A detailed still life photograph of hunting and fishing equipment. In the upper left, a portion of a rifle with a silver receiver and a wooden stock is visible. Below it, a fishing net with a metal mesh and a wooden handle is partially shown. In the lower right, a dark pipe with a wooden stem and a dark cap lies on a textured, light-colored hat. Three dark, round objects, possibly pipe caps or buttons, are scattered on the hat. The background is a dark, textured surface, possibly a rug or carpet. The entire scene is framed by a thin yellow border with small square corner markers.

*The Heritage, The Romance, The Art of Hunting & Fishing*

# SPORTING CLASSICS

ADVERTISING REFERENCE GUIDE

2018



*Only One Great Magazine  
Captures the Valuable  
Time & Attention of  
Affluent Sportsmen.*

*Get Noticed!*

**5 Great Ways To Extend Your Advertising Reach:**

**1 ADVERTISE**  
in the Magazine

Advertise in America's finest hunting and fishing magazine!



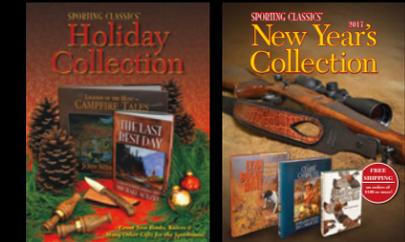
**2 ADVERTISE**  
Showcases & Guides

Bring maximum exposure to the products and services you offer!



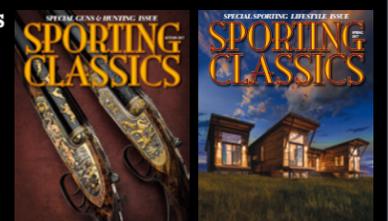
**3 ADVERTISE**  
Seasonal Catalogs  
Print & Digital

A wonderful advertising opportunity offered 5 times per year!



**4 ADVERTISE**  
Special Issues

Our special issues focus exclusively on the sporting life, guns and hunting!



**5 ADVERTISE**  
Online/Websites  
SC Daily & SC Adventures

Quickly connect with millions of "on-the-go" sportsmen from around the world!

[SEE PAGE 16]



**6 ADVERTISE**  
All of the Above

**Take the next step. Diversify your mix.** A marketing campaign is most effective when print advertising is integrated and complemented by other forms of media.

**We can help extend your reach.** Contact us at (800) 849-1004 or visit our website:

[www.sportingclassics.com/advertise](http://www.sportingclassics.com/advertise)

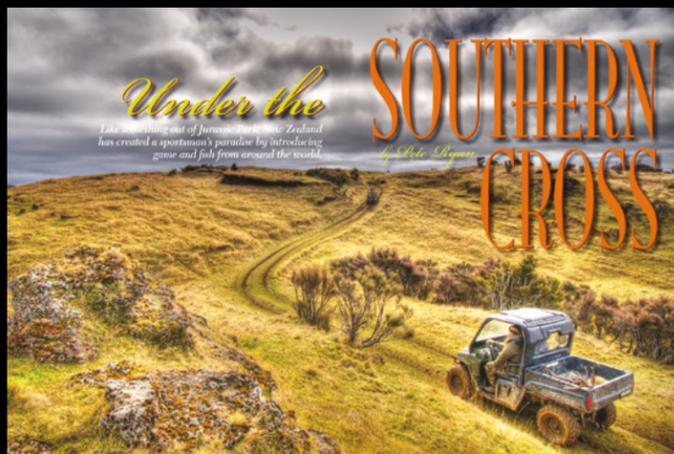


**FACTS & FIGURES**

More than 60,000 affluent sportsmen read each issue of *Sporting Classics*.

