

DSC



Advertising Opportunities with GAME-TRAILS

MEDIAKIT





MISSION

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



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

ABOUT DSC

A member of IUCN, DSC is a mission-focused conservation organization, funded by hunters from around the world. With a small administrative staff and a volunteer army of 500, DSC hosts its annual Convention that raises funds for grants in conservation, education, and advocacy. In the past three years, more than \$5 million has been channeled to qualified projects, organizations, and programs in support of our mission.

There are currently over 18,000 members of DSC. Although DSC members are largely in the U.S., members in foreign countries make up 14%, which will grow as DSC continues to advance its mission and programs into international conservation and hunting partners.

DSC has one quarterly print magazine that goes out to over 7,000 members each year, a bi-monthly digital publication that goes out to all members, an online article platform accessible to the public on our website, as well as social media pages to update and inform that membership.

| | |
|-------------------------|---------------------------|
| Facebook Likes | 25,000 and growing |
| Facebook Reach Average | 120,000 (monthly) |
| Instagram followers | 12,300 and growing |
| Instagram Reach Average | 12,000 (monthly) |

Between the increasing membership, the healthy pass-through rate and our ever-growing digital community, partnering with DSC has the potential to reach to a huge target market.

DSC MEMBER PROFILE



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

| | |
|---|------------|
| Age 45 and up and actively pursuing big game hunting | 81% |
| Hold Bachelor's degree or higher | 72% |
| Self-employed, professional or management | 64% |
| Retired | 21% |
| Property valued at over \$250,000 (includes 36% over \$1 million) | 79% |



MEMBER INTERESTS

DSC members represent a strong group of sportswomen and sportsmen who have a wide variety of interests and hobbies.

Members' Interests in Hunting & Shooting

Big
Game
Hunting

Small
Game
Hunting

Target
Shooting

Sporting
Clay

Skeet

Reloading

Over one-third of members are also avid bird hunters

Our Members Also Enjoy the Outdoors Outside of Hunting

Angling

Hiking

Camping

Boating

Sports

Over two-thirds of members enjoy fishing, with trout/bass the most popular.

Hunting Products Members Bought in the Last Year

Ammunition

Clothing/
Packs

Firearms

Optics/
Scopes

Cameras

Knives

Game
Calls

Stands/
Blinds

Camping
Gear

Archery
Equipment

GPS/
Navigation

Taxidermy

Decoys

Beyond hunting-related products, our members also enjoy artwork, leather goods, wines/spirits, specialty decor, and fur.

BUYING HABITS



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

PRINT ADVERTISING

A W A R D W I N N I N G P U B L I C A T I O N

Game Trails

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

Game Trails Quarterly Magazine sent to over 7,000 members

| Game Trails | 1 issue | 2-3 issues | 4 issues |
|---------------|---------|------------|----------|
| Full Page | \$1,650 | \$1,550 | \$1,400 |
| Half Page | \$1,250 | \$1,150 | \$990 |
| Quarter Page | \$850 | \$800 | \$775 |
| Business Card | \$150 | \$150 | \$150 |

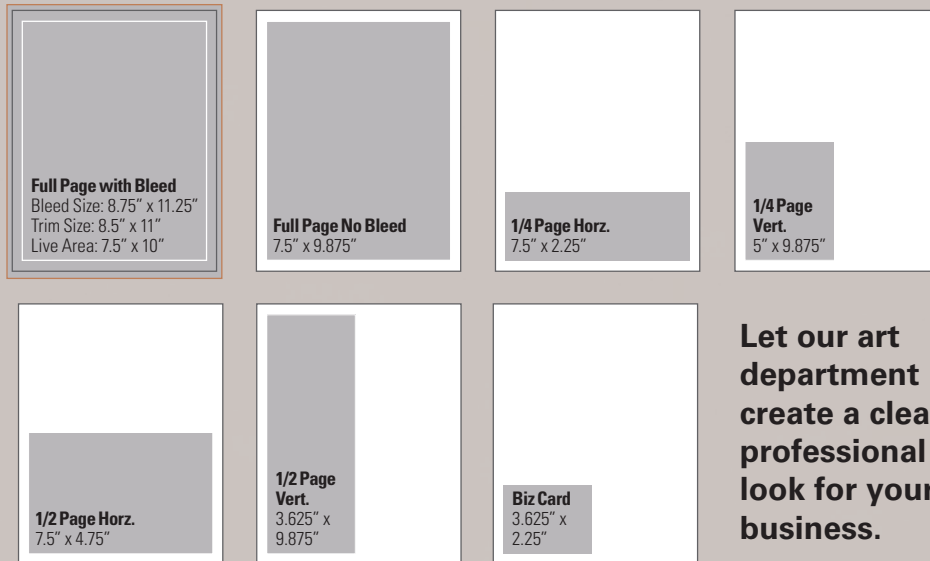
Other sizes available upon request as space allows
PREFERRED PLACEMENT IS 5% MORE than listed rate.

| CLOSING DATES | Spring | Summer | Fall | Convention |
|----------------------------------|-------------|--------|--------------|-------------|
| All print-ready ad art files due | February 15 | May 15 | August 1 | October 1 |
| Mailing Date | March 30 | July 1 | September 15 | December 10 |

To get noticed, contact Karrie@biggame.org or call (972) 980-9800.



AD SPECS AND SIZES



Let our art department create a clean, professional look for your business.

NEW CUSTOMERS

must have a valid credit card on file prior to insertion. Pre-payment discount of 2% if entire ad run is paid upon insertion.

VISUAL GUIDELINES FOR IMAGES

Because DSC is committed to its mission and vision, guidelines have been created to ensure that visual narratives we endorse align with those principles and values. All images, video and stills should show accurately the experience of the outdoors, and the role of hunting in conservation, as well as situations that depict the highest hunting ethics. The combination of words and images can create a powerful narrative which will promote the experience, ideas, services and products depicted. In creating advertisements and illustrations, we challenge the notion that "more is better." Showing a wild animal in its natural surroundings should be the highlight and focus of the visual narrative, more so than the specific hunter or animals taken. For the complete list of visual guidelines, ask your ad representative.

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 karrie@biggame.org. Publisher assumes no liability for omissions, misprints or font defaults.

