



Media Kit

What Sets Us Apart...




For our readers, Ducks Unlimited is more than a magazine; it's part of a lifestyle.

Passionate ... for a lifestyle and a cause.

Committed ... to conserving and restoring vital waterfowl habitat across North America.

Dedicated ...to safeguarding our waterfowl resources and passing on the waterfowling tradition to future generations.

Ducks Unlimited members demonstrate their commitment through donations, event attendance, and volunteerism. Our members also support the companies that support the DU mission through advertising and partnership opportunities. 



Magazine

575,000
Rate Base

3,200,000
Total Audience

6x
Frequency

1963
Year Established

35,000
Greenwings 12-17 yrs
(youth edition)



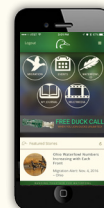
Online

6 million
Average Page Views Per Month

455,000
Average Unique Visitors Per Month

6.01
Pages Viewed Per Visit

650,000+
Opt-In E-Newsletter Subscribers



Mobile

1
App

450,000+
Downloads

- Migration Map
- Waterfowler's Journal
- Waterfowl ID
- DU Events
- Hunting Tools
- My DU



Social

1 million+
Facebook Followers

112,000+
Twitter Followers

370,000+
Instagram Followers



Pursuit Channel & Online

13
New Episodes Beginning July 2017

2.5 million+
TV Households Per Season

- waterfowl hunting tips & tactics
 - retriever training
 - wild game cooking
- conservation news & issues

2 million
Online Views



Events

2,600
Chapters Nationwide

4,000+
Events Per Year

56,000+
Volunteers

725,000+
Active Members

DEMOGRAPHICS

Male	96%
Median age	54
Median household income	\$118,000
Median net worth	\$627,000
Graduated college or higher	55%
Own house	88%

READER INVOLVEMENT

Ducks Unlimited members are regular readers and enthusiastic readers of *Ducks Unlimited* magazine; almost all (95%) read at least 3 out of 4 issues. They spend just over an hour reading each issue and return to the magazine 3-4 times before finishing.

93% took some type of action as a result of reading the magazine. Some actions taken are:

Discussed an article or referred someone to it	66%
Visited an advertiser's website	58%
Saved entire last issue	57%
Bought/ordered product or service	34%
Cut out an article or advertisement	19%
Visited www.ducks.org	44%

HUNTING/SHOOTING ACTIVITIES

96% of *Ducks Unlimited* readers hunted in the last year, spending 46 days total hunting.

Types of hunting/number of days hunted last year:

	Hunted	Avg. Days
Waterfowl	94%	21
Deer	66%	13
Upland birds	66%	7.7
Turkey	47%	5.7
Other game	40%	10.9

TRAVEL & LEISURE

- 91% took a rip in the continental U.S. within the last year.
- Took an average of 5 hunting trips in the past year and spent \$2,700. They traveled 80.5 miles to their destination and nearly 40% used a guide or outfitter.
- Spent an average of \$3,600 on domestic vacations last year, as opposed to the U.S. norm of \$1,400.

DOG OWNERSHIP

92% of Ducks Unlimited members who have pets, own a dog. They own an average of 1.7 dogs. Of those who own a dog:

Own a sporting breed	79%
Purchased dry dog food in the last 6 mths.	95%
Use premium dog food	74%
Average pounds per month	39 lbs.

OUTDOOR ACTIVITIES

Not just hunters, *Ducks Unlimited* readers enjoy a variety of outdoor activities.

	Participated in last 12 months:	Index
Backpacking/hiking	34%	264
Birdwatching	32%	757
Boating (power)	56%	946
Camping (overnight)	39%	284
Canoeing/kayaking	26%	414
Fishing (fresh water)	78%	594
Fishing (salt water)	30%	756
Trap/skeet/sporting clays	62%	NA

HUNTING/SHOOTING EQUIPMENT

Outdoor enthusiasts, *Ducks Unlimited* readers own a variety of sporting equipment; incidences are three to eight times the national norms.

