HUNTING
Celebrating 130 years in 2017, the Boone and Crockett Club is the oldest hunter-conservationist organization in North America, founded by Theodore Roosevelt in 1887. Nearly everything that has transpired over this time with regard to the conservation and provident management of wildlife and their habitats; the funding for, and the science that has guided these systems of conservation; and the laws, policies, and ethics that govern the sustainable use of wildlife resources, have been influenced by the Club and its members.

READERSHIP
Boone and Crockett Club members represent the most engaged, knowledgeable, and passionate conservation-minded sportsmen in North America. Giving their time, and having the wherewithal to give their money to conservation makes this the most vertical readership in the hunting marketplace.

OUR MISSION
It is the mission of the Boone and Crockett Club to promote the conservation and management of wildlife, especially big game, and its habitat, to preserve and encourage hunting, and to maintain the highest ethical standards of fair chase and sportsmanship in North America.

“There can be no greater issue than that of conservation in the country”

Theodore Roosevelt, Founder - Boone and Crockett Club
December 8, 1887
As a conservation leader, the Boone and Crockett Club has a long standing tradition of publishing the definitive texts on the subject, dating back to the writings and visions of men like Theodore Roosevelt, George Bird Grinnell, Aldo Leopold, Gifford Pinchot, and many others. As the keeper of the records for native North American big game, the Club has, since 1906, also been the publisher of these record books, now released every three years. The Club also publishes titles relative to the historical aspects of hunting in North America, biological features on various species of big game, and historical figures in conservation and hunting.

The electronic extension of Fair Chase magazine, www.Boone-Crockett.org carries the Mission and Visions of the Club in a much more detailed, in depth and online space. Sections include what one would expect from the leading authority on North American Conservation and big game hunting, and inform and inspire over 912,000 visitors per year.

The arena changes daily as issues of importance to conservationist and big game hunters work their way toward solution, and new challenges surface. Club E-newsletters offer the perfect vehicle to stay connected and informed on a monthly basis – learning the issues and celebrating successes. The informed sportsman is conservation’s best ally.

One of the Boone and Crockett Club’s founding fathers, George Bird Grinnell first coined the term “conservation” and defined it as wise use without waste. As the first organization to address the critical need for natural resource conservation on a national scale, the Club, consisting of only a small group of members accomplished big things by engaging the strengths of others to accomplish its Mission. As a result of this “Cooperative Conservation” there is little than has taken place in the last century that has not been guided or affected by the Club and its Partners.

The Boone and Crockett Club maintains close partnerships with other conservation organizations, official scoring system partners, records keeping organizations, and state and provincial wildlife agencies. Through your patronage of these Boone and Crockett partners you will not only be supporting those who believe in the Club’s Mission, but will be making your voice heard along side others who believe that there is no greater issue than that of conservation carried forward by the fair chase sportsmen.
COVER TO COVER READING

*Fair Chase* is the one source for communicating with Club members. As such, editorial content focuses on issues of importance to the Mission and Visions of the Club. *Fair Chase* contain Club news and activities in the areas of conservation, education, hunting advocacy, conservation policy, and wildlife sciences efforts, as well as insights from experts outside of the Club. Features focus on a wide range of topics, including issues that affect hunting and big game species, articles that offer an historical perspective, and those that address future hunting and wildlife concerns.

Conservation and biological features cover areas of concern to game managers and hunters, as well as success stories from across North America. Each issue also contains stories from the field, as well as listings and photos of recently accepted Boone and Crockett trophies.

CONTRIBUTORS

Editorial features and columns are authored by some of the brightest minds, most knowledgeable and influential conservationists, scientists, biologists, game managers, policy makers, and big game hunters from across North America, and around the world.

RECORDS

The Boone and Crockett Club is a hunter-conservationist organization unique in that it also maintains the record books for native North American big game trophies. For over 80 years, such data has been used to track the recovery of decimated big game populations; gauge successful and unsuccessful management programs and policies; and recognize those fair chase sportsmen and women who have contributed to recovery and future management of big game by hunting selectively for mature male specimens.

