



BUCKMASTERS™

MEDIA KIT | 2018



PUBLICATIONS | TELEVISION | INTERNET
EVENTS | COMMUNITY SERVICE | AND MORE!

WWW.BUCKMASTERS.COM





DEER HUNTING'S #1 MEDIA OUTLET

PUBLICATIONS • TELEVISION • DIGITAL • AND MORE!



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MISSION STATEMENT

Buckmasters is an organizational umbrella for the deer hunting populace of North America, designed to preserve ethical hunting and to promote intelligent, practical wildlife and habitat management and conservation for future generations. It is our mandate to inform, educate and entertain the hunting public, and in so doing, serve and satisfy our membership, advertisers and sponsors with excellence in all Buckmasters publications, video productions and public events. At the heart of Buckmasters stands our steadfast commitment to represent and promote a positive public image of ethical hunting and an awareness of the essential role of hunting as a necessary conservation tool, now and for the future.

ADVERTISING STAFF — Office Hours: 8 a.m. - 5 p.m., M-F, Central Time

Advertising Director — Scott Maloch
Office: 334.387.2655 • smaloch@buckmasters.com

Advertising & Media Coordinator — Dawn Singleton
Office: 334.387.2640 • dsingleton@buckmasters.com

Advertising Sales Representative — Alexandra Wise
Office: 334.387.2617 • awise@buckmasters.com

Sponsorship & Expo Coordinator — Donna Gross
Office: 334.387.2619 • dgross@buckmasters.com

ONE MEDIA COMPANY

THE MOST DEER HUNTERS

- **Economical, One-Stop Media Coverage**

Buckmasters provides the best coverage in Print, TV and Digital outlets, ensuring you reach your customers wherever they consume their deer hunting entertainment. Customizable media buys allow you to focus on individual outlets or utilize a balanced approach, all at some of the industry's best prices.

- **Quantity AND Quality Consumers**

Buckmasters is the largest whitetail magazine in the industry, reaching more than 500,000 readers, and both "Buckmasters" and "The Jackie Bushman Show" remain two of the most watched outdoor shows on cable. With more than 80 percent of all hunting dollars spent on deer hunting, Buckmasters is the media buy to reach the people who spend money on hunting and the outdoors.

- **Be Part of the Solution**

Anti-hunters will never embrace the hunting lifestyle, but it's the meat-eating, voting, non-hunting majority of the population that determines our future. Part of the Buckmasters mission is to educate the non-hunting public about the benefits of ethical, regulated hunting. Another part is setting a positive example in the community through charitable works like our popular Life Hunts, and our affiliations with other outreach groups like Hope for the Warriors. Your relationship with Buckmasters makes you part of the hunting solution. If you have a special interest in these programs, we provide opportunities for you to be directly involved.

- **The Right Content**

Numbers are important for an effective advertising buy, and so is the content that surrounds your ad. Whether your customer is interested in learning about hunting techniques, whitetail biology and deer management (*Buckmasters Whitetail Magazine*); stories about the latest giant bucks (*Rack Magazine*); or simply wants to be entertained with awesome hunts ("Buckmasters" and "The Jackie Bushman Show"); or a nice mix of all of these genres (*Buckmasters.com*), Buckmasters' editorial content is second-to-none.

BUCKMASTERS

WHITETAIL
MAGAZINE



Packed with science-based biology, deer management and hunting how-to articles, *Buckmasters* is the largest, most informative and most popular publication in the industry.

In six issues per year — July, August, September, October, November and Winter — *Buckmasters Whitetail Magazine* entertains and educates deer hunters with current strategies and technology from the most respected experts in the field. Article categories include how-to, member spotlight, deer biology, management, new product reports, great deer and more. Our field editors are household names in the deer-hunting industry: David Hart, P.J. Reilly and Bob Humphrey to name a few. Our regular contributors are among the most widely read in the hunting community, and our editorial staff the most experienced. In addition, we frequently publish deer hunting success stories written by our members and feature their photos in our popular Trophy Gallery.

