MEDIA KIT





DUCKS UNLIMITED

MAGAZINE OVERVIEW



– ESTABLISHED IN 1963 –

575,000 Rate Base

2 MILLION Total Audience

6X Frequency

88% Read 4 out of 4 Issues

65 MINUTES Reading Each Issue

92% Own a Home

97% Male

59 Average Age

82% Married

$136,800 Median HHI

$1,015,000 Median Net Worth

60% Graduated College

Source: AAM June 2025; MRI-Simmons Reader Study

MAGAZINE 2027 EDITORIAL CALENDAR*

90TH ANNIVERSARY ISSUE
January/February



Ad Close
November 2
Materials
November 16

2027 FEATURES:

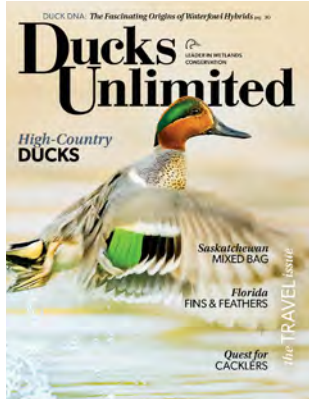
90 Years of Conservation

DU Through the Ages

Home of Tabasco Sauce

DU Artist of the Year

SPORTING TRAVEL ISSUE
March/April



Ad Close
January 4
Materials
January 18

2027 FEATURES:

State of the Ducks

Historical Hunts

Road Trips

Hunting the Snow Line

SPORTING DOG ISSUE
May/June



Ad Close
March 1
Materials
March 15

2027 FEATURES:

Duck Dog Hall of Fame

Summer Retriever Playbook

Unbelievable Retrieves

DU Member Photo Contest

NEW GEAR/COOKING ISSUE
July/August



Ad Close
May 3
Materials
May 17

2027 FEATURES:

New Guns and Gear

Duck Camp Delights (Recipes)

The Gun That Changed Waterfowling

Arctic Goose Camps

SPECIAL HOW-TO ISSUE
September/October



Ad Close
July 1
Materials
July 15

2027 FEATURES:

The Wood Duck's World

Fields of Dreams

Speaking the Language

Small Water Success

Legendary Les Kouba

FALL HUNTING ISSUE
November/December



Ad Close
September 1
Materials
September 15

2027 FEATURES:

Status of Waterfowl

Great Rivers for Ducks

History of the Cutdown Call

Waterfowler's Gift Guide

*Subject to change

MAGAZINE SPORTING TRAVEL ISSUE

CONTENT

Features include "Hunting the Snow Line," in which the author travels to North Dakota to hunt spring snows and fish for walleye in the Devils Lake area. Other highlights include "Historic Hunts," covering a selection of North America's most storied waterfowling destinations such as the Eastern Shore of Maryland; Stuttgart, Arkansas; the Upper Pools of the Mississippi River; the Laguna Madre, Texas; and the Sacramento Valley, California. Closing out the issue is "Road Trips," in which several authors share their most memorable travel adventures for ducks and geese in Kansas, Oklahoma, Alberta, and Ohio.

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*

RECOGNITION:

- *Logo recognition in Destination section on ducks.org*
- *Sponsor recognition in DU's monthly e-newsletter*
- *One post recognizing all "Sporting Travel" sponsors on DU's social media channels – Facebook, X, and Instagram*
- *One "brought to you by" post per sponsor on DU's social media channels – Facebook, X, and Instagram*

TIMING: MARCH/APRIL ISSUE

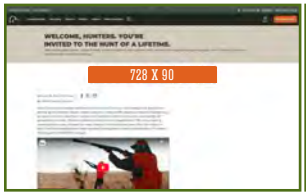


Instagram Story





Website Sponsored Content



Leaderboard



Embed Ad



Anchor Ad

Please contact your sales representative for special pricing.

MAGAZINE SPORTING DOG ISSUE

TIMING: **MAY/JUNE ISSUE**

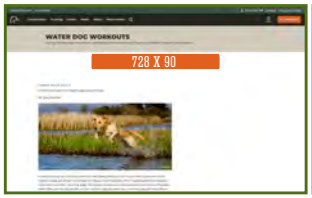


Instagram Story Details





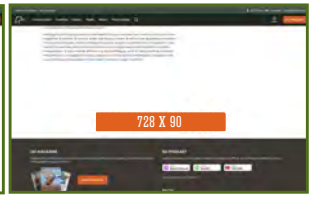
Website Retriever Training Home Page



Leaderboard



Embed Ad



Anchor Ad

CONTENT

Leading off this year's issue is "The Duck Dog Hall of Fame," which will include profiles of the greatest retrievers of all time. Also, in this issue is "Summer Retriever Playbook," in which expert trainers offer tips and advice on how hunters can get their dogs in top form for opening day. Rounding out this issue is "Unbelievable Retrieves," in which several authors share the most amazing retrieves they've ever witnessed in the field.

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 product coverage in* ***Ducks Unlimited*** *magazine and* ***ducks.org***

RECOGNITION:

- *Logo recognition in Retriever Training section on ducks.org*
- *Sponsor recognition in DU's monthly e-newsletter*
- *One post recognizing all "Sporting Dog" sponsors on DU's social media channels – Facebook, X, and Instagram*
- *One "brought to you by" post on DU's social media channels – Facebook, X, and Instagram*

Please contact your sales representative for special pricing.

MAGAZINE NEW GEAR ISSUE

CONTENT

The *New Guns and Gear* feature in the July/August issue is a perennial #1 ranked story in all of *Ducks Unlimited* magazine. This popular feature highlights new products, from guns and ammunition to waders, calls, and lifestyle apparel. The new product showcase highlights the latest and greatest gear in the waterfowling community.

The *New Guns and Gear* feature is also popular online at *ducks.org* and distributed multiple times on the organization's social media accounts.

Ask an advertising representative how you can submit your company's products for consideration in the *2027 New Guns and Gear* feature.