*The Heritage, The Romance, The Art of Hunting & Fishing*

# What Sets Us Apart?



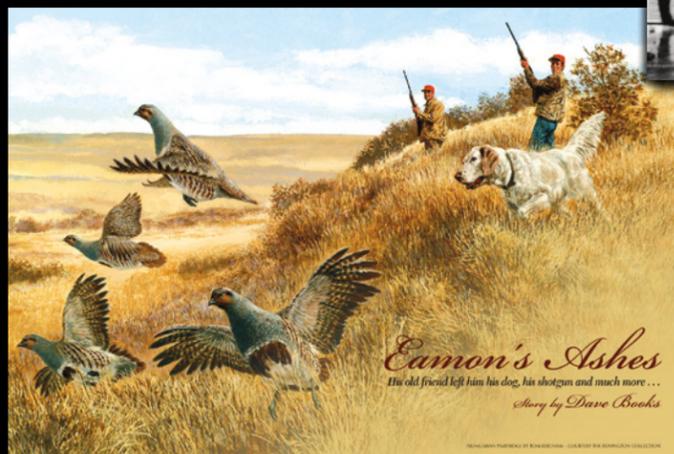
**Our subscribers have a zest for the great outdoors and the income to experience it.**

They enjoy an abundance of beautiful photos, well-written columns, and reviews on great places to hunt and fish. If your target market is aimed at well-to-do outdoorsmen, why not choose the magazine in which your products and services will be seen by the most likely buyers?



**Have gun, will travel...**

Not only do 75 percent of our readers travel out-of-state to hunt/fish, 50 percent of them travel out of the country. Of course, we'd like to boast that we've helped to build consumer interest through our interesting features and columns from around the world.



**Hunting and fishing is just the beginning. Our subscribers take aim at high-caliber resources.**

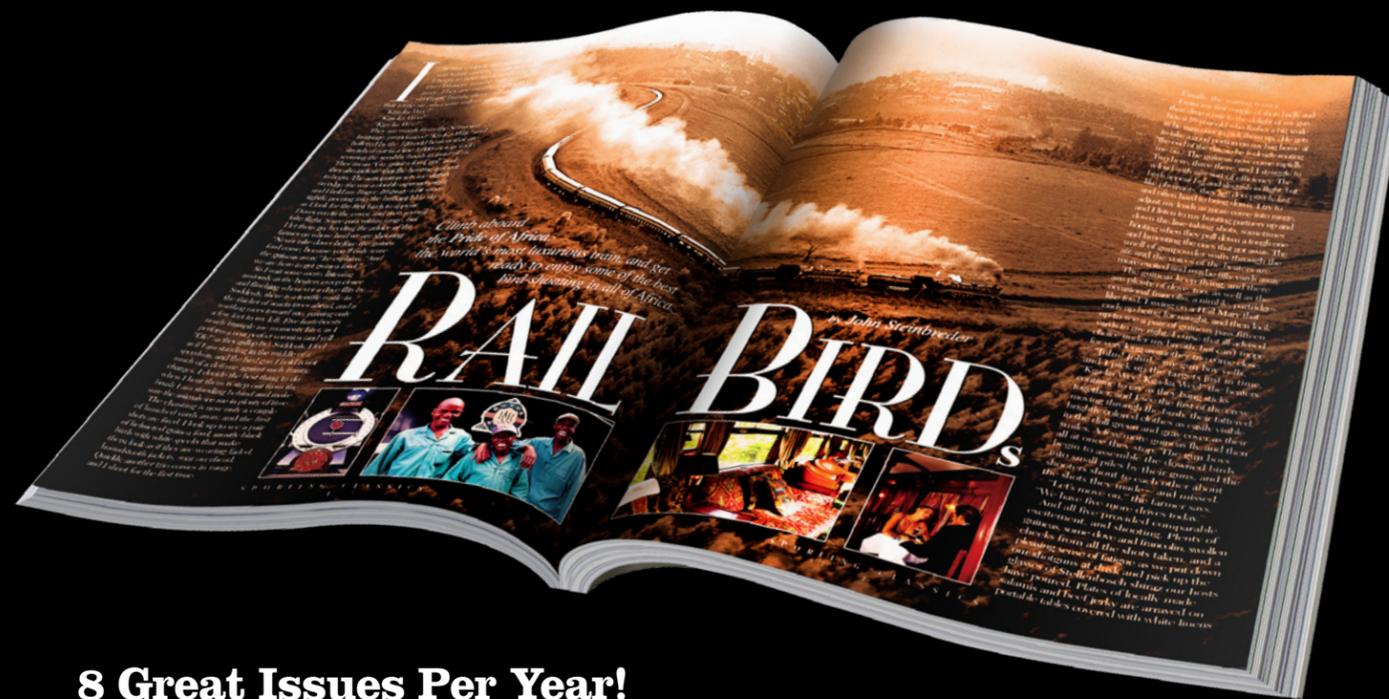
While *Sporting Classics* subscribers love hunting and fishing, it certainly is not all they love to spend money on. They buy home furnishings, wildlife and sporting art, jewelry, clothing – all things that satisfy energetic and affluent appetites.

