



Display Advertising

	1X	4X	1X	4X
Full	3,315	2,820	2,320	1,865
2/3	2,790	2,370	1,950	1,550
1/2	2,250	1,870	1,575	1,265
1/3	1,710	1,530	1,190	995
1/6	890	820	620	540
Cover 2	3,820	3,245	10% premium positioning charge applies to Page 3, Page 5& Opposite Cover 3	
Cover 3	3,820	3,245		
Cover 4	3,965	3,570		

2010 DELTA WATERFOWL Advertising Rates

Schedule	Ad Close	Materials Due	Release Date
Spring	1/28	2/22	3/25
Summer	4/30	5/25	6/24
Fall	7/19	8/9	9/9
Winter	9/20	10/11	11/11



Specifications

Full - No Bleed	7.25 x 9.50	Discounts and Terms A 15% discount is extended to recognized agencies provided the publication is furnished with finished electronic files. Invoices net 30 days on approved credit. All others must pay when order is placed. Cancellations cannot be accepted after closing date. All advertising copy, contracts and orders are subject to the publisher's approval. Publisher reserves the right to reject any ad which in his opinion does not conform to editorial standards.
Full w/Bleed	8.50 x 10.75	
Trim Size	8.25 x 10.50	
1/2Page Spread	16.75 x 5.25	
2/3 Page	4.75 x 9.50	
1/2 Page Horz	7.25 x 4.625	
1/2 Page Island	4.75 x 7.063	
1/3 Page Horz	4.75 x 4.625	
1/3 Page Vert	2.25 x 9.50	
1/6 Page Horz	4.75 x 2.18	
1/6 Page Vert	2.25 x 4.625	

Classifieds

Classified listings are \$90.00 per column inch approximately 30 words). All classified advertising orders must be accompanied by a check or money order.

Deliver ad materials to:
 Scott Cherek
 Cherek Group, Inc.
 1315 W. 6th Ave.
 Cheyenne, WY82001
 cherekgroup@deltawaterfowl.org
 ftp.cherekgroup.com
 username: ftpuser
 password: deltaads



Representation

Scott Cherek
 Cherek Group
 cherekgroup@deltawaterfowl.org
 307-635-8899
 307-635-8822 (fax)

John Dill
 Dill & Associates, Inc.
 dillassocinc@sherbtl.net
 763-856-2465

Chris Lowers
 Karaban Labiner Associates, Inc.
 clowers@klapublishing.com
 (212) 840-0660

DELTA WATERFOWL

Magazine

Demographics Advertising Rates & Specifications



The quarterly journal of America's oldest waterfowl conservation organization, dedicated to the future of waterfowl and waterfowl hunting

Number of readers who own a Labrador Retriever

26,775



Number of days 30% of our readers spent in the field last year

50+

30% Hire professional guides and outfitters

Delta Waterfowl readers own dogs

84%

Plan to Purchase:	
Dog Kennel	51%
Joint Health Supplements	35%
Electronic Collar	47%
Flea & Tick Preventatives	75%

Our mission is to contribute knowledge, trained people and solutions in order to achieve sustainable North American waterfowl populations and secure the rich heritage of waterfowl hunting.

22

Average number of days readers spent hunting waterfowl

Visit Advertisers' Websites 56%

DELTA WATERFOWL By The Numbers

Our magazine is the perfect venue for communicating with our 50,000 educated, active, affluent members, every one of them with a passion for all things waterfowl. Half of them hunt ducks and geese 30 or more days a year.

A superior value for savvy advertisers targeting this key outdoor market, Delta Waterfowl delivers your message to a focused audience — packaged with high impact editorial that includes a comprehensive Guns & Gear feature — at a truly competitive CPU.

Scott Cherek
The Cherek Group
cherekgroup@bresnan.net
307-635-8899

45%

Travel out of state to hunt.



Visit Advertisers' Websites: 56%

41

Average number of days Delta Waterfowl readers spent hunting last year.



50% Half of all our readers purchased 20 or more boxes of shotgun ammo in the last year

94%

Percentage of readers who feed premium brands of dog food



86%

Percentage of readers who own an autoloading shotgun	
Pump shotgun	75%
Over/Under	44%
Side by Side	26%
Centerfire rifle	70%
Rimfire rifle	65%

40%

Percentage of Delta Waterfowl readers planning to purchase a shotgun in the next year