All weapons categories are covered throughout the publishing season, with special emphasis on bowhunting in the July and August issues. Our Gear for Deer section spotlights our advertisers' and sponsors' latest and greatest products. When possible, our editors field-test products, and their reviews also appear in Gear for Deer.

As the leading deer hunting publication in North America, *Buckmasters Whitetail Magazine* seeks to promote hunting as an effective wildlife management tool while educating our readers with topics on all aspects of hunting white-tailed deer.



2018 PRODUCTION DATES

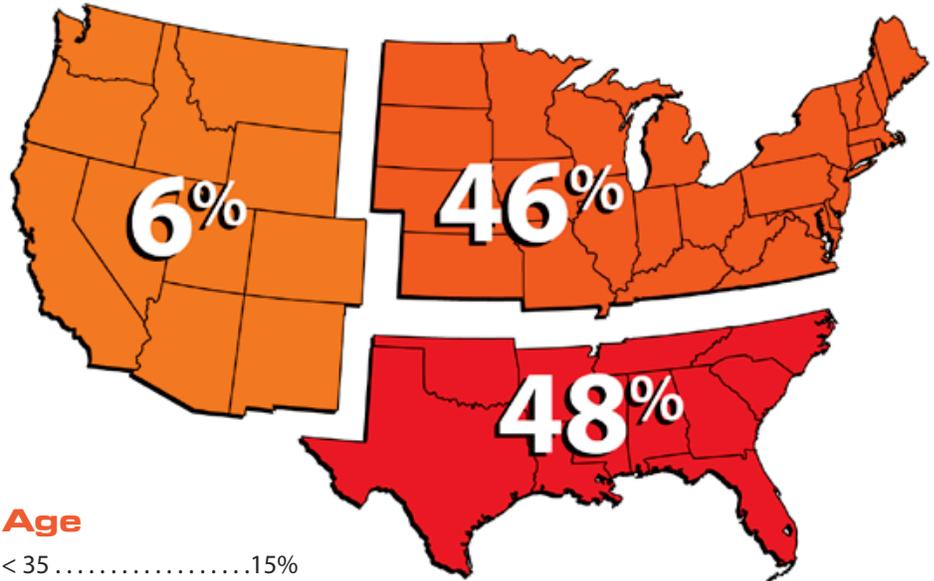
Issue	Closing Dates*	Material Due	Subscriber Ship	In-Home
July	April 2	May 1	May 20	June 2
August	May 9	June 7	June 24	July 7
September	June 13	July 11	July 29	August 9
October	July 18	August 15	September 2	September 13
November	August 22	September 19	October 7	October 18
Winter**	September 26	October 23	November 11	November 23

*Closing dates for *Buckmasters Whitetail Magazine* and *Rack* are different. Please see individual schedules.

**Winter issues will mail to all subscribers gained from late October 2017 through May 2018. All dates are tentative and subject to change without prior notice.

DEMOGRAPHICS

REGIONAL CIRCULATION



Hunting Activities

Hunted in last 12 months	98%
Spend 20+ days hunting	65%
Hunting with rifle	78%
Hunting with shotgun	67%
Hunting with bow	63%
Hunting with muzzleloader	57%

Kinds of Hunting Past 12 Months

Deer	93%
Turkey	56%
Predators	44%
Hogs	18%
Bear	12%
Elk	8%

Income

\$100,000+	24%
\$75,000 to \$99,999	15%
\$50,000 to \$74,999	20%

Average = \$88,900

Age

< 35	15%
35 to 44	25%
45 to 54	25%
5-64	23%

Average Age = 48

Education

Attended/Graduated College 46%

Reader Profile/ Respondents

Male 96% Female 4%

Other

Married 71%
Own Primary Residence 93%

Totals may add to more than 100% due to multiple responses. More detailed survey information available upon request.

HUNTER SURVEY/ TARGETSHOOTING SURVEY

1) In the past month, please indicate which media source you have used the MOST to learn more about hunting or for hunting entertainment.

Newspaper	2.6%	Radio	0.6%
✓ Magazines	49.9%	Web sites	26.9%
Television	18.4%	Other	1.6%

Total Responses: 3,004

2) Percent of Hunter Pursuing ...