# The 'Classic' Story

## Celebrating 37 Years

Established in 1981, *Sporting Classics* is dedicated to bringing the best of the outdoors to our well-educated, affluent readers. Widely recognized as America's premier hunting and fishing publication, our magazine presents the country's top writers, photographers, and wildlife artists in each and every issue.

Our subscribers have a passion for life – they love art, literature, and travel. They are successful, adventuresome, well-educated, and in the case of many, very wealthy. They are interested in fine firearms, books, and apparel. And they pursue hunting and fishing like they are addicted to it. This may be true, but we suspect they play hard knowing they work hard. In our sporting travels, we get to meet many of our subscribers and, more often than not, it's like visiting old friends we seldom get to see.



## 8 Great Issues Per Year!



In-depth articles cover every aspect of the sporting world: the top hunting and fishing destinations, great guns and fishing gear, the hottest new outdoor products and tales of adventure, to name a few. Whether it's an outstanding lodge, a valuable painting, a rare double gun, a custom fly rod, or simply a few hours of enjoyable reading, our readers know they'll find it in *Sporting Classics*.

**SPORTING CLASSICS**

ADVERTISING REFERENCE GUIDE

## FACTS & FIGURES

**More than 40%** of our readers are millionaires with an average age of 53.

*The Heritage, The Romance, The Art of Hunting & Fishing*

# Testimonials from Advertisers

## Get results when you advertise in America's finest hunting and fishing magazine!

We encourage you to advertise simply because we feel your product has the kind of quality our subscribers demand. In the last two years the magazine has seen advertising placement increase by more than 54 percent. Not many publications can say that. We attribute this increase directly to our advertisers' great results.

"*Sporting Classics* provides the perfect venue to reach the very demographics our product was designed for."

**Dieter Krieghoff, President/CEO**  
President/CEO, Krieghoff International



"*Sporting Classics* captures the passionate heart of a true sportsman. Its well-written articles transport the armchair reader to exotic places in pursuit of game. I particularly like the quality of the publication as it blends great photos with nostalgic sporting art. The product highlight section is especially interesting to me as I can get a brief update on the latest designs and technology."

**Al Kondak**  
Managing Director, Perazzi USA

"As a subscriber of *Sporting Classics*, the striking covers draw me in and then I'm engaged in the pursuit of exotic wild game and fish, courtesy of the finely-crafted articles and stunning photography. As an advertiser, I know that *Sporting Classics* is targeting customers that have a passion for hunting and the outdoors. Their audience lives the sporting life and values our products.

**Linda Powell**  
Director, Mossberg Media Relations



"We love the classy look and feel of the magazine as well as the quality content of editorial. Plus, the people are great to work with!"

**Keeton Eoff**  
Strategic Development, Hobie Cat Company

"As a smaller company within the outdoor industry, we have a limited advertising budget... our target consumers span the entire range of age and economic standing. In trying to reach as many of these consumers as possible, we need to be selective in the publications we partner and advertise with. *Sporting Classics* is perfect for Umpqua with their audience, distribution and value."

