

Wildlife Management News

Wildlife Management News, LLC
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www.wildlifemanagementnews.com

Highly Respected Local Magazine

30,000 Readers Per Issue

Dedicated Target Market of Hunters

All Issues Mailed Directly To Homes

Longest Shelf Life of Any Advertising Platform

Lowest Cost Per Reader

Full Service Ad Design Team

2018 MEDIA KIT



FOR BETTER MARKETING RESULTS, ADVERTISE WITH WILDLIFE MANAGEMENT NEWS



Wildlife
Management News



Our Mission

Thank you for your interest in Wildlife Management News Magazine. We would like to take this time to welcome you to our community of dedicated hunters and land managers. Since 2008 Wildlife Management News Magazine has humbly stood amongst our readers with a common goal. We are committed to bringing the public the most truthful and insightful information regarding land and wildlife management practices and products. With that being said, we strongly encourage all our readers to get actively involved in the the procedures of wildlife management to enhance the connection between the hunter, the land, and the game. In doing so we ask that they get involved in our magazine by submitting questions, photos, feedback and even articles. Our mission is to get more individuals involved and proactively help our state game commissions manage herds with actual studies, research, and data collection. We stand to represent our hunting community in an intensive manner with an active voice.

As hunters and fisherman we make up the greatest power behind wildlife conservation. We contribute the largest portion of funding to all state conservation programs. With nearly 1,000,000 million hunters and fisherman per state, we make up the largest workforce to get the job done. We commend anyone involved on taking the next step, putting their boots to the ground, and actively participating in wildlife management. We here at Wildlife Management News are committed to keeping you informed on making the right decisions and following the best practices to improve your habitat and wildlife for generations to follow and to protect the heritage of hunting and fishing for years to come.

As outdoor enthusiasts and hunters, we believe strongly in the way of the land. The mechanism that compels us to the great outdoors and the game that thrives on it is in our hearts and souls. It cannot be described and can never be replaced. We live and breathe to do what we do, to carry on the heritage and traditions of those in the past and to pass on our insights to the next generation. To pay homage to what the Lord has given us. Nature has a way of teaching us all. It cannot be tamed and it cannot be controlled, we can only live within it. Wildlife management is a passion of ours and yours, and we hope to continue to bring you to that peaceful place with each edition of Wildlife Management News.

We sincerely thank you,

Mark Peretore
CEO and Editor

Why advertise with Wildlife Management News Magazine

1. Targeted Dedicated Market

Enthusiasts are always the most dedicated consumers and the best to market to. Besides people who are passionate about certain hobbies, most people are incredibly proud and passionate about where they live. Since most humans have an incredible need to be part of a community, local magazines serve as an important hub where locals learn about their surroundings and events they might like to get involved in. In other words, as a local business, you will get your ad in front of a passionate crowd that is already interested in who you are and what you have to offer.

2. Nothing Beats that Tactile Experience

Sure, many consumers spend a ton of time online chronicling the latest minutiae of their daily lives on their Twitter accounts or uploading their newest selfie onto their Instagram accounts, but when it comes to engaging with websites, most readers only scan a website for 15 seconds before moving on. People interact much differently with printed magazines. There's just something about that tactile experience. Magazine readers really take their time and linger when reading print, especially if they are a subscriber. They also tend to fully interact with the content, including the ads inside. Magazines have stood the test of time and are still one of the most if not the most relevant forms of advertising today!

3. Your Ad Will Stand Out

Who stands to sell more tacos and make more money: the taco truck parked downtown amidst a sea of food trucks, or the taco truck that is parked five miles outside of town on the side of the highway surrounded by nothing but hungry travelers? So many advertisers have fallen for the myth that print is dead. Many have migrated their marketing budgets online where they fight for consumer attention in a sea of other digital ads. This is great news because it means your local magazine ad has far less competition and will stand out from the crowd. Magazine Advertising Drives web searches and visits so you don't have to compete with others on the web reducing costs of SEO and improving both platforms.

4. People Don't Fear Print Ads

The Internet is full of cybercriminals who use viruses as an attempt to gain access to consumer's private information. Because of the proliferation of these malware viruses, web surfers have become very wary of clicking on banner ads, even if those ads are enticing. But consumers have nothing to fear by reading your print ad, and this makes them more open to receiving your message.