✓ Deer	82.9%	9,922,000
Small Game	37.4%	4,476,000
Turkey	28.3%	3,387,000
Upland Game Bird	27.8%	3,327,000
Waterfowl	12.8%	1,532,000
Dove	12.3%	1,472,000

Survey Figures from the National Shooting Sports Foundation



RATE CARD 32

EFFECTIVE JANUARY 1, 2018

4-COLOR ADS (Net Rates)

Ad Size	1X	3X	6X
1 page	\$7613	\$6852	\$5710
2/3 page	\$6083	\$5476	\$4563
1/2 page	\$5023	\$4521	\$3767
1/3 page	\$3820	\$3438	\$2865
1/4 page	\$2829	\$2546	\$2122
1/6 page	\$1922	\$1730	\$1347

Covers — Must run all 6 issues

2nd	\$7114
3rd	\$6884
4th	\$7557

Insert specifications and pricing provided upon request.

Copy & Contract Regulations

- Ad positioning is at the discretion of the publisher.
- Cancellations and changes are not accepted after the closing dates.
- Agencies are responsible for payment of all space offered by them.
- Advertiser/Agency is responsible for ad content and accuracy.
- Publisher reserves the right to approve/reject advertising.
- Rates subject to change upon publisher's notice.



AVAILABLE DISCOUNTS

Pre-Paid Discounts — Pay your entire 6-issue cost in full, prior to July 1, 2018, to receive a 10% discount.

Discounts are not allowed on inserts and binding charges, or other production charges requested at publisher's cost.

Terms — Due and payable net 30 days in U.S. funds; 2% discount on net billing when paid within 10 days from date of issue.

It is our policy to rotate ad positions (front, middle, back) in fairness to all advertisers. Guaranteed positioning is limited, at Buckmasters discretion, and requires an additional 10% over initial ad space cost. A signed insertion order must be received by the closing date of the issue in which you wish to advertise or your position request will be forfeited.

ADVERTISING STAFF — Office Hours: 8 a.m. - 5 p.m., M-F, Central Time

Advertising Director — Scott Maloch
Office: 334.387.2655 • smaloch@buckmasters.com

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TROPHY TRIPS

ADVERTISING RATES 2018

BLACK & WHITE ADS

Ad Size	First 3 Issues July/Aug/Sept	Last 3 Issues Oct/Nov/Winter	All 6 Issues July-Winter
1 Column Inch Dimensions • 1 ⁵ / ₈ " x 1"	\$528	\$528	\$1056
2 Column Inch Horizontal Dimensions • 3 ³ / ₈ " x 1" Vertical Dimensions • 1 ⁵ / ₈ " x 2 ¹ / ₁₆ "	\$1056	\$1056	\$2112
3 Column Inch Dimensions • 1 ⁵ / ₈ " x 3 ³ / ₁₆ "	\$1584	\$1584	\$3168
4 Column Inch Horizontal Dimensions • 3 ³ / ₈ " x 2 ¹ / ₁₆ " Vertical Dimensions • 1 ⁵ / ₈ " x 4 ³ / ₈ "	\$2112	\$2112	\$4224

- Print space must be purchase in 3-issue blocks.
- Choose July, August and September **OR** October, November and Winter. You may also purchase all six issues.
- Includes **Basic Listing** on *Buckmasters.com* Outfitter Page from order start date through April 2016. (See *Basic Listing information below.*)
- Send your print-ready ad material, or we can create one for you at no additional cost.

2018 PRODUCTION DATES

Issues	Closing Dates	Material Due
July - Sept	April 2	May 1
Oct. - Winter	July 18	August 15

Material not received by publisher's specified due date will forfeit agency discount

All dates are tentative and subject to change without prior notice. See Production Schedule on page 4 for Ship/In Home Dates.

