




Media Kit

Our History...



*T*he drought of the 1930s in North America coupled with inefficient agricultural practices resulted in greatly diminished waterfowl populations. In 1935, a small group of concerned sportsmen launched an effort to study the problem by conducting the first International Wild Duck Census. The census underscored that high-quality habitat was essential to healthy waterfowl populations. So in 1937, these conservation pioneers took an unprecedented step in creating Ducks Unlimited (DU), a private, non-profit organization dedicated to conserving habitat for waterfowl. 

Why Conserve Wetlands



- Wetlands provide **critical habitat** for birds, fish, amphibians, and beneficial insects.
- Wetlands **recharge groundwater** supplies and help ensure pure drinking water.
- They **help mitigate flooding**, preventing millions of dollars of property damage every year.
- Coastal wetlands are **nurseries** for many species of fish and protect shorelines from storm surges.
- Wetlands help **maintain atmospheric gas** balances by removing and storing carbon dioxide and releasing oxygen.
- They serve as **natural filtration systems** that cleanse nutrients and heavy metals from runoff water.
- More than 40 percent of North America's **endangered species**.

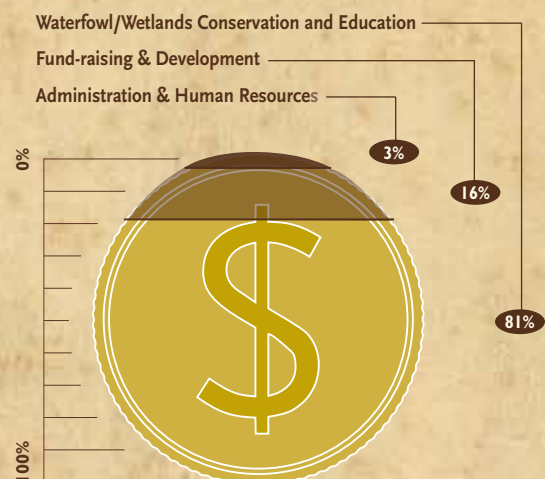
A Conservation Leader

Ducks Unlimited's singleness of purpose emphasizes conserving, restoring, and managing wetlands and associated habitats for North America's waterfowl. DU's staff includes experts in the areas of conservation, philanthropy, waterfowl management, communications and environmental engineering. These experts carry out DU's vital work all over North America. DU has formed successful partnerships with government agencies, corporations, foundations, landowners, and countless individuals. The organization has earned a reputation for working with their partners to find conservation solutions that benefit not only waterfowl, but everyone involved. Through groundbreaking research and the development of innovative techniques for habitat protection and restoration, DU is widely recognized as the premiere waterfowl and wetlands conservation organization in the world.

Where Your Money Goes

During the past fiscal year, 81 percent of DU's expenditures were converted directly to conservation work. This habitat is needed desperately by ducks, geese and other wetland-dependent wildlife to survive.

Ducks Unlimited is one of only 200 non-profits that receive the BBB Wise Giving Alliance seal of approval for meeting standards for charitable accountability.



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. 

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 | 2016 Editorial Calendar and Closing Dates

ISSUE	TOPIC*	AD CLOSE	MATERIALS
January / February	Special Editorial: State of the Geese Spreads for Late-Season Ducks Retrievers: The Well-Adjusted Dog Shotgunning: Hard Targets Waterfowler's Notebook: Specklebelly Strategies	Nov 2	Nov 16
March / April	Special Editorial: Duck Gun Makeover Habitat for Hunters Retrievers: The Bottom Line Shotgunning: Practice Like You Play Waterfowler's Notebook: Keep It Safe	Jan 4	Jan 15
May / June	Special Editorial: Retriever Tips for Waterfowlers Secrets of Successful Shooters Retrievers: Blind Retrieves Shotgunning: Fighting Recoil Waterfowler's Notebook: Customize Your Duck Blind	Mar 1	Mar 15
July / August	Special Editorial: New Guns and Gear The Adaptable Waterfowler Retrievers: Shaping Up Shotgunning: Shotguns for Women Waterfowler's Notebook: Duck Hunter's Checklist	May 2	May 16
September / October	Special Editorial: Unguided Adventures Waterfowl Forecast Retrievers: Retriever Field Card Shotgunning: Pattering Tips Waterfowler's Notebook: Teal Time	July 1	July 15
November / December	Special Editorial: Concealment Strategies Tips for Migrating Ducks Retrievers: Duck Blind Etiquette Shotgunning: Seeing the Bird Waterfowler's Notebook: Bring Your Spread to Life	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.

