



# 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%**



Source: AAM June 2023; GfK MRI Spring 2023  
and 2021 Ducks Unlimited Custom Study

# MAGAZINE 2024 EDITORIAL CALENDAR



## Jan/Feb

Season's End  
Pattering Late-  
Season Waterfowl  
The Lovelock Cave  
Decoys  
DU's Artist of the  
Year

Ad Close Nov 1  
Materials Nov 15

LATE-  
SEASON  
ISSUE



## March/April

The End of the Road  
(Louisiana Teal/Fish)  
RV Adventures  
Northern Hospitality

Ad Close Jan 2  
Materials Jan 16

SPORTING  
TRAVEL  
ISSUE



## May/June

Green Bay Bills  
(Divers)  
Training a City Dog  
Rock Star Retrievers  
DU Member Photo  
Contest Winners

Ad Close Mar 1  
Materials Mar 15

SPORTING  
DOG  
ISSUE



## July/Aug

New Guns and Gear  
for 2024  
Northwest Passage  
Waterfowler's  
Charcuterie Board

Ad Close May 1  
Materials May 15

NEW GEAR/  
COOKING  
ISSUE



## Sept/Oct

The Next Farm Bill  
The Ultimate Decoy  
Spread  
Hunting the Hi-Line  
(Montana)  
Calling Clinic  
Ready Your Retriever

Ad Close July 1  
Materials July 15

SPECIAL  
HOW-TO  
ISSUE



## Nov/Dec

Status of Waterfowl  
Nebraska Homecoming  
Next-Generation  
Waterfowling  
Ducks Camp Cocktails  
Holiday Wish List  
(Products)

Ad Close Sept 2  
Materials Sept 16

FALL  
HUNTING  
ISSUE

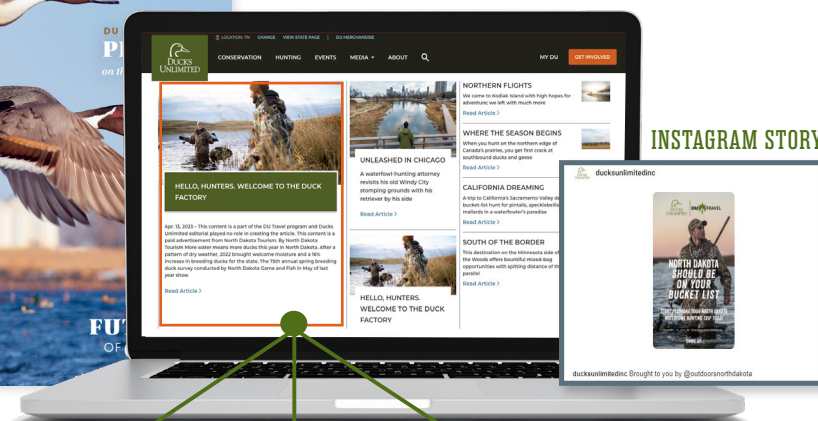




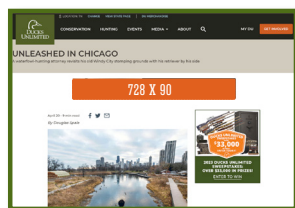
**TIMING: MARCH/APRIL**



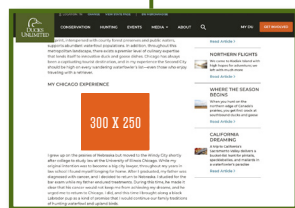
**WEBSITE SPONSORED CONTENT**



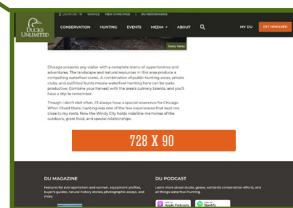
**INSTAGRAM STORY**



**TOP AD**



**EMBED AD**



**ANCHOR AD**

## CONTENT

*Ducks Unlimited's* Special Travel Issue celebrates waterfowl hunting destinations and adventures in unique places across North America. Features include “The End of the Road” about a cast-and-blast trip for teal, redbfish, and trout at the mouth of the Mississippi River near Venice, Louisiana. Other highlights include “RV Adventures” about how waterfowl hunters can use RVs and campers to provide mobile lodging and expand their hunting opportunities. And, in “Northern Hospitality,” the author celebrates the relationships and bonds between American hunters and Canadian landowners as well as the phenomenal hunting that keeps waterfowlers heading north of the border each fall.