COMPONENTS:

- » ***Ducks Unlimited*** *magazine*
- » ***Ducks.org***
- » *DU Social Media Channels*

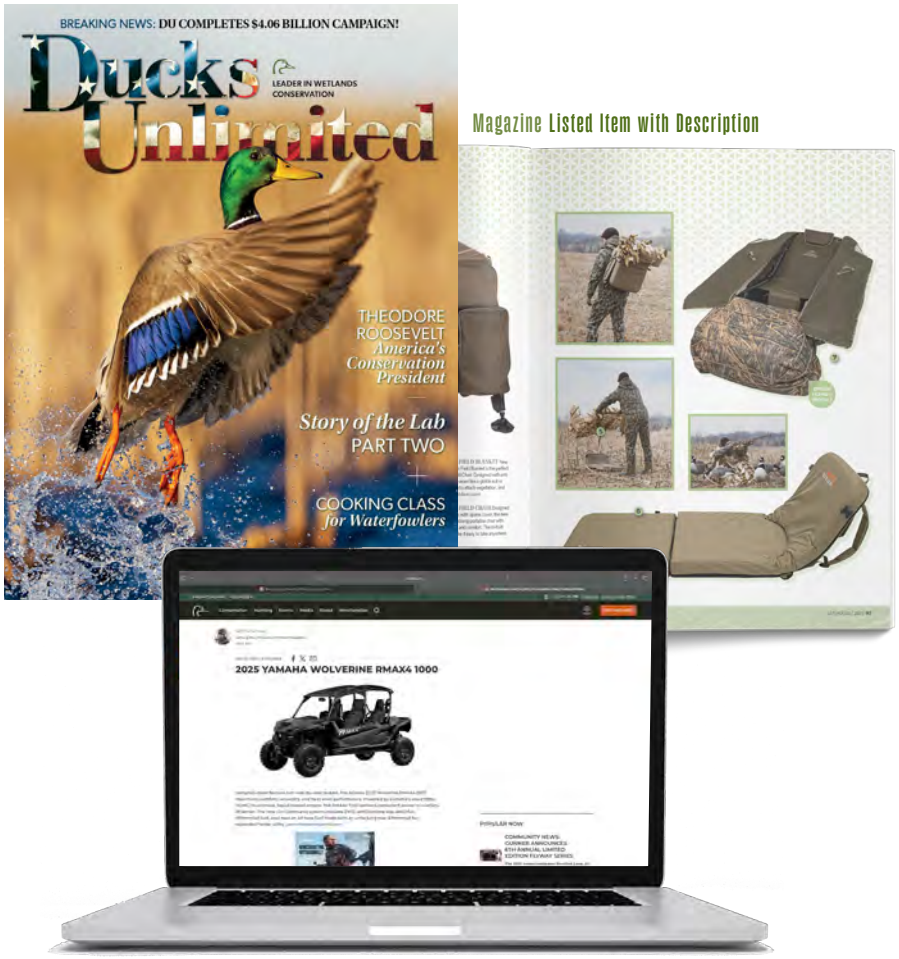
SPONSORSHIP ELEMENTS:

- » *Full page, 1/2 page, or 1/3 page ad unit*
- » *ROS Banners – 200,000 impressions*
- » *Editorial product coverage in* ***Ducks Unlimited*** *magazine and* ***ducks.org***

RECOGNITION:

- » *Logo recognition in Hunting Gear section on ducks.org*
- » *Sponsor recognition in DU's monthly e-newsletter*
- » *One post recognizing all "Gear" sponsors on DU's social media channels – Facebook, X, and Instagram*
- » *One "brought to you by" post on DU's social media channels – Facebook, X, and Instagram*

TIMING: JULY/AUGUST ISSUE



Magazine Listed Item with Description

Website Listed Item with Description

Please contact your sales representative for special pricing.

MAGAZINE

ANNUAL COOKING FEATURE

TIMING: **JULY/AUGUST ISSUE**



*This feature was published in the July/August 2025 Issue

CONTENT

In "Duck Camp Delights," author Eddie Nickens will draw from his years of travel to create a full menu of great food and libations for an unforgettable stay at duck camp, including appetizers, main courses, desserts, and cocktails. In our Cooking column, a celebrity chef will share his or her favorite waterfowl recipe and accompanying products for serious foodies.

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 product coverage in* ***Ducks Unlimited*** *magazine and* ***ducks.org***

RECOGNITION:

- *Logo recognition in "Waterfowl Recipes" section on ducks.org*
- *Sponsor recognition in DU's monthly e-newsletter*
- *One post recognizing all "Flight to Feast" sponsors on DU's social media channels – Facebook, X, and Instagram*
- *One "brought to you by" post on DU's social media channels – Facebook, X, and Instagram*

Please contact your sales representative for special pricing.

MAGAZINE ADVERTISING RATES

Effective January 2027
Base Rate: 575,000

4-COLOR	1x	3x	6x
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

COVERS	1x	3x	6x
2nd	43,000	40,860	38,670
3rd	41,130	39,085	36,990
4th	44,870	42,640	40,350

ADDITIONAL RATE INFORMATION

BLEED: No charge.

SPECIAL POSITION: Add 10% (when available). Covers not included.

COLOR: Color prices are for standard CMYK process only.

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.

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, 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	16.5″ x 10.75″	15″ x 9.75″	16.25″ x 10.5″
Full Page	8.375″ x 10.75″	7″ x 9.75″	8.125″ x 10.5″
2/3 Page	5.5″ x 10.75″	4.625″ x 9.75″	5.25″ x 10.5″
1/2 Page Spread	16.5″ x 5.25″	15″ x 4.75″	16.25″ x 5.125″
1/2 Page Vertical	5.5″ x 8.125″	4.625″ x 7.375″	5.25″ x 7.8125″
1/2 Page Horizontal	8.375″ x 5.5″	7″ x 4.75″	8.125″ x 5.1875″
1/3 Page Vertical	2.75″ x 10.75″	2.125″ x 9.75″	2.5″ x 10.5″
1/3 Page Horizontal	5.5″ x 5.5″	4.625″ x 4.75″	5.25″ x 5.1875″

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.

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 highly recommend submitting a SWOP-certified hard copy proof at 100% size for all digital files, particularly for color-critical ads, to ensure the final printed ad meets your expectations. If a color-correct proof is not provided, you waive the right to dispute the final print quality, including color accuracy and reproduction. Ducks Unlimited will not be held responsible for discrepancies in the printed ad's appearance without proof.