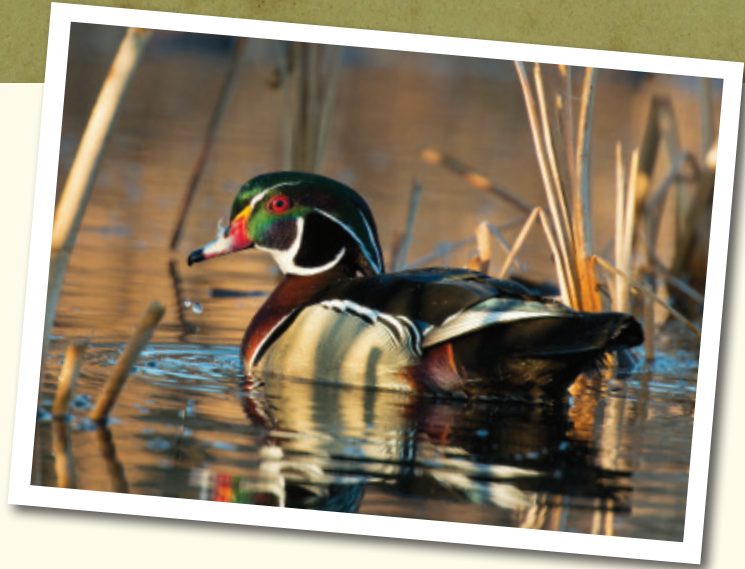
Cooking – Scott Leysath shares his culinary expertise while preparing his favorite duck and goose recipes.

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.



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
buchmayrscott@gmail.com

SOUTHEAST

AMOS CROWLEY

Crowley Media
28790 Chagrin Blvd., Suite 340
Woodmere, OH 44122
216-378-9811 Fax: 440-373-4884
amos@crowleymedia.com

SOUTH

RACHEL CHANDLER

Chandler & Associates
5875 Jordan Way
Frisco, TX 75034
480-650-6705 Fax: 480-323-2490
rachelchandlerca@gmail.com

MICHIGAN & OHIO

DAN FLAVIN

Flavin & Assoc., LLC
214 S. Broadway, Suite 115
Lake Orion, MI 48362
248-515-8654
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

McGinley & Doyle Media
5 Third St., Suite 600
San Francisco, CA 94103
415-777-4383 Fax: 415-777-4385
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

Magazine | MECHANICAL REQUIREMENTS

	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

Magazine | Insert Card Qualifications

BIND-IN CARDS OR INSERTS

(placement between signatures)

Minimum Size: 4 1/2" wide x 5 1/2" deep

Maximum Size: 8 3/8" wide x 10 3/4" deep

Live Matter Safety Margin: 5/16"

Gutter Grindoff: 1/8"

Perforation: 1/2" from binding edge

(Micro perfs are required: 12 or more teeth to the inch)

Foot Trim: 3/16" (jog to foot)

PAPER SPECS

Minimum: .007 pt stock

Maximum: .012 pt stock

Porosity: 22 gurley (minimum)

PACKING OF SUPPLIED PRINTED INSERTS

We require that our packing procedures be adhered to when sending inserts to insure proper handling and accurate accounting of your supplied materials. We will be responsible only if these requirements are met.

DELIVERY

All loads should be addressed to:

Doug McDonald c/o B3 Dock

Fry Communications, Inc.

15 Pleasant View Drive

Mechanicsburg, PA 17050

Phone: (800) 334-1429 Ext. 3838

doug@frycomm.com

Deliveries can be made 24 hours a day, seven days a week. Please call Ducks Unlimited to verify delivery date for each issue. Telephone notification of quantity, number of pallets, shipper, and estimated time of arrival should be forwarded to Doug McDonald at (800) 334-1429 Ext. 3838 prior to shipping.

