

America's Complete Deer-Hunting Source

Whitetail

JOURNAL

2010
marketing
GUIDE

Photo by Windigo Images

**Whitetail Journal Celebrates
19 Years Of Publication!**

GRAND VIEW
OUTDOORS

WHITETAIL JOURNAL – YOU

Here's why WHITETAIL JOURNAL



Welcome to Whitetail Journal!

Welcome to the world of *Whitetail Journal* — “America’s Complete Deer-Hunting Source.” If your business wants to target the serious whitetail hunter, the kind of guy or gal who, when he or

she is not actively involved in deer hunting, is dreaming about it, then this is the place for you. If your customers are always looking for new ways to get an edge, whether that’s finding better places to hunt, learning about deer behavior, or trying out new guns, bows and gear, this is where they can find what they’re looking for.

Here at *Whitetail Journal*, one thing we never do is talk down to our readers. We know that they’re the most serious of deer hunters. They want facts based on science and experience, not opinion or conjecture based on hearsay, so they can make informed decisions. That’s why in our pages and on our Web site you’ll find names that you can trust, including such veteran whitetail experts as Dr. David Samuel, Ralph Lermayer, Mark Kayser, Bob Humphrey, John J. Woods and Mike Strandlund, among others. These guys have built impeccable reputations by spending hundreds

of hours each year scouting and deer hunting, and many more weeks testing new products and doing research. They are, quite simply, the best in the business.

Each issue is jam-packed with information to keep you and your customers on top of the ever-changing world of whitetail hunting. In each issue you’ll find:

- Firearm and ammo reviews specific to a deer hunter’s needs;
- Scientific research on whitetail behavior;
- A special archery section devoted exclusively to bowhunting;
- A one of a kind black powder section called “Blackpowder Guns & Hunting”
- A must read game management section entitled “Hunting Camp Journal”
- An in-depth column on crossbow hunting — the first of its kind in the industry;
- Adventure opportunities as close as your backyard or around the world;
- Focused how-to information designed to help make you a more effective deer hunter in your own neighborhood;
- Reviews of the latest equipment advances;
- Pointed editorial opinion on the latest controversies and the politics of deer hunting and game management.

Welcome aboard!
Bob Robb, Editor



WHITETAIL JOURNAL
ARCHERY SECTION



AIM FOR THE DREAM

To meet the demands of an ever-growing market, *Whitetail Journal* features an Archery section in each issue that’s packed with tips, tactics and tricks to appeal to modern and traditional bowhunters. Editor Bob Robb’s “Moment of Truth” column typically appears in this section, along with hard-hitting features and in-depth tech tips. As if that weren’t enough, the archery section also contains our ASA column.

Whitetail Journal is the official publication of the Archery Shooter’s Association, known as ASA. Copies of each issue are sent to every ASA Pro/Am, and every ASA shooter receives a subscription to *Whitetail Journal*.



BLACKPOWDER GUNS
& HUNTING SECTION

Introduced in 2009, our new Blackpowder Guns & Hunting section

has been a smash hit with advertisers and readers alike. Hunters who want to stay in the woods longer after the regular season closes are reaching for muzzleloaders to take advantage of their state’s late blackpowder seasons, and they’re reaching for *Whitetail Journal* to provide them with advice on loading, sighting-in, cleaning and hunting with their in-lines or traditional guns. This is a unique, targeted group of hunters with blackpowder-specific needs.

In each issue you’ll find Judd Cooney’s “The Muzzleloader” column, full of technical tips to help readers understand and better handle their blackpowder rifle. We’ve also got high-adventure blackpowder hunts detailed in features and photos.



HUNTING CAMP
JOURNAL SECTION

You’ve no doubt noticed that hunting land is getting harder to access these days. As a result, many hunters are leasing land, joining a hunt club or even purchasing their own land — and they need help managing it for its best buck-growing potential. **Our Hunting Camp Journal section puts the pieces together for landowners and hunt club members**, giving them tips on everything from planting food plots to which minerals help deer grow big antlers. We also help readers out with reviews of the equipment they’ll need to manage their land or club, from ATVs to seed mixes to portable camp generators. David Hart’s “Game Management” column hooks readers up with the latest research on food plots and quality deer management techniques.



OUR MARKETING PARTNER

is the best vehicle for your advertising message!