	Own
Binoculars	81%
Duck blinds	46%
Decoys	81%
Factory loaded ammo	84%
Game calls	85%
Gun case	89%
Gun safe	59%
Hunting clothing	89%
Hunting boots	86%
Outdoor or pocket knife	86%
Rifle	86%
Shotgun	94%
Waders	81%

Magazine | 2017 Editorial Calendar and Closing Dates

ISSUE	TOPIC*	AD CLOSE	MATERIALS
January / February	Special Editorial: DU's 80th Anniversary Favorite Hunting Tips, Classic Recipes Retrievers: Hunting with an Older Dog Shotgunning: Origins of the Autoloader Waterfowler's Notebook: Metal-Reed Duck Calls	Nov 1	Nov 15
March / April	Special Editorial: Light Goose Hunting Guide Retrievers: Picking a Puppy Shotgunning: Fitting a Shotgun Waterfowler's Notebook: Gear Maintenance Tips	Jan 2	Jan 16
May / June	Special Editorial: DU Magazine Photo Contest Shooting Tips and Tactics Retrievers: Health Concerns Shotgunning: Scholastic Shooting Teams Waterfowler's Notebook: High-Tech Waterfowling	Mar 1	Mar 15
July / August	Special Editorial: New Guns and Gear 2017 Retriever Training Feature Retrievers: Separation Anxiety Shotgunning: Bad Habits Waterfowler's Notebook: Managing Habitat for Ducks	May 1	May 15
September / October	Special Editorial: ATVs, Boats, and Motors for Waterfowlers Deadly Decoy Spreads, Expert Shooting Tips Retrievers: Maintaining Control Shotgunning: Set Up for Success Waterfowler's Notebook: Duck Blind Basics	July 3	July 17
November / December	Special Editorial: Gift Guide 2017 Late-Season Tactics, Duck Appetizers Retrievers: Taking a Line Shotgunning: Need for Speed Waterfowler's Notebook: Hunting Ethics	Sep 1	Sep 15

Other Content:

Insights – Commentaries from DU's CEO on topics such as conservation, wildlife, goals, and achievements.

DU News – Covers initiatives, projects, policies, unique events, and news briefs.

Mixed Bag – Topics-of-interest which include biology, conservation, new products, waterfowling tips, history, and "tidbits" of information.

Understanding Waterfowl – Explains why ducks do what they do and how they do it.

Cooking – Scott Leysath shares his culinary expertise while preparing his favorite duck and goose recipes.

Field Reports – Covers habitat conditions in the key waterfowl breeding grounds.

Flyways – Regional insert highlighting DU's conservation projects and volunteer fund-raising efforts.

Marsh Watch – An intriguing mix of quizzes, puzzles, and wildlife news.

Closing Time – Short essays by E. Donnall Thomas Jr. reflecting on past, present, and the future of hunting in North America.

GENERAL RATES:

		1X	3X	6X	9X	12X
<i>Four-Color :</i>	Full Page	37,390	35,530	33,625	31,765	31,020
	2/3 Page	31,160	29,610	28,020	26,471	25,840
	1/2 Page	23,370	22,205	21,015	19,855	19,380
	1/3 Page	15,580	14,805	14,010	13,235	12,920
	1/4 Page	11,685	11,105	10,510	9,930	9,690
<i>Two-Color :</i>	Full Page	29,070	27,620	26,150	24,700	24,140
	2/3 Page	24,225	23,020	21,790	20,585	20,120
	1/2 Page	18,170	17,265	16,345	15,440	15,090
	1/3 Page	12,115	11,510	10,895	10,290	10,060
	1/4 Page	9,085	8,630	8,170	7,720	7,545
<i>Black and White :</i>	Full Page	26,175	24,870	23,540	22,235	21,714
	2/3 Page	21,815	20,725	19,620	18,530	18,095
	1/2 Page	16,360	15,545	14,715	13,900	13,570
	1/3 Page	10,905	10,365	9,810	9,265	9,050
	1/4 Page	8,180	7,770	7,355	6,950	6,785
<i>Covers:</i>	2nd	43,000	40,860	38,670	36,530	35,675
	3rd	41,130	39,085	36,990	34,940	34,125
	4th	44,870	42,640	40,350	38,120	37,225

Additional Rate Information:

BLEED: No charge.

