

MIDWEST OUTDOORS

360 MEDIA

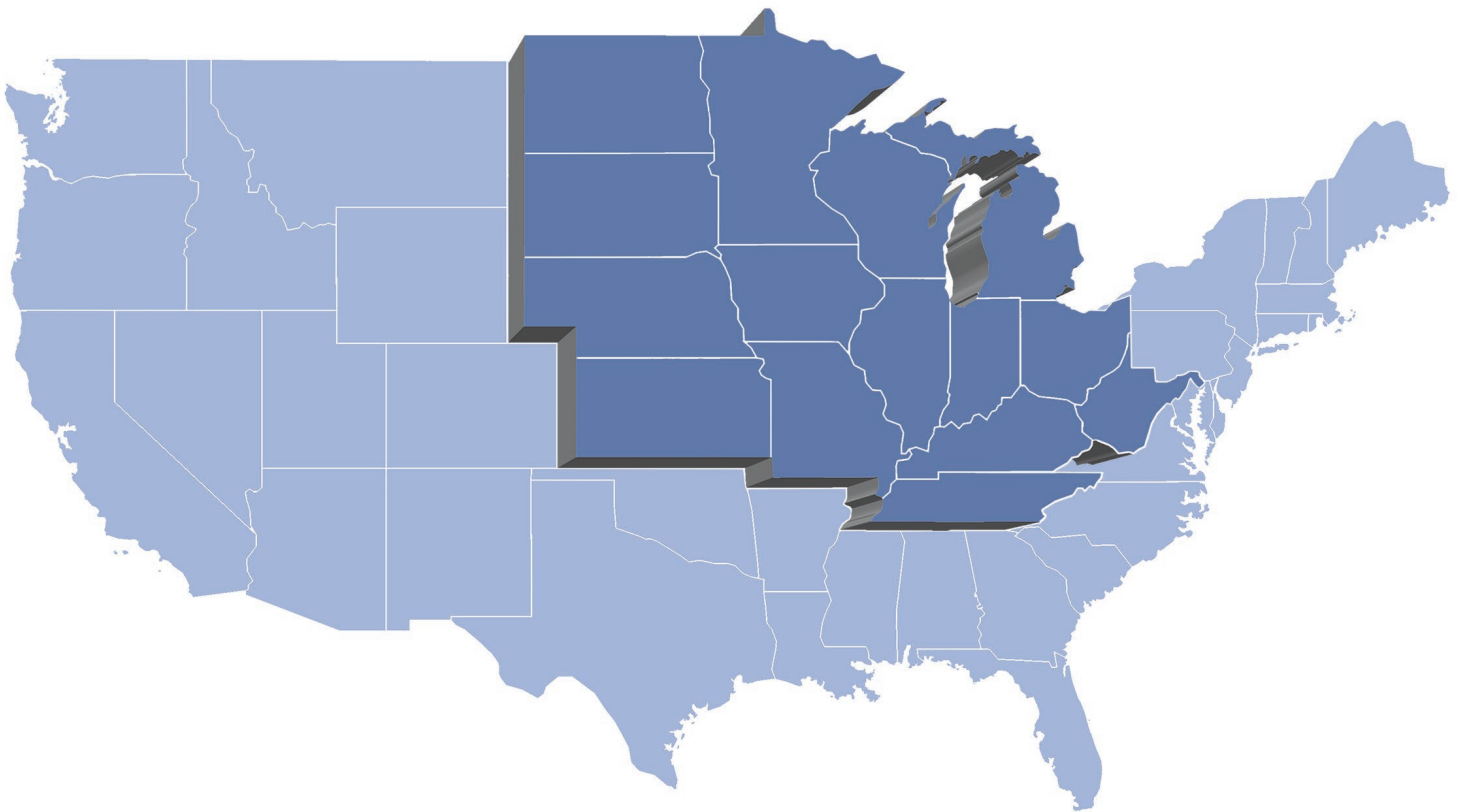


Hunting & Shooting Media Guide

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



Why the Midwest is crucial to your business success



5.5 million hunters
36% of U.S. total

13.6 million licenses & tags
42% of U.S. total

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

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

Days “in the field”
Five of the top 15 states



PRINT SOLUTIONS

MidWest Outdoors magazine

MidWest Outdoors magazine is all about helping people 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	\$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.

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



HUNTING FEVER – September

Hunting season opens, and retail sales for firearms, ammo, clothing and gear are at their peak. MidWest Outdoors captures the momentum with in-depth features on every species. Don't miss this opportunity!



HUNTER'S PRODUCT SHOWCASE – October

Purchase a MidWest Outdoors TV campaign and receive half a million gross hunting impressions and \$15,000 in added media value! As part of your campaign, you receive a product feature in MWO magazine and a "Hunter's Product Showcase" segment on MWO TV.



SPRING TURKEY INITIATIVE – March thru May

MidWest Outdoors publishes more turkey hunting articles 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 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 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 hunting and outdoor experiences.

