

**MIDWEST**  
**OUTDOORS**

**360 MEDIA**

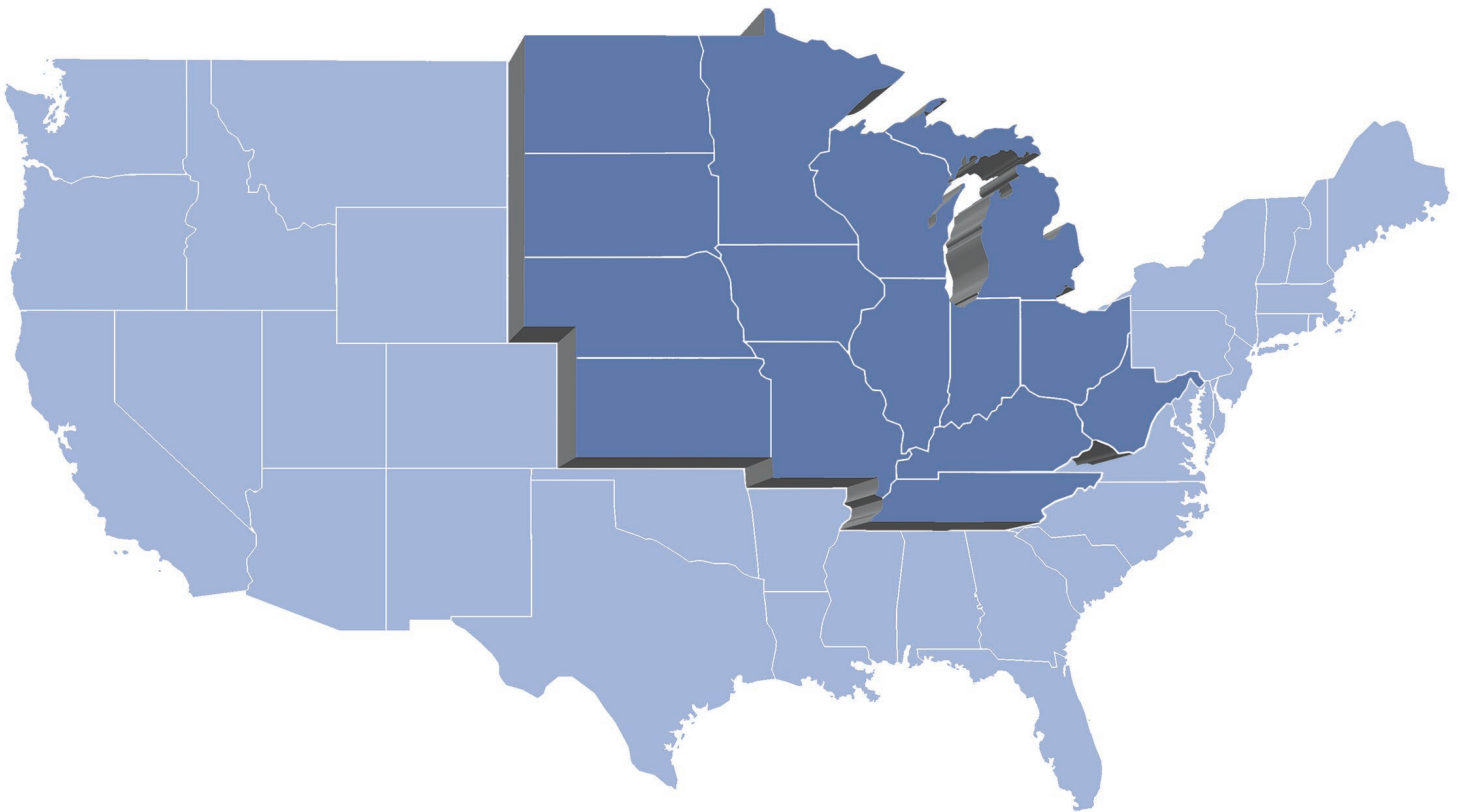


## Fishing Media Guide

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



## Why the Midwest is crucial to your business success



**92 million people**  
30% of U.S. total

**10.5 million fishing licenses**  
38% of U.S. total

**4.9 million boat owners**  
41% of U.S. total

**\$13.5 billion in retail sales**  
31% of U.S. total

**Most freshwater for fishing**  
90% of U.S. total



# PRINT SOLUTIONS

## MidWest Outdoors magazine

Spending time on the water is a hugely important part of our lives. Each month, MidWest Outdoors magazine shares fishing and outdoor experiences with the most avid anglers in the Midwest.

