

2025
MEDIA KIT

DELTA WATERFOWL

WE PUT MORE DUCKS
Over Your Customers' Decoys!



DELTA WATERFOWL MAGAZINE 
#1 Publication Dedicated to Duck Hunters



#TheDuckHuntersOrg

THE FACTS ARE IN!

Delta Waterfowl magazine is, by far, the largest magazine dedicated to the duck hunter.

DELTA WATERFOWL MAGAZINE

#1 Publication Dedicated To Duck Hunters

PUBLICATION

DELTA WATERFOWL

Wildfowl

American Waterfowler

CIRCULATION

59,500

42,461

28,829

More ducks over your customers' decoys!

The results are in: No other magazine dedicated to the duck hunter also continues to put more ducks over your customers' decoys year after year.

The advertising dollars you spend with Delta Waterfowl not only put your products in front of the most hardcore waterfowlers but also ensure that your customers will have ducks to hunt and places to hunt for years to come. That, in turn, helps ensure the future of your business.

\$130,325

Median annual household **income**

23,650

Number of members who **travel** out of state to hunt

29,700

Delta Waterfowl members who plan to own duck and fishing **boats**

71,500

Number of **dogs** Delta members own

71% are **Labs**

44.5

Average number of **days** our members hunt each year

18

Boxes of **shotshells** the average member shoots each year

74%

of Delta members plan to **buy** decoys, calls, blinds, and camo this year

2025 SCHEDULE

SPRING 2025

KEY FEATURES: More Canvasbacks: Delta's Research Seeks Solutions, Why Delta Hen Houses Are so Effective in Prairie Habitat, Has Duck Hunting Lost Its Wonder?

IN-HOME DELIVERY: MARCH 10

SUMMER 2025

KEY FEATURES: Cool Science: Exploring Delta's Newest Studies, Delta's Plan to Conserve Canada's Shrinking Wetlands, Profiled: The 'Big Three' Retrievers

IN-HOME DELIVERY: JUNE 2

2025 HUNT ANNUAL

KEY FEATURES: Hunting 101: Delta's University Hunting Program Hosts Bowie State, Virginia Tech, Catching Up with University Hunting Program Alumni (Spoiler: Many still hunt!), 2024 Decoy Hunt: Hand-Carved Rig Draws Ducks, Benefits Conservation

IN-HOME DELIVERY: AUGUST 4

FALL 2025

KEY FEATURES: Fall Flight Forecast: Delta's Expert Analysis of Breeding Populations, Conditions, Hunter Numbers Update: Is Recruitment Working?

IN-HOME DELIVERY: SEPTEMBER 29

WINTER 2025

KEY FEATURES: A Champion for Ducks, Duck Hunters: Celebrating Dr. Scott Petrie's Decade Leading The Duck Hunters Organization, Conserving the Lower Klamath: Challenges Abound for the Major California Waterfowl Refuge

IN-HOME DELIVERY: NOVEMBER 10



REACH YOUR CUSTOMERS

Inside Delta Waterfowl Magazine

Delta Waterfowl magazine reaches more than **83,000** dedicated duck and goose hunters — the core of your market — with five big issues each year.

Each exciting edition is packed with practical information and top advice such as how to shoot, decoy strategies, calling tips, retriever training, the best gear, and hot destinations. All are designed to celebrate the storied traditions of waterfowl hunting across North America. If it's about duck and goose hunting, we cover it!

Delta has been a leading conservation organization dedicated to ducks and duck hunters since 1911. We work to produce ducks, conserve habitat, increase hunting opportunities, and recruit the next generation of hunters.

Advertising in Delta Waterfowl magazine aligns your brand with a fiercely loyal membership of the most active duck and goose hunters — influencers who buy shotguns, jackets, decoys, shells, calls, blinds, boats, and all manner of gear to pursue ducks and geese.

LET US HELP YOU MARKET YOUR PRODUCTS!

COLUMN PRESENTER OPPORTUNITIES IN EVERY ISSUE



DUCK DOGS
Training tips, retriever health, tools of the trade



SHOTGUNNING
Shotguns, ammo, and methods



STRATEGIES
Hunting tips, decoys, calling, setups



THE WATER-FOWL CHEF
Cooking ducks, geese



LAST PASS
Celebrating our heritage as we secure the future



FOWLING FUNDAMENTALS
Core info for mentors and beginners

WE COVER GEAR!

