



DUCKS UNLIMITED

— MEDIA KIT —



LEADER *in* WETLANDS CONSERVATION

MAGAZINE OVERVIEW



ESTABLISHED IN 1963

Rate Base
575,000

Male
97%

Total Audience
2 million

Average Age
59

Frequency
6x

Married
82%

Read 4 out of 4 Issues
88%

Median HHI
\$136,800

Reading Each Issue
65 minutes

Median Net Worth
\$1,015,000

Own a Home
92%

Graduated College
60%



MAGAZINE 2023 EDITORIAL CALENDAR



Jan/Feb

Farm Bill Preview
(Conservation)

Decoying Geese
over Water

DU's Artist of the
Year

Ad Close Nov 1
Materials Nov 15

LATE-
SEASON
ISSUE



March/April

Kodiak Adventure
(Sea Ducks)

Saskatchewan Ducks
and Geese

Windy City
Waterfowling
(Chicago)

Ad Close Jan 3
Materials Jan 16

SPORTING
TRAVEL
ISSUE



May/June

Communicating with
Your Retriever

Canine Cast of
Characters (Humor)

DU Member Photo
Contest Winners

Ad Close Mar 1
Materials Mar 15

SPORTING
DOG
ISSUE



July/Aug

New Guns and Gear
for 2023

Ultimate ATVs for
Waterfowling

International Duck
Recipes

Ad Close May 1
Materials May 15

NEW GEAR/
COOKING
ISSUE



Sept/Oct

Amazing Opening
Day Hunts

5 Deadly Decoy
Spreads

How to Build a
Great Blind

Best Boats for
Waterfowling

Ad Close July 3
Materials July 17

SPECIAL
HOW-TO
ISSUE



Nov/Dec

Status of Waterfowl

Patterning Ducks and
Geese

Classic DU Dinner
Guns

Holiday Wish List
(Products)

Ad Close Sept 1
Materials Sept 15

FALL
HUNTING
ISSUE

MAGAZINE ADVERTISING RATES

EFFECTIVE JANUARY 2023
 GUARANTEED BASE RATE: 575,000



	1x	3x	6x
4-COLOR			
Full Page	37,390	35,530	33,625
2/3 Page	31,160	29,610	28,020
1/2 Page	23,370	22,205	21,015
1/3 Page	15,580	14,805	14,010
B&W			
Full Page	26,175	24,870	23,540
2/3 Page	21,815	20,725	19,620
1/2 Page	16,360	15,545	14,715
1/3 Page	10,905	10,365	9,810
COVERS			
2nd	43,000	40,860	38,670
3rd	41,130	39,085	36,990
4th	44,870	42,640	40,350

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.

COMMISSION, PAYMENTS & CASH DISCOUNTS:

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

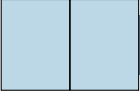


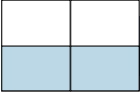




HUNTER PHOTO GUIDELINES: Photographs in ads should reflect positively on the image of waterfowlers, show respect for the resource, and conform to federal regulations regarding transportation, bag limits, and possession of migratory waterfowl. Ads with photographs showing harvested waterfowl must conform 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.

MAGAZINE PRINT SPECIFICATIONS

PRODUCTION CONTACT
KALINA MCKINNEY
 E kmckinney@ducks.org



AD SIZE	BLEED	LIVE AREA	TRIM
 Full Page Spread	16.625"x11"	15"x9.75"	16.25"x10.5"
 Full Page	8.875"x11"	7"x9.75"	8.125"x10.5"
 2/3 Page	5.5"x11"	4.625"x9.75"	5.25"x10.5"
 1/2 Page Spread	16.625"x5.25"	15"x4.75"	16.25"x5.125"
 1/2 Page Vertical	5.5"x8.125"	4.625"x7.375"	5.25"x7.8125"
 1/2 Page Horizontal	8.375"x5.5"	7"x4.75"	8.125"x5.1875"
 1/3 Page Vertical	2.75"x11"	2.125"x9.75"	2.5"x10.5"
 1/3 Page Horizontal	5.5"x5.5"	4.625"x4.75"	5.25"x5.1875"

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 should be 300 DPI.
- » Any fonts must be embedded.
- » 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 format, 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 svagnone@ducks.org.

DIGITAL FILE TRANSFER METHODS:

E-Mail: kmckinney@ducks.org (maximum file size 20MB)



Publisher's Statement

6 months ended June 30, 2022, Subject to Audit

[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)

Annual Frequency: 6 times/year

Field Served: DUCKS UNLIMITED is a magazine for active outdoor sportsmen and conservationists. The magazine is published bi-monthly to report on the organization's progress in wetlands conservation as well as to present features on waterfowling, photography, cooking, game guns, sporting dogs and outdoor "how-to" tips.

Published by: Ducks Unlimited

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
600,014		600,014	575,000	25,014

TOTAL CIRCULATION BY ISSUE

Issue	Print			
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Total Paid & Verified Circulation
Jan/Feb	642,569		642,569	642,569
Mar/Apr	578,295		578,295	578,295
May/Jun	579,177		579,177	579,177
Average	600,014		600,014	600,014

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Membership	600,014	100.0
Total Paid Subscriptions	600,014	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	600,014	100.0
Single Copy Sales		
Total Paid & Verified Circulation	600,014	100.0

PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	N/A	
Subscription	\$1.26	
Average Subscription Price Annualized (2)		\$1.26
Average Subscription Price per Copy		\$0.21

(1) Represents subscriptions for the 6 month period ended June 30, 2022

(2) Based on the following issue per year frequency: 6

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2021	575,000	614,839	614,839		
12/31/2020	575,000	623,097	623,097		
12/31/2019	575,000	625,234	625,234		

Visit auditedmedia.com Media Intelligence Center for audit reports

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 64,877

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 8,323

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue
Circulation by Regional, Metro & Demographic Editions
Geographic Data
Trend Analysis

RATE BASE

Rate base shown in Executive Summary is for paid and verified circulation.