TOTAL COVERAGE — Print & Premium Outfitter Listing

1 Column Inch Ad for Six Issues with Premium Web Listing	\$1300
2 Column Inch Ad for Six Issues with Premium Web Listing	\$2363
3 Column Inch Ad for Six Issues with Premium Web Listing	\$3418
4 Column Inch Ad for Six Issues with Premium Web Listing	\$4474

Purchase a print ad in all six issues and receive a 50% discount on the Premium Listing on buckmasters.com



To reserve space for Buckmasters Trophy Trips advertising, contact our advertising department at:
Advertising Sales Representative — Alexandra Wise
 Office: 334.387.2617 • awise@buckmasters.com

Please direct all print ad materials to:
Advertising & Media Coordinator — Dawn Singleton
 Office: 334.387.2640 • dsingleton@buckmasters.com

Space is limited and sold on a first-come, first-served basis. If you have advertised with us in the past, you will need to contact us to renew your order.



CREATIVE REQUIREMENTS

Ad sizes and specifications are consistent through *Buckmasters Whitetail Magazine* and *Rack Magazine*.

AD SIZES & MARGIN SPECS

Magazine Trim Size: 7.75" x 10.5"

Page Size	Style	Width	Depth
Full Page	Trim Size*	7.75"	10.5"
	Bleed Size**	8"	10.75"
Full 2-Page Spread	Trim Size*	15.5"	10.5"
	Bleed Size**	15.75"	10.75"
2/3 Page Vertical	Standard Size	4.375"	9.625"
	Bleed Size**	5.125"	10.75"
1/2 Page Vertical	Standard Size	4.375"	7.25"
	Bleed Size**	5.125"	8.125"
1/2 Page Horizontal	Standard Size	6.75"	4.625"
	Bleed Size**	8"	5.5"
1/2 Page Horiz. Spread	Standard Size	14.5"	4.625"
	Bleed Size**	15.75"	5.5"
1/3 Page Vertical	Standard Size	2.125"	9.625"
	Bleed Size**	3"	10.75"
1/3 Page Square	Standard Size Only	4.375"	4.625"
1/4 Page Horizontal	Standard Size Only	4.375"	3.5"
1/6 Page Vertical	Standard Size Only	2.125"	4.625"
1/6 Page Horizontal	Standard Size Only	4.375"	2.125"

*Maintain .375" margin inside the trim on all ads. **Maintain .5" margin inside the bleed size on bleed ads.

Digital File Requirements:

- Adobe PDF/X-1a compatible
- CMYK (No SPOT colors)
- No less than 300 ppi
- Fonts must be embedded
- Flatten transparencies
- Color density no greater than 280%
- Printer marks .125 outside bleed

It is the responsibility of the advertiser/agency to ensure correctness of all submissions. Corrections made by the publisher are subject to production charges. The publisher and printer hold no responsibility for improperly created ad materials. **Improperly executed PDF files may be returned, or converted to flat TIFF format.**

Insert specifications will be supplied upon request.

Questions:

Advertising & Media Coordinator — Dawn Singleton
800.240.3337 ext. 240 • dsingleton@buckmasters.com

File Submission:

Email — dsingleton@buckmasters.com



ADVENTURES IN TROPHY HUNTING
RACK

Rack showcases the **BIGGEST** of the big bucks ... the ones that didn't get away, often told by the hunters themselves!

If you're looking to put your product in front of more discriminating and well-heeled hunters, look no further than Rack, which showcases the world's most impressive bucks. Our fans either travel the country to satiate their appetites for antler and adventure, or they dream of doing so. We are their road map. After all, it is the official publication of Buckmasters Whitetail Trophy Records. You'll also find other big game species inside the magazine.

Big buck aficionados so enjoyed Rack's premier issue back in 1996 that it sold out and is now a collector's item. Buoyed by its initial success, the magazine continued as an annual newsstand issue in 1997 and 1998.

The magazine grew in 1999 into a six-times-a-year, subscriber-based publication. Even without a newsstand presence, Rack has bedazzled media watchers by attracting thousands of subscribers hungry for something different — a source of entertainment and awe rather than a primer. Rack is now published 10-times-a-year!

If you can find a more loyal and appreciative bunch of subscribers, we'd like their names. They obviously haven't seen Rack!



