

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 several years, millions of dollars have 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	<b>25,000</b> and growing
Facebook Reach Average	<b>120,000</b> (monthly)
Instagram followers	<b>12,300</b> and growing
Instagram Reach Average	<b>12,000</b> (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	<b>81%</b>
Hold Bachelor's degree or higher	<b>72%</b>
Self-employed, professional or management	<b>64%</b>
Retired	<b>21%</b>
Property valued at over \$250,000 (includes 36% over \$1 million)	<b>79%</b>





# 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

PREFERRED PLACEMENT IS 5% MORE than listed rate.

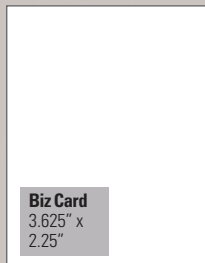
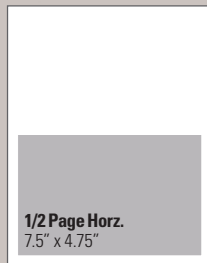
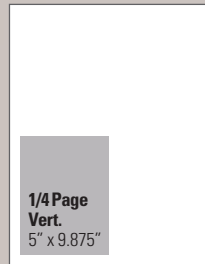
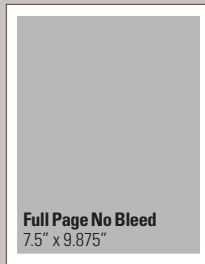
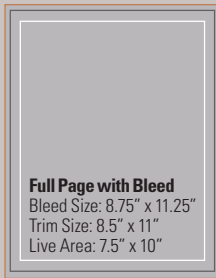
CLOSING DATES	Spring	Summer	Fall	Convention
All print-ready ad art files due	February 10	May 10	August 1	October 1
Mailing Date	March 30	July 1	September 15	November 28

To get noticed, contact [Conor@biggame.org](mailto:Conor@biggame.org) or call (972) 980-9800.





# AD SPECS AND SIZES



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

## 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 [conor@biggame.org](mailto:conor@biggame.org). Publisher assumes no liability for omissions, misprints or font defaults.

## 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.