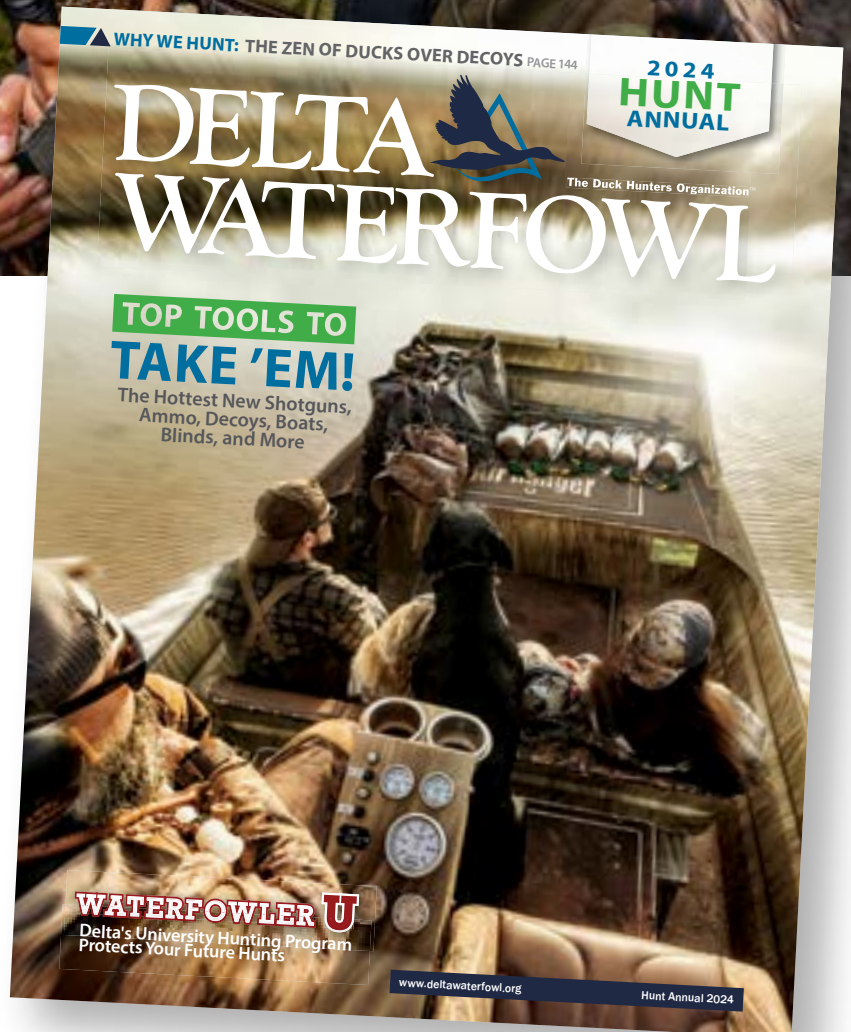
Delta Waterfowl rewards advertising partners by covering new products, both in the magazine and on the web. Each magazine issue features a "Gear" section, with greatly expanded coverage in the 2025 Hunt Annual edition. We'll help you reach the most active waterfowlers — men and women — who spend thousands on gear to pursue their waterfowling passions.

BEST WATERFOWL MAGAZINE! 2025 Hunt Annual

The Delta Waterfowl Hunt Annual is the premier duck and goose hunting season preparation guide for hunters across North America.

Loaded with features and columns designed to fire up waterfowlers right before the season, the Hunt Annual presents a comprehensive collection of how-to articles, top destinations in all four flyways, and an extensive equipment guide covering shotguns, ammo, choke tubes, decoys, calls, blinds, clothing and camo, boats and motors, retriever training gear, and hunting accessories.

Delivered to Delta Waterfowl members in mid-August, the 2025 Hunt Annual is the perfect place for you to reach diehard waterfowl hunters ready to gear up for the coming season!



A photograph of two hunters in a marshy environment. The hunter in the foreground is wearing a camouflage jacket and pants, a black cap, and has a beard. He is looking towards the camera. The hunter in the background is also in camouflage, wearing a hood, and is holding a rifle over his shoulder. They are standing in shallow water with reeds and a cloudy sky in the background.