2018 PRODUCTION DATES

Issue	Closing Dates*	Material Due	Subscriber Ship	In-Home
February	November 20	December 15	January 7	January 18
March	December 27	January 22	February 11	February 22
April/May	February 5	February 26	March 18	March 29
June	March 2	March 30	April 22	May 3
July	April 11	May 9	May 27	June 7
August	May 16	June 7	July 1	July 12
September	June 20	July 16	August 5	August 16
October	July 25	August 17	September 9	September 20
November	August 29	September 25	October 14	October 25
Winter**	October 3	October 31	November 18	November 29

*Closing dates for Buckmasters Whitetail Magazine and Rack are different. Please see individual schedules.

**Winter issues will mail to all subscribers gained from late October 2017 through May 2018. All dates are tentative and subject to change without prior notice.

4-COLOR ADS (Net Rates)

Ad Size	1X	3X	6X
1 page	\$1642	\$1478	\$1315
2/3 page	\$1350	\$1214	\$1080
1/2 page	\$1125	\$1012	\$900
1/3 page	\$848	\$763	\$680
1/4 page	\$545	\$490	\$435
1/6 page	\$540	\$486	\$405

Covers — Must run all 10 issues

2nd	\$1445
3rd	\$1340
4th	\$1511

Insert specifications and pricing provided upon request.

Copy & Contract Regulations

- Ad positioning is at the discretion of the publisher.
- Cancellations and changes are not accepted after the closing dates.
- Agencies are responsible for payment of all space offered by them.
- Advertiser/Agency is responsible for ad content and accuracy.
- Publisher reserves the right to approve/reject advertising.
- Rates subject to change upon publisher's notice.



AVAILABLE DISCOUNTS

Pre-Paid Discounts — Pay your entire 10-issue cost in full, prior to Feb. 1, 2018, to receive a 10% discount.

Discounts are not allowed on inserts and binding charges, or other production charges requested at publisher's cost.

Terms — Due and payable net 30 days in U.S. funds; 2% discount on net billing when paid within 10 days from date of issue.

It is our policy to rotate ad positions (front, middle, back) in fairness to all advertisers. Guaranteed positioning is limited, at Buckmasters discretion, and requires an additional 10% over initial ad space cost. A signed insertion order must be received by the closing date of the issue in which you wish to advertise or your position request will be forfeited.

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Office: 334.387.2619 • dgross@buckmasters.com



DIGITAL MEDIA

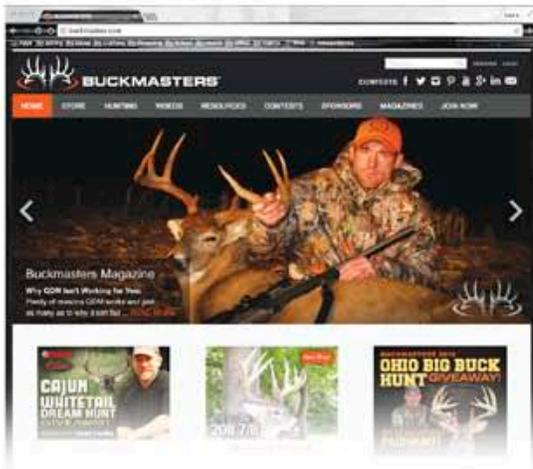
Buckmasters' digital media reaches thousands of hunters every day. Hunters who are looking to your product to improve their chances of landing that monster buck!

Buckmasters.com

Buckmasters.com is your instant link to hunters across the country. Updated daily, with new content and classic articles from our print publications, our website gives visitors a reason to return again and again. Your ad impressions will be viewed by thousands of deer hunters, who regularly visit our popular site for an array of hunting-related topics, information and entertainment.

Opt-In eNewsletters

Each week Buckmasters delivers two email newsletters to our extensive email subscriber list. Your ad can be included to guarantee your product is in the spotlight.



Big Buck 411 • Tuesdays

Our email subscribers look forward to giant deer updates from the online blog of Rack editor Mike Handley.

Tip of the Week • Thursdays

Whitetail hunters are always looking for ways to improve their chances of getting that monster buck. Our Tip of the Week email feeds that need.



