

**2024**  
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	CIRCULATION
DELTA WATERFOWL	59,500
Wildfowl	41,986
American Waterfowler	23,862

### 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

# 2024 SCHEDULE



## 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 designed to celebrate the storied traditions of waterfowl hunting across North America. If it's about duck and goose hunting, we cover it!

Delta is 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!

#### SPRING 2024

**KEY FEATURES:** Plan to Optimize Duck Production, Snow Goose Hunting, Ode to a Mallard Hunter, Underrated Ducks

- **AD CLOSE**
- JANUARY 3
- **MATERIALS**
- JANUARY 17
- **DELIVERED**
- MARCH 9

#### SUMMER 2024

**KEY FEATURES:** Special Duck Dog Issue, Retriever Gear, Off-season Training, Devoted Dogs Photo Essay, Delta Decoy Hunt, Delta-style Conservation

- **AD CLOSE**
- APRIL 3
- **MATERIALS**
- APRIL 17
- **DELIVERED**
- JUNE 1

#### 2024 HUNT ANNUAL

**KEY FEATURES:** Finest New Gear, Ammo Debate: Higher Velocity vs. Heavier Payload, Arkansas Mallards, University Hunting Program, Kayak-hunter Techniques

- **AD CLOSE**
- JUNE 6
- **MATERIALS**
- JUNE 20
- **DELIVERED**
- AUGUST 3

#### FALL 2024

**KEY FEATURES:** The Most Comprehensive Flight Forecast, Duck Hunters Expo Celebration, Biggest Decoy Spread Mistakes, Where to Find Overlooked Mallards

- **AD CLOSE**
- JULY 24
- **MATERIALS**
- AUGUST 7
- **DELIVERED**
- SEPTEMBER 21

#### WINTER 2024

**KEY FEATURES:** Delta's Commitment to Protect Hunting, Southern Prairie Mallards, Why Late Season is the Best Season, Cold Weather Dog Care

- **AD CLOSE**
- SEPTEMBER 12
- **MATERIALS**
- SEPTEMBER 26
- **DELIVERED**
- NOVEMBER 9

### COLUMNS IN EVERY ISSUE



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



**SHOTGUNNING**  
Shotguns, ammo and methods



**STRATEGIES**  
Hunting tips, decoys, calling, setups



**GEAR SPOTLIGHT**  
Hot products for waterfowl hunting



**THE WATERFOWL CHEF**  
New! Cooking ducks, geese



**LAST PASS**  
Celebrating our heritage as we secure the future

## 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 2024 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! 2024 Hunt Annual

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

Loaded with excellent features designed to fire up waterfowlers right before the season, we'll present 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 2024 Hunt Annual is a perfect place for you to reach diehard waterfowl hunters ready to gear up for the coming season!



# 2024 PRESENTER OPPORTUNITIES



## THE WATERFOWL CHEF COLUMN PRESENTER

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

**COST: \$5,000 \*requires an additional 2x full-page advertiser contract**

## GEAR SPOTLIGHT COLUMN PRESENTER

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

**COST: \$5,000**

## STRATEGIES COLUMN PRESENTER

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: \$5,000**

## PRESENTER PACKAGES

# Specialize Your Product Reach

The meat from ducks and geese is often underappreciated because many waterfowl hunters don't understand how to prepare it properly. Delta's “The Waterfowl Chef” column focuses on relatively easy recipes and simple cooking techniques that can help everyone create tasty meals from waterfowl.

Duck and goose hunters depend on

their gear for success. Delta's “Gear Spotlight” highlights the best products for waterfowl hunters — shotguns, ammo, chokes, calls, blinds, decoys, boats, motors, retriever products, hunting accessories and anything else that enhances the experience. Delta Waterfowl members buy and use all of the tools to make their hunts more productive and enjoyable.

## DELTA TESTED

Waterfowl hunters look to Delta Waterfowl for information about products to make their outings more successful, enjoyable, comfortable and memorable. “Delta Tested” is an in-depth review of one product each issue. Delta's editors will use your gear on several hunts and then report the features and benefits from their first-hand experience.

### Package includes:

Full-page review in one issue of Delta Waterfowl magazine, with an additional video review distributed to Delta's following on Facebook, Twitter, Instagram and YouTube.