Target Your Advertising Reach

Duck and goose hunters depend on

[illegible]

COST: \$5,000 *requires additional 3x full-page advertiser contract

Logo and presenter recognition on “Strategies” section in magazine (5 issues) and “Strategies” pages on website (12 months). Social media recognition as presenter and recognition in Delta Waterfowl Annual Report.

COST: \$5.500



PRINT ADVERTISING

Get In The Book



2025 PRODUCTION SCHEDULE

ISSUE	SPRING 2025	SUMMER 2025	2025 HUNT ANNUAL	FALL 2025	WINTER 2025
AD CLOSE	JANUARY 3	APRIL 2	JUNE 5	JULY 31	SEPTEMBER 1
MATERIALS DUE	JANUARY 17	APRIL 16	JUNE 19	AUGUST 14	SEPTEMBER 25
IN-HOME DELIVERY	MARCH 10	JUNE 2	AUGUST 4	SEPTEMBER 29	NOVEMBER 10

DISPLAY ADVERTISING in Delta Waterfowl magazine is incredibly effective because you are reaching the core hunters — the folks buying decoys, calls, shotshells, guns, clothing, and retriever gear because they love to hunt ducks and geese.

HUNTER'S MARKET, our classifieds section, is a remarkably economical way for advertisers to reach Delta Waterfowl members looking to book dream hunts, train retrievers, and find the best gear for hunting season.

2025 RATES

DISPLAY ADVERTISING RATES

4-COLOR	1X	3X	5X
Full spread	\$7,750	\$7,025	\$6,775
Full page	4,775	4,150	3,900
2/3 page	4,025	3,450	3,325
1/2 page	3,300	2,875	2,750
1/3 page	2,550	2,425	2,325
1/6 page	1,575	1,525	1,475

COVERS	1X	3X	5X
Cover 2	\$5,375	\$4,725	\$4,425
Cover 3	5,100	4,525	4,225
Cover 4	5,525	5,025	4,800

10 percent premium position charge for guaranteed placement on Page 3, Page 5, and opposite Cover 3.

CLASSIFIED ADVERTISING RATES

4-COLOR	1X	3X	5X
1/2 page	\$1,700	\$1,625	\$1,525
1/3 page	1,125	1,075	1,025
1/6 page	700	650	600
1/12 page	375	345	300
1/24 page	245	210	165

B&W	1X	3X	5X
1/2 page	\$1,175	\$1,100	\$1,025
1/3 page	975	875	825
1/6 page	500	465	425
1/12 page	315	275	240
1/24 page	185	160	140

CONTACT

SR. DIRECTOR OF
CORPORATE
RELATIONS

BRAD HEIDEL
bheidel@deltawaterfowl.org
(651) 403-1772

CLASSIFIED AD
SALES

JOHN DePALMA
jdepalma@brandintelligent.com
(303) 552-8454

PRINT ADVERTISING

Just The Right Size

FULL-PAGE AD SIZES

- Add .125" to all 4 edges for full bleed
- Incorporate .25" inner safe margin
- Offset crop marks outside of bleed area

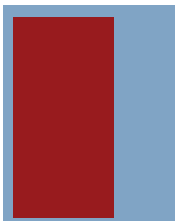


FULL PAGE
8.25" x 10.5"

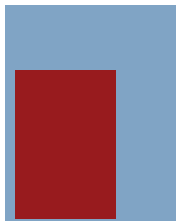


FULL SPREAD
16.5" x 10.5"

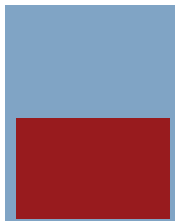
FRACTIONAL AD SIZES NO BLEED NECESSARY



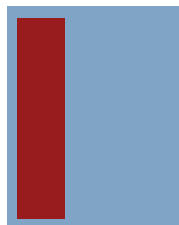
2/3 PAGE
4.75" x 9.5"



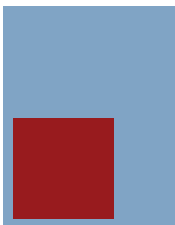
1/2 ISLAND
4.75" x 7"