Dedicated Email

We utilize our email subscriber base to deliver information specific to your product. No editorial, no other ads, just the information and products you want to present.

Social Media

Let us use our ever-growing presence on social media to promote your products and contests.



Direct all website ad materials and questions to:

Online Traffic Coordinator — Lakesia Williams
800.240.3337 ext. 282 • lwilliams@buckmasters.com



DIGITAL RATES

OPPORTUNITIES & GUIDELINES

*Rates and Specifications subject to change upon completion of pending updates to website.

Digital Media Rates

Banner Ads (Targeted)	\$15 CPM
Banner Ads (ROS)	\$10 CPM
Static Banner Ads	Price dependent upon page
Weekly eNewsletters	
Big Buck 411 (Tuesday)	Position 1 (300x250) \$1,500 - \$2,500
	Position 2 (160x600) \$1,200 - \$2,500
Tip of the Week (Thurs.)	Position 1 (300x250) \$1,500 - \$2,500
Dedicated E-Blast	\$7,000 - \$10,000
Page Sponsorship	Price dependent upon page
Production of Custom Tips	Upon request
Product Demonstration Videos	Upon request
Social Media	Upon request

All rates quoted are NET and are priced according to earned frequency. Custom ads available upon request.

Size and Specifications (Quick Reference)

Ad Type	Size	Maximum File Size	File Type	
Banner	Leaderboard	728X90 468x60 250x50	30K max 15 seconds max animation	HTML, Iframe, GIF, javascript, Flash
	Rectangle	300X250 250x200 210x185	30K max 15 seconds max animation	HTML, Iframe, GIF, javascript, Flash
	Skyscraper	160x600	30K max 15 seconds max animation	HTML, Iframe, GIF, javascript, Flash
eNewsletter	BB411 Pos. 1	300x250	30k Max - NO ANIMATION	GIF, JPG
	BB411 Pos. 2	160X600	30k Max - NO ANIMATION	GIF, JPG
	Tip of the Week	300x250	30k Max - NO ANIMATION	GIF, JPG
	Video Pre Roll	15 seconds in length		.mov

Outfitter Page Listings

Basic Listing **\$250 for 12 Months**

- Includes company name, website link, states hunted, species hunted, type of hunts offered.
- Free with purchase of print space
- No photos or logos.
- Runs for 12 months from order start date.

Premium Listing **\$500 for 12 Months**

- Includes company name, website link, states hunted, species hunted, type of hunts offered.
- Includes company logo, company details, and up to 4 photos of your choice.
- Runs for 12 months from order start date.

Premium Listing with Print Purchase **\$350 for 12 Months**

Editorial Spotlights

- **Gear for Deer** — Combination of New Product release, Video and additional images
- **Home Page Product Spotlight** — New Product spotlight featured on home page
- **Facebook and Social Media** — We encourage our advertisers and sponsors to share their company promotions through our social media outlets.
Note: We recommend Facebook ads be 403 pixels wide by 400 pixels tall, at 72 DPI.

*Please see the *Digital Media Specifications page* for detailed information regarding submission requirements.

Custom ads and packages available upon request.

- Ad tags must be in-house a minimum of 7 business days prior to start of campaign in order to test for stability across all platforms
- Adhere to file size specs when submitting creative
- All creative is subject to approval by BUCKMASTERS
- No Cascading style sheets (CSS)
- Click-Through URLs must be submitted with creative
- Default creative (in GIF/JPEG) submitted with all Rich Media Files
- Do not use HTML, Body and Head tags within the code
- Images should be hosted locally whenever possible
- FORM tags should appear outside of TABLE tags
- Any interactivity should be user initiated unless otherwise approved by BUCKMASTERS
- BB411 & Tip of the Week eNewsletter ads must be GIF or JPG

COPY & CONTRACT REGULATIONS

Ad positioning is at the discretion of the publisher. Agencies are responsible for payment of space offered by them.

Advertiser/Agency is responsible for ad content and accuracy. Publisher reserves the right to approve/reject advertising. Rates subject to change upon publisher's notice.