FAIR CHASE EDITORIAL DATES

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<th>ISSUE</th>
<th>CLOSING</th>
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<td>December 23</td>
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<td>WINTER 17</td>
<td>September 27</td>
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“I pass all of my issues of *Fair Chase* on to my friends and family after I am through reading them. They are read by two or three others after I’m done. Your magazine is a great read and I’m proud to be a part of your followers.”

- Readers Survey 2014
AD MATERIAL REQUIREMENTS
*Fair Chase* is a 4-color glossy publication that accepts composite PDF files only. Please send via email, CD, or dropbox. Please email digital files to Tom Perrier at TPerrier@boone-crockett.org. For Dropbox access please contact Karlie Slayer at karlie@boone-crockett.org.

All ads must be send in high resolution, process color pdf format at actual size the ad will run. We reserve the right to resize or refuse any ads submitted incorrectly.

PAYMENT TERMS
Established accounts will receive Net 30 days from release date. New accounts must pay in advance of publishing. We reserve the right to put a hold on future ads if account balance is not current.

DISPLAY RATES are commissionable to recognized advertising agencies at 15% when final ad is furnished via e-mail, FTP or disk and invoice is paid within 30 days. Cancellations will not be accepted unless confirmed in writing 60-days prior to printing.
### Website Ad Sizes:

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<th>Section</th>
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<tr>
<td><strong>Half Banner on Leaderboard</strong></td>
<td>330 x 50</td>
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<td><strong>Skyscraper</strong></td>
<td>160 x 480</td>
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<tr>
<td><strong>Vertical Rectangle</strong></td>
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### Ad Placement & Rates:

**Big Game Records:** 141,000 average monthly pageviews
- Half Banner on Leaderboard: $950
- Skyscraper: $850
- Vertical Rectangle: $550

**Home Page:** 12,500 average monthly pageviews
- Half Banner on Leaderboard: $900
- Skyscraper: $750
- Vertical Rectangle: $450

**Web Store:** 19,000 average monthly pageviews
- Half Banner on Leaderboard: $500
- Skyscraper: $500
- Vertical Rectangle: $350

**Trophy Search:** 1,700 average monthly pageviews
- Half Banner on Leaderboard: $500
- Skyscraper: $500
- Vertical Rectangle: $350

*This is a member only section. Cost is $50/year to access Trophy Search*

**News:** 4,300 monthly pageviews
- Half Banner on Leaderboard: $400
- Skyscraper: $400
- Vertical Rectangle: $300

**Hunting Ethics:** 1,375 monthly pageviews
- Half Banner on Leaderboard: $400
- Skyscraper: $400
- Vertical Rectangle: $300

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**3 Month Minimum Commitment for All Banners**
TOTAL DISTRIBUTION: 32,400
DISTRIBUTED: MONTHLY

PRESENTING SPONSOR:
$1,750 PER NEWSLETTER
• This includes the 'Presented by horizontal banner ad'
• Also includes either a right column banner ad or a horizontal ad that will run in between feature stories.
• Size: 565x70 px.

SUPPORTING SPONSOR:
$500 PER NEWSLETTER
• Includes a right column banner ad or horizontal banner ad which will run in-between the features.
• Size: 160x280 px.
• Size: 360x90 px.

"B&C is the epicenter of conservation, ethics, fair chase and science based sustainable management and use of fish & wildlife resources. This foundation is the cornerstone of B&C and why the club exists. There are no trophies, no economically viable outdoor industry or products, no trip destinations and no future for hunting or fishing without these components. Our community has done a poor job of communicating the 'Gospel of Conservation' at the general public and political level, to the detriment of our outdoor heritage. B&C media / Fair Chase are the only forums I have seen present day that retain any component of these important lessons, for B&C members and hopefully for helping to initiate and sustain advocates and ambassadors to help start spreading the word far and wide. In my view, this is the most important function of the publication." - Readers Survey 2014
Throughout its 130-year history, much of what the Boone and Crockett Club has been able to accomplish has been the result of strategic partnerships. These partnerships have spanned across state and federal wildlife and land agencies, legislators and policy makers, other non-governmental hunter-conservationist organizations, universities, and business and industry. Trailblazers in Conservation represents a level of commitment from industry partners and others that supports the mutual interests of science-supported wildlife management and conservation, and hunter ethics and advocacy.