**COST: \$4,500 \*requires additional 3x full-page advertiser contract.**



**PRINT ADVERTISING**

# Get In The Book



## 2024 RATES

### DISPLAY ADVERTISING RATES

4-COLOR	1X	3X	5X
Full spread	\$7,250	\$6,525	\$6,275
Full page	4,275	3,650	3,400
2/3 page	3,525	2,950	2,825
1/2 page	2,800	2,375	2,250
1/3 page	2,050	1,925	1,825
1/6 page	1,075	1,025	975

COVERS	1X	3X	5X
Cover 2	\$4,875	\$4,225	\$3,925
Cover 3	4,600	4,025	3,725
Cover 4	5,025	4,525	4,300

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

### 2024 PRODUCTION SCHEDULE

ISSUE	SPRING 2024	SUMMER 2024	2024 HUNT ANNUAL	FALL 2024	WINTER 2024
AD CLOSE	JANUARY 3	APRIL 3	JUNE 6	JULY 24	SEPTEMBER 12
MATERIALS DUE	JANUARY 17	APRIL 17	JUNE 20	AUGUST 7	SEPTEMBER 26
DELIVERED	MARCH 9	JUNE 1	AUGUST 3	SEPTEMBER 21	NOVEMBER 9

**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.

### CONTACT

SR. DIRECTOR OF CORPORATE PARTNERSHIPS & ADVERTISING SALES

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

CLASSIFIED AD SALES

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

**PRINT ADVERTISING**

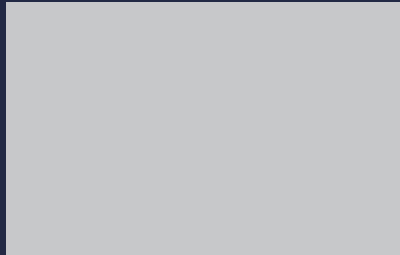
# Just The Right Size

## FULL-PAGE AD SIZES

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

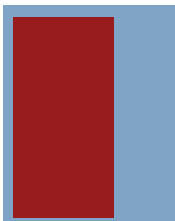


FULL PAGE  
8.25" x 10.5"

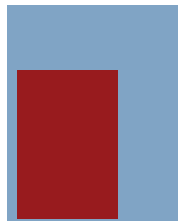


FULL SPREAD  
16.5" x 10.5"

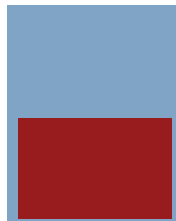
### FRACTIONAL AD SIZES NO BLEED NECESSARY



2/3 PAGE  
4.75" x 9.5"



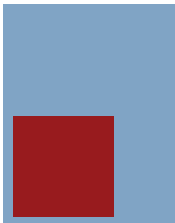
1/2 ISLAND  
4.75" x 7"



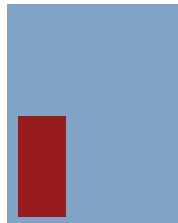
1/2 HORIZONTAL  
7.25" x 4.75"



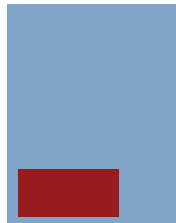
1/3 VERTICAL  
2.25" x 9.5"



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"



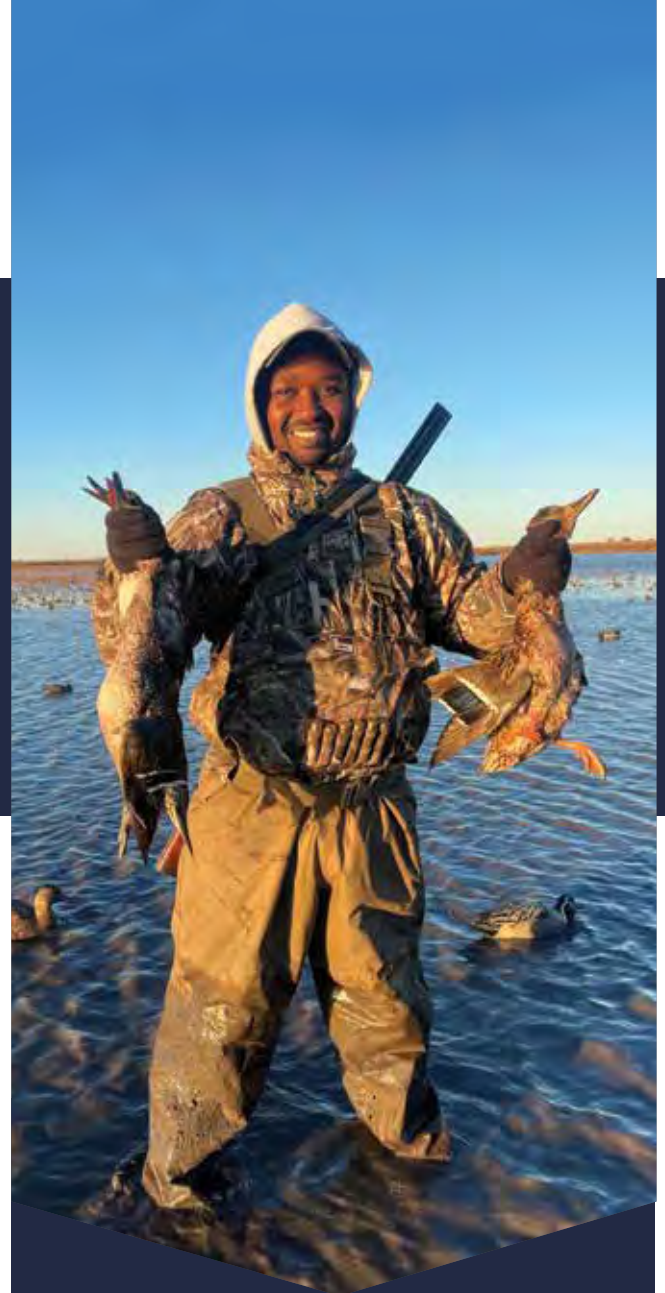
1/6 HORIZONTAL  
4.875" x 2.25"