**Luke Wennik**  
Creative Marketing Manager, Umpqua Feather Merchants



**SPORTING CLASSICS**

ADVERTISING REFERENCE GUIDE

# Our Readership

## Our readers spend nearly \$50 million per year on outdoor-related products!

- **60,000 readers** who are affluent sportsmen
- **\$223,500 average annual income** of readers
- **More than 40%** of readers are millionaires with average age of 53
- **\$3,000** – average spent by reader per year on hunting/fishing equipment
- **90% of readers** buy knives, collectibles, or sporting art every year
- **65% of readers** will purchase a firearm this year
- **Almost 100%** own firearms
- **75% of readers** travel out-of-state or abroad each year; 61% hold a passport
- **75% of readers** are college or post-college graduates
- **64% of readers** keep the magazine indefinitely
- **50% of readers** collect wildlife art
- **47% of readers** own at least one sporting property
- **350+ "Super Buyers"** in outdoor industry receive each issue

## Hunting\*

- 93% of our readers hunt
- 65% will purchase a firearm this year
- More than 35% buy archery equipment
- 65% own a recreational vehicle
- 47% own at least one sporting property
- Our average reader's family has two dogs



## Fishing\*

- 89% of our readers fish
- 31% will buy angling equipment this year
- 48% own fishing boats
- 65% own a recreational vehicle
- 47% own at least one sporting property



## FACTS & FIGURES

**\$223,500 per year** is the average annual income of our readers.

*The Heritage, The Romance, The Art of Hunting & Fishing*



# Magazine Advertising Rates

## Premium Display\*

4-Color Sizes*		1x	4x	8x
Full Page		\$4,090	\$3,775	\$3,590
2/3 Page		\$3,155	\$2,870	\$2,750
1/2 Page		\$2,595	\$2,375	\$2,285
1/3 Page		\$2,115	\$1,905	\$1,810
Covers	C - 4	\$5,395	\$5,100	\$4,800
	C - 2	\$4,735	\$4,475	\$4,210
	C - 3	\$4,680	\$4,420	\$4,160

\* Commissionable

## Regular Display\*

4-Color Sizes*		1x	4x	8x
Full Page		\$3,720	\$3,430	\$3,260
2/3 Page		\$2,865	\$2,615	\$2,500
1/2 Page		\$2,355	\$2,160	\$2,075
1/3 Page		\$1,925	\$1,730	\$1,645
1/6 Page		\$1,245	\$1,085	\$870

\* Commissionable

## Special Sections

Sporting Life, Auctions & Exhibitions, (Classified Section Rates located in magazine)

4-Color Sizes	1x	4x	8x
Full Page	\$2,275	\$2,215	\$2,160
2/3 Page	\$1,560	\$1,510	\$1,450
1/2 Page	\$1,165	\$1,135	\$1,080
1/3 Page	\$825	\$800	\$740
1/6 Page	\$455	\$405	\$365
1/12 Page	\$265	\$250	\$240

## Showcases & Gift Guides

Knifemaker's Showcase, Sporting Home Decor Showcase, Artist's Registry, Father's/Mother's Day Gift Guide, Holiday Gift Guide

4-Color Sizes*	1x
Full Page	\$1,960
2/3 Page	\$1,445
1/2 Page	\$1,025
1/3 Page	\$820
1/4 Page*	\$615
1/6 Page	\$410

