

Whitetail

JOURNAL

America's Complete
Deer-Hunting Source

2006
marketing
GUIDE

WHITETAIL JOURNAL CELEBRATES **15** YEARS OF PUBLICATION!

WHITETAIL JOURNAL YOUR

Here's why WHITETAIL JOURNAL



Welcome to Whitetail Journal!

We take white-tailed deer, and whitetail hunting, very seriously here at WJ. To us it is more than a seasonal activity. Instead it is a passion, a part of who we are. Outside of faith and family, it's the most important thing in our world. We could no more give up deer hunting than we could give up sleeping or eating.

Our readers feel this way, too. That's why in each issue of WJ you'll find expert advice on hunting whitetails with both firearms and archery tackle, as well as scientifically-based information on deer habits, nutrition and biology, all crafted by the best-known deer-hunting authorities in the country. Familiar names like Dr. David Samuel, Bill Winke, Steve Bartylla, Mike Strandlund, Ralph Lermayer, John E. Phillips and others are found in each issue, sharing their decades of in-the-field experience as well as the latest in whitetail-related research.

Whitetail hunting is more than deer behavior and understanding where to set a stand, however. That's why WJ also extensively covers the hardware deer hunters use each trip. Our

pages also feature objectively-written gear reviews, as well as roundups of the hottest new products. These include everything from new rifles and cartridges to the latest in the world of bowhunting to clothing and camouflage, optics, tree stands and blinds, ATVs, the latest developments in food plot technology and more. If it's something new and exciting that can help you be more successful and enjoy your days afield, you'll read about it here.

Today, there are more white-tailed deer — and deer-hunting opportunities — than at any time in modern history. In many places, seasons are longer and bag limits are higher than they've ever been. Those interested in big antlers — and what serious whitetailer is not? — have never had a better chance at tying their tag around the main beam of a true whopper whitetail than today. It is our mission here at WJ to help you better understand the world of the whitetail deer, learn about the latest industry developments and products, and become a better woodsman.

Once you begin reading *Whitetail Journal*, you'll see exactly what I mean. Welcome aboard!



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*.

"In 2005, *Whitetail Journal* became the official publication of the Archery Shooters Association and it has been a big hit with our national membership. Our members are avid bowhunters and outdoor enthusiasts, and *Whitetail Journal* really appeals to their major interests. The new section dedicated to bowhunting has made a real impact, and the ASA coverage helps readers understand and relate the 3-D competition experience to extending and improving the hunting season. *Whitetail Journal* is a big bonus for our members that they really value."

— Mike Tyrell, ASA president

INDUSTRY TALK ABOUT WJ

"Indispensable. Incredibly effective. From the ASA member to the whitetail hunter, *Whitetail Journal* delivers our message to the bowhunting men and women who look for every opportunity to become better archers and bowhunters."

— Rick Mowery, Bohning

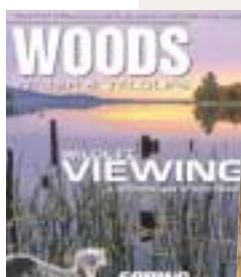
"Not only is WJ visually appealing and full of great whitetail hunting articles and content, but our products and brand often get additional exposure through the creativity of the writers and design team. The credibility of the field editors is second to none."

— Mike Andrews, Scent-Lok

"Advertising in the *Whitetail Journal* is a solid investment. They consistently make the phone ring and have always gone the extra mile to incorporate product mentions and photos in multiple areas of the magazine, whenever possible. It's a great publication that delivers a positive ROI year after year."

— Bob Brock, Texas Hunter Products

Marketing Solutions As Big As
**THE GREAT
OUTDOORS**





MARKETING PARTNER

is the best vehicle for your advertising message!

2006 EDITORIAL CALENDAR

January/February

Cold-Weather ATA/SHOT Show Issue

- Late-season hunting
- Last-chance trophies
- Alternative tactics
- Cold Weather Gear Guide

DATES Ads close: 11/21/05
 Art due: 11/23/05
 Mails: 12/28/05
 On sale: 1/17/06



September/October

Opening Day Special

- Using calls and scents
- Stand tactics
- Private and public land hunting
- Crossbow Gear Guide

DATES Ads close: 7/3/06
 Art due: 7/7/06
 Mails: 8/10/06
 On sale: 8/29/06



March/April

Spring Game Management

- Feed, seed and nutrition
- Scouting and planning
- Food Plot Gear Guide

DATES Ads close: 1/30/06
 Art due: 2/3/06
 Mails: 3/9/06
 On sale: 3/28/06



November/December

100% Rut Hunting/
Primetime Hunting Issue

- Rifle hunting
- Changing-weather strategies
- Scent techniques
- Tree Stand Gear Guide

DATES Ads close: 9/1/06
 Art due: 9/8/06
 Mails: 10/12/06
 On sale: 10/31/06



Buyer's Guide Double Issue!