5. A Longer Shelf Life

While digital ads come and go, print ads have staying power. A magazine left in a doctor's office will be read by countless patients for many months, and your ad can be seen by a majority of them.

6. Brand Recognition

When you advertise in a reputable local magazine, people instantly become familiar with your company. This recognition is then reinforced when they meet you in person, either at your place of business or at a local trade show or charity event. This not only builds brand recognition but, in time, brand loyalty.

7. Credibility

Local magazines are highly valued and respected publications that build a sense of community among local consumers. In fact, many people turn to local publications as a source of advice. Advertisers can greatly benefit from this credibility when their ads are viewed not as ads but as recommendations from a trusted source.

Wildlife Management News

Nationally Recognized Writers

- Dr. James C. Kroll aka Dr. Deer
- Kip Adams - QDMA Wildlife Biologist
- Wayne Sitton - Wildlife Consultant
- Dr. Gregory Bach- D.O., F.A.A.I.M., P.C.

What to expect from our team

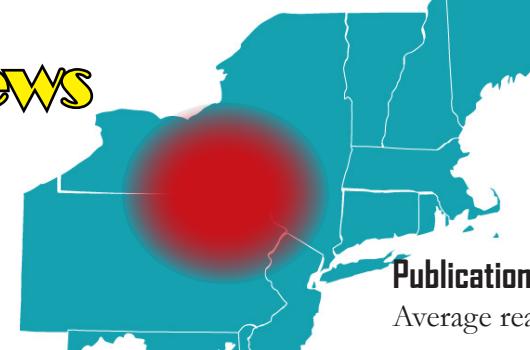
- In-depth knowledge on whitetail deer biology and behavior
- Extensive whitetail deer research and scientific tests
- New Product testing and editorial coverage
- Local expertise regarding whitetail and habitat management
- Top notch marketing, advertising and graphic design team

Average Readership

- 30,000 per issue
- Long Shelf life extends exposure

Where is Wildlife Management News distributed

Distribution is concentrated in Northeast PA and the Southern Tier of NY, however distribution encompasses several other states

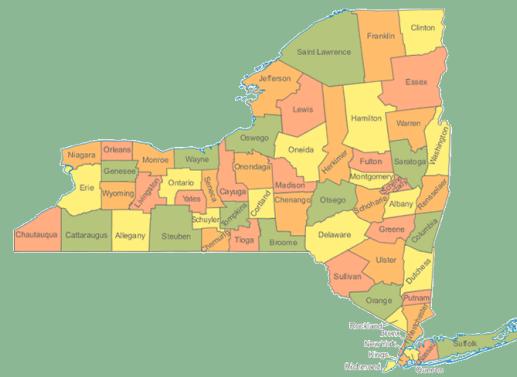


Publication Numbers

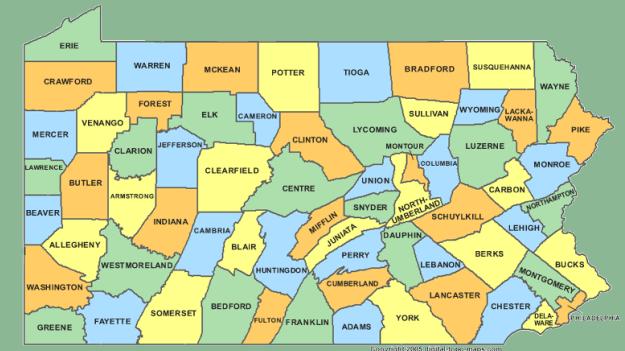
Average readership per issue: 30,000

Saturation of Core Coverage Area

New York State



Pennsylvania



NYS

- 700,000 plus NYS hunters
- 50,000 plus Non-resident Hunters
- 3,000,000 plus NYS Fisherman
- 250,000 plus Non-resident Fisherman
- \$1,000,000 plus average expenditures for hunting

