

WISCONSIN'S LONGEST RUNNING OUTDOOR MAGAZINE SINCE 1943

Badger Sportsman Magazine

www.BadgerSportsman.com

OUR MISSION To help you have more fun, live more consciously, grow spiritually, and enrich your life through outdoor activities.



WHO WE ARE

Badger Sportsman is the longest running outdoor magazine produced and based in Wisconsin. We are a group of sportsmen/women who love Wisconsin and Michigan's Upper Peninsula. We hunt, fish, follow our sporting teams and generally have fun in the outdoors. We like to camp, kayak, backpack, boat, ski, snowboard, rock climb, snowmobile and participate in a multitude of activities our great state offers.

TARGETED MARKETING

Our database of 12,756 subscribers includes geographic, demographic and affinity criteria to create targeted in-magazine or direct marketing programs.

21,000 + mo. 
READERS EACH MONTH

9,642 mo. 
WEBSITE VIEWS

10,000 + mo.
DIGITAL NEWSLETTER

 aggregated based on 2018 reader survey response

 average monthly views from August 2017 through July 2018



Advertising
Deadlines

January/February 2021.....	December 1, 2020
March/April.....	February 1, 2021
May/June.....	March 30, 2021
July/August.....	June 1, 2021
Sep/October.....	July 30, 2021
Nov/December.....	September 29, 2021
January/February 2022.....	December 1, 2021

Advertising
Rates

	1X	3X	6X
Back Cover.....	\$1,825	\$1,695	\$1,400
Inside Front/ Back.....	\$1,675	\$1,500	\$1,295
Full Page.....	\$1,250	\$1,150	\$995
2/3 Page Vertical.....	\$895	\$820	\$695
1/2 Page.....	\$750	\$685	\$580
1/4 Page.....	\$410	\$385	\$325
Big Shots Banner Ad.....	\$495	\$450	\$420

Web/Digital
Add-ons

	2X	6X	12X
Website Banner Ad.....	\$85	\$75	\$65
Website Cube.....	\$70	\$60	\$50
BS Report Banner.....	\$85	\$75	\$65
BS Report Cube.....	\$70	\$60	\$50
BS Report Sponsor Logo.....	\$90	\$80	\$70

Contact an advertising
representative today



advertising@badgersportsman.com



920.230.3474



Advertising on Badger Sportsman's website and digital newsletter, BS Report, is currently only available to contracted advertisers. Digital add-ons are priced monthly.

All ads include a clickable link to your website in our **online digital issue** at no additional cost.

Please Note: The above pricing is for individual insertion/issue.

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Mechanical Specifications

	Width	Depth
Back Cover	8.5	11
Inside Cover	8.5	11
Full Page	8.5	11
2/3 Page Vertical	5.0	10
1/2 Page Horizontal	7.5	4.75
1/2 Page Vertical	3.5	10.0
Big Shots Banner Ad	7.5	2.5
1/4 Page Horizontal Banner	7.5	2.0
1/4 Page Vertical	3.5	4.75

DIGITAL FILES ONLY - PDF format preferred

- Distill at "press" or "print" quality and include all fonts
- No low resolution files
- CMYK color, 300 dpi

NON-PROFIT:

20 percent off rate to not for profit 501(c)3 organizations.

Full page ads include 0.125" bleed. All readable text should be within 0.25" of trim edge. Trim size is 8.25" x 10.75". Cover ad placements are based on availability.

AGENCIES:

These figures are NET pricing to Badger Sportsman.

Publication Trim Size: 8.25" x 10.75"

Production Charges: Ad creation services are invoiced at \$60 an hour for new ads or for any changes to submitted digital files, with a one hour minimum.

Digital Specifications

	Width	Depth
Website Banner Ad	520px	135px
Website Cube	210px	210px
BS Report Banner	520px	135px
BS Report Cube	210px	210px

IMAGE SPECS

File Formats: .jpg, .png, .gif, HTML5

Max Image File Size: Recommended 1MB or less.



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