With more than 1,000 articles each year from 200 of the Midwest's top outdoor experts, no single publication offers more fishing and outdoors coverage than MidWest Outdoors—where to go, what to use and how to use it.



### Advertising Rates

FOUR-COLOR RATES	1X	3X	6X	12X
Full Page	\$3072	\$2919	\$2765	\$2457
One-half Page	1909	1813	1719	1528
One-third Page	1627	1546	1464	1302
One-quarter Page	1362	1297	1225	1090
One-sixth Page	1138	1081	1024	910
One-eighth Page	1043	991	938	834

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

Back Outside (7" x 10")	\$3557	\$3379	\$3201	\$2845
Back Inside (10" x 16")	3557	3379	3201	2845
Center Spread (21" x 16")	6760	6422	6083	5407

### BLACK & WHITE RATES

Full Page	\$2136	\$2028	\$1871	\$1708
One-half Page	1132	1075	1018	905
One-third Page	847	804	762	677
One-quarter Page	574	545	516	454
One-sixth Page	371	352	334	296
One-eighth Page	290	275	260	231

**SPOT COLOR** \$220 per color

Discounts for MidWest Outdoors TV and digital advertisers.

Payment Terms: Payment due upon receipt of invoice. Credit card payments assessed a 3% service fee. All prices are USD.

### 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 22	January 1
February	December 22	February 1
March	January 23	March 1
April	February 23	April 1
May	March 23	May 1
June	April 23	June 1
July	May 23	July 1
August	June 22	August 1
September	July 23	September 1
October	August 23	October 1
November	September 21	November 1
December	October 23	December 1



# Target your message with MWO's special issues



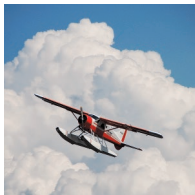
## ICE FISHING

IceBreakers – November *25th Anniversary!*

If you rely on ice fishermen for your business success, you need to deliver your message in MWO's IceBreakers. Now 25 years strong, IceBreakers is the publication Midwest ice anglers turn to: where to go, what to use and how to use it!

St. Paul Ice Fishing Show Program – December

Minnesota is the world's ice fishing mecca. The most efficient media source for targeting these avid ice anglers is the St. Paul Ice Fishing Show program.



## CANADA FEVER December thru February

Upper Midwest fishermen are the Number One source for Canada tourism. Reach them in big numbers with MWO's Canada Fever.



## CABIN & VACATION HOMES

Lake Home & Cabin Show Programs – January and February

Target thousands of lake home owners with the official show guide for 3 big Lake Home & Cabin shows—Chicago, Madison and Minneapolis.



## SPORTS SHOW COVERAGE

Chicagoland Fishing Expo Program – January

Minnesota Sportsmen's Show Program – January

Minnesota Sports Show Issues – January thru March

MWO attends 35+ consumer shows each year. In addition to these programs, thousands of extra copies of the magazine are distributed.



## Match your advertising message with seasonal editorial



MidWest Outdoors has more articles and content than any outdoor magazine in the U.S. MWO is all about sharing fishing and outdoor experiences.