2010 EDITORIAL CALENDAR



May/June Buyer's Guide

- Archery and Bows
- Firearms
- Apparel
- Gadgets and Gear
- Land Management **Guide**

Ads close: 2/8/10

Art due: 2/12/10

Mails: 3/18/10

On sale: 4/6/10



July/August Whitetail Journal Xtreme

- Hard-core whitetail hunts
- Buck biology
- Whitetail subspecies
- Growing big antlers
- Xtreme gear **Gear Guide**

Ads close: 4/19/10

Art due: 4/23/10

Mails: 5/27/10

On sale: 6/15/10



September/October Opening-Day Special

- Using calls and scents
- Stand tactics
- Public-land hunting
- Bowhunting tips
- Optics **Gear Guide**

Ads close: 7/5/10

Art due: 7/9/10

Mails: 8/12/10

On sale: 8/31/10



November/December 100% Rut-Hunting Issue

- Rifle hunting
- Bad-weather strategies
- Muzzleloading tips
- How to hunt the rut
- Cold-weather **Gear Guide**

Ads close: 8/30/10

Art due: 9/3/10

Mails: 10/7/10

On sale: 10/26/10

THE AUDIENCE

Whitetail Journal is America's Complete Deer-Hunting Source. ASA members, as well as subscribers, newsstand buyers, state license holders, Web site visitors and e-mail recipients ensure that *Whitetail Journal* is reaching the sought-after target audience for the deer-hunting market. Reader-submitted demographics offer further proof that the *Whitetail Journal* subscriber is on target...he is a male hunter, average age of 46, who hunts with rifles, bows, shotguns, muzzleloaders and crossbows and is looking to buy more gear and take more trips in the future. The *Whitetail Journal* reader is also very engaged, with 90 percent of readers reading more than half the magazine each issue.

With the addition of the recently acquired subscriber lists from *Whitetail Fanatic* and *Hunting Camp Journal*, *Whitetail Journal* continues to be America's Complete Deer-Hunting Source.

Did You Know?

- Average age of *Whitetail Journal* reader: **46**
- Average household income of a *WJ* reader is **\$60,600**
- **37%** of readers own or lease recreation property and **25%** are active hunt club members.

*Source: 2009 WJ Readership Survey

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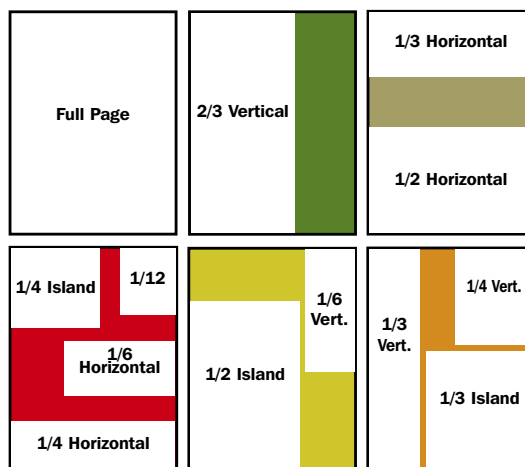
AD SPECIFICATIONS

2-Page Spread Image Area: 14.5" x 9.625"
 2-Page Spread Trim: 15.5" x 10.625"
 2-Page Spread Bleed: 15.75" x 10.875"
 Full Page Image Area: 6.75" x 9.625"
 Full Trim Size: 7.75" x 10.625"
 Full Bleed Size: 8.00" x 10.875"
 1/2 Spread: 15.75" x 4.6"
 2/3 Vertical: 4.444" x 9.625"
 1/2 Vertical: 3.29" x 9.625"
 1/2 Horizontal: 6.75" x 4.6"
 1/2 Island: 4.444" x 7.03"

1/3 Vertical: 2.136" x 9.625"
 1/3 Island: 4.444" x 4.7"
 1/3 Horizontal: 6.75" x 3.013"
 1/4 Horizontal: 6.75" x 2.21"
 1/4 Island: 4.444" x 3.635"
 1/4 Vertical: 3.29" x 4.6"
 1/6 Vertical: 2.136" x 4.7"
 Web Site Showcase: 3.29" x 2.9"
 1/6 Horizontal: 4.444" x 2.22"
 1/8 Horizontal: 3.29" x 2.22"
 1/12 Vertical: 2.136" x 2.259"

* *Whitetail Journal* is a saddle-stitch bound publication.