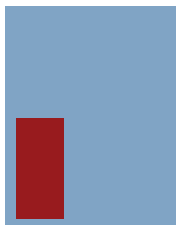
1/2 HORIZONTAL
7.25" x 4.75"



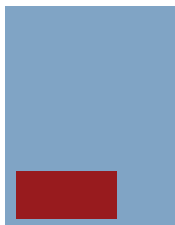
1/3 VERTICAL
2.25" x 9.5"



1/3 HORIZONTAL
4.75" x 4.75"



1/6 VERTICAL
2.25" x 4.75"



1/6 HORIZONTAL
4.75" x 2.25"

CLASSIFIED AD SIZES NO BLEED NECESSARY



1/2 HORIZONTAL
7.25" x 4.625"



1/3 VERTICAL
2.25" x 9.5"



1/3 HORIZONTAL
4.875" x 4.625"



1/6 VERTICAL
2.25" x 4.625"



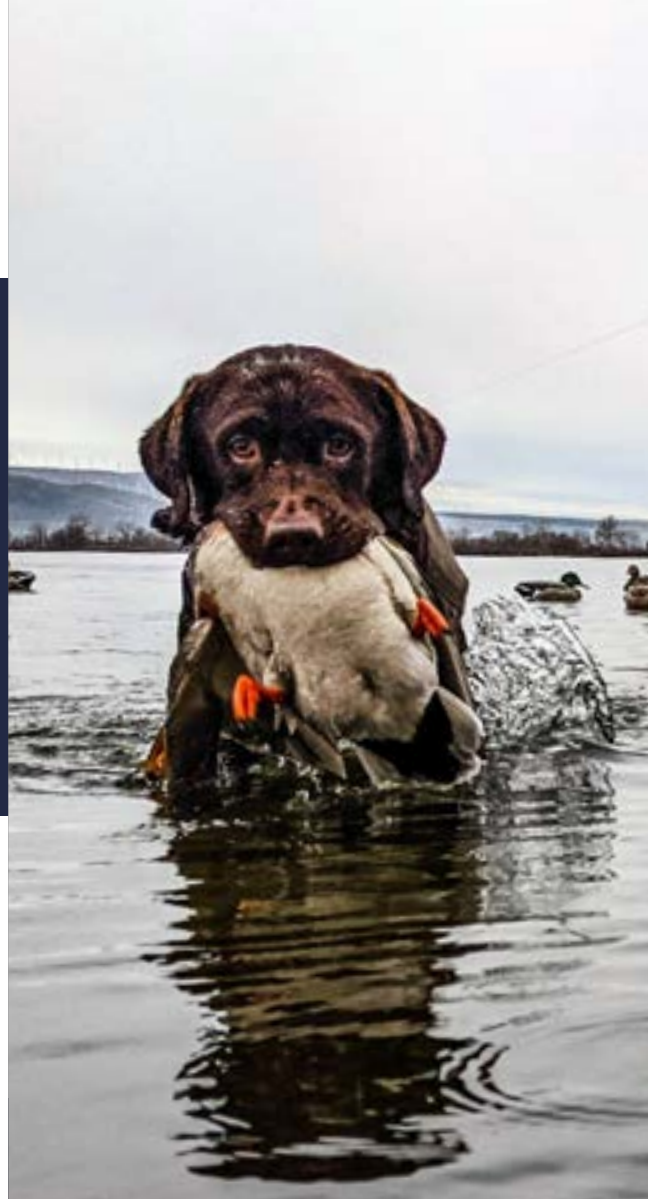
1/6 HORIZONTAL
4.875" x 2.25"



1/12 HORIZONTAL
2.25" x 2.25"



1/24 HORIZONTAL
2.25" x 1"



DELIVERY OF AD MATERIALS

E-mail to:

kheggenstaller@deltawaterfowl.org

Please name your file with the
following naming convention:

(Advertised Brand)_(Ad Title)_(Issue)_(Year)

Example:

Company_TakeEmMoment_Spring_2025

PLEASE NOTE: All ad files submitted to Delta Waterfowl for publication must be PDF, with a resolution no less than 300dpi and CMYK color space with no more than 300% ink coverage. All ads must be the appropriate size with acceptable bleed and safety margins.

