The bimonthly magazine of the Oregon Hunters Association

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 11,000 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.



The only magazine dedicated exclusively to hunting in Oregon.

ADVERTISING RATES

INSIDE	1 TIME	2 TIMES	4 TIMES	6 TIMES
2-page spread	1,350	1,225	1,125	1,050
Full page	775	650	595	550
2/3 page	625	525	495	465
1/2 page	525	495	465	425
1/3 page	465	425	365	295
1/4 page	395	365	325	265
1/6 page	365	335	295	245
1/12 page	215	185	155	125
Shot Shell (1" x 2 1/4)	155	115	95	75



COVERS	1 TIME	2 TIMES	4 TIMES	6 TIMES
Back	1,050	950	845	745
Inside front	950	825	750	675
Inside back	875	775	725	650

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.



OREGON HUNTER

Official publication of the Oregon Hunters Association

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www.oregonhunters.org

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SCHEDULE

ISSUE FOCUS

Jan./Feb. What's new this year

March/April Turkey/controlled hunts

May/June Trophy hunts

July/August Big-game preview

Sept./Oct. Deer/Game birds

Nov./Dec. Elk/Game birds

CLOSING DATE COPY DEADLINE

November 10 November 20

January 10 January 20

March 10 March 20

May 10 May 20

July 10 July 20

September 10 September 20















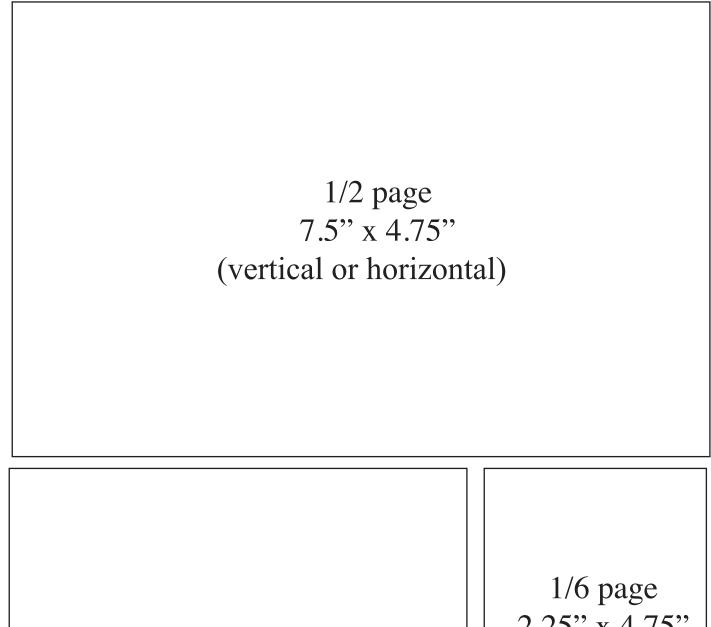
Shot Shell 1" x 2.25"

Ad size chart

1/12 page 2.25" x 2.25"

1/6 page 2.25" x 4.75" (vertical or horizontal) 1/3 page vertical 2.25" x 9.75"

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



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 $1/4^{\circ}$ on all sides, for a total of 9 x 11.5. Critical image should be kept 1/4 inch from trimmed edge.