

CALIFORNIA WATERFOWL

Magazine



California Waterfowl is the nation's oldest and largest state waterfowl association, working tirelessly to protect and promote California's waterfowl, wetlands, and hunting heritage. The advertisements and articles printed in California Waterfowl represent our readers' shared passion for both conservation and hunting. Regular features include:

Circulation: 18,500
Readership: 50,000
Frequency: Four Issues Annually

2015 Editorial Calendar



- Hunting tips, techniques, stories
- Outdoor gear reviews
- Waterfowl forecasts
- Hunting policy updates
- Canine health, safety, training
- Habitat reports, conservation efforts

California Waterfowl Readers

Based on a 2011 survey. Sample size 1,093.

Regularly participate in:

Waterfowl Hunting	95%
Upland Hunting	86%
Fishing	82%
Shooting Sports	67%
Camping	61%
Big Game Hunting	57%
Boating	50%

Live the lifestyle:

Hunted more than 20 days last waterfowl season	50%
Travel out of state to hunt	31%
Own a hunting dog	60%
Own more than one hunting dog	43%
Household owns a truck or SUV	95%

Enjoy firearms:

Own a firearm	99%
Own 5+ firearms	80%
Own 10+ firearms	52%

Shop for gear:

At sporting/specialty stores	90%
Via the internet	77%
Via mail-order	43%
Based on an ad seen in <i>California Waterfowl</i>	71%

California Waterfowl readers spend an average of \$5,380 on waterfowl hunting.

In the next 12 months, California Waterfowl readers plan to purchase:

Hunting gear/clothing	78%
Firearm	44%
Duck blind or blind accessories	42%
Waders	38%
Guide/Outfitter services	29%
Truck or SUV	13%
Quad /ATV	13%

Liberal Limits - 7 ducks & 25 geese/day

Average CA waterfowl hunter takes 30 ducks/season
 Average US waterfowl hunter takes 15 ducks/season

Season Length - up to 107 days

(one of the longest in North America)

Average CA waterfowl hunter spends 10 days the field
 Average US waterfowl hunter spends 6 days in the field

California's Enthusiastic Hunters

There are 128,000 active waterfowlers and 394,000 total hunters in California.

California has liberal bag limits, and the average California hunter takes **twice as many ducks** per season than the average US hunter.

California has one of the longest waterfowl seasons in North America.

The average California waterfowler spends **67% more days** in the field than the average US waterfowler.

Sources:
 US Fish and Wildlife Service Migratory Bird Hunting Activity and Harvest Report
 CA Department of Fish and Wildlife

Spring – released Feb. 15 (ad close Jan. 5)

This issue comes out while spring goose hunts are still in full swing in the northeastern section of the state, while pheasant clubs are still hunting, and well in advance of spring turkey season. This is when many of our readers replace the shotguns in their trucks with fishing rods – 82 percent of them go fishing regularly. Editorial content includes a special section about wood ducks, as well as tips for maintaining shooting sharpness during the off season.



Summer – released May 25 (ad close April 6)

This is prime time for summer camping and fishing trips, and this issue precedes the arrival of California's archery deer seasons in July. Duck hunters begin searching actively for new clubs or leases. Editorial content focuses on dogs and includes a special canine gear guide. Sixty percent of readers own at least one hunting dog, and 43 percent own more than one.



Fall – released Aug. 25 (ad close July 6)

This is the big pre-season issue, when duck hunters want to sort through new products and make major purchasing decisions, including finalizing leases and club memberships. Pheasant clubs begin hunting in September, and much of the state has an early Canada goose season in October. Duck seasons begin either in early or late October, depending on the zone. Editorial content includes a fall flight forecast and our biggest gear guide of the year.



Winter – released Nov. 25 (ad close Oct. 5)

Duck season will have been open for about a month when this issue hits mailboxes, with two months of hunting – usually the best of the season – still ahead. This is when our readers are most obsessed with the sport of duck hunting, and with at least four weeks of hunting under their belts, they have located the holes in their gear collections and are looking to fill them. Editorial content includes a holiday gift-giving gear guide, as well as hunting stories that our avid duck hunters crave.



To place ads:

National ads: Scott Cherek
 Cherek Group, Inc.
 (307) 635-8899
 cherekgroup@bresnan.net

California & Classified ads: Holly Heyser
 California Waterfowl
 (916) 648-1406, ext. 112
 hheyser@calwaterfowl.org

2015 Advertising Rates



Production Schedule

	Ad Close	Camera-Ready Due	Release
Spring	Jan 5	Jan 20	Feb 15
Summer	April 6	April 24	May 25
Fall	July 6	July 24	Aug 25
Winter	Oct 5	Oct 26	Nov 25

Classifieds: Classified advertising is \$50/column inch. All classified materials are due by ad close and cannot be canceled after the camera-ready date. Contact California Waterfowl directly at (916) 648-1406, ext. 112 or hheyser@calwaterfowl.org to place a classified ad.

Ad Format: Submit high-resolution CMYK PDF, or Illustrator or InDesign files with fonts submitted in addition to the ad. All other formats require prior approval.

FTP: FTP file transfer is available. Please contact Holly Heyser for details, (916) 648-1406 or hheyser@calwaterfowl.org.

Ad Production: Complete ad production services are available. Layout, typesetting, etc. will be invoiced to the advertiser in addition to the space rate: Full page, \$300, half page or smaller, \$150. Advertisers will be invoiced for charges incurred for ad changes and other production expenses necessary to make ads comply with required specifications.

Full Page 7-1/2" x 9-7/8"	Full Page Bleed 8-5/8" x 11-1/4"	2/3 Page V 4-7/8" x 9-7/8"	2/3 Page H 7-1/2" x 6-3/8"		
1/2 Page V 3-5/8" x 9-7/8"	1/2 Page H 7-1/2" x 4-3/4"	1/3 Page V 2-1/3" x 9-7/8"	1/3 Page S 4-7/8" x 4-3/4"		
1/3 Page H 7-1/2" x 3-1/8"	1/4 Page 3-5/8" x 4-3/4"	1/4 Page H 7-1/2" x 2-1/4"	1/6 Page V 2-1/3" x 4-3/4"	1/6 Page H 4-7/8" x 2-1/4"	Business Card 3-1/2" x 2"

COLOR	1X	2X	4X
Full Page	\$1,730	\$1,555	\$1,390
2/3 Page	1,415	1,275	1,150
1/2 Page	1,100	1,000	900
1/3 Page	830	755	695
1/4 Page	650	575	520
1/6 Page	455	410	365
1/2 Page Spread	1,985	1,800	1,625
Business Card	285	255	230
Full Spread	3,115	2,810	2,540

COVER POSITIONS	1X	2X	4X
Cover 2 (inside front)	\$1,925	\$1,735	\$1,580
Cover 3 (inside back)	1,870	1,680	1,510
Cover 4 (back)	1,950	1,755	1,600

UNIT SIZES	Width	Height
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