SPECIAL POSITION: Add 10% (when available). Covers not included.

COLOR: Color prices are for standard CMYK process only.

INSERTS, REGIONAL ADS & SPLIT RUNS: Accepted only on a limited basis. Insert cards must be accompanied by at least one full page of advertising. Contact publisher for rates.











HUNTER PHOTO GUIDELINES: Photographs in ads should reflect positively on the image of waterfowlers, should show respect for the resource, and should conform to federal regulations regarding transportation, bag limits, and possession of migratory waterfowl. Ads with photographs showing harvested waterfowl must conform to the following: All photos must show hunters with no more than their individual daily limits; no photos showing multiple limits in a pile; no photos showing unattended harvested waterfowl.

CONTRACT AND COPY REGULATIONS Ducks Unlimited (Publisher) reserves the right to decline or reject any advertising for any reason, at any time, without liability, even though previously acknowledged or accepted. Cancellations are not accepted after closing date. Insertion orders for cover positions must be received one month before closing. Covers are non-cancelable. All verbal instructions regarding contracts or insertions must be confirmed in writing. Positioning of advertisement is at the discretion of the Publisher except where a request for a preferred position is acknowledged by Publisher in writing. Publisher assumes no responsibility for insertion of incorrect key numbers or incorrect advertisement. Publisher will not extend credits for advertising orders, contracts or space reservations that claim sequential liability. Any advertiser who does not complete a contracted schedule will be subject to a short rate. Publisher shall have the right to hold advertiser and its agency jointly and separately liable for monies due and payable to publisher for advertising that advertiser or its agent ordered and that was published. All advertisements are accepted and published by the publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or advertising agency will indemnify and hold the publisher harmless from and against any loss, expense or liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims of suits that may arise out of the publication of such an advertisement. Publisher is not liable for delays in delivery and/or non-delivery in the event of act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any manner. No conditions other than those set forth in this rate card shall be binding on the Publisher unless agreed to, in writing, by Publisher. Conditions are subject to change without notice by Publisher.

COMMISSION, PAYMENTS & CASH DISCOUNTS:

- 15 percent to recognized agencies
- Net payment due 30 days from publication date
- A finance charge of one and one-quarter percent (1.25%) per month will be assessed to all past due invoices
- **All new advertisers must supply payment with order, pending credit approval**

Magazine | PRINT SPECIFICATIONS

	AD SIZE	BLEED	LIVE AREA	TRIM
	Full Page spread	16.625" x 11"	15" x 9.75"	16.25" x 10.50"
	Full Page	8.875" x 11"	7" x 9.75"	8.125" x 10.50"
	2/3 Page	5.50" x 11"	4.625" x 9.75"	5.25" x 10.50"
	1/2 Page spread	16.625" x 5.25"	15" x 4.75"	16.25" x 5.125"
	1/2 Page vert.	5.50" x 8.125"	4.625" x 7.375"	5.25" x 7.8125"
	1/2 Page horiz.	8.375" x 5.50"	7" x 4.75"	8.125" x 5.1875"
	1/3 Page vert.	2.75" x 11"	2.125" x 9.75"	2.50" x 10.50"
	1/3 Page horiz.	5.50" x 5.50"	4.625" x 4.75"	5.25" x 5.1875"
	1/4 Page vert.	4.50" x 5.50"	3.375" x 4.625"	4" x 5.33"
	1/4 Page horiz.	8.50" x 2.875"	7" x 2"	8.125" x 2.50"

PRODUCTION CONTACT:

ANITA GOODE,
Advertising Manager
Ducks Unlimited, Inc.
One Waterfowl Way
Memphis, TN 38120
Phone: 901-758-3778
Fax: 901-758-3909
E-mail: agoode@ducks.org

Additional Mechanical Information:

SCREEN RULINGS: Output resolution of 2400 dpi, 150-line screen for all sizes of one-, two- and four-color ads
Maximum density 280
SWOP® standards apply for CMYK, no RGB color and no spot color.