* For information about bind-in card sales, contact Brent Kizzire at 888-431-2877 x3702



AD RATES

Four-Color	1X	2X	4X
Two-page spread	\$9,105	\$8,580	\$7,270
Full	\$5,060	\$4,765	\$4,035
2/3	\$3,925	\$3,495	\$2,925
1/2	\$3,230	\$2,995	\$2,585
1/3	\$2,500	\$2,125	\$1,825
1/4	\$2,005	\$1,825	\$1,600
1/6	\$1,335	\$1,205	\$995
1/8	\$1,175	\$1,055	\$825
1/12	\$985	\$885	\$725

Black & White	1X	2X	4X
Two-page spread	\$7,270	\$6,600	\$5,605
Full	\$4,040	\$3,670	\$3,110
2/3	\$2,930	\$2,745	\$2,315
1/2	\$2,465	\$2,275	\$2,035
1/3	\$1,750	\$1,575	\$1,330
1/4	\$1,465	\$1,350	\$1,135
1/6	\$895	\$805	\$695
1/8	\$800	\$735	\$625
1/12	\$710	\$665	\$520

Covers	
Back Cover (Cover 4)	\$6,825
Inside Front (Cover 2)	\$6,400
Inside Back (Cover 3)	\$6,000

MEDIA REQUIREMENTS

- All ads must be accompanied by a 4-color press proof. If no press proof is sent, Grand View Media Group assumes no responsibility for errors in the printed ad.
- GVMG prefers ads to be sent in as a high-resolution PDF (in Acrobat save as press-quality PDF and in other programs set the resolution at 300 dpi)
- GVMG accepts ads built in Quark Xpress for Macintosh, Adobe Photoshop, Adobe Illustrator and Adobe InDesign.
- Ads built in other programs (i.e., Microsoft Publisher, Adobe Freehand, Corel Draw, Adobe Pagemaker, etc.) can only be accepted if submitted in high-resolution TIFF, EPS or PDF formats.
- If sending material for an ad to be created by GVMG, the advertiser must provide all text, photos and other graphics necessary for the construction of the ad. GVMG does not possess a library of photos to be used in ad construction.
- Artwork for ads may be taken from Web sites only if the ad is 1/4-page or smaller. 1/3-, 1/2- and full-page ads may not be built using images from Web sites.
- All graphic images should be saved at a resolution of 300 dpi or higher. A lower resolution will result in a blurred image in the finished ad.
- All necessary artwork and fonts must be submitted with the ad. Failure to include graphics may result in a loss of quality in the finished ad. Failure to include fonts may result in loss of text or font substitution at the publisher's discretion. GVMG cannot accept PC fonts and may have to substitute fonts if PC fonts are provided.
- We recommend that Web site addresses appearing on advertisements include the full Web site address path, including the "www." Example: www.grandviewoutdoors.com.
- Ads must be built to the correct size specifications. Oversized or undersized ads will be adjusted to fit the ad space purchased.
- Ads or ad materials may be provided on CD-ROM, e-mailed to scottt@grandviewmedia.com (if the ad is 2 MB or smaller) or placed on the GVMG ftp site (if the ad is larger than 2 MB).

FTP Host: ftp.grandviewmedia.com
User Name: ftpgvmmedia
Password: deer1

Media Labeling Requirements

Publication name, issue date, agency name, phone number, list of contents, advertiser name, contact person (name and phone number), vendor name, file name/number and a printout of the directories on the disc.

ONLINE-AD UNITS & RATES

Ad units are calculated on a cost per month basis.

AD UNITS	AD SIZE (in pixels)	
Leaderboard	728 x 90	\$520
Banner	370 x 47	\$390
Button	120 x 90	\$260
Text Links	16 words	\$150

www.Whitetail.com

WhitetailJournal.com is the premier online destination for hunters and recreational shooters across North America. The site offers the most up-to-date, comprehensive information designed to entertain the sporting enthusiast, as well as help him or her improve their success in the field. It also allows them to interact in a growing community with others who share their passion and concern for the outdoors — a community actively supported in print by the *Whitetail Journal* magazine, which reflects the tradition and excitement of the sporting experience and delivers a deeper enjoyment of this experience through interactive content and the sharing of ideas among a vibrant online community.

AD TYPES, RATES & REQUIREMENTS

To inquire about advertising availability on *WhitetailJournal.com*, please consult your sales representative and ask for the special online media kit, tailored specifically as an all-you-need-to-know for all of *WhitetailJournal.com's* promotional activities.

For electronic marketing information, including e-promotions and e-newsletters, digital issues or catalogs, and the *Whitetail Journal* Web site, please contact **Stuart Anderson at (800) 431-2877 ext. 3766 or stuart@grandviewmedia.com**.