- Archery and Bows
- Firearms
- Apparel
- Ammo
- Gadgets and Gear
- Off Road
- Pre-season planning
- Hunting monster bucks
- Rattling tips

DATES Ads close: 4/17/06
 Art due: 4/21/06
 Mails: 5/25/06
 On sale: 6/13/06



NEW ARCHERY SECTION

Whitetail Journal's new specially-designed archery section is filled with hard-hitting tips, tactics and advice for today's archer and bowhunter. With columns by legendary shooters Mike Strandlund, Bob Robb and more, this section is a perfect resource for readers and advertisers who are specifically interested in archery news. Each issue of WJ also contains the Know Whitetails, Guns & Loads, Off Road, Moment Of Truth, Applied Science and Tech Tips columns by some of the industry's most knowledgeable writers.



Did You Know?

- The average age of a *Whitetail Journal* reader is **44**
- The average household income of a *Whitetail Journal* reader is **\$84,800 — double the U.S. national average!**
- **98%** of *Whitetail Journal* readers like to fish

After reading an issue of *Whitetail Journal*...

- **46%** of readers visited an advertiser's website
- **53%** of readers discussed or referred someone to an article
- **32%** of readers bought or ordered a product or service advertised

In the last 12 months,

- **85%** of readers hunted with a rifle
- **83%** hunted with a shotgun
- **71%** hunted with a bow
- **56%** hunted with a muzzleloader

*Source: 2004 MRI





MEDIA REQUIREMENTS

All materials must be sent digitally.

All digital materials must be in Macintosh format.

Ads should be provided on CD or placed on the FTP site.

Ads should be created in Quark XPress for Macintosh, with images/graphics provided as TIFF or EPS files or locked PDF files.

All images must be saved at 266 dpi and large enough for the desired size. If images are not at the required size they will appear pixelated and/or fuzzy.

All artwork, logos and screen/printer fonts used in ad must be included on the disk. Failure to include fonts may result in font substitution at publisher's discretion or loss of text.

Please provide at least one press proof.

Ads must be built to the correct size specifications. Over or undersized ads will be adjusted to fit the spaced ordered.

All media should be labeled with 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 print out of the directories on the disk.

KEY PERSONNEL

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Call Brent Kizzire at ext. 3702 to inquire about custom marketing opportunities, cover wraps, inserts, belly bands, reprints and more.

Ftp Host: 140.234.28.212
User Name: ftpgvmmedia
Password: deer1

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"

Website 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"



AD RATES

Four Color	1X	3X	5X	COVERS
FULL	\$4590	\$4320	\$3660	
2/3	\$3735	\$3330	\$2783	INSIDE BACK \$5500
1/2	\$3075	\$2855	\$2460	BACK \$6500
1/3	\$2385	\$2025	\$1540	
1/4	\$1910	\$1735	\$1290	
1/6	\$1270	\$1145	\$855	
1/12	\$970	\$870	\$650	
Black & White	1X	3X	5X	<h1>2006</h1> <p>marketing GUIDE</p>
FULL	\$3660	\$3330	\$2825	
2/3	\$2660	\$2490	\$2100	
1/2	\$2345	\$2170	\$1935	
1/3	\$1575	\$1430	\$1210	
1/4	\$1395	\$1285	\$1030	
1/6	\$850	\$765	\$635	
1/12	\$675	\$635	\$495	

AD DATES

Issue:	Ads close:	Art due:	Mails:	On sale:
January/February	11/21/05	11/23/05	12/28/05	1/17/06
March/April	1/30/06	2/3/06	3/9/06	3/28/06
Buyers Guide	4/17/06	4/21/06	5/25/06	6/13/06
September/October	7/3/06	7/7/06	8/10/06	8/29/06
November/December	9/1/06	9/8/06	10/12/06	10/31/06