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 crop, bleed, and center marks should be 1/2″ outside trim.*
- *Bleeds must extend at least 1/8″ 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.*

DIGITAL FILE TRANSFER METHODS:

Email: kmckinney@ducks.org (maximum file size 20MB)

Alliance for Audited Media
TRANSACT WITH TRUST

DUCKS UNLIMITED

Publisher's Statement

6 months ended June 30, 2026, Subject to Audit

Learn more about this media property at auditedmedia.com

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

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
603,522		603,522	575,000	28,522

TOTAL CIRCULATION BY ISSUE

		Print				
	Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
	Jan/Feb	614,428		614,428		614,428
	Mar/Apr	602,539		602,539		602,539
	May/Jun	593,598		593,598		593,598
	Average	**603,522**		**603,522**		**603,522**

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Membership	603,522	100.0
Total Paid Subscriptions	**603,522**	**100.0**
Verified Subscriptions		
Total Paid & Verified Subscriptions	**603,522**	**100.0**
Single Copy Sales		
Total Paid & Verified Circulation	**603,522**	**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

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2025	575,000	591,297	591,297		
12/31/2023	575,000	587,547	588,015	-468	-0.1
12/31/2021	575,000	614,839	614,839		

Visit auditedmedia.com Media Intelligence Center for audit reports

(1) Represents subscriptions for the 6 month period ended June 30, 2026
(2) Based on the following issue per year frequency: 6

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

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

RATE BASE

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

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

WEBSITE ACTIVITY FOR PERIOD ENDED JUNE 30, 2026

2026	Page Views	Sessions/Visits	Users/Visitors
January	992,476	539,966	291,371
February	761,861	414,734	252,028
March	856,269	494,131	283,240
April	659,509	376,282	247,803
May	556,041	315,967	216,204
June	519,213	321,681	223,974

SOCIAL MEDIA

Channel	As of June 30, 2026
Facebook Followers	1,300,000
Instagram Followers	831,360
LinkedIn Followers	75,027
TikTok Followers	268,400
X Followers	119,454
YouTube Subscribers	151,000

Website Data Source: Google Analytics.

Data Center Traffic: Filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Data center traffic comprises sources known with high confidence as non-human and originating from a data center.

Website Domain: www.ducks.org/

Page Views: The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

Sessions/Visits: The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

Users/Visitors: Users/Visitors: The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

Social Media: Social Media is comprised of likes, followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal an individual person.

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: Ducks Unlimited, Inc.
Ducks Unlimited, published by Ducks Unlimited * One Waterfowl Way * Memphis, TN 38120

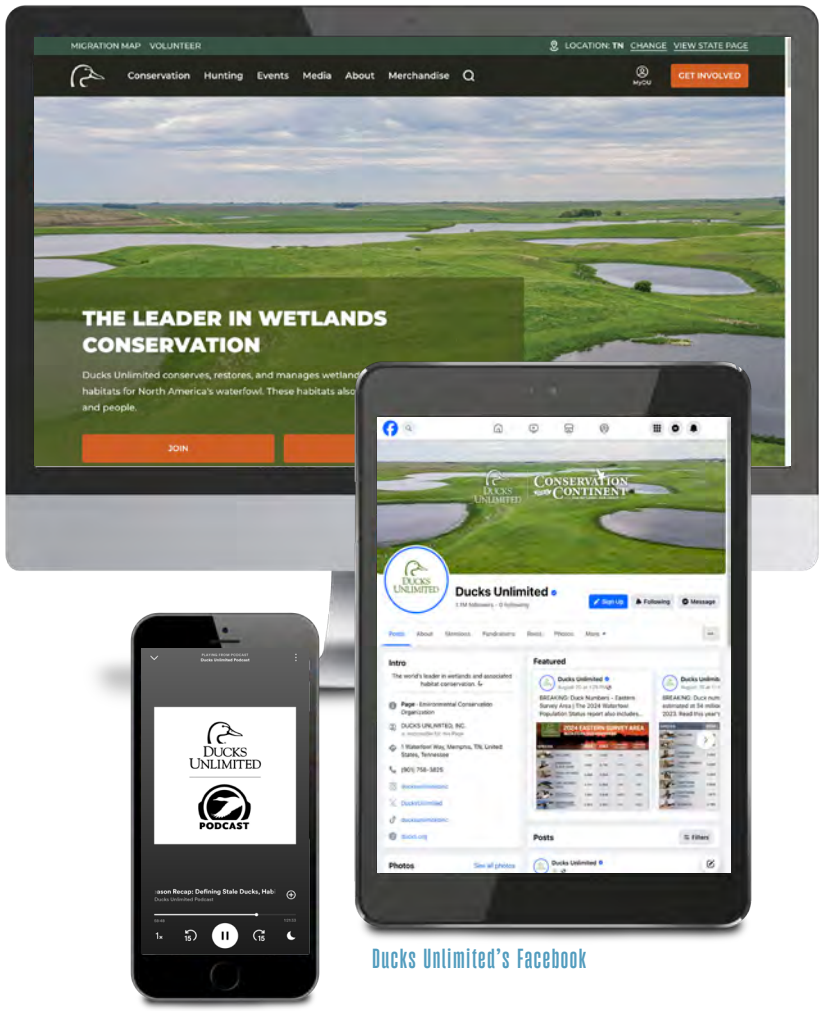
KALINA McKINNEY
Advertising Operations Specialist
P: 901.758.3781 * URL: www.ducks.org
Established: 1937

BETH BRYAN
Director of Advertising

AAM Member since: 1989

DIGITAL OVERVIEW

www.ducks.org



Ducks Unlimited's Facebook

Podcast

WWW.DUCKS.ORG

8.3MM
average annual page views

4.6MM
average annual sessions

2.5MM
total annual users

1.81
page views per session

SOCIAL

1.3MM+
Facebook followers

830K+
Instagram followers

260K+
TikTok followers

119K+
X followers

EMAIL*

725K+
opt-in email subscribers

31%
total average open rate

1.4%
total average CTR

PODCAST

3MM+
total unique downloads

12+
episodes per month

30K+
total engaged listeners

Source: Hubspot, Transistor, GA4, Social Audience, and CROmetrics Dashboard as of July 2026
*Results reflect overall email performance and may vary by sponsor campaign.
*Metrics are based off an average send size of 980k. CTR not specific to ads.