## COMPONENTS:

- » *Ducks Unlimited* magazine
- » *Ducks.org*
- » DU Social Media Channels

## SPONSORSHIP ELEMENTS:

- » Full page, 1/2 page, or 1/3 page ad unit
- » ROS Banners – 200,000 impressions
- » Editorial coverage in *Ducks Unlimited* magazine and *ducks.org*

## RECOGNITION:

- » Logo recognition in Destination section on *ducks.org*
- » Sponsor recognition in e-newsletter
- » One post recognizing all “DU Travel” sponsors on DU’s social media channels – Facebook, Twitter, and Instagram
- » One “brought to you by” post per sponsor on DU’s social media channels – Facebook, Twitter, and Instagram

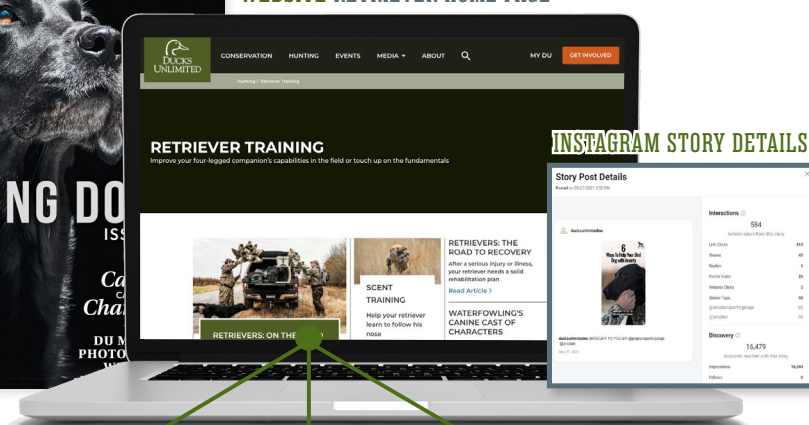
# MAGAZINE SPORTING DOG SPRING TRAINING



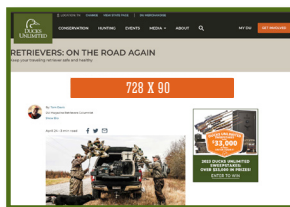
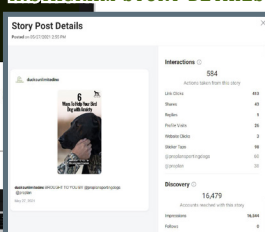
**TIMING: MAY/JUNE**



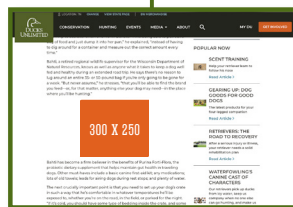
**WEBSITE RETRIEVER HOME PAGE**



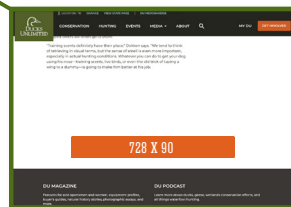
**INSTAGRAM STORY DETAILS**



**TOP AD**



**EMBED AD**



**ANCHOR AD**

## CONTENT

Leading off this special issue will be “Rock Star Retrievers,” which will include profiles of exceptional dogs representing each of the major waterfowl retrieving breeds, what makes these dogs special, and how they exemplify their respective breeds. Also in this issue will be “Training a City Dog,” which will offer tips and advice about how to find the right places, tools, and other resources needed to train a finished retriever in urban and suburban areas.

