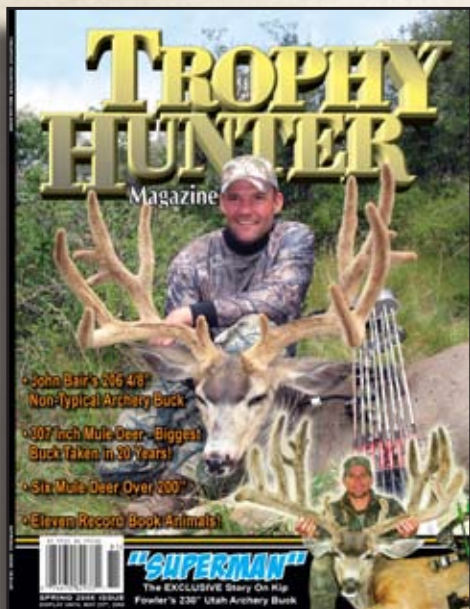


# Trophy Hunter Magazine®

We have openings for a cover story sponsorship. The current cover sponsors are **Realtree** and **Browning**.

There is lots of opportunity to sponsor articles featured in the magazine. We are looking for hunting calls, camping equipment, boots, knives, optics, ammunition, clothing, or anything related to hunting.



## OUTFITTER INVOLVEMENT

We have our own outfitting business, **Western Lands Outfitters**. We guide over 100 hunters each year between Utah, Wyoming and Texas. We produce DVD's **Legendary Muleys** and **Bolt Action Bulls**. This is an opportunity to feature your products in actual hunting situations and crossover to the magazine with stories.

## Why Advertise in Trophy Hunter Magazine?

### NEWSSTAND EXPOSURE

We have been on the newsstand since we started the magazine. It is distributed nationwide with the majority of copies placed in the West.



### SPORTSMAN'S WAREHOUSE Gear List

- Camo: Sage Country - Brush Hunter
- Boots: Danner 452 GTX
- Blacks Creek Guide Gear: Spot and Stalk Fanny Pack
- Binoculars: Steiner Predator 12 x 42
- Rangefinder: Leupold RX-II
- Rifle: Remington 700 in .25-06
- Scope: Leupold Vari-XIII 3.5x 10-50mm
- Bullets: Nosler Partition 115 grain

## Trophy Hunter Magazine

PO Box 12069 • Ogden, UT 84412  
 or call 801-731-4148  
 E-Mail: Hotfx66@mac.com

### SPONSORS ADVERTISE FREE

Contest Sponsors receive free advertising all year long. Supply us with some product for our writers and your logo, product and contact information will be shown in each issue.



### ARTICLES WRITTEN BY HUNTERS

All of the stories featured in *Trophy Hunter* are written by the actual hunters. No professional writers just hunters sharing their experiences and knowledge.

### FROM THE FIELD PRODUCT REVIEWS

We have a section dedicated to our advertisers to run press releases. New products can be showcased and reviews can be done by our staff "In the Field".



### MAXIMIZE YOUR EXPOSURE

We feature a spread format that is easy to follow and utilizes full color large photos. Advertisements and marketing materials can be strategically placed for maximum exposure.

### ARCHERY SECTION

We started an Archery Section the beginning of 2008. **Full Moon Productions** heads this area up. We feature product reviews, interviews with bowhunters, tactics and archery hunting stories.



### GEAR LISTS

At the end of the articles a gear list is usually supplied. This is a "soft sell" of products that the hunter used and endorses.

### RIFLE SHOOTING SECTION

**Gunwerks** has teamed up with us to feature bullets, primers, scopes and rifles used in long range hunting. Shooting preparation and tactics are also discussed.



**ADVERTISE IN THM TODAY!**

## SPONSORSHIP OPPORTUNITY

ADVERTISERS CAN NOW SPONSOR ARTICLES AND SPECIFIC SECTIONS OF THE MAGAZINE!

Sponsoring the story/photo contest will provide an advertisement in Trophy Hunter all year with a product photo, contact information and logo displayed. When the article is printed it will state that the writer will receive a gift item from the advertiser along with your logo and a product photo.