DIGITAL NEWSLETTER OPPORTUNITIES

OVERVIEW

The comprehensive monthly *DU E-Newsletter* covers waterfowl hunting tips and tactics, habitat and hunting reports, national and regional news, conservation projects, wild game recipes, and more.

PACKAGES

NEWSLETTER DISPLAY SPONSORSHIP

- *One Display Sponsor per newsletter*
- *300x250 display ad*
- *Click-through URL to advertiser's website*
- *"Sponsored By" recognition in newsletter hero and above-footer*

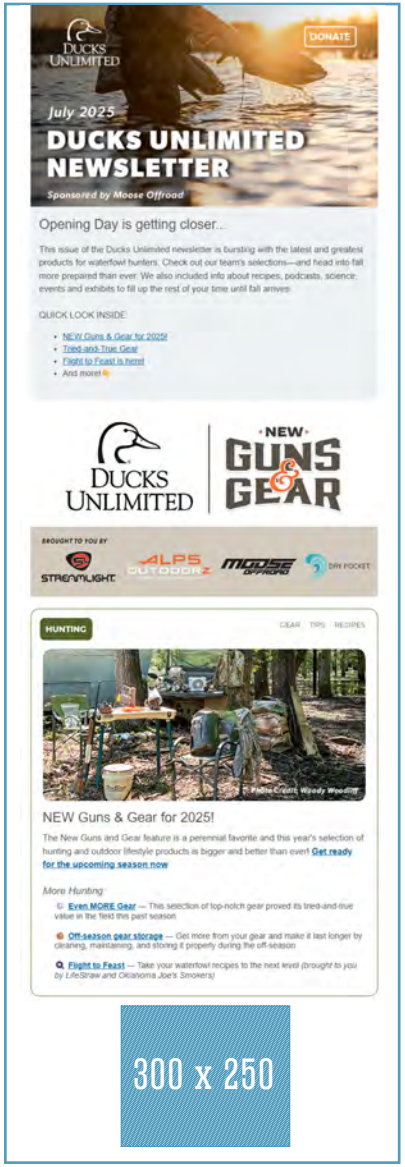
NEWSLETTER FEATURE SPONSORSHIP

- *One Feature Sponsor per newsletter*
- *Dedicated branded feature within the newsletter*
- *Call-to-action button and link to sponsored content article on ducks.org**
- *100% SOV of display ad units within sponsored content article*
- *Social media recognition*

