

OREGON HUNTER

The bimonthly magazine of the Oregon Hunters Association

BENEFITS FOR ADVERTISERS:

OREGON HUNTER TARGETS YOUR CUSTOMERS!

**Approximately 60,000
Oregon hunters read
each and every issue!**



**Growing number of
member subscribers
(Quadrupled in 10 years!)**



**Expanding statewide
newsstand distribution
(Quadrupled in 7 years!)**



**The only magazine
dedicated exclusively
to hunting in Oregon!**

⊕ **Targeted Readership:** If you offer goods or services used by Oregon hunters, OREGON HUNTER is your best media advertising value.

⊕ **Statewide Distribution:** OREGON HUNTER is distributed bimonthly to more than 10,000 members of the Oregon Hunters Association and sold on newsstands statewide. With an industry-standard pass-along ratio of four readers per copy, OREGON HUNTER boasts a readership of more than 60,000.

⊕ **Dedicated Following:** Unlike topics of more universal appeal, hunting is inherently a local pursuit. Oregon hunters want to know about hunting in their home state, not about hunting across the country or around the world. No regional or national publications can compete with the in-depth local coverage OREGON HUNTER offers.

⊕ **Bonus Readership:** Oregon hunters are a tightly knit group. They share their equipment, their knowledge and their magazines. Because OREGON HUNTER readers keep their magazines for months and even years, your ads will be read and re-read by the consumers you most want to reach. In addition, if you make a satisfied customer out of an OREGON HUNTER reader, he is likely to share that experience with many other hunters.

⊕ **Staying Power:** Because OREGON HUNTER is a bimonthly publication, your ad is on the newsstand twice as long as ads placed in monthly publications. Readers have double the opportunity to find OREGON HUNTER and see your ad.

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ADVERTISING RATES

BLACK & WHITE	1 TIME	2 TIMES	4 TIMES	6 TIMES
Full page	575	475	425	395
2/3 page	450	375	350	325
1/2 page	375	350	325	295
1/3 page	325	295	250	195
1/4 page	275	250	225	175
1/6 page	195	170	150	105
1/12 page	125	105	95	85
Shot Shell (1" x 2 1/4)	75	65	55	50

Spot Color: Add \$50.*

Four color: Add \$100.*

* Color charges are already included in cover rates below.

* Color charge discounts may be available on repeat insertions.



COVERS	1 TIME	2 TIMES	4 TIMES	6 TIMES
Back	850	750	675	595
Inside front	750	650	595	550
Inside back	695	625	575	525

We prefer ads in press-quality PDFs. Smaller ads (less than 10 megs) may be emailed to: dd@oregonhunters.org. Larger files should be mailed on CD.



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Official publication of the Oregon Hunters Association

Mailing: P.O. Box 1706, Medford, OR 97501

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e-mail inquiries to: dd@oregonhunters.org

www.oregonhunters.org



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SCHEDULE

<u>ISSUE</u>	<u>FOCUS</u>	<u>CLOSING DATE</u>	<u>COPY DEADLINE</u>
Jan./Feb.	What's new this year	November 10	November 20
March/April	Turkey/controlled hunts	January 10	January 20
May/June	Trophy hunts	March 10	March 20
July/August	Big-game preview	May 10	May 20
Sept./Oct.	Deer/Game birds	July 10	July 20
Nov./Dec.	Elk/Game birds	September 10	September 20



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Ad size chart

Shot Shell
1" x 2.25"

1/12 page
2.25" x 2.25"

1/6 page
2.25" x 4.75"
(vertical or horizontal)

1/4 page
(vertical or horizontal)
4.75" x 3.5"

1/3 page
vertical
2.25" x 9.75"

1/2 page
7.5" x 4.75"
(vertical or horizontal)

1/3 page square
4.75" x 4.75"

1/6 page
2.25" x 4.75"
(vertical or horizontal)

Full page with margins: 7.5" x 10" Full-page bleed: Trims at 8.5 x 11. Bleed should exceed trim 1/4" on all sides, for a total of 9 x 11.5. Critical image should be kept 1/4 inch from trimmed edge.