### **JANUARY** | “Celebrate the Outdoors”

Ice fishing • Urban outdoors • Sports shows • Cabin fever purchases • Ice season closeouts • Vacation planning • Warm weather destinations • Rainbow in streams • New tackle and electronics • Boat and motor sales • Internet/ mail-order sales

*Also: Canada Fever Issue • Chicagoland Fishing Travel & Outdoor Expo Program • Madison Lake Home & Cabin Show Program • Chicago Lake Home & Cabin Show Program • Minnesota Sportsmen's Boat, Camping & Vacation Show Program • Minnesota Sports Show Issue*

### **FEBRUARY** | “Gearing Up”

Sports shows • Midwinter ice fishing • Spring fever • Boat and motor sales • Cold water fishing • Vacation planning • Warm weather destinations • Internet/ mail-order sales • DIY projects

*Also: Canada Fever Issue • Minnesota Sports Show Issue • Minneapolis Lake Home & Cabin Show Program*

### **MARCH** | “The Brink of Spring”

Spring training • 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

*Also: Minnesota Sports Show Issue*

### **APRIL** | “Early Fishing”

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 • Camping

### **MAY** | “On the Doorstep of Summer”

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

### **JUNE** | “Emerging Summer”

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** | “Midsummer Madness”

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** | “Dog Days”

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** | “The Tides of Change”

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

### **OCTOBER** | “Harvest Time”

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

### **NOVEMBER** | “Ushering in Hard Water”

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 • Winter getaways  
*Also: IceBreakers Issue*

### **DECEMBER** | “Walk on Water”

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  
*Also: Canada Fever Issue • St. Paul Ice Fishing Show Program*





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



Choose where  
and when your  
spots run!

### REGIONAL COVERAGE

- ★ FOX SportsNet North (Cable)  
Upper Midwest—Minnesota, Wisconsin, Dakotas, Iowa
- ★ FOX SportsNet Wisconsin (Cable)
- ★ NBC Sports Chicago Plus (Cable)  
Illinois, Indiana, Iowa
- FOX SportsNet Midwest (Cable)  
Lower Midwest—Illinois, Indiana, Missouri, Iowa,  
Nebraska, Kansas
- FOX SportsNet Ohio (Cable)  
Eastern Midwest—Ohio, Kentucky, Indiana,  
West Virginia, Pennsylvania, Tennessee
- ★ MidContinent Sports Network (Cable)  
Minnesota, North Dakota, South Dakota
- ★ Detroit/Southern Michigan: Comcast Michigan (Cable)
- ★ Indianapolis/Northern Indiana: Comcast Indiana (Cable)

### NATIONWIDE COVERAGE

Pursuit Channel: Dish Network (Ch 393), DirecTV (Ch 604)

### LOCAL DMA COVERAGE

- ★ Chicago, Ill.: Comcast 100 (Cable)  
Quad Cities, Ill. & Iowa: WHBF TV4 (CBS)  
Quad Cities, Ill. & Iowa: KGCW TV41 (CW)
- ★ Sioux Falls, South Dakota: KTTW TV17 (FOX)  
Fargo, North Dakota: KVRN TV15 (FOX)  
Twin Cities, Minn.: KSTP TV5 (ABC)  
Twin Cities, Minn.: KSTC TV45 (Ind)  
Duluth, Minn./Superior, Wis.: WDIO TV10 (ABC)  
Hibbing, Minn.: WIRT TV13 (ABC)  
Green Bay, Wis.: WGBA TV26 (NBC)  
Green Bay, Wis.: WACY TV32 (MNT)  
Milwaukee, Wis.: WVTU 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)  
Kalamazoo/Grand Rapids, Mich.: WLLA TV64 (Ind)  
Sandusky/West Cleveland, Ohio: WGGN TV52 (Ind)

★ available 52 weeks per year



## MidWest Outdoors will make your digital promotions successful



### **MWO INSIDER eNEWSLETTER**

Speak directly to MWO's most engaged audience! Registered subscribers receive news updates and exclusive features not available to MWO magazine readers or TV viewers. *MWO Insider* is a highly-effective and low-cost form of advertising.