\* Size offered in gift guides and shopping guides only

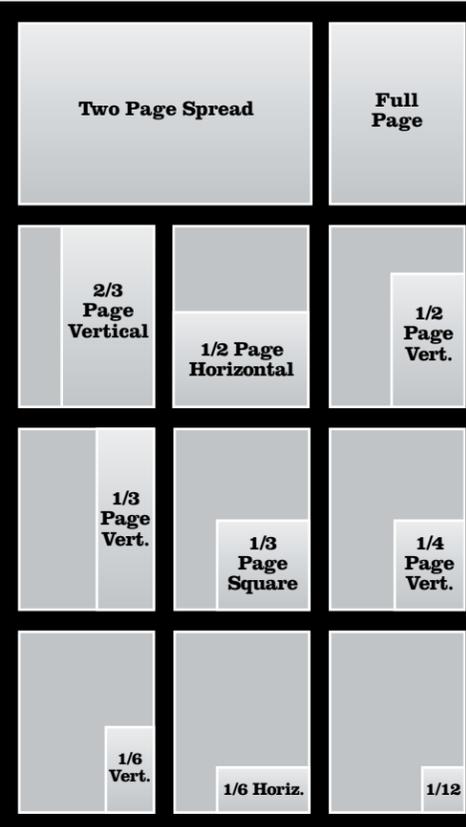
**SPORTING CLASSICS**

ADVERTISING REFERENCE GUIDE

# Ad Specifications

## Ad Sizes

Ad Size	Width x Height	Bleed Area
Two Page Spread	18" x 11"	18.25" x 11.25"
Full Page	9" x 11"	9.25" x 11.25"
2/3 Page Vertical	5" x 10.4"	N/A
1/2 Page Horizontal	7.7" x 5"	N/A
1/2 Page Vertical	5" x 7.5"	N/A
1/3 Page Vertical	2.4" x 10.25"	N/A
1/3 Page Square	5" x 5"	N/A
1/4 Page Vertical	3.7" x 5"	N/A
1/6 Page Vertical	2.4" x 5"	N/A
1/6 Page Horizontal	5" x 2.5"	N/A
1/12 Page Marketplace	2.4" x 2.4"	N/A



**MAGAZINE DETAILS**

- Sporting Classics is printed web offset with perfect bind.
- Trim Size: 9" x 11"; Bleed size: 9.25" x 11.25"
- Allow .125" of bleed on each side of a 2-page spread or full-page ad.
- Final positioning of all ads is left to publisher's discretion.

## Mechanical Requirements

- All files must be submitted as high resolution (300 dpi). PDF file or TIFF format preferred. Process color CMYK format required.
- Advertisers must provide a full-color matchprint proof, or magazine will not be responsible for the ad's reproduction.
- Insert cards and bind-in prices and specifications available on request.
- Forwarding ads to another publication must be paid by the advertiser.

### FTP AD DELIVERY

Server: [sportingclassicsmagazine.com](http://sportingclassicsmagazine.com)  
 Host Name: [advertising@sportingclassicsmagazine.com](mailto:advertising@sportingclassicsmagazine.com)  
 Password: Ad1Art1\$

## Ad Deadlines\*

ISSUE	Space Reservation	Materials Due	Available on Newsstand
January/February	Nov. 10	Nov. 24	Dec. 28
March/April (Int'l Fishing Section)	Jan. 12	Jan. 23	Feb. 27
The Sporting Life (Special Edition)	Feb. 9	Feb. 22	Mar. 28
May/June (Sporting Dog Issue)	Mar. 9	Mar. 23	Apr. 27
July/August	May 11	May 23	June 29
September/October	July 11	July 23	Aug. 28
Guns & Hunting (Special Edition)	Aug. 10	Aug. 23	Sept. 29
November/December	Sept. 10	Sept. 24	Oct. 27

\* Deadlines subject to change

## FACTS & FIGURES

55% sell-through at Barnes & Noble, #2 nationwide in outdoor/sporting category.

