



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%



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

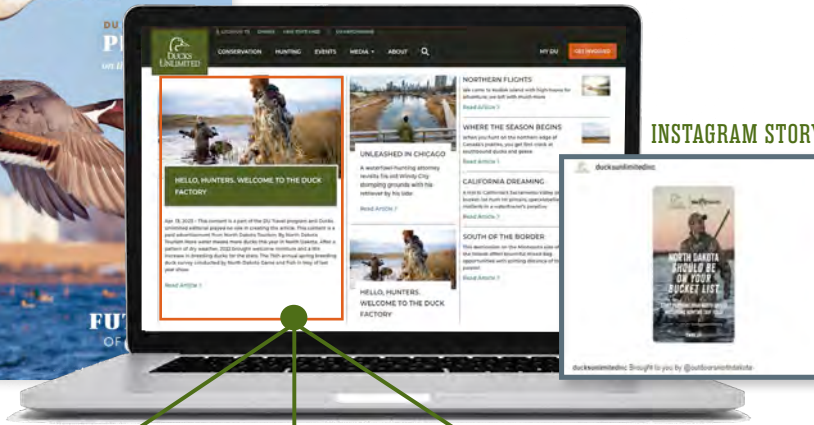
FALL
HUNTING
ISSUE



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*

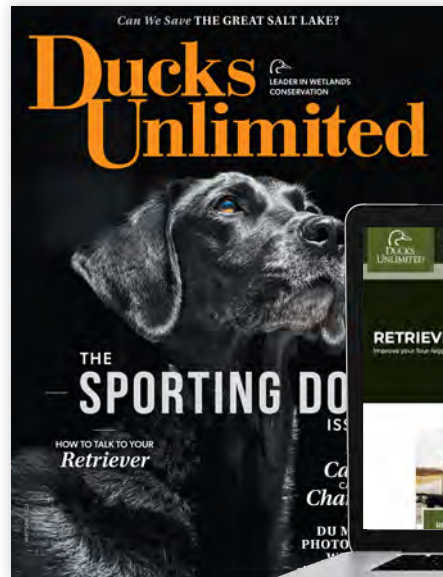
RECOGNITION:

- » 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

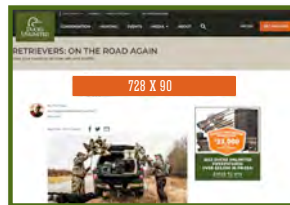
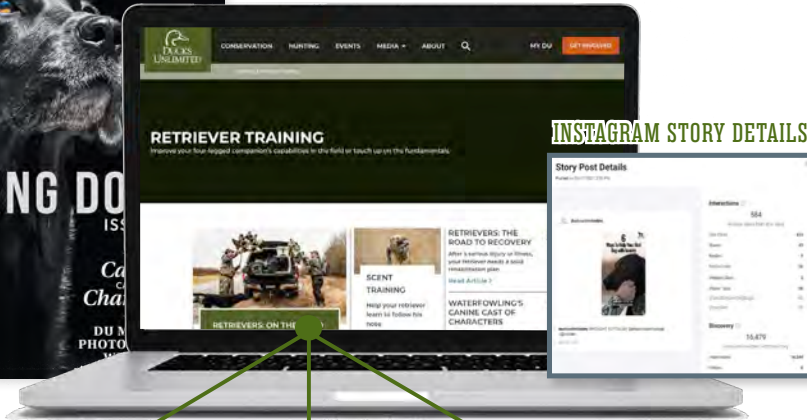
MAGAZINE SPORTING DOG SPRING TRAINING



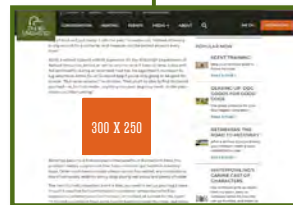
TIMING: MAY/JUNE



WEBSITE RETRIEVER HOME PAGE



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 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
4-COLOR			
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&W			
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
COVERS			
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.

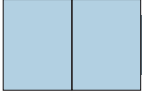


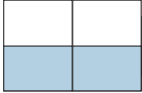




HUNTER PHOTO GUIDELINES: Photographs in ads should reflect positively on the image of waterfowlers, show respect for the resource, and conform to federal regulations regarding transportation, bag limits, and possession of migratory waterfowl. Ads with photographs showing harvested waterfowl must conform 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



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.

DIGITAL FILE TRANSFER METHODS:

E-Mail: kmckinney@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, 2023, Subject to Audit

[Learn more about this media property at auditedmedia.com](https://www.auditedmedia.com)

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/June	588,984		588,984				588,984				588,984		588,984
Average	583,771	19	583,790				583,790				583,771	19	583,790

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Membership	583,771		583,771	100.0
Partnership Deductible Subscriptions		19	19	0.0
Total Paid Subscriptions	583,771	19	583,790	100.0
Verified Subscriptions				
Total Paid & Verified Subscriptions	583,771	19	583,790	100.0
Single Copy Sales				
Total Paid & Verified Circulation	583,771	19	583,790	100.0

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

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

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue
Circulation by Regional, Metro & Demographic Editions
Geographic Data
Trend Analysis

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

RATE BASE

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