

WESTERN HUNTING JOURNAL *2018 Media Kit*

Connecting You to Hunters in the West

**YOU, THE
ADVERTISER**



WESTERN HUNTING JOURNAL 2018 Media Kit

PREMIERE ISSUE
JANUARY 2018
 ~ 45,000 ~
QUALIFIED HUNTERS
IN THE WEST



WHO WE ARE AND WHAT MAKES US UNIQUE

We're hunters first and foremost who recognize a need for quality outdoor media in the hunting industry. With a journalism background and proven publishing experience our team delivers the most complete hunting magazine geared toward hunters in the West.

OUR PURPOSE

Brookwood Press, Inc. is a publishing leader in sporting titles where the goal is to educate, entertain, inform and motivate readers with relevant editorial, smart design, and engaging content through the five titles in multiple media.

OUR CORE VALUES

1. EDUCATE
2. ENTERTAIN
3. INFORM
4. STIMULATE
5. MOTIVATE
6. ENGAGE

PROVEN TRACK RECORD IN PUBLISHING SINCE 2004: 15 YEARS

Whether it's through its fishing titles, or now through *Western Hunting Journal*, Brookwood Press has 15 years experience bringing the best editorial to sportsmen and women in the West.



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Overview

HUNTING IN THE WEST

Western Hunting Journal's focus includes all disciplines of big game, waterfowl and upland gamebird hunting in the West. In every issue, hunters read about destination hunts, expert shooting advice, in-depth gear reviews, technique articles geared to improve all facets of hunting as well as informative articles that until now haven't been found in any outdoor publication.