Direct all website ad materials and questions to:

Online Traffic Coordinator — Lakesia Williams
800.240.3337 ext. 282 • lwilliams@buckmasters.com



DIGITAL MEDIA SPECIFICATIONS

*Rates and Specifications subject to change upon completion of pending updates to website.

Online Advertising Specifications

Standard Banners

File Formats:

- GIF (static or animated)
- JPG • 3rd Party Tags (from approved vendors)

Requirements:

- Max GIF and JPG file size 30K or less
- Max Flash file size 50K or less
- Max looping: indefinite
- Audio must be user initiated
- For eNewsletter banners we only serve static GIF or JPG files.
- All digital advertising materials are due within 7 business days prior to campaign's start date.
- URLs and links should contain absolute references.

Rich Media

File Formats:

- Approved 3rd Party Rich Media • HTML

Approved Rich Media Vendors: Please contact Buckmasters Advertising Coordinator for list of approved vendors.

AD SIZES	Ad Type	Size
	Leaderboard	728x90, 468x60, 250x50
	Rectangle	300x250, 250x200, 210x185
	eNewsletter Banners	300x250

Dedicated Email Specifications

Preferred Formatting:

- Format: Single image .jpg (Include hot spots)
- Max pixel width: 700px
- Max file size: 130k
- Subject line length: 50 characters including spacing.
- No animation is allowed within eBlast.

Requirements:

- All materials (file, subject line, and list of internal email addresses you want to include in the blast) are due 10 working days prior to the scheduled email deployment date.
- Material received less than 10 working days in advance may result in the rescheduling of the email deployment date.
- You will be provided with a test sample of your email prior to deployment. Approval in writing (email) will need to be received no later than 48 hours prior to deployment. Failure to provide written approval may result in rescheduling the email.
- All URLs and links in the email should contain absolute references.

Note: If you have further questions regarding eNewsletter specifications, or would like to request sending in another format, please contact the Online Traffic Coordinator, Lakesia Williams at lwilliams@buckmasters.com.

File Submission

- Email: files may be submitted via email to our Online Traffic Coordinator, lwilliams@buckmasters.com.
- Electronic FTP Transfer: Ads may be submitted via Internet to our FTP site. Please notify when you have completed uploading your ads.

FTP Site Address: 107.7.33.72 or [ftp.buckmasters.com](ftp://ftp.buckmasters.com)

FTP Site URL: <ftp://107.7.33.72> or <ftp://ftp.buckmasters.com>

Username: upload

Password: M@15ab2

Direct all website ad materials and questions to:

Online Traffic Coordinator — Lakesia Williams
800.240.3337 ext. 282 • lwilliams@buckmasters.com

THE POWER OF SPONSORSHIP

Sponsor Marketing Benefits

- Multiple Media Platforms • Partnered Programs
- Product Usage • TV Product Exclusivity
- Database Names • Licensing Opportunities

Buckmasters Members are Fiercely Loyal Buyers, and this is One Powerful Database

Buckmasters speaks with hundreds of hunters every day. As a sponsor, you can benefit from that contact through "quick surveys" of members and prospects. In about 5 days, Buckmasters can supply you with 300 or more responses to your 5 or fewer question survey. This is a great way to check the pulse of your prospective buyers when you need information fast. Buckmasters will then supply you with the completed paper surveys so your team can analyze the data. While this is not a scientific survey, it is a great way to get a feel for how sportsmen are going to react to a given product or idea.

Our media platforms
will work for you!



TELEVISION & VIDEO



The **Buckmasters TV** series offers a tremendous marketing outlet. Watch the Buckmasters crew as they travel North America in pursuit of whitetails and other big game. Catch all 26 weeks of action on the Outdoor Channel from early July through December.



Buckmasters Classics, a collection of our favorite past episodes, runs January through June on the Outdoor Channel. This show keeps us, and you, in the eyes and minds of our viewers.



The Jackie Bushman Show, also airing on the Outdoor Channel from July through December, features some of the most intense hunting footage shot in North America. Various guests appear on the show

to discuss the great hunting moments that have defined Buckmasters since it exploded onto American TV screens in 1988. This flip side to conventional hunting shows proves that our cameras are always running, even when the adventures become misadventures for Jackie and his guests.