1/12 HORIZONTAL  
2.25" x 2.25"



1/24 HORIZONTAL  
2.25" x 1"



## DELIVERY OF AD MATERIALS

E-mail to: [bheidel@deltawaterfowl.org](mailto:bheidel@deltawaterfowl.org)

Please name your file with the following naming convention:

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

Example:

DeltaWaterfowl\_TakeEmMoment\_Winter\_2024

**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: \$1,750. SPECIALS \$2,000.**

## 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: \$750. SPECIALS \$900.**

## TOP SPOT AD

Your message in prime position, the top ad spot in the E-newsletter. Measures 650x100 with link.  
**COST: \$750. SPECIALS \$850.**

## SPOT AD

Your 320x250 ad with link.  
**COST: \$500. SPECIALS \$600.**

## 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: \$2,500**

## DIGITAL CONTENT

# Delta Waterfowl E-newsletter 2024

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. All files provided must be under 5 mb.

## 2024 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	SEMPTEMBER 9
OCTOBER	OCTOBER 23	OCTOBER 14
NOVEMBER	NOVEMBER 20	NOVEMBER 11
DECEMBER	DECEMBER 18	DECEMBER 9

\*PUBLISH DATE MAY CHANGE DUE TO SCHEDULING DECISIONS





# 2024 SPONSOR MEDIA PACKAGES



## DELTA WATERFOWL DUCK HUNTERS EXPO SPONSORSHIP

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

**COST: \$4,000 - \$20,000**



## 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 2024 Delta Waterfowl Duck Hunters Expo, July 26, 27 and 28 in Baton Rouge, LA! Taking place in Cajun Country—The Sportsman's Paradise—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 must-see by our members and supporters. They seek them out, season after season.

Last year's Expo was jam-packed with thousands of avid waterfowlers at Little Rock's State House Convention Center, which conveniently offers on-site hotel accommodations, restaurants and parking. Consumer and industry feedback was overwhelmingly positive, so we're anticipating another straight year of sold-out booth space.

[DeltaWaterfowlExpo.com/exhibitors](https://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: \$25,000; (MIGRATION \$15,000, CONDITIONS \$10,000)**

## 2024 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 Delta events.

**COST: \$10,000**

# DIGITAL ADVERTISING

# Digital Spec Sheet

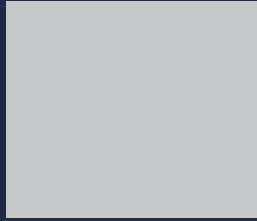
## STORY



FB | IG  
1080 x 1920

## POSTS

Submit short paragraph or specific URL of existing post

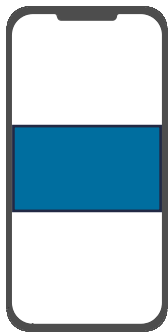


FB | IG  
1080 x 1080



FB | TW  
1200 x 630

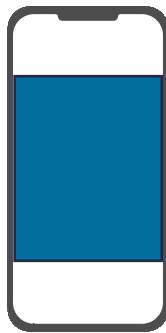
## VIDEO



FB | TY | X  
16:9



FB | IG  
1:1



FB | IG  
4:5



FB  
2:3



IG | REELS  
9:16

Preferred size for Instagram

## ENEWS

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



Feed: 15 MB/60 sec. max

IG: 3.6 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

1,800 LISTENERS PER PODCAST

1,500-2,000 DOWNLOADS PER EPISODE

2 PODCASTS PER MONTH

### 2024 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, one sponsor representative in a podcast segment.

MONTHLY COST: \$1,200



## DELIVERY OF MATERIALS

E-mail to:

bheidel@deltawaterfowl.org and dschiff@deltawaterfowl.org

Please name your file with the following naming convention:

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

Example:

Delta\_TakeEmMoment\_Oct24