DIGITAL SPECIFICATIONS:

- PDF/X-1a is the required file format for spreads, full pages, and partial ads.
- All ads must be created in a single unit and built to the exact trim specified in this rate card.
- Standard trim, bleed and center marks should be 1/2" outside trim.
- Bleeds must extend at least 3/8" beyond the trim area and all live matter must be placed at least 1/2" to the inside of the trim line.
- All high-resolution images and Type 1 fonts must be included when the file is trapped and saved.
- Do not nest EPS file into other EPS files. Do not embed ICC Profiles within images.
- A preflight report should be supplied.
- All other files will not be accepted.

ADDITIONAL CHARGES: Failure to supply Ducks Unlimited with proper materials creating additional work or changes will be billed at prevailing rates to the advertiser.

PRINTING: web offset, perfect bound, three column, jog to foot, 1/8" gutter allowance

PROOFS: We request two SWOP certified hard copy proofs at 100% size for all digital files. Ducks Unlimited will not be responsible for content or guarantee color without a color correct proof. A written release granting Ducks Unlimited permission to run the digital ad without an original proof should be sent to agoode@ducks.org.

DIGITAL FILE TRANSFER METHODS:

E-Mail: agoode@ducks.org (maximum file size 20MB)
DU FTP Site: call or e-mail for information



Ranked #1 among duck hunting sites, ducks.org is the online authority for waterfowl hunting & wetland conservation resources. The site delivers an annual 71+ million pageviews, and features the latest duck hunting tips and tactics, waterfowl migration reports, conservation news, streaming videos, a member-submitted photo gallery, and more — making it a leading resource to the outdoor industry! Beyond traditional ad placements, ducks.org offers a variety of options for marketers to target passionate, brand-loyal purchasers.

Overview:

Demographics

ducks.org attracts an active and engaged audience of avid outdoorsmen every month.

Male	92%
Age (21-54)	70%
HHI (\$50k+)	71%
Attended College/Graduated+	80%
Professional/Managerial	41%
DU Member	71%
Waterfowl Hunter	90%
Read <i>Ducks Unlimited</i> magazine	82%
4 or more hrs per week online	85%

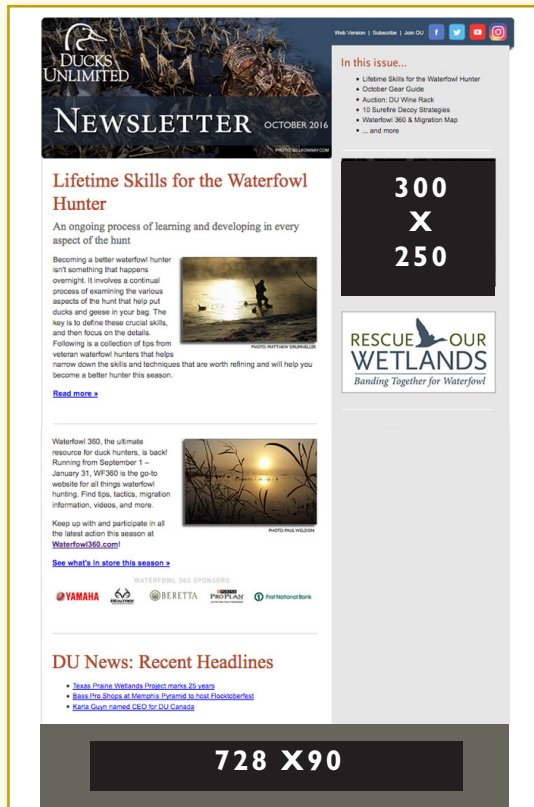
Targeted Opportunities:

- Monthly newsletters
- Waterfowling Pulse newsletter
- Run of Site
- WF360 Sponsorship
- Migration Map Sponsorship
- Tip of the Week
- Custom Integration
- Mobile

Source: 2016 www.ducks.org online survey & Google Analytics
Social Media numbers as of October 2016

Contact your sales representative for more information.

Sent only to opt-in subscribers, DU's monthly e-newsletters are a great tool to reach a targeted audience and maximize impact. Our e-newsletters keep subscribers up-to-date on all the latest DU news, events, and special offers.