The Jackie Bushman Show Classics feature re-airings of the most recent season, including hunts from the outdoors industry's most popular celebrities. Running January through June, no other show offers the opportunity to see so many of the industry's best in one place.



Buckmasters DVD Marketing

The approximately 25,000 DVDs distributed by Buckmasters each year are another highly beneficial marketing opportunity for sponsors. Each DVD is viewed approximately 5.5 times with an average of four viewers at each showing. Buckmasters DVDs are sent to new members.



BUCKMASTERS

AMERICAN DEER FOUNDATION

CONSERVATION • COMPASSION • COMMUNITY

BADF is dedicated to members of our outdoor community who need assistance. Whether it's putting food on the table, making the sport of hunting accessible to a disabled hunter, or thanking our American military heroes for their service to our country, we encourage all of our members and advertisers to support these worthy programs.



BADF is committed to seeing that anyone — regardless of physical capabilities — can enjoy the outdoors. BADF Life Hunts grants hunting wishes to critically ill and extremely disabled children and adults. In most circumstances, all of the expenses of the hunt are covered for these individuals.

Disabled Services Director David Sullivan poses with Jackie Bushman and participants in the 2017 Buckmasters Life Hunt Classic.



Wildlife Conservation

Buckmasters is dedicated to research and education to help preserve and protect our natural resources and wildlife. Buckmasters is committed to lead by example in being good stewards of those resources and wildlife for future generations.



Buckmasters hosts qualified veterans on all-expense-paid hunts in various locations across the country, as well as provides any adaptive equipment to assist them in the outdoors. Our Buckmasters chapters are encouraged to identify returning veterans and pair them with local landowners who provide access to their hunting property for a day of fellowship as a way of saying thanks for their service to our country.

Find out how your company can join with BADF in promoting the principles of conservation, compassion and community while keeping the great tradition of hunting alive.

Contact: Shel Lee Swain • 800.240.3337 ext. 233 • sswain@buckmasters.com

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EVENTS & HUNTS



Buckmasters Top Bow Indoor World Championship

There are archery tournaments and there are archery tournaments, but the knuckle-whitener of them all for testing actual hunting skills is the Buckmasters Top Bow Indoor World Championship. Thousands of fans attend the competition. The Top Bow Championship is filmed for a television show and aired on the Outdoor Channel.

The Buckmasters Top Bow competition is held on a unique, computerized, 3-D archery range, complete with life-size white-tailed deer targets that simulate deer movement in the wild. The shoots stress skill, ethical hunting and safety.



Buckmasters Life Hunt Classic

The annual Buckmasters Life Hunt Classic combines two of our most important and heart-warming efforts: Life Hunts and Takin' Heroes Huntin'. In addition to the dozens of Life Hunts organized and funded through local Buckmasters chapters, the Life Hunt Classic, held each January in Alabama, is our biggest

wish-type hunt, annually hosting a dozen kids who face grim or uncertain medical futures. In addition to the kids, we also host disabled veterans through our Takin' Heroes Huntin' program and a partnership with Hope for the Warriors. The event takes place on possibly the best free-range hunting land in the state, thanks to the generosity of the Jimmy Hinton family, which donates guides and the use of their beautiful Sedgefields Plantation. The TV episodes featuring the Life Hunt Classic are always among our most popular shows of the year. (See page 15 for more details).

Buckmasters Expo Hunting Show

The three-day Buckmasters Expo attracts approximately 20,000 attendees from across the country to buy the latest products from more than 300 vendor booths. Some of the biggest manufacturing names in the hunting and outdoors industry will be on hand to showcase their products. In addition, attendees have the opportunity to watch the prestigious Buckmasters Top Bow Indoor World Championship, visit with outdoors celebrities and, of course, attend the Saturday night concert featuring a country music star. The Expo is always a family event, and kids will have fun in the Young Bucks area, filled with games, activities and educational outdoors-related exhibits.

