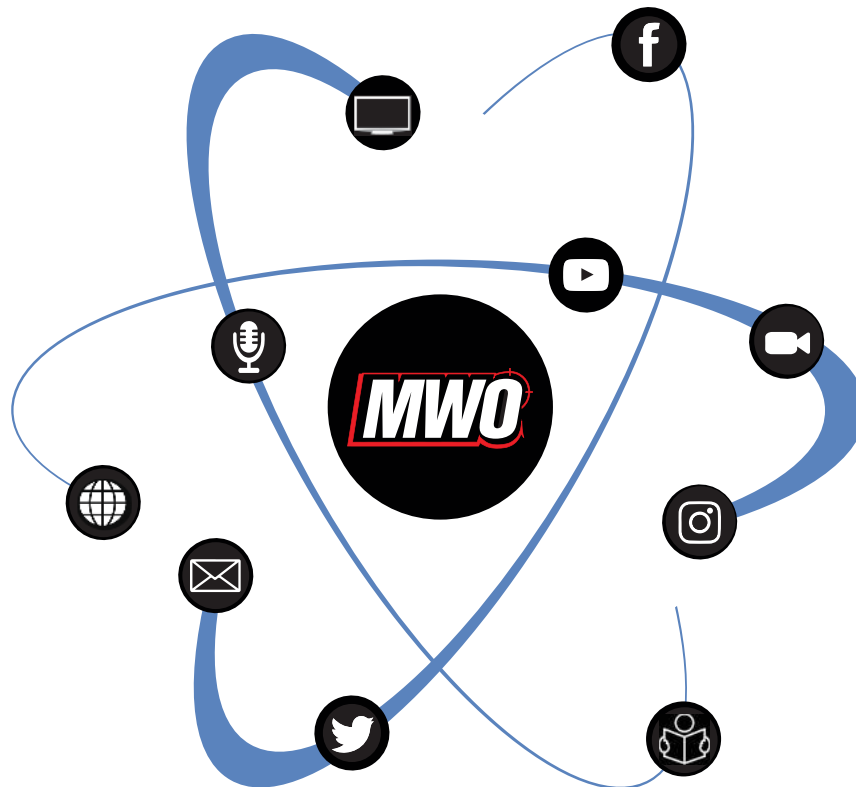
**5.5 million active hunts**  
41% of U.S. total

**Five of the top 15 states**  
for "days in the field"



## 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 outdoorsmen

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

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

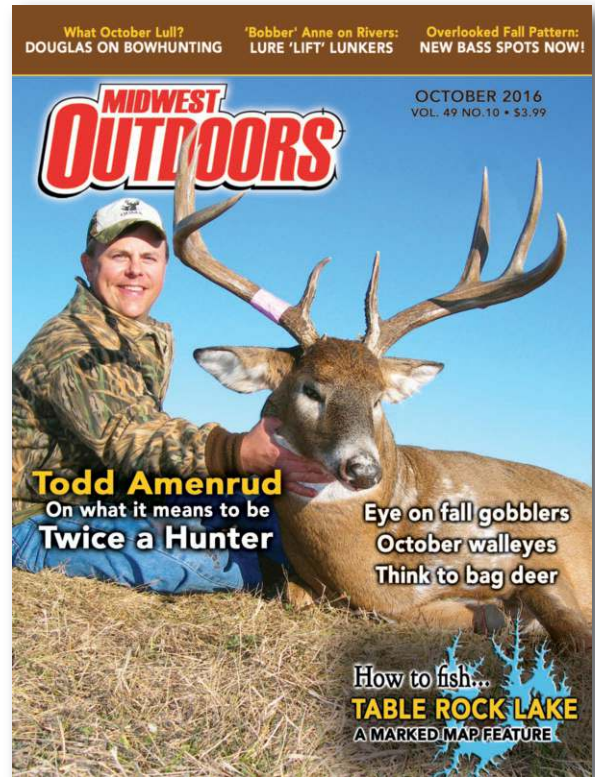


# PRINT SOLUTIONS

## MidWest Outdoors magazine

The newly redesigned MidWest Outdoors magazine is all about helping you enjoy the outdoors with articles and features on hunting, fishing 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](mailto: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



## Target your message with MWO's special issues



### **HUNTING FEVER** – September

Hunting season opens! Retail sales for firearms, ammo, clothing and gear are at their peak. MidWest Outdoors captures the momentum with in-depth features on every species. A “don’t miss” opportunity!



### **HUNTER'S PRODUCT SHOWCASE** – October

Your products will receive half a million gross impressions to hunters and \$15,000 in added media value! Your magazine feature is complemented with a “Hunter’s Product Showcase” segment on MidWest Outdoors TV. Available with the purchase of a MidWest TV campaign.



### **SPRING TURKEY INITIATIVE** – March thru May

In 2017, MidWest Outdoors will publish over 40 turkey hunting articles—more than any publication in the country! MWO's Spring Turkey Initiative enables you to tell your story with an integrated mix of native content and advertising embedded in an extremely rewarding editorial environment.



### **SPORTS SHOW COVERAGE**

**Lake Home & Cabin Show Programs** – January thru March

**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 • 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** • 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 • Lake Home & Cabin Show Program – Chicago** • 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



## A showcase for your new products



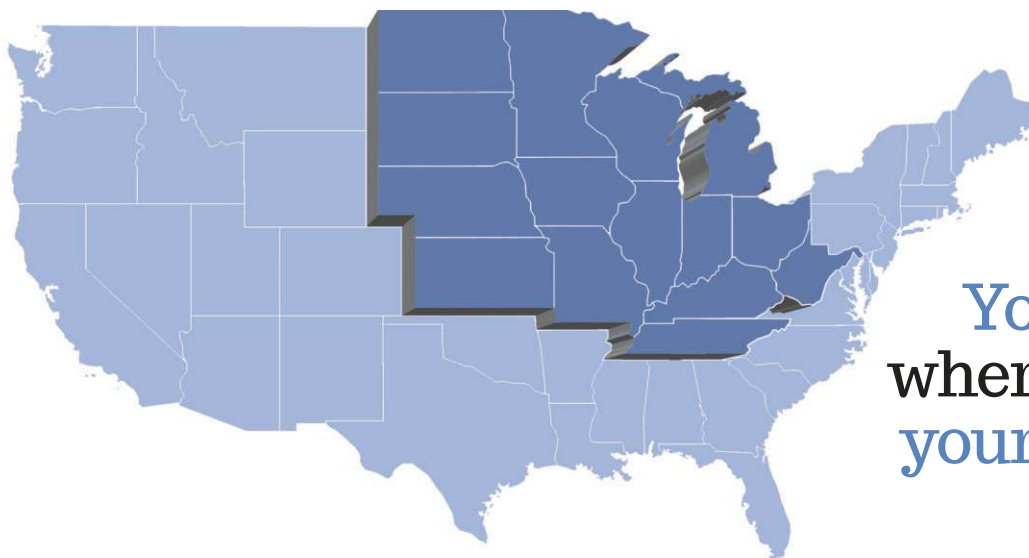
### Hunter's Product Showcase

- Television exposure • Programming support
- Editorial support • Magazine exposure • Free product video
- Online video exposure • Social media exposure

**Over \$15,000 in added value!**



# Advertise on the Midwest's top-rated outdoors 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

### 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: 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.: WVTV 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)

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





## 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:       