## COMPONENTS:

- » *Ducks Unlimited* magazine
- » *Ducks.org*
- » DU Social Media Channels

## SPONSORSHIP ELEMENTS:

- » Full page, 1/2 page, or 1/3 page ad unit
- » ROS Banners – 200,000 impressions
- » Sponsored content – 1 month
- » Editorial product coverage in *Ducks Unlimited* magazine and *ducks.org*

## RECOGNITION:

- » Logo recognition in Retrievers section on *ducks.org*
- » Sponsor recognition in e-newsletter
- » One post recognizing all “Spring Training” sponsors on DU’s social media channels – Facebook, Twitter, and Instagram
- » One “brought to you by” post per sponsor on DU’s social media channels – Facebook, Twitter, and Instagram

Please contact your sales representative for special pricing.

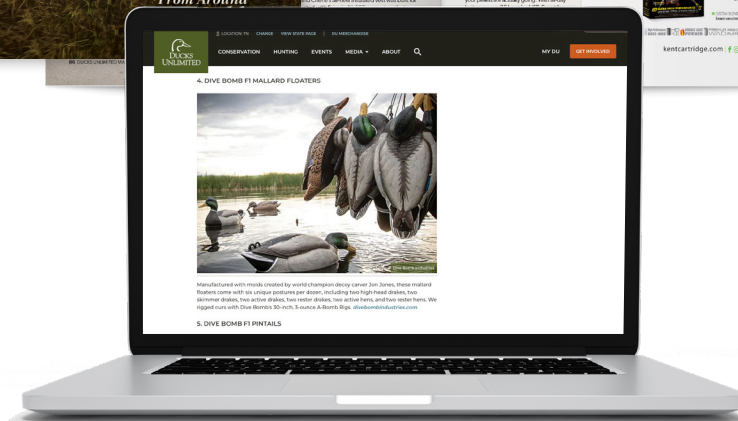
# MAGAZINE NEW GUNS AND GEAR



**TIMING: JULY/AUGUST**



## MAGAZINE LISTED ITEM WITH DESCRIPTION



## WEBSITE LISTED ITEM WITH DESCRIPTION

## CONTENT

The *New Guns and Gear* feature in the July/August issue is a perennial #1 ranked feature in all of *Ducks Unlimited* magazine. This popular feature highlights new products, from guns and ammunition to waders, calls, and lifestyle apparel. The new product showcase highlights the latest and greatest gear in the waterfowling community.

The *New Guns and Gear* feature is also popular online at [ducks.org](https://ducks.org) and distributed multiple times on the organization's social media accounts.

Ask an advertising representative how you can submit your company's products for consideration in the 2024 *New Guns and Gear* feature.

## COMPONENTS:

- » *Ducks Unlimited* magazine
- » *Ducks.org*
- » DU Social Media Channels

## SPONSORSHIP ELEMENTS:

- » Full page, 1/2 page, or 1/3 page ad unit
- » ROS Banners – 200,000 impressions
- » Sponsored content – 1 month
- » Editorial product coverage in *Ducks Unlimited* magazine and *ducks.org*

## RECOGNITION:

- » Logo recognition in New Guns and Gear on *ducks.org*
- » Sponsor recognition in e-newsletter
- » One post recognizing all Gear Issue sponsors on DU's social media channels – Facebook, Twitter, and Instagram
- » One "brought to you by" post per sponsor on DU's social media channels – Facebook, Twitter, and Instagram

Please contact your sales representative for special pricing.



# MAGAZINE FLIGHT TO FEAST



**TIMING: JULY/AUGUST**



\*This feature was published in the July/August 2023 Issue

## CONTENT

Headlining the Flight to Feast Program is the feature article, “A Waterfowler’s Charcuterie Board.” Sporting chef Scott Leysath will explain how to create the ultimate spread of appetizers using waterfowl ingredients, such as sliced smoked duck, goose sausage, duck pastrami, and paté, as well as accompanying cheeses, pickled vegetables, sauces, wine and beer pairings, and more. With photos, illustrations, and step-by-step instructions, readers will be able to recreate these unique recipes at home or the duck camp.