Packaging Procedures :

Supplied materials must be packed in lifts, no less than six (6) inches high. (A lift is a stack of material all turned in the same direction.) The printer prefers to receive lifts as large as can be provided without creating an unstable load. If two page inserts are received with lifts that are not clearly marked, or which have pieces turned in different directions within the lift, then upside down or backwards binding of some pieces may result. Inserts must be packed in such a way that they are received in a flat condition. Cards should be packed so they do not curl or bend during shipping or storage. All inserts must be trimmed to exactly the same size. Please strap or band product, only if necessary, to prevent shifting during transit. Please pack your supplied materials on sturdy 40"x48" skids with a maximum height of 53". The Bill of Lading must list the following:

- Total quantity (copies, boxes, pallets)
- Title of insert
- Title of publication
- CSAA's name-Doug McDonald

Multiple supplied inserts should be separated on individual pallets. Each carton and skid must contain the same information as the Bill of Lading.

www.ducks.org



*V*isitors to www.ducks.org can keep up with the latest duck hunting tips and tactics, retriever training videos, local weather conditions, waterfowl migration, conservation reports, and local chapter information. Our multimedia section includes streaming videos, a photo gallery featuring member submitted photos, Ducks Unlimited magazine features, DU TV online and more. A special members-only area is available where members enjoy exclusive content such as the DU message boards, DU desktop wallpaper, podcasts, and other special offers from our partners. 



Ranked #1 among duck hunting sites, ducks.org is the online authority for waterfowl hunting & wetland conservation resources. The site delivers an annual 62+ 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.

The Statistics:

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 Ducks Unlimited magazine	82%
4 or more hrs per week online	85%

Averages per month

Over 868,000 visits (+40%)
 Over 5.1 million page views (+37%)
 Over 403,000 new visitors (+33%)
 3:45 minutes spent on site per visit

Top 5 sections in the last 12 months

1. Migration Map – Over 26 million page views (+91%)
2. Hunting – Over 15 million page views (+30%)
3. News & Media – Over 5.8 million page views
4. Waterfowl ID – Over 5.4 million page views
5. Photo Gallery – Over 3.2 million page views

Social Media

1 million+ Facebook fans
 85,000+ Twitter followers
 18,500+ YouTube subscribers
 54% of web traffic is generated from mobile phones and tablets

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

- Waterfowl hunting tips & tactics
- Field & hunting reports
- National & regional news
- Conservation reports
- Wild game recipes
- Photo essays
- Special offers from DU partners
- And much more!

Advertising Opportunities Include:

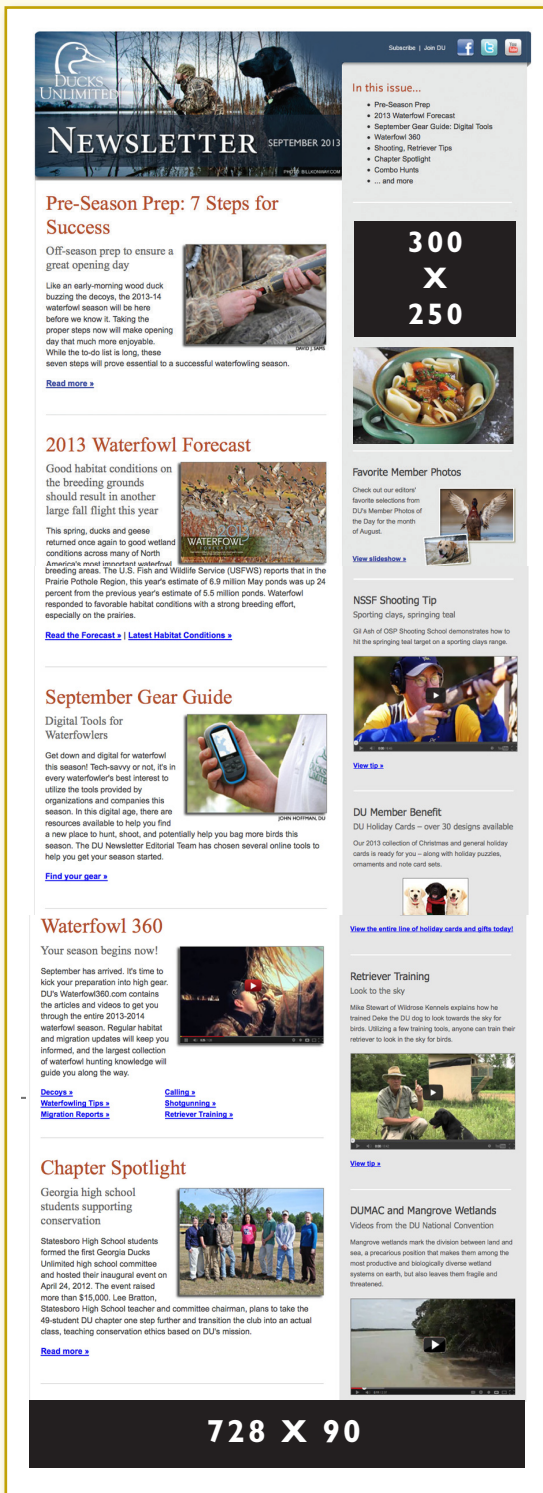
- 300 x 250 banner ad - top right placement
- 728 x 90 banner ad - bottom placement
- Link to advertiser designated URL
- Access to over 600,000 opt-in subscribers