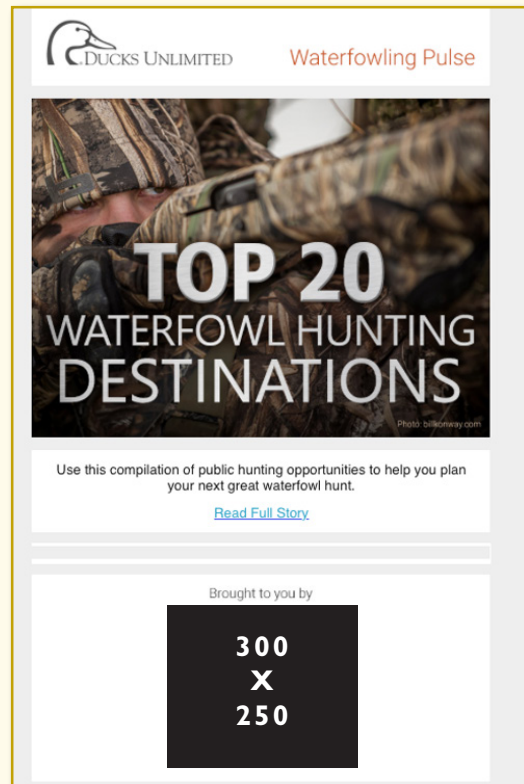
Monthly E-Newsletter

- 650,000+ opt-in subscribers
- Covers waterfowl hunting tips & tactics, field & hunting reports, national & regional news, conservation reports, wild game recipes, and much more!
- Opportunities include a 300x250 or a 728x90 banner ad

SPECIFICATIONS:

- File size max: 40K
- File Type: Static
- Note: 3rd Party serving is not available
- Inventory subject to change and based upon availability at time of commitment.
- Available on a first-come, first-served basis.
- All creative is subject to approval.

For more information, contact your sales representative.



Waterfowling Pulse

- 650,000+ opt-in subscribers
- One sponsored edition each month (Two per month in Aug/Sept/Oct)
- Includes a 300x250 banner ad with link
- Plus, exclusive ownership of content page on ducks.org for two weeks
 - 728x90 top banner & footer
 - 300x250 medium rectangle
 - 300x50 mobile
- 100% share of voice

All creative due 5 days before release and should be sent to:

Brittney Block
 bblock@ducks.org
 901-758-3781

General Guidelines

- All creative materials should be received at least 5 business days prior to the launch of the campaign to complete approval process and placement. If creative is delayed, we cannot guarantee the start date for late creative and reserve the right to extend the campaign end date by same number of days creative was delayed.
- All creative is subject to approval on a case-by-case basis by publisher. DU reserves the right to reject any creative that does not follow our published specifications.
- All DU website banner placements may not have creative that extends beyond the designated banner area. This includes but is not limited to expandables, rollovers, surveys, non-user-initiated daughter windows and DHTML elements.
- We recommend your ad include borders if it has a white or light background.
- Ducks Unlimited's DFP ad tags are ASYNCHRONOUS.
- All ad placements should spawn a new browser window when clicked upon.
- For any campaign or ad unit whose performance and invoicing is dependent upon advertiser's third-party data, a working reporting login must be provided to access third-party data. This login should be made available prior to, or by the day of, the campaign launch. Failure to provide a working login can result in the campaign being delayed or paused until one is received.
- Audio, Expansion and Pushdown banners must be polite and user-initiated on mouse click. Mute button required for all audio/video content in banners. Pushdown creatives must contain a clearly visible close/collapse element and be in compliance with friendly frames to function properly on this website. For more, refer to IAB Best Practices for Rich Media in ASYNC environments PDF: http://www.iab.net/media/file/rich_media_ajax_best_practices.pdf

Desktop & Tablet

LEADERBOARD/ANCHOR: 728x90

IN-CONTENT RECTANGLE: 300x250 & 300x600

LEADERBOARD PUSHDOWN OR EXPANDABLE*: 970x90 970x66, & 970x250

ACCEPTED FILES: .jpg, .png, .gif as locally hosted images. Rich media/HTML5 is only accepted if provided via 3rd party ad tags.