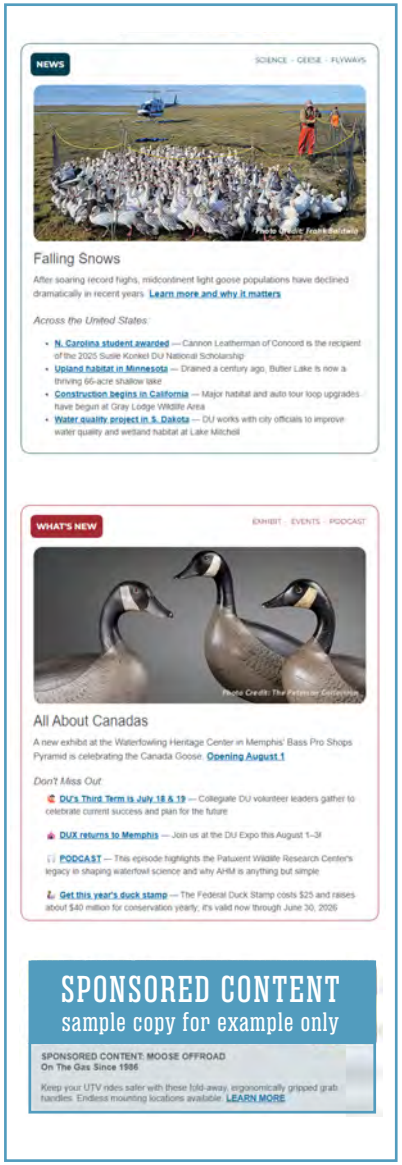
NEWSLETTER STATISTICS

725K+
opt-in subscribers

31%
total average open rate



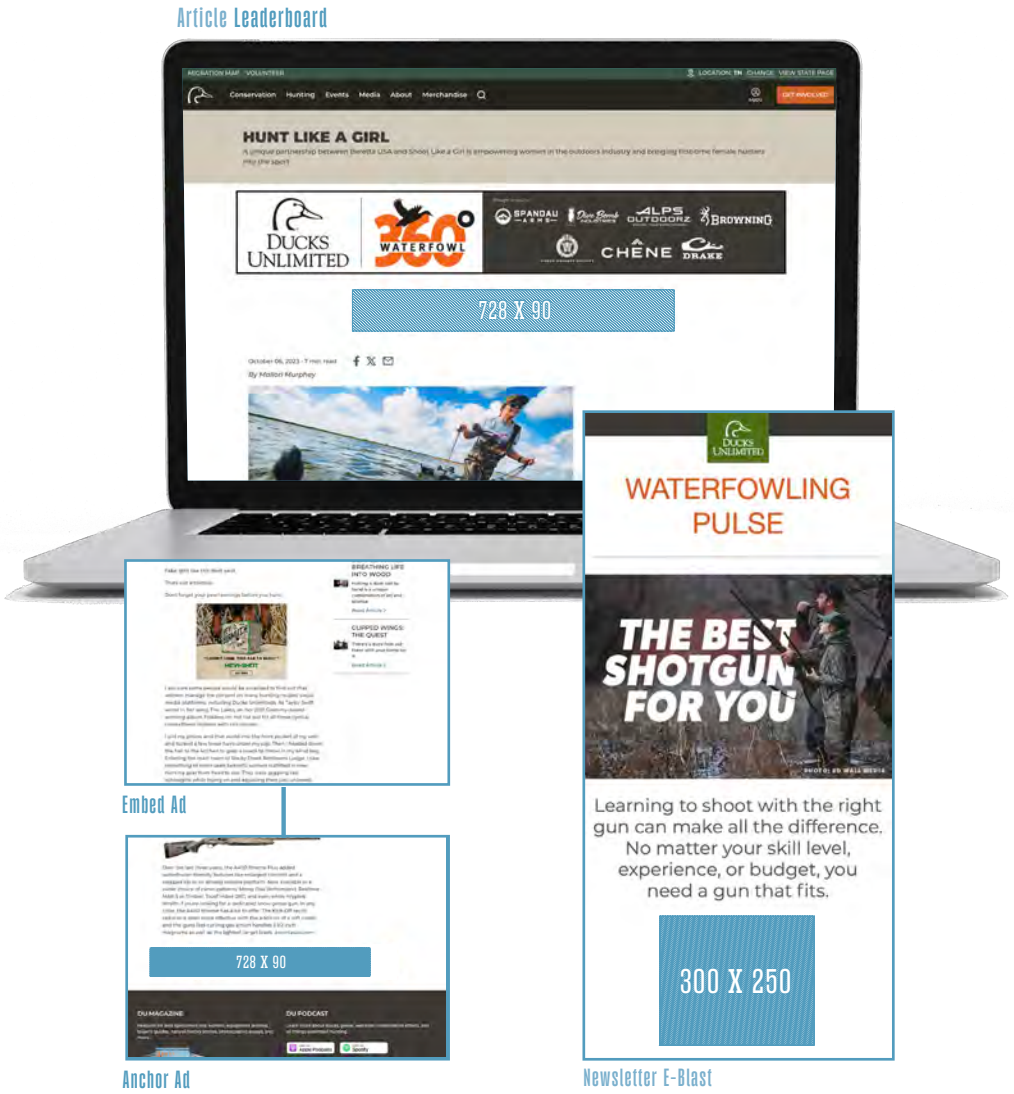
DISPLAY SPONSORSHIP



FEATURE SPONSORSHIP

Results reflect overall email performance and may vary by sponsor campaign.
*Article provided by client and subject to editorial approval. See Sponsored Content sales sheet for more details.

DIGITAL WATERFOWLING PULSE



OVERVIEW

A twice-monthly themed newsletter written by *Ducks Unlimited* editors and designed for avid waterfowl hunters, providing updated information on duck and goose hunting tips, tactics, and gear. *Waterfowling Pulse* is sent during the second and fourth weeks of each month.

SPONSORSHIP DETAILS:

- *100% SOV*
- *Article takeover on ducks.org for one month*
- *300x250 ad unit within e-newsletter*
- *Social media recognition: "Brought to you by"*
  Social tags and mentions (2 X, 2 Instagram, 2 Facebook)
- *Sponsored by recognition*
- *Cost $8,500 net*

WATERFOWLING PULSE STATISTICS

725K+
opt-in subscribers

31%
total average open rate

DIGITAL

TIP OF THE WEEK ADVERTISING PACKAGE

OVERVIEW

The "Tip of the Week" advertising package provides practical tips to align your brand with the Ducks Unlimited audience. Each week, your brand can share relevant advice that resonates with our community.

KEY FEATURES

- ***Weekly Spotlight:*** *Your tip will be featured each week, keeping your brand in front of our audience*
- ***Desktop and Mobile Visibility:*** *Enjoy prominent placements in our desktop and mobile applications for broad reach*
- ***Performance Metrics:*** *Receive detailed reports on engagement, including views, clicks, and interactions, to measure the effectiveness of your campaign and optimize future efforts*
- ***Customizable Content:*** *Tailor your tips to match your brand messaging and connect with specific audience segments*
- *Cost $6,000 net*

TIP OF THE WEEK STATISTICS

230K+	3K+	1.25%
average monthly impressions	*average monthly clicks*	*average monthly CTR*

Desktop View



Mobile View

Engage Your Audience with Valuable Insights!

Results may vary by sponsor campaign.

DIGITAL PODCAST SPONSORSHIP



HOSTED BY DUCKS UNLIMITED'S VERY OWN


Dr. Mike Brasher


Katie Burke


Wade Shoemaker


Dr. Jared Henson

SCAN THE QR CODE

TO LISTEN TO THE ***DU PODCAST*** NOW!

OVERVIEW

Ranked #4 on the top 100 conservation podcasts, the *Ducks Unlimited Podcast* brings engaging, entertaining discussions focused on all things waterfowl — science, research, hunting, migration, and much more. The *DU Podcast* releases 8+ episodes each month and is available on most podcast listening platforms.

PACKAGES

STUDIO SPONSORSHIP

- *In-Studio Signage*
- *"Brought to you by" recognition*
- *Pre-, mid-, and post-roll per episode*
- *Social Integration*
- *3-, 6-, and 12-month sponsorships available. Pricing TBD depending on scope of package*

MONTHLY SPONSORSHIP

- *One month non-exclusive Sponsorship*
- *Pre-, mid-, and post-roll per episode*
- *Social Integration*
- *Cost: $7,500 net*

GUIDELINES

- *Eight new episodes are produced each month. For publisher-produced voiceover ads: Supply 20 - 25 seconds of copy (including taglines, special promo, URLs, etc.). Materials due two weeks prior to air date.*

PODCAST STATISTICS

3MM+	1MM+	55K	30K+
total unique downloads	*total annual YouTube views*	*downloads per month*	*total engaged listeners*