The Heritage, The Romance, The Art of Hunting & Fishing

# Advertise Online

## Reach More Affluent Readers via *Sporting Classics Daily*

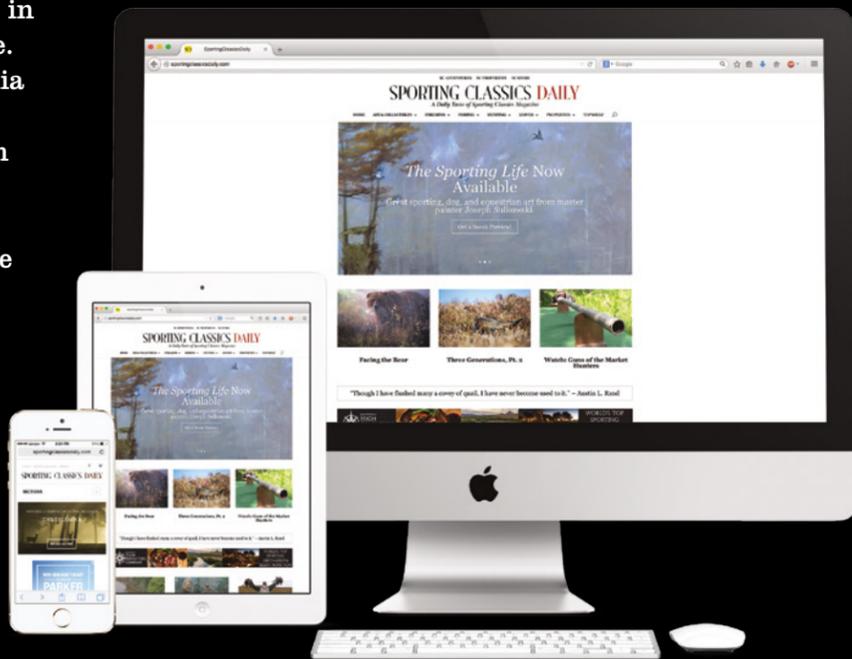
*Sporting Classics Daily* ([sportingclassicsdaily.com](http://sportingclassicsdaily.com)) is the online companion of *Sporting Classics* magazine. Together with its accompanying e-newsletter, the *Daily* brings its own original content and stories from the magazine to digital readers each weekday. Whether through text, audio/video, or simply a hyperlink to a requested website, the *Daily* is designed to actively send customers to its advertisers—all with detailed analytics to prove the results.

Like the print magazine, the *Daily* is created with the affluent hunter and angler in mind. Its readers enjoy content they won't find anywhere else on the Internet: the perfect blend of both new and classic stories, the latest and greatest in short films, and much, much more. Because of that high-caliber editorial, you'll be advertising to a segment of the outdoor industry that can't be reached via standard methods.

The *Daily* has grown in leaps and bounds since its creation in 2012. After enjoying a 42-plus percent growth rate for the last two years, the site has grown to some 60,000 subscribers and is read by more than 593,000 affluent sportsmen each year. Of those, 59.4 percent are first-time readers, meaning you'll reach an ever-growing audience no matter how you choose to advertise.

And the options are myriad: use a standard block or banner ad, sponsor unique content, showcase a special video—the sky's the limit. If you so choose, rather than “run of the site,” you can advertise in only those sections that apply to your products or services—i.e., just “Firearms,” “Art,” “Fishing,” etc. Best of all, you'll find advertising anywhere in the *Daily* surprisingly affordable. We also offer e-blasts, social media tie-ins, and more to ensure our advertisers receive the maximum bang for their buck.

Call 1-800-849-1004 for the name of your advertising representative. Together, you can discuss all the different ways *Sporting Classics* can help you digitally advertise to the fullest!



**SPORTING  
CLASSICS**

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# Social Media Presence

## Follow *Sporting Classics* From Around the World

We already know folks love *Sporting Classics*. After all, we've been bringing readers the very best of the outdoors for more than 35 years...

And when something is this good, it's only natural to want more!

*Sporting Classics'* Facebook and Twitter pages are yet another vehicle to bring the best of hunting, fishing and sporting art to more folks in more places. True to the quality and creed of the magazine, we publish and share only the finest content. From premier sporting destinations and the hottest outdoor products to tales of adventure and breaking industry news, our social media presence is sure to entice and engage. We also run exclusive contests and promotions.

With over a billion users worldwide on Facebook and almost 600 million Twitter users, the importance of social media and the communication it provides has never been more vital. Contact your representative today to discover ways we can bring your brand added exposure through our social media channels.

Travel to the best hunting and fishing destinations. Relive the finest outdoor stories from yesteryear. Discover classic firearms and fishing tackle by the most renowned craftsmen. Gain valuable knowledge from columns written by top experts in their fields – gundogs, shotguns, books, fly fishing, rifles, sporting art... and much, much more.



Like us on  
**Facebook**



[facebook.com/sportingclassics](https://facebook.com/sportingclassics)

Follow us on  
**Instagram**



[@sportingclassicsmag](https://twitter.com/sportingclassic)  
[twitter.com/sportingclassic](https://twitter.com/sportingclassic)

Find us on  
**YouTube**



[youtube.com/sportingclassics](https://youtube.com/sportingclassics)

## FACTS & FIGURES

75% of our readers travel out-of-state or abroad each year; 61% hold a passport.