SPECIAL EMAIL OPPORTUNITIES

FULL-ISSUE SPONSOR

Includes “Sponsored by name/logo” in the header, prime Top Spot Ad Placement and an Imbedded Product Feature (in editorial section) with link to your website or video.
COST: \$2,250. SPECIALS: \$2,500.

EMBEDDED PRODUCT FEATURE

Up to 100 words about your product, with a photo or video and clickable link to your website. Runs in the editorial galley area between two editorial feature pieces in the top third of the display. Perfect for product introductions!

COST: \$1,250. SPECIALS: \$1,400.

TOP SPOT AD

Your message in prime position, the top ad spot in the E-newsletter. Measures 650x100 with link.

COST: \$1,250. SPECIALS: \$1,350.

SPOT AD

Your 320x250 ad with link.

COST: \$1,000. SPECIALS: \$1,100.

ADDITIONAL ADVERTISING OPTION:

DEDICATED CONTENT DRIVEN E-BLASTS

Reach every duck hunter in Delta's electronic database with a dedicated e-mail blast! We'll send out your marketing message to Delta's brand-loyal supporters, making it a great way to sell your products and drive traffic to your brand. Ask a Delta advertising representative for more details.

COST: \$3,000

DIGITAL CONTENT

Delta Waterfowl E-newsletter 2025

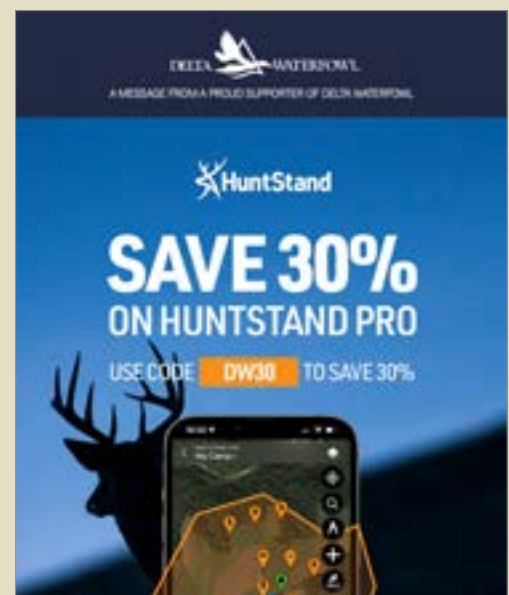
Reach a prime audience of engaged duck and goose hunters through Delta's monthly e-newsletter! Published 12 times a year—including three special editions—Delta's e-news reaches a core waterfowl audience hungry for the latest tips, tactics, products, duck population news, and migration information. The e-newsletter is sent monthly to more than 101,000 duck hunters with an open rate averaging nearly 40% - well above industry standards.

All files provided must be under 5 mb.

2025 E-NEWS SCHEDULE

ISSUE	PUBLISH DATE	MATERIALS DUE
JANUARY	JANUARY 24	JANUARY 15
FEBRUARY	FEBRUARY 21	FEBRUARY 12
MARCH	MARCH 20	MARCH 11
APRIL	APRIL 24	APRIL 15
MAY	MAY 22	MAY 13
JUNE (DUCK DOG)	JUNE 19	JUNE 10
JULY	JULY 24	JULY 15
AUGUST (BPOP)	AUGUST 21	AUGUST 12
SEPTEMBER (PRE-HUNT)	SEPTEMBER 18	SEPTEMBER 9
OCTOBER	OCTOBER 23	OCTOBER 14
NOVEMBER	NOVEMBER 20	NOVEMBER 11
DECEMBER	DECEMBER 18	DECEMBER 9

*EXACT SEND DATES MAY CHANGE DUE TO SCHEDULING DECISIONS



2025 SPONSOR MEDIA PACKAGES

SPONSORSHIP

Includes exhibitor booth space, logo placement on Expo marketing materials, exhibitor passes, daily passes and other custom opportunities.

COST: \$4,500 - \$20,500



SPONSORSHIP OPPORTUNITIES

Be Seen: America's Biggest Waterfowl Expo

Reach thousands of avid waterfowl hunters with a serious interest in your products and services at the 2025 Delta Waterfowl Duck Hunters Expo, July 25, 26, and 27 in Oklahoma City, OK! Taking place in a centralized hub location within easy reach of multiple Mississippi and Central flyway hunting meccas, this is the ideal venue for you to showcase your brand, show your support for duck hunting and conservation, and connect with your target audience.