Statistics Source: Transistor

DIGITAL WF360 SPONSORSHIP

OVERVIEW

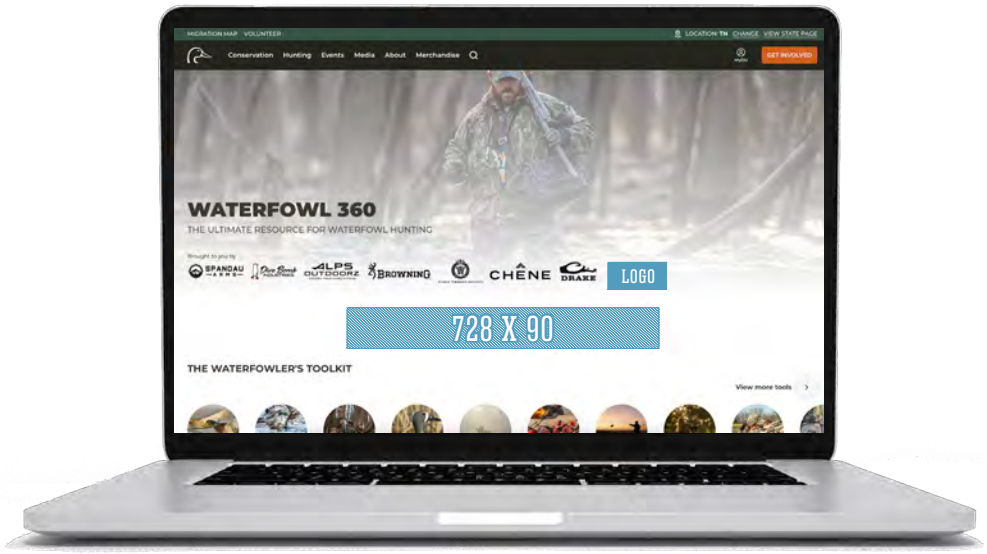
From early teal season in September through late-season hunts in January, Ducks Unlimited provides hunters the most timely information on our website under Waterfowl 360 (WF360). From migration alerts to the best seasonal articles on hunting strategies, WF360 is the one-stop shop for waterfowlers who want to live and breathe duck hunting all season long.

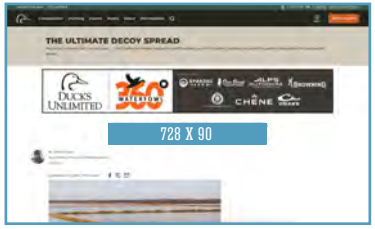
SPONSORSHIP DETAILS:

- *1 million "Hunting" section display banners – guaranteed*
- *Editorial coverage in New Gear section*
- *Sponsor logo recognition in WF360 section header on* ***ducks.org***
- *Recognition in* ***Ducks Unlimited*** *magazine in full-page promo ad*
- *Sponsor recognition in DU's monthly e-newsletters (Sept.- Jan.)*
- *Social media integration – platforms include Facebook, Instagram, and X*
- *Cost $20,000 net*

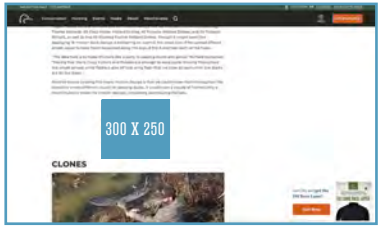
TIMING: SEPTEMBER – JANUARY

Hunting Page Ad & Sponsor Logo





Leaderboard



Embed Ad



Anchor Ad

Please contact your sales representative or visit ***ducks.org/mediakit*** for more information.

DIGITAL MIGRATION ALERTS



AVERAGE OPT-IN SUBSCRIBERS PER FLYWAY

15K+	23.5K+	21.8K+	16.9K+
Pacific Flyway	*Mississippi Flyway*	*Central Flyway*	*Atlantic Flyway*

OVERVIEW

DU's Migration Alert program is the most timely, credible source of waterfowl migration, hunting, and habitat information available online. Written by professional freelance contributors and DU staff, these reports provide the latest migration and hunting news from waterfowl biologists, refuge managers, and expert waterfowlers from across the United States. Delivered via email and/or text subscription, Migration Alerts include a social media component that reaches a large segment of DU's audience.

MONTHLY SPONSORSHIP DETAILS:

- *100% SOV*
- *Covers four unique Flyways*
- *One 300x250 banner ad in opt-in emails (8-10 per month)*
- *Article takeover on content page*
- *Each alert is posted on DU's high-traffic Migration Map*
- *Cost $5,000 net*

SOCIAL MEDIA INTEGRATION:

- *Facebook*
- *Instagram*
- *X promotions*

AVAILABILITY: SEPTEMBER – MARCH

MIGRATION ALERT STATISTICS

41%	3.86%
total average open rate	*total average CTR*

Please contact your sales representative or visit ***ducks.org/mediakit*** for more information.

DIGITAL MIGRATION MAP & APP

POSITION YOUR BRAND IN THE MOST POPULAR SECTION OF *DUCKS.ORG* WITH THIS TARGETED OPPORTUNITY

OVERVIEW

The Waterfowl Migration Map is an interactive application that allows visitors across North America to report on waterfowl concentrations and hunting reports in their areas. Additional reports are submitted by DU biologists, wildlife agencies, and other waterfowl experts.

AVAILABLE AD UNITS:

- *300x250*
- *728x90*
- *320x50*

TIMING: SEPTEMBER – MARCH

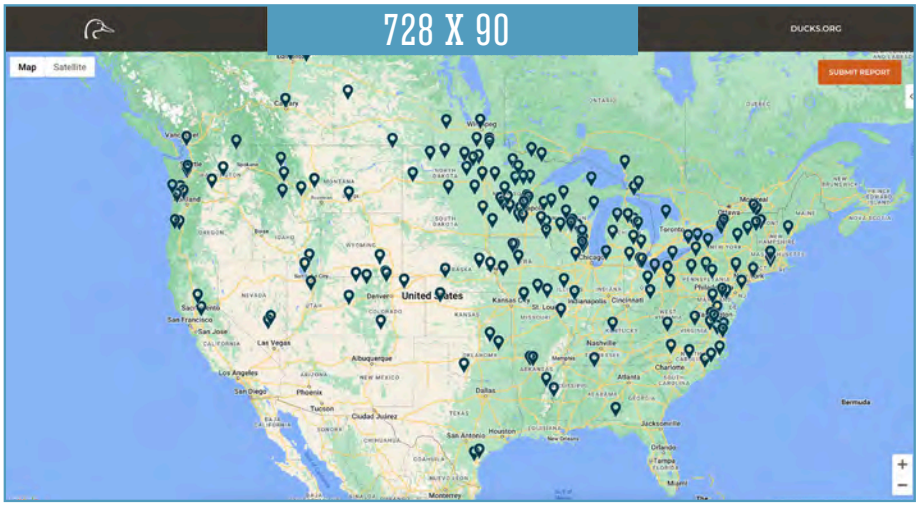
MAP AND APP STATISTICS

754K+
all-time app downloads

830K+
web map views

15MM+
web map ad impressions

Desktop View





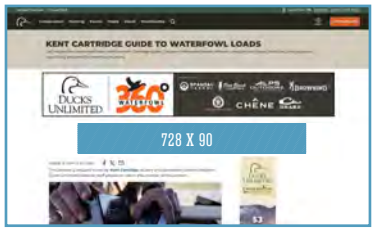
App view

Please contact your sales representative or visit ***ducks.org/mediakit*** for more information.