*The Heritage, The Romance, The Art of Hunting & Fishing*

# Sporting Classics Adventures

## Sporting Classics Adventures Go where the next sporting adventure is just a click away.

Our online directory of lodges, guides and outfitters is designed for sportsmen to find great places to hunt and fish. Site visitors can simply select the region where they would like to travel and/or the species they wish to pursue. An exclusive built-in database provides them with lodges, guides and outfitters that best fit their criteria – to reveal detailed writeups, photos, videos and contact information. For more info, visit our website:

[www.SportingClassicsAdventures.com](http://www.SportingClassicsAdventures.com)



**SPORTING  
CLASSICS**  
*Adventures*

## Create your **FREE** listing today!

Connect with affluent sportsmen looking for a hunting/fishing destination.

FREE Listing	Basic Listing	Silver Listing	Gold Listing
\$0	\$15/mo.	\$30/mo.	\$50/mo.
Company title and basic contact information in search results	Company title and basic contact information in search results	Company title and basic contact information in search results	Company title and basic contact information in search results
Direct email contact form			
Photo and short company description in search results	Photo and short company description in search results	Photo and short company description in search results	Photo and short company description in search results
Featured listing on interactive homepage map			
Individual listing w/ full company description, photo gallery and interactive tabs w/ additional information	Individual listing w/ full company description, photo gallery and interactive tabs w/ additional information	Individual listing w/ full company description, photo gallery and interactive tabs w/ additional information	Individual listing w/ full company description, photo gallery and interactive tabs w/ additional information
Full interactive photo gallery			
Free subscription to Sporting Classics Magazine (U.S. only)	Free subscription to Sporting Classics Magazine (U.S. only)	Free subscription to Sporting Classics Magazine	Free subscription to Sporting Classics Magazine
Optional tabs for species and pricing information			
Optional tabs for lodging, amenities and activities			
Advanced tab for posting embedded videos			
Advanced tab containing exact map location	Advanced tab containing Google Maps location	Advanced tab containing Google Maps location	Advanced tab containing exact map location

To advertise, please contact Stan Morgan at (800) 849-1004 or email [stan@sportingclassics.com](mailto:stan@sportingclassics.com).

# Contact Us

## Advertising

**Brian Raley** – Associate Publisher / Advertising  
117 Alpine Circle, Suite 500 • Columbia, SC 29223  
Toll Free (800) 849-1004 Direct (800) 849-1004  
Office (803) 736-2424 Cell (803) 669-6333  
Email [brian@sportingclassics.com](mailto:brian@sportingclassics.com)

## National Brand Advertising

All Hunting & Shooting, Misc. Manufacturers & Artists  
**BERNARD & ASSOCIATES**  
Contact: Jeff Thruston  
767 Mill Street • Reno, NV 89502  
Office (775) 323-6828 Fax (775) 323-8114  
Email [jeff@bernardandassociates.com](mailto:jeff@bernardandassociates.com)

Boats / Motors / Fishing Equipment Manufacturers  
**ALTIZER COMMUNICATIONS**  
Contact: Jane Altizer  
106 Sycamore Drive • Watauga, TN 37694  
Office (423) 543-7881  
Email [jane@altizercommunications.com](mailto:jane@altizercommunications.com)

## Main Office

**Brian Raley**  
Associate Publisher / Advertising  
Toll Free (800) 849-1004 Direct (803) 744-9021  
Office (803) 736-2424 Cell (803) 669-6333  
Email [brian@sportingclassics.com](mailto:brian@sportingclassics.com)

**Debbie S. Moak**  
Advertising Coordinator  
Office (803) 744-9016  
Email [debbie@sportingclassics.com](mailto:debbie@sportingclassics.com)

**SPORTING  
CLASSICS**

A D V E R T I S I N G R E F E R E N C E G U I D E



117 Alpine Circle • Suite 500  
Columbia, SC 29223  
(800) 849-1004 | (803) 736-2424  
[www.SportingClassics.com](http://www.SportingClassics.com)