OUR READERS

MALE

90%

AVERAGE AGE

30-55

AVERAGE HOUSEHOLD INCOME

\$125,000

70% SPEND ON HUNTING EQUIPMENT ANNUALLY

\$2,237

HUNT IN MULTIPLE STATES

35%

HUNT BIG GAME

95%

HUNT WATERFOWL

60%

HUNT UPLAND BIRDS

35%

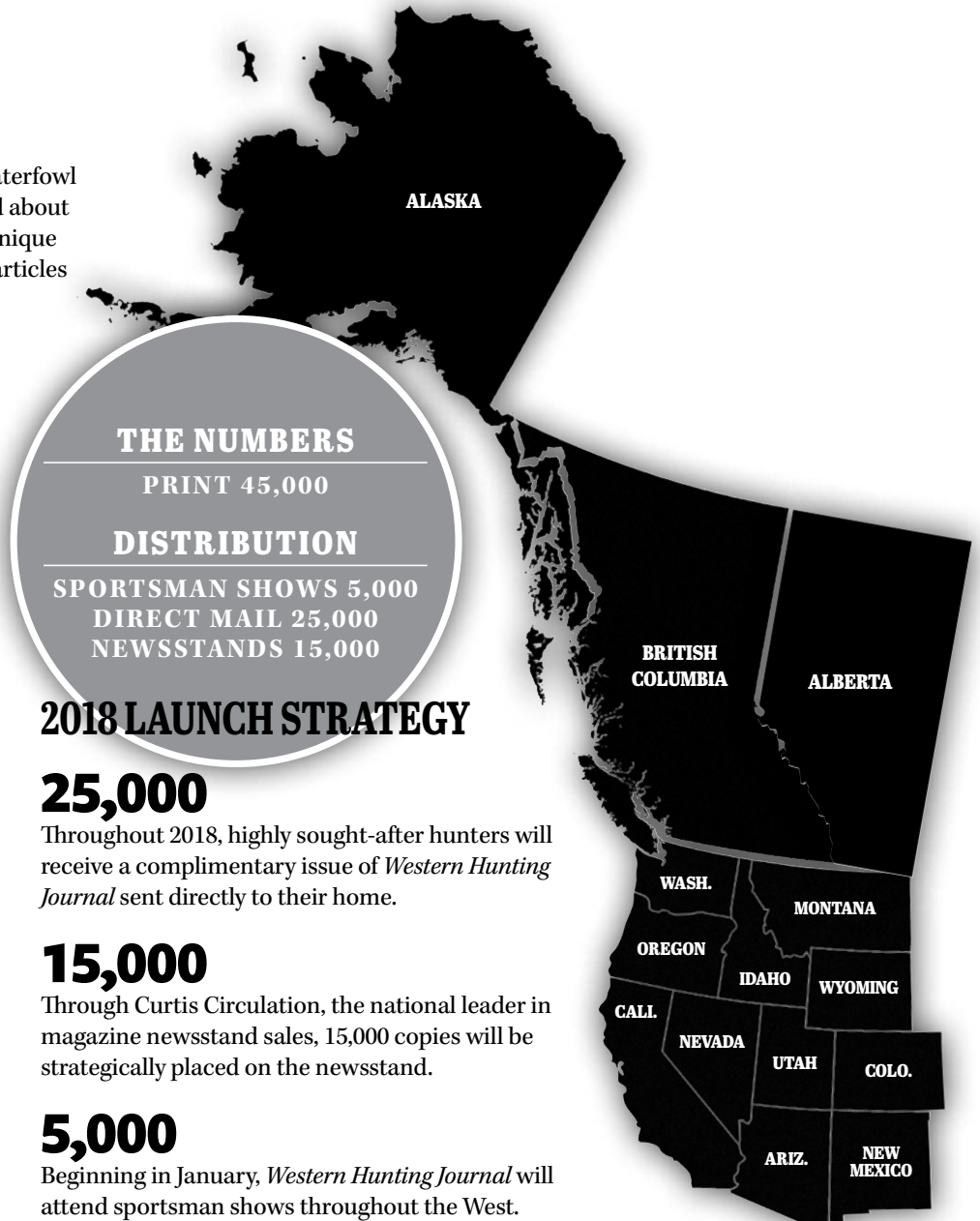
HUNT BIG GAME, WATERFOWL, UPLAND BIRDS

90%

AVERAGE NUMBER OF DAYS HUNTERS SPENT AFIELD

23

SOURCE: EXACT DATA



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Editorial Calendar



JANUARY - FEBRUARY

BIG GAME West Coast Blacktails; Oregon's Bighorn Sheep; Idaho's Frank Church Wilderness **SHOOTING** 6.5 Creedmoor **WINGSHOOTING** Part 1: Untold Secrets of Decoying Geese **ARCHERY** Today's Broadheads **O-T-C** Washington, Oregon Roosevelt Elk **MORE** Out of State Strategies for Controlled Hunts **GEAR** Rangefinders

MARCH - APRIL

BIG GAME Arizona Elk; Coveted Tags **SHOOTING** .280 Ackley Improved **WINGSHOOTING** Part 2: Untold Secrets of Decoying Geese **ARCHERY** Buy the Right Bow **O-T-C** Wyoming Antelope; Montana Mule Deer **MORE** Best of SHOT **GEAR** Hunting Packs

MAY - JUNE

BIG GAME Backcountry Bears; Alaska Dall **SHOOTING** Upon Impact: Bullet Comparisons **WINGSHOOTING** Hunting Pheasants on CRP Land **ARCHERY** Pre-Rut Strategies **O-T-C** Utah Mule Deer; Idaho Elk **MORE** Benefit of Auction Tags **GEAR** Hunting Boots

JULY - AUGUST

BIG GAME Wyoming Antelope; Montana Elk **SHOOTING** 7mm-08 **WINGSHOOTING** Decoy Ducks on Public Land **ARCHERY** Hunt the Rut **O-T-C** SW Oregon Deer; Alaska Bears **MORE** 50 Bulls in 50 Years **GEAR** Trail Cameras

SEPTEMBER - OCTOBER

BIG GAME Tree Stand Hunting West Coast Bucks; Backcountry Mule Deer **SHOOTING** Choose Your Antelope Gun: 5 off-the-shelf options **WINGSHOOTING** California, Arizona Quail **ARCHERY** Knowing When to Bugle and Cow Call **O-T-C** Utah Elk; Alaska Deer **MORE** Nor Cal's Javelinas **GEAR** Hunting Knives

NOVEMBER - DECEMBER

BIG GAME Kodiak Blacktails; Oregon's Mount Emily Bulls **SHOOTING** Selecting The Perfect Elk Round **WINGSHOOTING** Saskatchewan Snow Geese **ARCHERY** Optimizing Your Arrows **O-T-C** New Mexico Deer **MORE** Nevada's Dream Tags **GEAR** Two-Way Radios



IN EVERY ISSUE

DESTINATION HUNTS

Dream hunts, over-the-counter hunts, and accessible hunting locations in the West.

TECHNIQUES, STRATEGIES

Big game, waterfowl, upland gamebird strategies geared to improve success in the field.

IN-DEPTH GEAR REVIEWS

Industry-leading gear reviews written by staff writers.

SHOOTING

Expert advice on rifles, shotguns, cartridges, bullets and everything else shooting related.

ARCHERY

Shooting and hunting advice.

SHORT BLASTS

News stories, tips, tactics, new gear.

HUNT FORECASTS

Analysis of herd trends, flyway reports, and upland gamebird populations.

CONSERVATION

When issues arise, or conservation needs to be addressed, WHJ is there to report on it.

READER PHOTOS

Trophy photos submitted by readers.

BACK PAGE ESSAY

Every issue will be anchored with an insightful, inspiring and thoughtful essay.