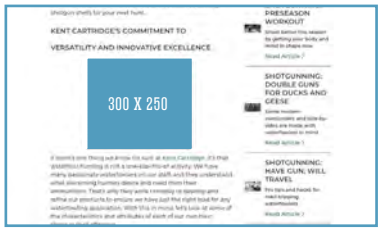
DIGITAL SPONSORED CONTENT ADVERTISING PACKAGE

Acticle Takeover

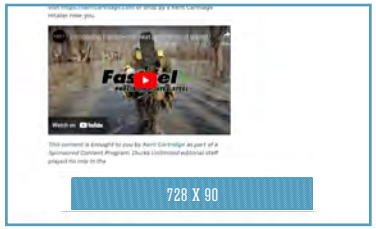




Leaderboard



Embed Ad



Anchor Ad

Boost Your Brand Visibility with Engaging Content!

OVERVIEW

Our Sponsored Content Advertising Package enables your brand to share valuable insights and content with our audience on the Ducks Unlimited website. This format blends your message with our editorial content, providing a seamless experience for readers.

ARTICLE DETAILS

- *Article takeover for one month**
- *100% SOV of display ad units on branded content*
- *1-2 backlinks within article*
- *One image/video provided by client*
- *Social Media recognition: "Brought to you by" social tags and mentions (2 X, 2 Instagram, 2 Facebook)*
- *Cost $7,500 net*

*Article provided by client and subject to editorial approval.

DIGITAL ADVERTISING SPECS

SUBMIT MATERIALS TO
MARY OWEN SANDERLIN
EMAIL msanderlin@ducks.org

GENERAL GUIDELINES

- Google Ad Manager is used for website display ad delivery.
- All ad placements must launch a new browser window when clicked.
- Rich media ads are accepted if they meet specifications and are provided in the form of third-party tags.
- Cancellations must be submitted in writing two weeks prior to start date.
- Email banner ads (e-newsletter, Pulse, & Migration Alerts) must be static and JPEG format only.
- All banner ads and images must be submitted in high-resolution format.

STANDARD BANNER

PRODUCT DIMENSIONS:

- Desktop Leaderboard: 728x90
- Medium Rectangle: 300x250 *(serves all devices)*
- Mobile Leaderboard: 320x50
- Click redirect URL

SPECIFICATIONS:

- Formats: GIF/JPEG. PNG accepted only via 3rd party ad tags
- File Size: 100k max GIF/JPEG for desktop and 50K for mobile; up to 24 fps accepted for in-banner video
- If ad has a white or light background, please include ad border
- **Materials due TWO WEEKS prior to launch date**

MONTHLY E-NEWSLETTER

NEWSLETTER DISPLAY PRODUCT DIMENSIONS:

- Medium Rectangle: 300x250
- Click redirect URL

NEWSLETTER FEATURE SPONSORSHIP PRODUCT DIMENSIONS:

- Feature Body Copy with Newsletter: Max. 50 words
- Photo Option: 600x142 Minimum 72dpi
- Click redirect URL
- Desktop Leaderboard: 728x90
- Medium Rectangle: 300x250 (serves all devices)
- Mobile Leaderboard: 320x50
- Click redirect URL(s)
- Social Media Handles for Facebook, Instagram, and X
- Article Headline: 20-25 characters recommended; maximum 28
- Article Body Copy: 600-800 words (unique content)
- 2-3 high resolution photos: Horizontal; Size 1200x630, Minimum 72dpi
- Video: Submit via YouTube channel and provide URL link

SPECIFICATIONS:

- 100k max file size
- NOTE: Third-party serving is not available and click-tracking pixels are not accepted
- Formats: JPEG only
- **Materials due FOUR WEEKS prior to launch date**

SPONSORED CONTENT

PRODUCT DIMENSIONS:

- Desktop Leaderboard: 728x90
- Medium Rectangle: 300x250 *(serves all devices)*
- Mobile Leaderboard: 320x50
- Click redirect URL(s)
- 2- 3 high resolution photo options
- Video is accepted
- Social Media Handles for Facebook, Instagram, and X

SPECIFICATIONS:

- 40k max file size
- Headline: 20-25 characters recommended; maximum 28
- Body Copy: 600-800 words (unique content)
- Photo Option: Horizontal; Size 1200x630, Minimum 72dpi
- Video: Submit via YouTube channel and provide URL link
- **Materials due FOUR WEEKS prior to launch date**

CUSTOMIZED AD

TIP OF THE WEEK

PRODUCT DIMENSIONS:

- Medium Rectangle: 300x250
- Click redirect URL

SPECIFICATIONS:

- Formats: JPEG, PNG accepted only via third-party ad tags
- File Size: 100k max JPEG for desktop and 50K for mobile; up to 24 fps accepted for in-banner video
- Headline: 25 characters max. *(including spaces)*
- Body Copy: 180 characters max. *(including spaces)*
- Logo Format: transparent PNG-24 *(preferred)*; transparent PNG-8
- Please provide all text/copy in a Word document
- **Materials due THREE WEEKS prior to launch date**

WATERFOWLING PULSE

EMAIL BLAST PRODUCT DIMENSIONS:

- Medium Rectangle: 300x250
- Click redirect URL
- Social Media Handles for Facebook, Instagram, and X

BANNER PRODUCT DIMENSIONS:

- Desktop Leaderboard: 728x90
- Medium Rectangle: 300x250 *(serves all devices)*
- Mobile Leaderboard: 320x50
- Click redirect URL

SPECIFICATIONS:

- 100k max file size
- NOTE: Third-party serving is not available and click tracking pixels are not accepted
- Formats: JPEG only
- **Materials due TWO WEEKS prior to deployment**