## COMPONENTS:

- » *Ducks Unlimited* magazine
- » *Ducks.org*
- » DU Social Media Channels

## SPONSORSHIP ELEMENTS:

- » Full page, 1/2 page, or 1/3 page ad unit
- » ROS Banners – 200,000 impressions
- » Sponsored content – 1 month
- » Editorial product coverage in *Ducks Unlimited* magazine and *ducks.org*

## RECOGNITION:

- » Logo recognition in recipe section on *ducks.org*
- » Sponsor recognition in e-newsletter
- » One post recognizing all “Flight to Feast” sponsors on DU’s social media channels – Facebook, Twitter, and Instagram
- » One “brought to you by” post on DU’s social media channels – Facebook, Twitter, and Instagram

Please contact your sales representative for special pricing.

# MAGAZINE ADVERTISING RATES



|                | 1x     | 3x     | 6x     |
|----------------|--------|--------|--------|
| <b>4-COLOR</b> |        |        |        |
| 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>B&amp;W</b> |        |        |        |
| 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  |
| <b>COVERS</b>  |        |        |        |
| 2nd            | 43,000 | 40,860 | 38,670 |
| 3rd            | 41,130 | 39,085 | 36,990 |
| 4th            | 44,870 | 42,640 | 40,350 |

EFFECTIVE JANUARY 2024  
GUARANTEED BASE RATE: 575,000

## 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**  
EMAIL [kmckinney@ducks.org](mailto: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 [kmckinney@ducks.org](mailto:kmckinney@ducks.org).

### DIGITAL FILE TRANSFER METHODS:

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

## Publisher's Statement

**6 months ended June 30, 2023, Subject to Audit**

[Learn more about this media property at auditedmedia.com](https://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 |
|-------------------------------------|-------------------|-------------------|-----------|-----------------------|
| 583,790                             |                   | 583,790           | 575,000   | 8,790                 |

### TOTAL CIRCULATION BY ISSUE

| Issue          | Paid Subscriptions |               |                          | Verified Subscriptions |               |                              | Total Paid & Verified Subscriptions | Single Copy Sales |               |                         | Total Paid & Verified Circulation - Print | Total Paid & Verified Circulation - Digital Issue | Total Paid & Verified Circulation |
|----------------|--------------------|---------------|--------------------------|------------------------|---------------|------------------------------|-------------------------------------|-------------------|---------------|-------------------------|---|---|-----------------------------------|
|                | Print              | Digital Issue | Total Paid Subscriptions | Print                  | Digital Issue | Total Verified Subscriptions |                                     | Print             | Digital Issue | Total Single Copy Sales |   |   |                                   |
| Jan/Feb        | 579,234            | 30            | 579,264                  |                        |               |                              | 579,264                             |                   |               |                         | 579,234                                   | 30  | 579,264                           |
| Mar/Apr        | 583,094            | 27            | 583,121                  |                        |               |                              | 583,121                             |                   |               |                         | 583,094                                   | 27  | 583,121                           |
| May/Jun        | 588,984            |               | 588,984                  |                        |               |                              | 588,984                             |                   |               |                         | 588,984                                   |   | 588,984                           |
| <b>Average</b> | <b>583,771</b>     | <b>19</b>     | <b>583,790</b>           |                        |               |                              | <b>583,790</b>                      |                   |               |                         | <b>583,771</b>                            | <b>19</b>   | <b>583,790</b>                    |

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

|  | Print          | Digital Issue | Total          | % of Circulation |
|--|----------------|---------------|----------------|------------------|
| <b>Paid Subscriptions</b>                      |                |               |                |                  |
| Membership                                     | 583,771        |               | 583,771        | 100.0            |
| Partnership Deductible Subscriptions           |                | 19            | 19             | 0.0              |
| <b>Total Paid Subscriptions</b>                | <b>583,771</b> | <b>19</b>     | <b>583,790</b> | <b>100.0</b>     |
| <b>Verified Subscriptions</b>                  |                |               |                |                  |
| <b>Total Paid &amp; Verified Subscriptions</b> | <b>583,771</b> | <b>19</b>     | <b>583,790</b> | <b>100.0</b>     |
| <b>Single Copy Sales</b>                       |                |               |                |                  |
| <b>Total Paid &amp; Verified Circulation</b>   | <b>583,771</b> | <b>19</b>     | <b>583,790</b> | <b>100.0</b>     |

### 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                |            |                          |

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: 32,267

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 9,052

### 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, 2023

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

### 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.