

DSC



Advertising Opportunities
with DSC Publications



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THE MISSION

of DSC is to ensure the conservation of wildlife through public engagement, education and advocacy for well-regulated hunting and sustainable use.

THE VISION

of DSC is a society that values wildlife, engages in its conservation and understands and supports the role of well-regulated hunting in the sustainable use of wild resources.

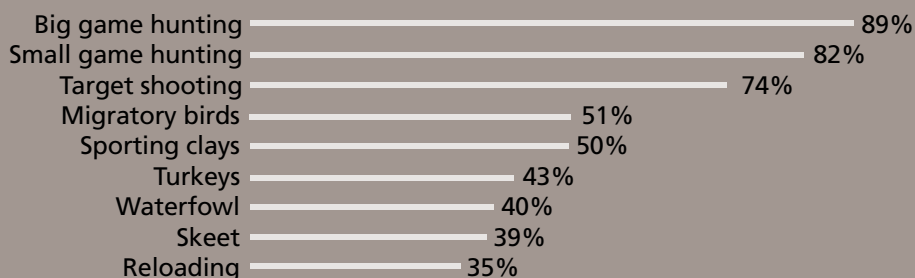
Our conservation, hunter advocacy and education efforts today ensure that future generations will enjoy watching and hunting wildlife tomorrow.



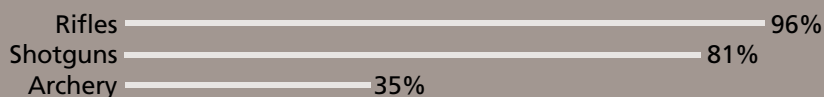
MEMBER PROFILE The average DSC member is age 58, married and male. However, both the 35-44 age group and women are growing segments.

Members' Interests in Hunting & Shooting

Overall, 96% of DSC members are hunters.



Types of Equipment Used for Hunting



Non-Hunting Outdoor Pursuits of DSC Members



*Breakdown of Anglers



Source: Responsive Management Survey, 2014

Age 45 and up, very active in the club, and actively pursuing big game hunting

81%

Hold Bachelor's degree or higher

72%

Self-employed, professional or management

64%

Retired

21%

Total household income over \$120,000

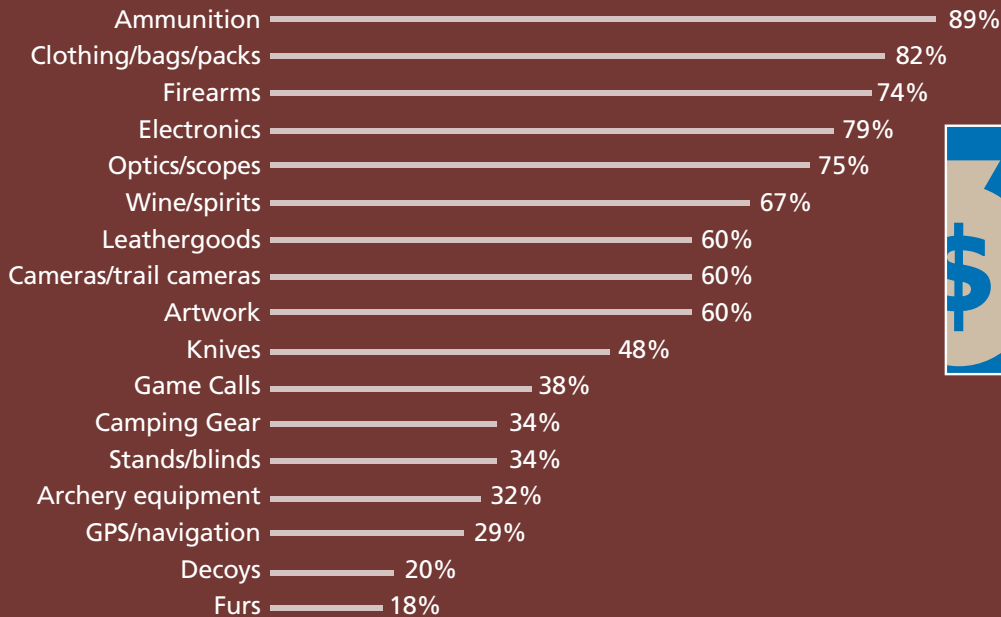
73%

Property valued at over \$250,000 (includes 36% over \$1 million)

79%

DEMOGRAPHICS/PROFILES

Percentage of Hunters Who Bought Hunting Related Items does not include vehicles or property



Source: Responsive Management Survey, 2014

BUYING HABITS



On average, members spend \$10,000 per year on hunting and 3% spend over \$50,000.

Exhibitors, follow the success of our current advertisers! Increase your booth placement credits by advertising. Each dollar spent in advertising equates to one credit, for a five-year window. Ask your rep for more information!

Join the advertising family of DSC and GET NOTICED. Contact the Ad Manager today, ads@biggame.org, or call **(972) 980-9800** and ask to speak with an advertising representative.

Reading Habits of DSC Members Percentage of Members who receive and read the publications



FAST FACTS ABOUT DSC MEMBERS DSC is truly an international organization. Your print advertising has the potential to reach nearly 9,800 affluent, active hunters and anglers. Although DSC members are largely in the U.S., members in foreign countries make up 14% – from Azerbaijan to Zimbabwe – and there are indications that the international segment will grow as DSC continues to advance its mission and programs into international conservation and hunting arenas.

