

HUNTING LIFE



Eva Shockey talks Family, Hunting, Food and more



Alex Harvey: Living the Hunting Life



MEDIA KIT

EST.
2006

ABOUT THE FOUNDER



My passion for hunting began at the age of five hunting mule deer in the high desert of the Eastern Sierra Mountains alongside my father. It's still one of my favorite places. Over the next 30 years, I was able to chase ducks, dove, mule deer, whitetail, elk and antelope on trips with my father from California to Virginia, Wyoming, Montana and Idaho.

In 2003, I began writing and blogging about the outdoors in the pages of our outfitter website. I shared tips, tricks and gear advice for prospective elk, bear and deer hunters coming to Idaho and Montana. In 2006, after the passing of my father, I sold my portion of the outfitting business and bought HuntingLife.com the next day in an effort to continue my passion for writing, storytelling and the outdoors. HuntingLife.com was really built to be a tribute to my father, who spent his life hunting, shooting and working for the USFS.

Hunting Life a conduit to share the message of the North American Conservation Model and help hunters from all walks of life get the knowledge they need to experience the outdoors. A lot has changed over the last 17 years, but in a lot of ways things have stayed the same: produce great content that educates and informs your readers and be authentic to your audience. - **Kevin Paulson**

MEDIA STATISTICS



300K+

SOCIAL
MEDIA FOLLOWERS

35K

MONTHLY
UNIQUE VISITORS

39K+

EMAIL
SUBSCRIBERS

15K

ARTICLES
POSTED LIVE

SPONSORSHIP OPPORTUNITIES

HuntingLife.com Banner Ads

300 By 600 Banner Ad (Three Month Minimum).....	\$750.00
300 By 250 Banner Ad (Three Month Minimum).....	\$500.00
728 by 90 Leaderboard Banner Ad (Three Month Minimum)	\$1,000.00

Dedicated Email Blast 39K+

Individual Email Blast(11% Open Rate)(24 available per year).....	\$1,000.00
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Hunting Life Magazine 1-2 Issues

Inside Front Cover 2 Page Spread.....	\$2,250.00
Back Final Cover 1 Page Spread.....	\$1,650.00
Individual 1 Page Ad.....	\$1,350.00
Individual 2 Page Spread.....	\$1,850.00

Hunting Life Magazine 3-4 Issues

Inside Front Cover 2 Page Spread.....	\$2,050.00
Back Final Cover 1 Page Spread.....	\$1,450.00
Individual 1 Page Ad.....	\$1,150.00
Individual 2 Page Spread.....	\$1,650.00

Hunting Life Magazine

ABOUT HUNTING LIFE MAGAZINE

Hunting Life is published quarterly, with content and imagery featuring various topics in the hunting, shooting, fishing and outdoor industry. Conservation, Interviews, stories, gear reviews and much more are detailed in our publication.

In 2023, the Professional Outdoor Media Association awarded Hunting Life Magazine two Pinnacle Awards for remarkable achievement in traditional outdoor sports-focused communications.

TERMS

Hunting Life reserves the right to refuse material not consistent with the organization's standards. Cancellations cannot be accepted after closing date.

DESIGN SERVICES

Design services are available upon request. Rates will be determined by Hunting Life by amount of time and materials required.

ELECTRONIC FILES

High-resolution CMYK PDF files are accepted. All image and fonts should be embedded, or fonts should be outlined before producing the final press ready CYMK PDF. Do not submit ads with crop marks or printer's marks.

WRONG AD SIZES

Advertisers will be notified when the incorrect ad PDFs are sent. If a new ad isn't available within the printing timeline we will float and fit the ad to the best of our ability.

Issue	Ad Close	Materials Due	Magazine Live
Spring	December 15, 2023	December 29, 2023	February 15, 2024
Summer	March 15, 2024	March 29, 2024	May 15, 2024
Fall	June 14, 2024	June 28, 2024	August 15, 2024
Winter	September 13, 2024	September 27, 2024	November 15, 2024



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