



MEDIA KIT



  
DUCKS  
UNLIMITED



DU TV

# OVERVIEW



## MOST CAPABLE & ENGAGING ON-AIR TALENT

*Ducks Unlimited TV (DU TV)* traverses North America, capturing the category's most thrilling waterfowling footage while spreading Ducks Unlimited's critical wetlands and waterfowl conservation messages.

### CO-HOSTS AND FREQUENT ON-AIR PERSONALITIES INCLUDE



Doug Larsen



Fred Zink



Betsy Newbill



Colin Mulligan



Karen Waldrop



Mike Stewart



Julia Stallings

## DUCKS UNLIMITED TV

THE ORIGINAL AND LONGEST-RUNNING CONSERVATION-BASED HUNTING SERIES IN AMERICAN TV HISTORY IS NOW THE CENTERPIECE OF SPORTSMAN CHANNEL, A FLAGSHIP OF THE OUTDOOR SPORTSMAN GROUP, THE CATEGORY'S PREEMINENT MEDIA ENTERPRISE.

*DU TV's* unrivaled excellence is made possible by dynamic storytelling combined with DU's access to the most historic, unique, and productive venues in North America.

*DU TV* sporting segments are devoted to guns and gear, waterfowl species and their habitats, retriever training, calling expertise, and shotgun skills. *DU TV* also produces conservation stories featuring reports from DU's world-class biologists and immersive experiences with some of the outdoor community's most avid volunteers.

### HIGHLIGHTS

- » Breathtaking hunting action from across North America
- » Hunting tips, tactics, and the conservation information viewers want most
- » Dynamic hosts appeal to a broad demographic
- » Extensive promotion in DU publications and social media
- » Available everywhere, from TV to desktop to mobile

### THE LANDING ZONE

*DU TV* anchors the **Landing Zone presented by Ducks Unlimited** content block Saturday afternoons on Sportsman Channel. This is the **ONLY** waterfowl content block on major cable television!



DU TV

# QUICK FACTS

## 20 MILLION NIELSEN AUDITED HOMES

Sportsman Channel Active-Viewer Universe\*

*\* This includes activations on DISH Network, DIRECT TV, and major cable providers such as Comcast and Fast Channels (Stirr, DistroTV, and Roku) and streaming distribution on DIRECT TV, Sling, and others.*

## 2.5 MILLION HOUSEHOLDS ANNUALLY

DU TV 2024 Projected Reach on Sportsman Channel\*

*\* All DU TV partnerships are backed by third-party audit.*

## 234 ANNUAL LINEAR AIRINGS

on Sportsman Channel US

## 208 LINEAR AIRINGS

on Sportsman Channel Canada

## +35 MILLION MINUTES VIEWED ANNUALLY

Across Television and Digital Platform Bundle

## +20 MILLION EXCLUSIVE IMPRESSIONS

In Linear Brand Exposure each Season

## DU TV CAN BE VIEWED ON SEVERAL DIFFERENT PLATFORMS



### OSG DISTRIBUTION PARTNERS

Honoring a lifestyle that is celebrated by millions of Americans, OSG Outlet present authentic hunting, fishing and shooting programming across most platforms





DU TV

# ELITE PACKAGE ON SPORTSMAN CHANNEL



"The positive impact to wildlife and wetlands by DU and DU TV is legendary. Mossy Oak remains all in on DU's extraordinary mission."



TOXEY HAAS, FOUNDER, MOSSY OAK BRAND CAMOUFLAGE

"As an advertiser and long-time partner of Ducks Unlimited, we're proud to support DU TV because it delivers real value—not just for hunters, but for conservation as a whole. Knowing that DU invests every dollar wisely to protect wetlands and waterfowl gives us peace of mind, and DU TV is the perfect platform to reach an audience that cares about preserving our outdoor heritage as much as we do."



JIMBO RONQUEST, V.P. OF DRAKE WATERFOWL

## ANNUAL PACKAGES & RATES

### (156) 30-SECOND SPOTS/156 BILLBOARDS:

- » Over a 52-week (Q1-4) DU TV schedule
- » (1) Guns & Gear product profile segment
- » +3 million imps/ \$13 CPM/ \$39K

### (104) 15-SECOND SPOTS/104 BILLBOARDS:

- » Over a 26-week (Q3-4) DU TV schedule
- » +2.5 million imps/ \$11.60 CPM/ \$29K

## SPONSORSHIP PACKAGES MAY INCLUDE:

- » 15- or 30-second commercial spots
- » In-show billboards with voice-over
- » Vignette sponsorship
- » Product integration
- » Sponsor recognition in marketing and promotion
- » Online sponsorship (pre-roll and banner ads)
- » **DU TV Multi-Year packages are available**

## SCHEDULE

DU TV airs five times per week Q3-4  
(with Saturday anchors at 2:00PM EST)  
and four times per week Q1-2  
on Sportsman Channel.