4:1 (1600 x 400) banner: \$500

Native content post + 4:1 banner: \$1,000



### **MWO PODCAST**

Communication through MWO Podcast is direct, intimate and highly memorable. MWO's monthly product offers feature-length interviews with top names in the outdoors. Your commercial message will be heard on iTunes, iHeartRadio, Stitcher and MidWestOutdoors.com.

30-second spot: \$295

3-minute spot: \$500



### **ONLINE NATIVE CONTENT**

MWO native content looks and feels like a typical article post, and is written to artfully present your brand, product or service in the best light possible. Best of all, readers respond more favorably to native content than to advertising banners and posts.

Starting at \$750



# DIGITAL SOLUTIONS



## ONLINE PRODUCT SHOWCASE

Showcase your product on the MWO Gear page. One click expands your product listing into a full-page interactive profile with multiple images and videos. Link-enabled to drive buyers to your company website or e-commerce page.

**Text/image post with link: \$150 per month**

**Video post with link: \$300 per month**



## FEATURE DESTINATIONS

Capture new visitors with a listing 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.

**Text/image post with link: \$150 per month**

**Video post with link: \$300 per month**



## INTERACTIVE EVENT CALENDAR

MWO's Event Calendar tells users everything they need to know about your event. Your participation includes a listing on MWO's interactive calendar, which expands to a rich media module with event details, map, images and video with a single click. Your event is also posted on the MWO home page.

**Listing: \$300 per month**



## CONTENT SPONSORSHIP

Capture readers at the moment they are most receptive to your message by sponsoring specific MidWest Outdoors online articles. Your 3:2 link-enabled message is embedded within the first paragraph of the article, identifying you as a sponsor of that story.

**Sponsorship (1500 x 1000 message): \$225 per month**



## DISPLAY BANNER ADVERTISING

Your banner message is surrounded by relevant content and becomes part of an environment that inspires people to inquire further. Two banner options available: 3:2 (1500 x 1000) banners appear adjacent to landing page posts; 4:1 (1600 x 400) banners are embedded within online articles.

**3:2 (1500 x 1000) banner: \$185 per month**

**4:1 (1600 x 400) banner: \$150 per month**

## We also offer:

Graphics, printing & publishing services • Direct mail • Merchandising





# Creating quality social media content just got a whole lot easier!

New!

**MWO** DigitalAssist®

If you're too busy running things to effectively create your company or organization's social media messaging, or are simply overwhelmed at the prospect of doing so, let **MWO** DigitalAssist® do it for you!