JANUARY

Muzzleloading deer • Late season bird hunting • New products shipped • 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 • Sports shows

Also: Canada Fever Issue • Madison Lake Home & Cabin Show Program • Chicago Lake Home & Cabin Show Program

FEBRUARY

Game preserves extend length of season • Serious hunters sharpen their knowledge • Late season scouting of deer • Early season scouting for turkey • Trip planning • Busiest sports show month

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

MARCH

Spring Turkey Initiative • 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

Spring Turkey Initiative • 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

Spring Turkey Initiative • 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

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

Also: MidWest Outdoors' Hunting Fever Issue

OCTOBER

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

Also: Hunter's Product Showcase Issue

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

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

Also: Canada Fever Issue



HUNTER'S PRODUCT SHOWCASE

Big exposure 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

More than \$15,000 in added value!



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 (MNNT)
Milwaukee, Wis.: WVTU TV18 (CW)
Milwaukee, Wis.: WCGV TV24 (MNNT)
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 podcast 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!



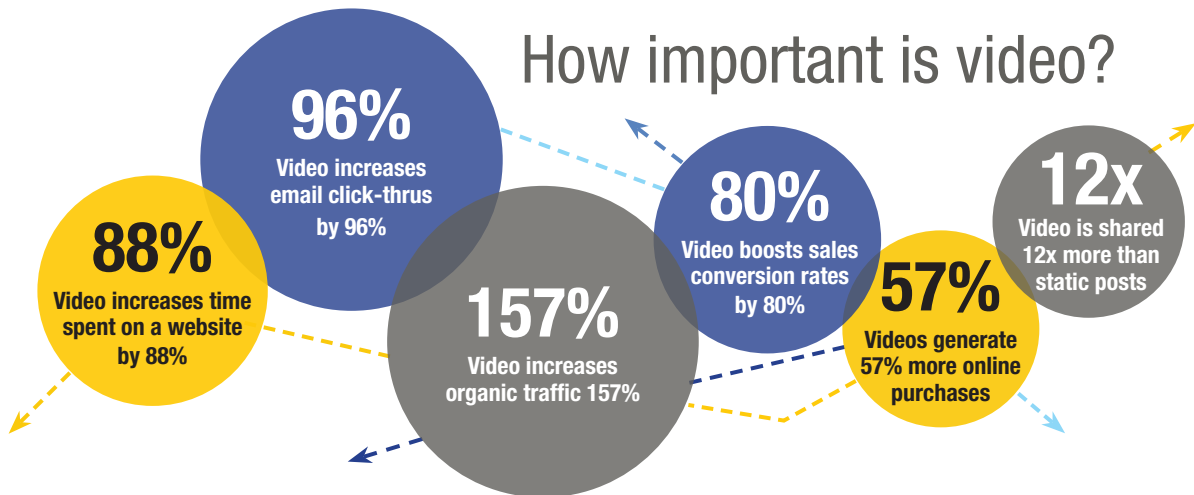
SOCIAL MEDIA CONTENT CREATION

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!

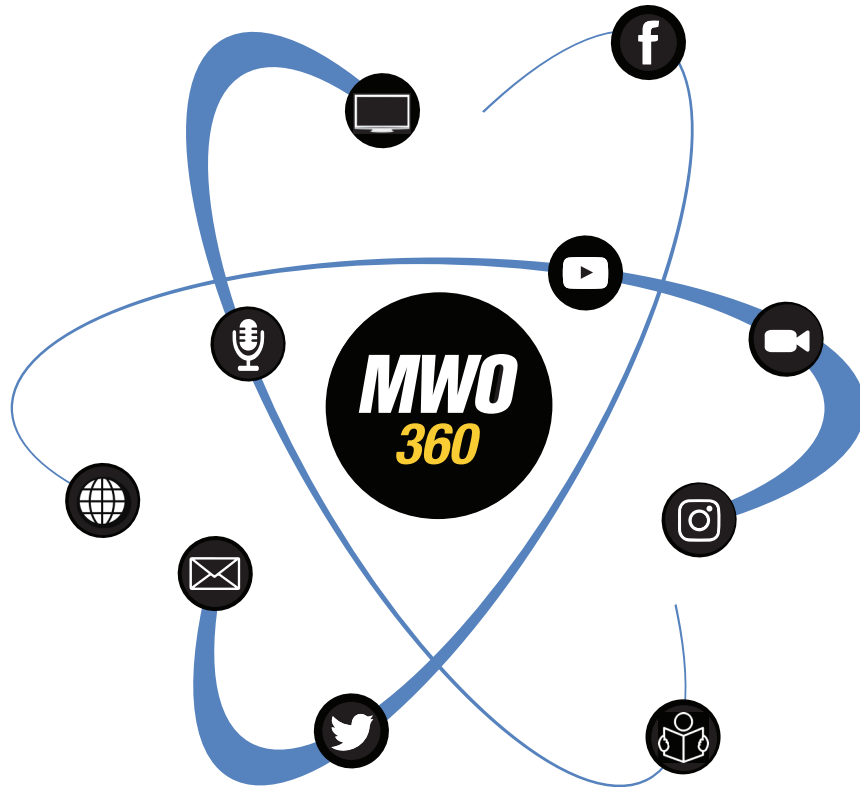
MWO DigitalAssist®

"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

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