Creative specifications are available at <http://ducks.doucettmedia.com>

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

Anita Goode
 agoode@ducks.org
 901-758-3778

- Inventory subject to change and based upon availability at time of commitment.
- Opportunities available on a first-come, first-served basis.
- All creative is subject to approval.




Ducks Unlimited Television




DUCKS
UNLIMITED



*D*ucks Unlimited TV is one of the most effective tools for reaching a core audience of people who are enthusiastic about waterfowl hunting and other outdoor pursuits. A new format, new hosts, and new distribution model mean millions of people are watching the show both on the Pursuit Channel and online. Full integration of DUTV content with DU's print and digital media brings sponsors maximum exposure among DU members and fans. 



DU TV | SPONSORSHIP OPPORTUNITIES

AIRINGS

<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>

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 “Presented by...” sponsor designation
- On-screen logo with voice over treatment
Example: “Gun Dog Segment...presented by XYZ Company”
- Segments available for sponsorship: “Duck Dog”; “Sporting Chef”; “Duck Gun”
- 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)

DU TV 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.



Current Opportunities



Event System
Partner Program
State Raffle Program
Social Media
Conservation Initiatives
Cause Marketing
B2B Marketing

*B*eyond what other media-centric corporations in the outdoor industry offer, Ducks Unlimited has been a durable, high quality brand, offering unparalleled opportunities to outdoor enthusiasts since 1937! DU continues to find unique and dynamic, meaningful touch points for advertisers to connect their brand's message to the most avid, high quality, and elusive buyers in the outdoor marketplace. 

Opportunities | Partners Program



Just a sampling of some of our licensed products

Ducks Unlimited has a rich history in the development and management of national sponsorship programs, product licensing, affinity marketing, national promotions, and retail relations. Today, Ducks Unlimited enjoys a robust portfolio of partnerships in a variety of different product categories and industries. Many of the Ducks Unlimited corporate partnerships have been active for 5, 10, even 25 years because they are effective for corporate partners and in raising vital funds for habitat conservation. This compelling factor motivates consumers to switch brands to those that support DU.

Ducks Unlimited partnerships case studies reflect successful programs that are affordable and that create return.

95% of the Ducks Unlimited members say they would be more likely to purchase products from companies that directly support DU over one that does not, and 84% would be willing to pay a slightly higher price for the product.

No partnership is alike. Each is designed and tailored based on a partner business objectives and DU's promotional, brand, and fundraising goals. Ducks Unlimited creates easy, one-stop programs that integrate cause marketing strategies, advertising, cross-promotions with other companies, event marketing, digital platforms and PR activities.

Contact your DU sales representative for additional information.

Opportunities | State Raffle Program

Gain Exposure to Over 250,000 DU Supporters and Sportsmen

Ducks Unlimited supporters enjoy raffles! Every year, raffle tickets are sold in Ducks Unlimited's strongest membership states for a chance to win an exclusive package of products. Entering not only gives them a chance to win, they are also investing in the protection of wetlands and wildlife habitat.

As one of the best, direct, lowest maintenance and measurable means to reach the grassroots of Ducks Unlimited, this year-round program receives special visibility early fall through the following spring. Each year, fourteen states generate over \$200,000, reaching 1,500 events, and 250,000 *Ducks Unlimited* magazine readers.



Partners and advertiser products receive year long exposure through:

- Promotion through regional communication channels before, during, and after
- Sale of raffle tickets
- National and state advertising
- Editorial coverage
- At each event:
 - Product display
 - Signage
 - Emcee announcements
 - Table-top point-of-sale promotions
- Promotion and drawing of winner at each participating state's convention

Companies provide prizes and DU does the rest!

Speak to your advertising representative about getting involved in this proven grassroots promotion reaching 250,000 of the readers you want to connect with on a grassroots level.

This program is limited to DU's best advertisers.



One Waterfowl Way | Memphis, TN 38120
Phone 901.758.3825 | Fax 901.758.3909

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