Build lasting relationships with attendees by investing in their Duck Hunters Expo experience. Promote your brand with our exhibitor spon-

sorship opportunities! While duck hunters value all of Delta's content, innovative new hunting products are considered a must-see by our members and supporters. They seek them out, season after season.

With over 23,000 attendees, the 2024 Expo in Baton Rouge, LA, delivered an exceptional start to the 2024-2025 waterfowl season. Families and people of all ages showed up to talk duck hunting, meet industry pros, and see the latest and greatest gear. Industry feedback was overwhelmingly positive, and we are all anticipating another outstanding Expo in Oklahoma City!

DeltaWaterfowlExpo.com/exhibitors



MIGRATION REPORT/ HABITAT CONDITIONS VIDEOS PRESENTING SPONSOR

Includes logo placement and presenting sponsor recognition at the beginning of each video (Migration videos September through April; Conditions videos February through August), on web page, recognition at the close of each video, press release announcement of presenting sponsorship, and social media promotion.

COST: \$25,500; (MIGRATION \$15,250, CONDITIONS \$10,250)

2025 BREEDING POPULATION & FLIGHT FORECAST SPONSOR

Includes logo placement and recognition in Delta Waterfowl fall magazine story, breeding population news release, two web stories (breeding duck numbers, and flight forecast) and duck numbers video. Your brand will also be recognized as a Delta Waterfowl sponsor in Champions of Delta magazine ad (5 issues), in Delta Waterfowl Annual Report, as a listing and logo on Delta Partner web page, and logo display on sponsor banner at 300-plus Delta events.

COST: \$10,500

DIGITAL ADVERTISING

Digital Spec Sheet

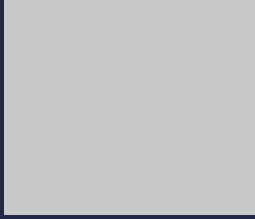
STORY



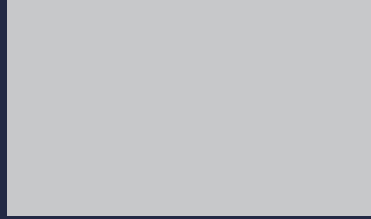
FB | IG
1080 x 1920

POSTS

Submit short paragraph or specific URL of existing post



FB | IG
1080 x 1080



FB | TW
1200 x 630

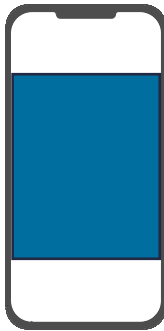
VIDEO



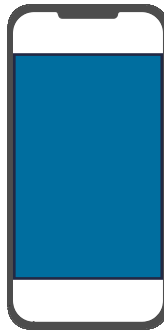
FB | TY | X
16:9



FB | IG
1:1



FB | IG
4:5



FB
2:3



IG
9:16

Preferred size for
Instagram Reels,
Shorts, Stories

E-NEWS

650 x 100



320 x 250



320 x 250

DEDICATED E-BLAST

FILE TYPE: .JPG | .GIF | HTML*

Provide URLs or video links as needed



650 wide (1100 max length)

*Must be under 5MB

TIME + SIZE



512 MB/2:20 or less



128 GB



10 GB



Reel: 4 GB/90 sec. max
Landscape: 4 GB/60 min. max

TIP: Please provide your preferred channel tag/handle(s) and accept Delta's brand partner request. This will allow you to cross promote/push additional advertising.



Voice of the Duck Hunter Podcast

4,700 LISTENERS PER PODCAST

1,300-1,500 DOWNLOADS PER EPISODE

2 PODCASTS PER MONTH

2025 PODCAST SPONSORSHIP

Sponsored month includes title sponsorship, three sponsorship billboards per episode, two 30-second "read live" sponsor commercials per episode, three sponsor social media posts on Delta's channels, and one sponsor representative in a podcast segment.

MONTHLY COST: \$1,700



DELIVERY OF MATERIALS

E-mail to:

kheggenstaller@deltawaterfowl.org

Please name your file with the following naming convention:

(Brand)_(Ad Title)_(MonthYear)

Example:

Company_TakeEm_Jan25