**OUR PROMISE AND OUR GOALS:**
- The Club has always chosen to focus on those areas of greatest need and where others are either not focus or unable to focus.
- Motivate personal responsibility for wildlife and wild places
- Exhibit and promote land stewardship with conservation programs and policies
- Encourage ethical behavior in the field, show respect for the Land Ethic and our hunting heritage
- Lead with education and the use of sound science
- Maintain big game records for scientific purposes

**ACHIEVING OUR GOALS:**
- Identify and influence the conservation advocates of the future
- Proposing beneficial, federal conservation policy and blocking harmful policy
- Exalting the virtues of ethical, fair chase hunting to maintain the public acceptance of recreational hunting
- Funding the education and science of wildlife management
- Maintaining a repository of big game records as proof of successful conservation

**WHY BECOME A TRAILBLAZER IN CONSERVATION?**
This is an exclusive opportunity for leaders of industry to meaningfully give back, and contribute to the direction the hunting community has agreed we’ve needed for a long time.

This is in a very real sense assembling the first trade organization for conservation – one that looks for what’s over the next horizon and steps in where others can’t or won’t.

Status quo will not overcome the challenges hunting, our wildlife, and the habitats that support them have today, and will have tomorrow.
THE BOONE AND CROCKETT ADVANTAGE

CIRCULATION
Total Printed ...................................... 7,500
Paid Subscriptions .............................. 4,777
Percentage Paid ................................. 68.48%
Base Subscription Price ....................... $35
Single Issue Price ............................... $9.95

WHO ARE OUR READERS (NUMBERS AS OF JUNE 2015)

- MEMBERS TOTAL ..................................... 284 ........................................ 4%
- OFFICIAL MEASURER TOTAL .................. 1,453 ............................................. 22%
- LIFETIME ASSOCIATES TOTAL ............... 794 .............................................. 12%
- ASSOCIATES TOTAL .............................. 3,891 ............................................ 58%
- COMP ASSOCIATES TOTAL ..................... 288 .............................................. 4%

“I recommend highly to every person I meet who is associated with outdoor activities.”

“Love the quality of the printing also! Too many magazines have good photos printed on cheap paper and that just doesn’t look as good.”

- Readers Survey 2014

HUNTING PROFILE
NUMBER OF YEARS HUNTING
Less than 10 years ............................... 0.75%
11 - 15 years ....................................... 0.75%
16 - 20 years ...................................... 2.74%
21 - 25 years ...................................... 5.99%
More than 25 years ......................... 89.78%

DAYS HUNTING PER YEAR
Less than 5 days ............................... 2.00%
5-15 days ....................................... 19.70%
16-30 days ...................................... 30.42%
More than 31 days ....................... 47.88%

DO OTHER MEMBERS OF YOUR HOUSEHOLD HUNT?
Male Hunter .................................. 17.57%
Female Hunter ................................. 27.11%
Youth Hunter .................................. 19.96%
None .......................................... 35.36%

PERSONAL PROFILE
Male ................................................. 97.57%
Female .......................................... 2.43%

AGE
21-35 ............................................. 3.41%
36-50 ............................................ 23.84%
51-65 ............................................ 52.80%
66+ ............................................... 9.95%

HOUSEHOLD INCOME
Less than $40,000 .............................. 3.02%
$40,001 - $60,000 ............................... 17.59%
$60,001 - $100,000 ......................... 29.40%
$100,001 - $150,000 .................... 23.12%
More than $150,000 .................... 26.88%

OWN HOME .................................... 94.89%

OWN RECREATIONAL PROPERTY ..... 37.71%