

OREGON HUNTER

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.



OREGON HUNTER



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.



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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)