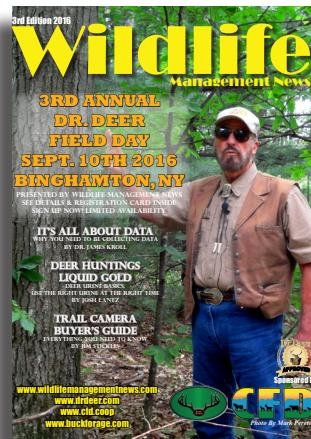
PA

- 700,000 plus PA Hunters
- 50,000 plus PA Non-resident Hunters
- 1,000,000 plus PA Fisherman
- 100,000 plus Non-resident Fisherman
- \$1,000,000 Plus average expenditures for hunting

Wildlife Management News

Editorial and Advertising Schedule

(4 Issues Plus Special Edition)



<u>Special Edition</u>
Advertising Deadline: January 15th
Distributed: February-April

<u>August</u>
Advertising Deadline: July 15th
Distributed By: August 31st

<u>September</u>
Advertising Deadline: August 15th
Distributed By: September 30th

<u>October</u>
Advertising Deadline: September 15th
Distributed By: October 31st

<u>November</u>
Advertising Deadline: Ocotber 15th
Distributed By: November 30th

Wildlife

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2018 Print Advertising Rates

Full Color Advertisements (per issue)

Ad Size	1x	2x	3x	4x
Full page	\$975	\$950	\$925	\$900
1/2	625	600	575	550
1/3	550	525	500	475
1/4	425	400	475	350
1/8	325	300	275	250

Covers (Inside Front, Inside Back, Back) 1,300

Classified/Outfitter Advertising: See separate rate card

Inserts: Contact your WMN Representative

Quarterly Sponsorship: \$3,500

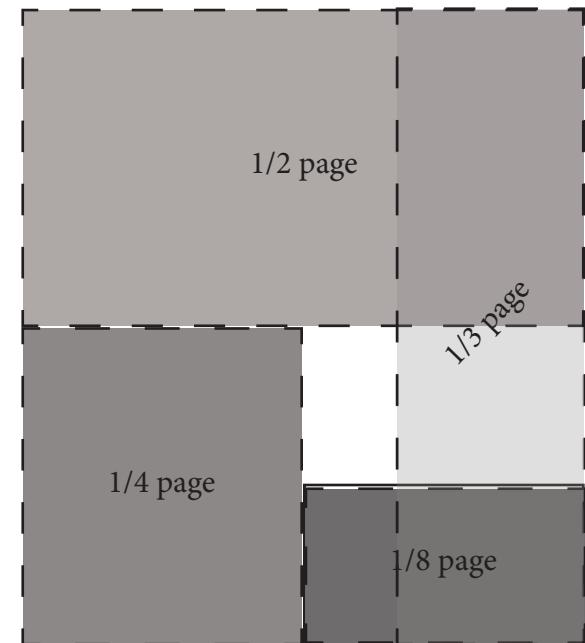
- Quarterly Sponsorship package will include ,
- Product line Exclusivity (no competition)
 - 1/8 page logo on front cover
 - 1 full page ad
 - 2 pages of article/advertorial space*
 - web link on www.wildlifemanagementnews.com

* article must be provided by sponsor and is subject to change based on WMN editors. For an additional fee, WMN will have a qualified writer write an article on your behalf.

General Conditions:

Cancellations must be made in writing and are not accepted after the published ad closing date. Publisher reserves the unrestricted right to reject any advertising at any time after receiving proofs of text and illustrations. Publisher holds advertiser and/or its agency jointly and separately liable for such monies as are due. Publisher shall not be liable for any costs or damages for failing to publish an ad. Position of ads is at the discretion of the publisher. It is understood that, in consideration of the publication of advertisements, the advertiser and agency jointly and severally, will unconditionally indemnify and save that publisher, its agents, employees, and officers harmless on demand, from and against any and all loss, liability, and expense (including reasonable attorney fees) suffered or incurred by any reason of any claims, proceedings, or suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any other claims or suits based on contents or subject matter of advertisement.

Payment Terms: Payment terms are net 30 days, monthly late fee may apply after 30 days.



Wildlife Management News

Dr. Deer



"If you own or manage private land anywhere in the world, or want to, then you should subscribe to Wildlife Management News Magazine. They bring you cutting edge knowledge and techniques to better your land and entire habitat."

Dr. James Kroll, aka Dr. Deer

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