## SOCIAL MEDIA CONTENT CREATION

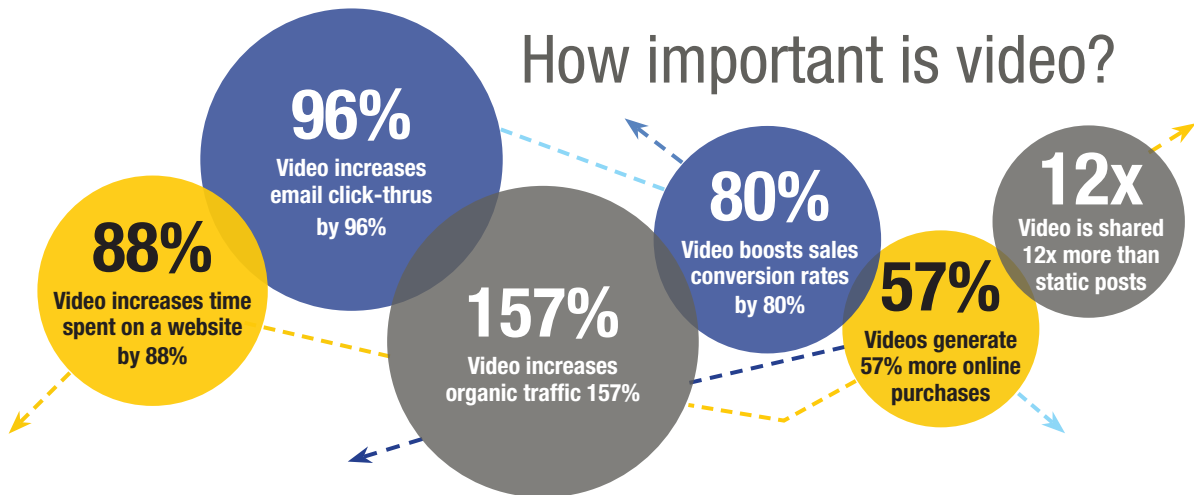


Creating effective, on-target messages that resonate with outdoorsmen is what MidWest Outdoors does best. We launched **MWO** DigitalAssist® to help you develop a social media voice and brand that is more authoritative and trusted, and to generate stronger engagement with your customers (and future customers).

## VIDEO MARKETING



If video is not a part of your digital marketing strategy, you're missing out—big time. **MWO** DigitalAssist's® award-winning video department will produce highly effective video content for all of your marketing needs. MWO's staff knows the secrets to creating hard-hitting and effective video—video that produces results!



Ready to learn more? Contact your MWO representative today!

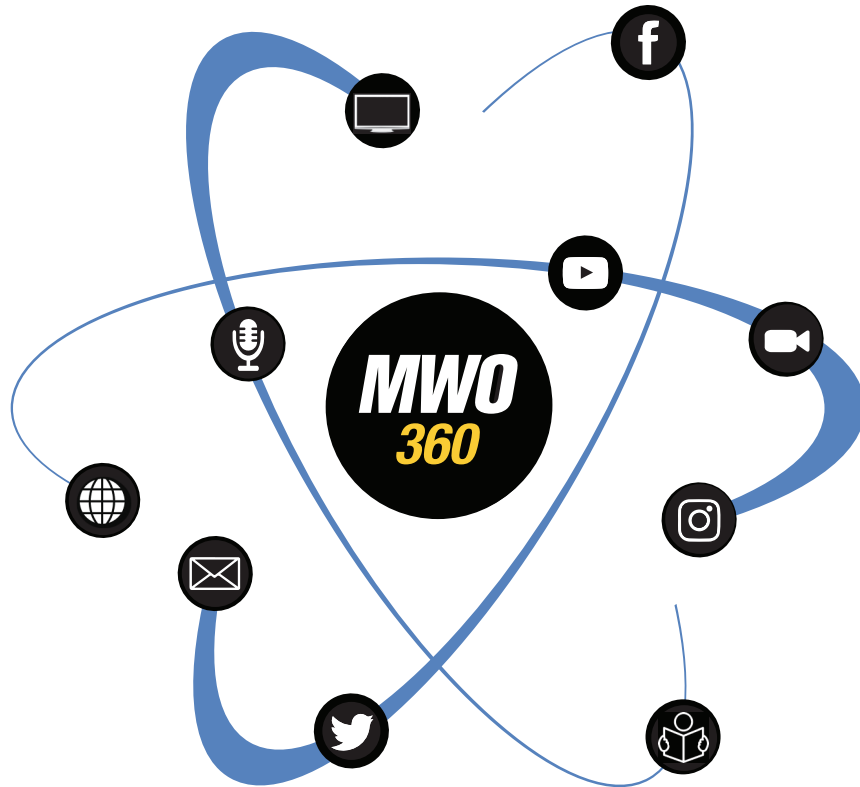
**MWO** DigitalAssist®

*"Helping deliver your message to outdoorsmen!"*



BRAND UNIVERSE

# Drive your message thru all MWO media assets!



**TOTAL BRAND UNIVERSE | 66,338,303**

**MAGAZINE** | 133,509 readers per issue

**eNEWSLETTER** | 30,000+ registered subscribers

**TELEVISION** | 65,486,525 TV households

**DIRECT MAIL** | 100,000+ outdoorsmen

**SOCIAL MEDIA** | 136,459 engaged followers

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

**WEBSITE** | 111,810 monthly viewer sessions

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



**360 MEDIA**

111 Shore Drive, Burr Ridge, IL 60527 • 630-887-7722 • MidWestOutdoors.com