PODCAST

PRODUCT DIMENSIONS:

- Social Media Handles for Facebook, Instagram, and X

AUDIO FILE SUBMISSION SPECIFICATIONS:

- Duration: 30 seconds max
- Formats: WAV, mp3, AIFF
- Bit Depth: 16 Bits
- Master: Stereo
- For publisher-produced voiceover ads: Supply 20 – 25 seconds of copy to be read by DU hosts *(including taglines, special promo, URLs, etc.)*
- **Materials due TWO WEEKS prior to air date**

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


Fred Zink


Jimbo Ronquest


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*
- *Additional exposure opportunities for DU Partners*
- *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

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.*

260 ANNUAL LINEAR AIRINGS

on Sportsman Channel US

208 LINEAR AIRINGS

on Sportsman Channel Canada
52 weeks per year, 4 time per week

+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

(260) 30-SECOND SPOTS/260 BILLBOARDS:

- *Over a 52-week (Q1-4) DU TV schedule*
- *(1) Guns & Gear product profile segment*
- *+3 million imps/ $13 CPM/ $50K*

(156) 30-SECOND SPOTS/156 BILLBOARDS:

- *Over a 26-week (Q3-4) DU TV schedule*
- *+2.5 million imps/ $11.60 CPM/ $30K*

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

Please contact your sales representative for more information.

OPPORTUNITIES

DUCKS UNLIMITED EXPO (DUX)

ABOUT THE EXPO

The Ducks Unlimited Expo (DUX) offers sponsors, exhibitors, and attendees a three-day, family friendly expo to see and buy the latest products in the outdoor industry. Talk to industry experts, attend education seminars, and stock up on your gear before hunting season. DUX offers something for all outdoor enthusiasts.

LOCATION

Renasant Convention Center
Memphis, TN

EVENT DATES

July 30-August 1, 2027

VISIT ***WWW.DUCKEXPO.COM*** TO LEARN MORE

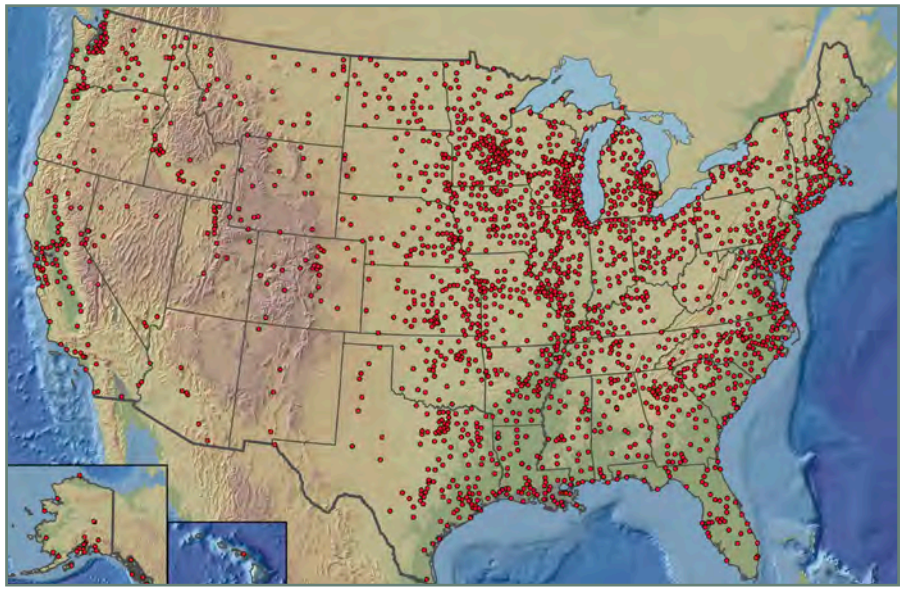


For more information please contact your sales representative.

OPPORTUNITIES

DUCKS UNLIMITED EVENTS

Fundraising Chapter Locations











FUNDRAISING CHAPTERS

With over 6,000 events generating 742,000 members in all 50 states, Ducks Unlimited can cost effectively deliver your product directly to its supporters through our event fundraising system. Many DU supporters attend these events with the specific goal of seeing, buying, or winning new gear—an ideal environment for product market introduction or heightened brand awareness.

EVENTS CONDUCTED ANNUALLY:

- *Dinners and Banquets*
- *Waterfowl Hunter Parties*
- *Youth Events*
- *Ladies Events*
- *Shooting Events*
- *Collegiate and High School Events*
- *Sportsmen's Nights Out*
- *National Convention*
- *Regional Firearms Raffles*
- *Online Auctions*

OPPORTUNITIES FOR YOUR BRAND:

- *Enhanced audience exposure through event signage*
- *Emcee recognition over the course of the event*
- *Product introduction to a direct market*
- *Literature distribution*
- *Brand placement on event tickets and other promotional material*

These opportunities are exclusive to Ducks Unlimited's most ardent advertisers. **Contact Jimbo Robinson at jrobinson@ducks.org** to learn how you can supplement and strengthen your overall brand presence by joining forces with DU's event system.

OPPORTUNITIES

CORPORATE PARTNERS PROGRAM

OVERVIEW

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 Ducks Unlimited corporate partnerships have been active for 5, 10, and even 25 years because they are effective for corporate partners and for raising vital funds

NEARLY ALL DUCKS UNLIMITED MEMBERS SAY THEY WOULD BE MORE LIKELY TO PURCHASE PRODUCTS FROM A COMPANY THAT DIRECTLY SUPPORTS DU OVER ONE THAT DOES NOT, AND 87% WOULD BE WILLING TO PAY A SLIGHTLY HIGHER PRICE FOR THE PRODUCT.

Case studies of DU partnerships reflect successful programs that are affordable and provide a good return on investment.

No two partnerships are alike. Each is designed and tailored based on 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.

OUR PROUD PARTNERS & LICENSEES

FOR MORE INFORMATION ABOUT PARTNERING WITH DUCKS UNLIMITED, PLEASE CONTACT:

JEREMY SMITH

Senior Director, Corporate Relations | jsmith@ducks.org

COLTON MCCARTY

Director of Corporate Relations | cmccarty@ducks.org