

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!)**



**WORLD-WIDE BONUS EXPOSURE
WITH E-ZINE VERSION POSTED
AT OREGONHUNTERS.ORG**

⊕ **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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The only magazine dedicated exclusively to hunting in Oregon.

ADVERTISING RATES

	1 TIME	2 TIMES	4 TIMES	6 TIMES
Full page	625	525	475	445
2/3 page	495	425	395	375
1/2 page	425	395	375	345
1/3 page	375	345	295	245
1/4 page	325	295	275	225
1/6 page	245	225	195	150
1/12 page	175	150	125	95
Shot Shell (1" x 2 1/4)	125	95	75	60



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 sent via cloud transfer.



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Official publication of the Oregon Hunters Association

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

Shipping: 804 Bennett Avenue, Medford, OR 97504

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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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Shot Shell
1" x 2.25"

Ad size chart

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)