FILE SIZE OR LENGTH: < 50K framerate 18 fps recommended, up to 24 fps accepted for in-banner video.

LOOPS/TIME: 3 loops of animation or 30 seconds max. If ad contains in-banner video, longer playtimes are acceptable provided polite specifications are met.

DOWNLOAD: Initial download 50k max; subsequent download 200K max for third-party hosted ads.

RICH MEDIA ACCEPTED: HTML5/Rich Media are accepted if they otherwise meet specifications, but are only accepted if provided in the form of 3rd party ad tags.

Optimized Site & Smartphone

LEADERBOARD OR RECTANGLE: 300x50
(Static & Non-expandable)

ACCEPTED FILES: .jpg, .png, .gif as locally hosted images. Rich media/HTML5 is only accepted if provided via 3rd party ad tags.

FILE SIZE: < 50K

E-Newsletter Sponsorships

DIMENSIONS: 300x250 top or 728x90 anchor plus URL link

FILE SIZE MAX: 40K, .jpg, .gif, - no animation, JavaScript, or IFRAMES

FILE TYPE: Static

NOTE: 3rd Party serving is not available

Waterfowl Pulse

DIMENSIONS: 300x250, 728x90 & 300x50 plus URL link

FILE SIZE MAX: 40K, .jpg, .gif, - no animation, JavaScript, or IFRAMES

FILE TYPE: Static

NOTE: 3rd Party serving is not available

*(Not available in the Migration Map or Photo Gallery)

DU TV | SPONSORSHIP OPPORTUNITIES

AIRINGS ON THE PURSUIT CHANNEL AND WWW.DUCKS.ORG

<i>Saturday</i>	<i>8:30 pm</i>
<i>Monday</i>	<i>1:00 am</i>
<i>Tuesday</i>	<i>8:30 am</i>
<i>Wednesday</i>	<i>6:30 pm</i>

- Pursuit Channel is available on 42 million households
- Available on every Dish and Direct subscriber
- Four airings per week in 3rd and 4th quarters
- Breathtaking waterfowl action from across North America, plus the tips, tactics, cooking and conservation information viewers want.

FULL SPONSORSHIP - \$50K

- One :30 second commercial per episode (104 Total)
- One segment billboard per episode (104 Total)
- Category exclusivity
- Product integration where applicable

SEGMENT/VIGNETTE SPONSORSHIP - \$45K

- Custom segment/vignette with “Presented by” sponsor designation
- On-screen logo with voice over treatment
 - Segments available for sponsorship:
Duck Dog; Cooking; Duck Gun; Tactics
- Category exclusivity
- Product integration where applicable

CLOSING CREDIT BILLBOARD - \$10K

- Sponsor’s logo on screen: “Other Fine Sponsors”
- One closing billboard per episode (104 Total)

DUTV partners receive rating’s reports showing total HH delivery, and can be provided additional data as requested.



Please contact your sales representative for more details.

A special section with news, tips and fun for the next generation of waterfowlers



Target: Youth Members - 12 to 18 yrs. old

Circulation: Approx. 35,000

Space is limited: Typically 1-2 positions available per issue

Unit Size: Full Page

Net Cost: \$2,500

ADULT CIRCULATION

GREENWINGS CIRCULATION



Ducks Unlimited accepts alcohol and tobacco advertising, but by policy, DU will not allow these ads in our Greenwings version – the issues that reach our membership between the ages of 12 to 18 years.

Opportunities | Ducks Unlimited Events



Ducks Unlimited magazine, THE leading waterfowl and wetlands conservation magazine, can cost effectively deliver your product directly to its readers through the Ducks Unlimited's event fundraising system. Many DU event supporters attend with the specific goal of seeing, buying, or winning new gear — an ideal environment for product sponsorship.

Each year, Ducks Unlimited conducts over 4,000 events collectively reaching over 500,000 attendees. These chapter events are conducted entirely by volunteers, over 55,000 strong, which represents one of the largest volunteer organizations in the country.