DSC Members	6,000 – 7,000
Pass-Through Readers	2,400 – 2,800 (40% rate)
Total Readership for 2018	8,400– 9,800 affluent, active hunters and anglers
U.S. Members	86%
International Members	14%
Facebook “Likes”	22,072 and growing
Facebook Reach Average	120,000 (monthly)
Instagram followers	7,500 and growing
Instagram Reach Average	12,000 (monthly)

Between the increasing membership, the healthy pass-through rate and our ever-growing online community, advertising with DSC has the potential to reach out to a huge target market of pre-qualified buyers.

Game Trails

The high-quality, full-color quarterly magazine, *Game Trails*, is the flagship publication for DSC, providing readers with the best in conservation grants and news updates, hunting stories, commentary from celebrities, scholars and thinkers in the hunting world, reports on industry trends, convention news and auction highlights.

COMMUNICATOR AWARDS



Award of Excellence

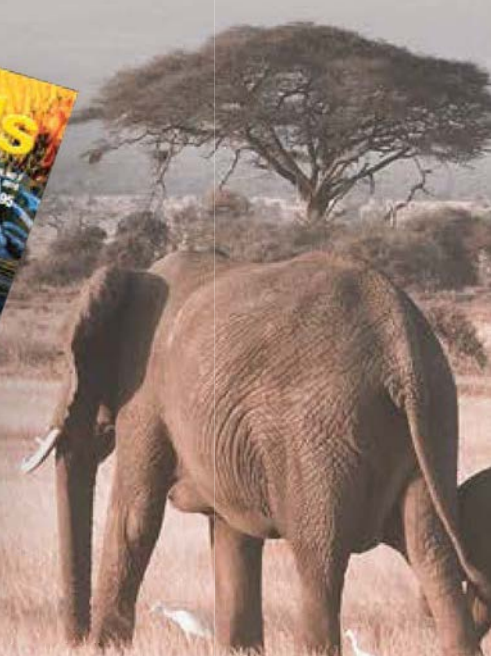
Award of Distinction



Game Trails Quarterly Magazine sent to all members

Game Trails	1 issue	2-3 issues	4 issues
Full Page	\$1,050	\$1,000	\$960
Half Page	\$815	\$795	\$760
Quarter Page	\$560	\$540	\$525
Business Card	\$100	\$100	\$100
2/3rds Page	\$960	\$925	\$900
1/3rd Page	\$615	\$590	\$575
1/6th Page	\$520	\$500	\$480

CLOSING DATES	Spring	Summer	Fall	Convention
All print-ready ad art files due	February 10	May 10	August 10	October 1
Mailing Date	April 10	July 10	September 30	December 10



AD SIZES

Game Trails

<p>Full Page with Bleed Bleed Size: 8.75" x 11.25" Trim Size: 8.5" x 11" Live Area: 7.5" x 10"</p>	<p>Full Page No Bleed 7.5" x 9.875"</p>	<p>2/3 Page Horz. 7.5" x 6.5"</p>	<p>2/3 Page Vert. 5" x 9.875"</p>	<p>1/2 Page Horz. 7.5" x 4.75"</p>	<p>1/2 Page Vert. 3.625" x 9.875"</p>
<p>1/3 Page Horz. 5" x 4.75"</p>	<p>1/3 Page Vert. 2.375" x 9.875"</p>	<p>1/4 Page Horz. 7.5" x 2.25"</p>	<p>1/4 Page Vert. 3.625" x 4.75"</p>	<p>1/6 Page Horz. 5" x 2.25"</p>	<p>1/6 Page Vert. 2.375" x 4.75"</p>

CampTalk

<p>Full Page 7.5" x 9.875"</p>	<p>1/2 Page Horz. 7.5" x 4.75"</p>	<p>1/2 Page Vert. 9.875" x 3.625"</p>	<p>1/4 Page Horz. 7.5" x 2.25"</p>	<p>1/4 Page Vert. 3.625" x 4.75"</p>	<p>BC 3.625" x 2.25"</p>
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RESOURCE Guide

<p>Full Page with Bleed Bleed Size: 5.75" x 8.75" Trim Size: 5.5" x 8.5" Live Area: 4.5" x 7.5"</p>	<p>Full Page No Bleed 4.5" x 7.75"</p>
<p>1/2 Page Horz. 4.5" x 3.75"</p>	<p>BC 3.375" x 1.875"</p>

Let our art department create a clean, professional look for your business.
Ad design \$65/hr



ELECTRONIC REQUIREMENTS FOR PRINT ADS

Ad materials must be no less than 300 dpi at 100% of placement size. High resolution jpg, tiff, eps and PDF files are accepted. Materials must use CMYK color. No RGB, Pantone, or PMS colors are accepted. Failure to provide files as required can cause unpredictable errors when the files are output and create production charges to correct. Electronic files may be e-mailed to editor@biggame.org. Publisher assumes no liability for omissions, misprints or font defaults.

For more information about advertising, please contact the Advertising Manager at ads@biggame.org
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