BOOK BY: DEC. 5, 2017
CREATIVE BY: DEC. 15, 2017
MAIL DATE: DEC. 29, 2017
ON STREETS: JANUARY 2018

BOOK BY: JAN. 19, 2018
CREATIVE BY: JAN. 26, 2018
MAIL DATE: FEB. 15, 2018
ON STREETS: MARCH 6, 2018

BOOK BY: MAR. 13, 2018
CREATIVE BY: MAR. 23, 2018
MAIL DATE: APR. 10, 2018
ON STREETS: MAY 1, 2018

BOOK BY: MAY 15, 2018
CREATIVE BY: MAY 25, 2018
MAIL DATE: JUNE 15, 2018
ON STREETS: JULY 3, 2018

BOOK BY: JULY 17, 2018
CREATIVE BY: JULY 27, 2018
MAIL DATE: AUG. 15, 2018
ON STREETS: SEPT. 4, 2018

BOOK BY: SEPT. 18, 2018
CREATIVE BY: SEPT. 28, 2018
MAIL DATE: OCT. 15, 2018
ON STREETS: NOV. 6, 2018

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Sponsor the Bone Yard

Western Hunting Journal will publish a minimum of four pages of reader photos in the front of section of each issue. One of the most highly viewed sections in the magazine, Bone Yard photos include the pertinent details of readers' hunts and the animals they harvested. Each issue our staff will choose one winner who will receive a pre-determined prize from the sponsoring company. Winners will be announced in each issue, and their photo will be the lead photo of the spread.

YOUR SPONSOR AD HERE
ONE-THIRD VERTICAL
2.5 x 9.5 INCHES

SPONSORSHIP PACKAGES

- \$4,500 PER ISSUE** Includes back outside cover position (*cover 4*)
- \$4,000 PER ISSUE** Includes front inside cover position (*cover 2*)
- \$3,500 PER ISSUE** Includes inside back cover position (*cover 3*)
- \$3,000 PER ISSUE** Includes guaranteed upfront ad placement positioning

INCLUDED

- Full page ad each issue.
- One-third page on lead spread of Bone Yard.
- Sponsor's Logo on each page of Bone Yard.
- Image detail of sponsor photo on lead spread of Bone Yard.
- One full year of website advertising.
- Special Section on WHJ's website where readers can view photos online.

STIPULATIONS

- Bone Yard sponsor agrees to provide minimum six prizes with agreement.
- Must purchase a one-year contract (six issues).

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The Team

WE HAVE ESTABLISHED A TEAM OF HARD-CORE, PASSIONATE HUNTERS THAT ARE DEDICATED TO PUBLISHING THE MOST COMPLETE HUNTING MAGAZINE FOR HUNTERS IN THE WEST.



PAT



KEVIN



KEN



TRAVIS



ERIC



DON

PAT HOGLUND

Publisher, Executive Editor

Pat grew up hunting as a boy and continued into adulthood hunting waterfowl, upland game birds and big game. In 2004, he pursued his other passion: fishing for salmon and steelhead. After publishing the first issue of *Salmon & Steelhead Journal*, Pat grew his company's list of sporting titles to four. *Western Hunting Journal* is the fifth title published by Brookwood Press, Inc.

TRAVIS MONCRIEF

Associate Publisher, Editor

Travis has hunted in multiple states

throughout the West; however, he has spent most of his time hunting deer and elk in Oregon, where he grew up. He's an accomplished hunter in multiple disciplines, including archery, black powder and rifle hunting. His passion for hunting transcends his other pursuits, which included owning a fishing lodge-camp in Alaska and a successful business where he's guided fishermen in Alaska and Oregon.

KEVIN MADISON

Shooting Editor

Kevin is a student of shooting and hunting, two specialties that lend themselves

well to being the magazine's Shooting Editor. His knowledge of shooting is vast, but more importantly his passion for hunting big game is greater. Along with shooting competitively, Kevin is an avid big game hunter. After graduating from Oregon State University, he guided elk, deer and bear hunters in Montana and Idaho. He continues to pursue big game throughout the West, having recently hunted in Wyoming, Arizona, Idaho and in his home state of Oregon.

ERIC MARTIN

Gear Editor

If there was a degree for outdoor

engineering Eric would have his PhD in it and he'd be teaching at a prestigious university. Since that doesn't exist, Eric instead focuses his eye for detail on reviewing outdoor gear in several Brookwood Press publications including *Salmon & Steelhead Journal* and now *Western Hunting Journal*. Eric takes his passion for hunting and breaks down complicated subjects and presents them to readers in a reader-friendly format. He grew up hunting and today Eric hunts throughout the West but spends most of his time hunting in his home state of Oregon.

KEN COOK

Art Director

After a successful career as a designer for companies like Nike, Adidas, and Benneton, Ken was hired as the art director for Brookwood Press, Inc. in 2004. And he's never looked back. He has been instrumental in shaping the look and feel of every magazine published since. If you're keeping score at home, that is over 80 issues and over 7,500 pages. Ken grew up hunting, and today is a passionate shooter.

E. DONNALL THOMAS, JR.

Back Page Editor

Don has been writing about his hunting and fishing pursuits for the better part of 30 years. He has worked as a physician, bush pilot, commercial fisherman and guide. Today, his entire focus is on writing where he writes for numerous publications. An avid bowhunter and wingshooter, Don has authored 20 books on various subjects ranging from fishing, hunting dogs, and archery hunting in Alaska and Montana, where he's lived most of his adult life. He is *Western Hunting Journal's* Back Page Editor.