Held year round, events include:

- Dinners and banquets
- Patron Events
- Youth Events
- Shooting Events
- Sportsmen Raffles
- Waterfowl Hunter Parties
- Ladies Events
- Varsity and University Events
- National Convention

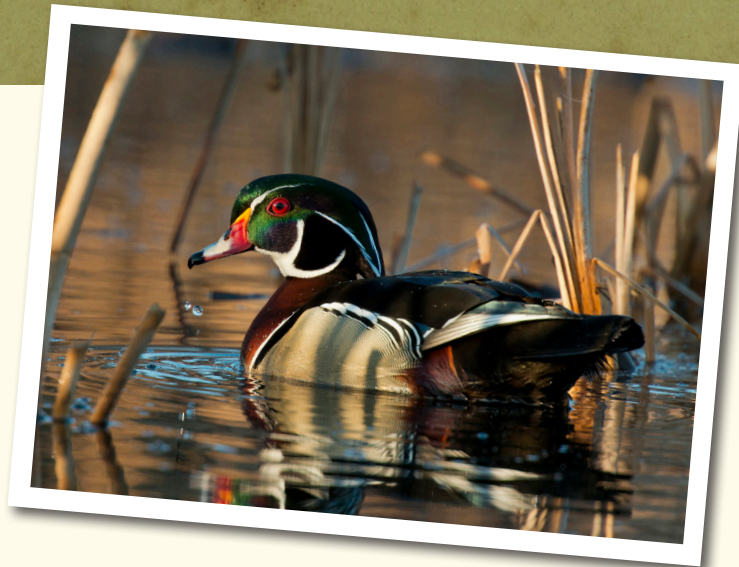
Allow Ducks Unlimited to create a calendar of hand-selected DU events in your key target markets at which your products and/or premiums could be raffled, sampled, auctioned, or displayed. Execution of event sponsorship deliverables would be turn-key for your company.

Opportunities Include :

- Signage
- Emcee announcements at events
- Sampling
- Literature distribution
- Event tickets
- Brand placement on pre-promotional materials

This opportunity is not for all advertisers—just the most loyal and dedicated to DU's mission. Consult with your Ducks Unlimited sales representative to find out how you can supplement and strengthen your overall brand presence with DU.

Magazine | Sales Offices



NORTHEAST (Firearms)

SIG BUCHMAYR

Buchmayr Associates
28 Great Hill Road
Darien, CT 06820
203-662-9740
sigbuch@optonline.com

NORTHEAST & EASTERN CANADA

SCOTT BUCHMAYR

Scott Buchmayr & Assoc., Inc.
10 State St, Suite 207
Newburyport, MA 01950
978-462-6335 Fax: 978-462-6445
sbuchmayr@att.net

SOUTHEAST

AMOS CROWLEY

Crowley Media
28790 Chagrin Blvd., Suite 340
Woodmere, OH 44122
440-552-9575
amos@crowleymedia.com

SOUTH

RACHEL CHANDLER

Chandler & Associates
2686 Sharlis Drive
Frisco, TX 75034
480-650-6705 Fax: 480-323-2490
rachelchandlerca@gmail.com

MICHIGAN & OHIO

DAN FLAVIN

Flavin & Assoc., LLC
544 Wellsey Court
Lake Orion, MI 48362
248-515-8654 Fax: 248-690-7957
dflavin@flavinandassoc.net

MIDWEST

STU OPFER

Opfer Media, LLC
293 East Madison
Elmhurst, IL 60126
630-832-3600 Fax: 630-563-1173
stu@opfermedia.com

WEST COAST & WESTERN CANADA

PATRICK DOYLE

Doyle Media
5 Third St., Suite 600
San Francisco, CA 94103
415-308-2251
patrick.doyle@mcginleydoyle.com

SPORTSMAN'S SPREAD & WHERE TO GO

DICK OPFER

STU OPFER

Opfer Media, LLC
293 East Madison
Elmhurst, IL 60126
800-901-6788
Fax: 630-563-1173
classifieds@ducks.org

MARKETPLACE

KAREN KOLLER

800-901-6788
Fax: 630-563-1173
classifieds@ducks.org