WE ARE LOOKING FOR SPONSORS FOR THE "SHEDS & HEADS" SECTION AND THE "GOOD OLD DAYS" SECTION.



## DEMOGRAPHIC OVERVIEW

Circulation:	23,000 per/issue
Frequency:	5 times/year
Newsstand Sales:	30%
Total Audience:	69,000
Average Age:	43-years-old
Average Income:	\$75,000
Average dollars spent on hunting:	\$5,500
Average days spent hunting:	29 days
Hunters hunting with rifle:	98%
Hunters hunting with bow:	67%
Hunters hunting with blackpowder:	46%

## TROPHY HUNTER AD RATES

Outside Back Cover.....	\$2,300
Inside Front Cover.....	\$1,900
Inside Back Cover.....	\$1,900
Full Page.....	\$1,500
1/2 Page.....	\$1,000
1/4 Page.....	\$700

## CLASSIFIED LISTINGS

TEXT & IMAGE LISTING:

One Inch.....	\$105
Two Inch.....	\$180
Three Inch.....	\$255

TEXT ONLY LISTING:

Classified:.....	\$4/Word
(Maximum of 20 words or \$80)	

## PRODUCTION SCHEDULE

THM ISSUE:	MATERIAL DEADLINE:	PRINTING DATE:	NEWSSTAND RELEASE:
Spring	Dec. 13th	Jan. 17th	Feb. 17th
Summer	Mar. 14th	April 11th	May 11th
Fall-1	June 13th	July 13th	Aug. 13th
Fall-2	July 8th	Aug. 8th	Sept. 28th
Winter	Sept. 19th	Oct. 19th	Nov. 19th

## MECHANICAL REQUIREMENTS

SIZE:	TYPE:	WIDTH:	HEIGHT:
Full Page	Bleed	8.375"	11.125"
Full Page	Trim	8.125"	10.875"
Full Page	Live Area	7.625"	10.375"
1/2 Page	Horizontal	7.125"	4.875"
1/2 Page	Vertical	4.875"	7.125"
1/4 Page	Horizontal	4.875"	3.475"
1/4 Page	Vertical	3.475"	4.875"

## ADVERTISEMENT INFORMATION

### AD MATERIALS SPECIFICATIONS:

The publisher reserves the right to make additional charges for difficult ad manipulation. Ad materials should be provided on CD and must accompany print-out of ad. We require PDF files designed to the correct specifications. Any production charges incurred as a result of not meeting our mechanical requirements will be billed to the advertiser. We reserve the right to resize (at your cost) any ads that are submitted with incorrect dimensions. Bleed dimensions allow for 1/8 inch trim on all sides. No live matter within 1/4 inch of final trim size.

**AD MATERIAL:** The publisher assumes that pictures and printed material, logos, etc. supplied are free of copyright encumbrance and that any actions subsequently taken by third parties will be the total responsibility of the client. In the event that the client fails to supply advertising materials by the publishing closing date(s), for such materials the client grants the publisher the right to publish advertising materials from previously run advertising.

**ELECTRONIC MEDIA:** Our production department is Macintosh-based and uses common software applications. We prefer PDF files designed to the correct specifications. Please contact Lesa Hall for details on specific compatibility or additional information.

**PROOFS:** Proofs are sent to the client upon request for all advertisements produced by the publisher. Advertising materials must be received 2 weeks prior to closing date(s) to receive a requested proof.

**POSITION:** Special positions are available at an additional 15% of the rate card price. Inquire for details.

**AGENCY COMMISSION:** A 15% commission is allowed to recognized agencies when paid by the 31<sup>st</sup> of the billing month. Commission to be figured on net space rate.

**Publishing Western Big Game Hunting Stories for over 18 years!**

### EDITORIAL CALENDAR

Trophy Hunter Magazine's name speaks for itself.

We focus on the top animals taken in the West each year.

**SPRING ISSUE:** The biggest mule deer from the hunting season. With guides and outfitter success.

**SUMMER ISSUE:** The biggest elk from the hunting season.

**FALL1 ISSUE:** All game species with an emphasis on mule deer.

**FALL2 ISSUE:** All game species with an emphasis on elk.

**WINTER ISSUE:** All game species with an emphasis on guides and outfitters.

