

DUCKS UNLIMITED



MEDIA KIT



[LIFESTYLE]

FOR OUR READERS,
DUCKS UNLIMITED IS MORE THAN A MAGAZINE; IT'S PART OF A LIFESTYLE

EDITORIAL MISSION

- To educate, inform, entertain, and motivate DU members
- To promote DU's conservation priorities and achievements

EDITORIAL FOCUS

- Covers all aspects of waterfowl management, wetlands conservation, and waterfowl hunting
 - Highlights DU programs, news, and accomplishments



JAN/FEB



STRATEGIES FOR DECOY-SHY DUCKS
THE WATERFOWLER'S CALENDAR

Ad Close Nov 1
Materials Nov 15

MAR/APR



ROAD-TRIP CHECK LIST
OFF-SEASON SHOOTING TIPS

Ad Close Jan 2
Materials Jan 15

MAY/JUNE



PERFECT SETUPS FOR DUCKS
MEMBER PHOTO CONTEST

Ad Close Mar 1
Materials Mar 15

JULY/AUG



FLIGHT TO FEAST
RESCUE OUR WETLANDS WRAP-UP

Ad Close May 1
Materials May 15

SEPT/OCT



10 STEPS FOR BETTER CALLING
MANAGING LAND FOR DUCKS
BECOMING AN OUTDOORS WOMAN

Ad Close July 1
Materials July 16

NOV/DEC



HOLIDAY GIFT GUIDE
TOP PUBLIC HUNTING DESTINATIONS

Ad Close Sept 3
Materials Sept 16





ESTABLISHED IN 1963



575,000
Rate Base

3.4 million
Total Audience

6x
Frequency

90%
Read 4 out of 4 issues

63 min
Reading each issue

93%
Own a Home

97.5%
Male

55
Average Age

83%
Married

\$128,500
Median HHI

\$737,100
Median Net Worth

60%
Graduated College
or More



MAGAZINE
[ADVERTISING RATES]

Effective January 2019
Guaranteed Rate Base: 575,000



	1X	3X	6X	9X	12X
4-Color					
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
B & W					
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
Covers					
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

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.

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 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**

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.



	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"

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 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 agoode@ducks.org.

DIGITAL FILE TRANSFER METHODS:
E-Mail: agoode@ducks.org (maximum file size 20MB)

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

Publisher's Statement

6 months ended June 30, 2018, *Subject to Audit*

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
631,810		631,810	575,000	56,810

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 2018				649,986	25	650,011	650,011				649,986	25	650,011
Mar/Apr 2018				620,190	39	620,229	620,229				620,190	39	620,229
May/Jun 2018				625,149	40	625,189	625,189				625,149	40	625,189
Average				631,775	35	631,810	631,810				631,775	35	631,810

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Association: Nondeductible	631,775	35	631,810	100.0
Total Paid Subscriptions	631,775	35	631,810	100.0
Verified Subscriptions				
Total Paid & Verified Subscriptions	631,775	35	631,810	100.0
Single Copy Sales				
Total Paid & Verified Circulation	631,775	35	631,810	100.0

PRICES

	Suggested Retail Prices (1)
Average Single Copy	N/A
Subscription	\$1.26

(1) For statement period

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2017	575,000	608,597	608,597		
12/31/2016	575,000	613,630	613,630		
12/31/2015	550,000	615,752	615,752		

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ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
Geographic Data
Analysis of New & Renewal Paid Individual Subscriptions
Trend Analysis

RATE BASE

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



STATE	CIRC	STATE	CIRC	STATE	CIRC
Alaska	3,870	Louisiana	19,628	Oklahoma	7,956
Alabama	8,738	Massachusetts	4,201	Oregon	5,108
Arkansas	23,535	Maryland	14,045	Pennsylvania	16,024
Arizona	2,510	Maine	1,915	Rhode Island	767
California	24,553	Michigan	29,657	South Carolina	16,686
Colorado	11,384	Minnesota	37,577	South Dakota	6,869
Connecticut	2,375	Missouri	18,506	Tennessee	12,952
D.C.	198	Mississippi	8,430	Texas	51,831
Delaware	6,936	Montana	6,355	Utah	4,714
Florida	13,831	North Carolina	26,607	Virginia	16,132
Georgia	17,932	North Dakota	3,662	Vermont	1,321
Hawaii	275	Nebraska	13,384	Washington	11,035
Iowa	5,512	New Hampshire	1,335	Wisconsin	31,563
Idaho	6,641	New Jersey	4,991	West Virginia	1,184
Illinois	34,013	New Mexico	862	Wyoming	3,614
Indiana	13,347	Nevada	3,759	Other*	1,021
Kansas	15,400	New York	16,290		
Kentucky	6,891	Ohio	19,405		