FIELD&STREAM

MEDIA KIT 2023

CONTENTS

OUR MISSION

"*Field & Stream* is the soul of the outdoors. We target enthusiasts who live to be in the wild. We tell the stories that inspire them to get outside. And we provide the hunting, fishing, and outdoor skills that help them thrive."

Colin Kearns
Field & Stream Editor-in-Chief

FIELD & STREAM

TRADITION, HERITAGE, AND THE OUTDOOR LIFESTYLE

Field & Stream readers value the traditions and camaraderie that are so much a part of hunting and fishing. Their passion drives them to spend as much time outside as possible, and we provide the expertise that helps them thrive in their pursuits.

3.2M Monthly Uniques	1.5M Social Followers	465K Email Subscribers

THE ELLIES
NATIONAL MAGAZINE AWARDS
Multi-Year Recipient

OUR COVERAGE OF THE OUTDOORS IS...

PERSONAL
We get to the heart of a story and make deep connections with our audience.

TRUSTWORTHY
We have been the most trusted outdoor brand for 127 years

ASPIRATIONAL
We inspire outdoorsmen and -women to get outside every day.

WIDE-RANGING
We cover hunting, fishing, shooting, camping, survival, gear, and much more.

AUDIENCE SNAPSHOT

No outdoor magazine has served its audience longer. *Field & Stream* has been providing its readers with the best hunting stories, news, tips, and tactics since 1895.

$80K - $100K+
HOUSEHOLD INCOME RANGE

45
MEDIAN AGE

81%
MARRIED

26%
SERVED IN THE ARMED FORCES

60%
4-YEAR COLLEGE DEGREE

80/20
MALE/FEMALE SPLIT

Sources: 2020/2023 audience surveys.

AUDIENCE OUTDOOR SPORTS PARTICIPATION

HUNTING	BOW HUNTING	AVERAGE NUMBER OF DAYS HUNTING
79%	37%	22

RECREATIONAL SHOOTING	FISHING (ANY)	AVERAGE NUMBER OF DAYS FISHING	BOATING	CAMPING	AVERAGE NUMBER OF DAYS CAMPING
80%	86%	18.5	49%	45%	8

*Sources: 2020/2023 Audience Surveys; *of those who are hunters*
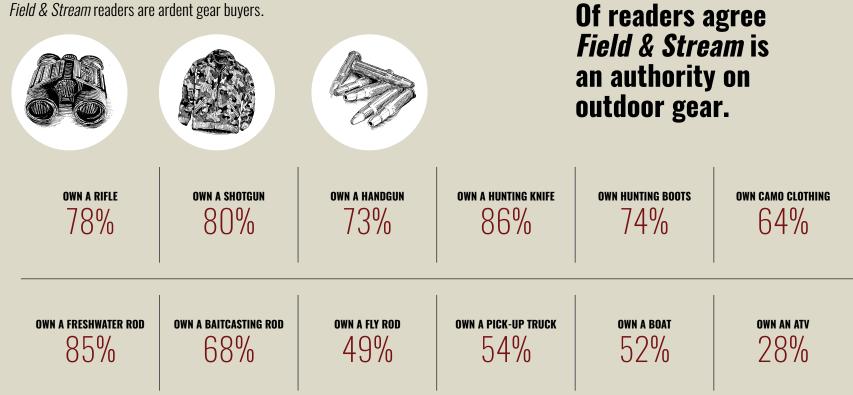
GEAR JUNKIES

Field & Stream readers are ardent gear buyers.

92%
Of readers agree *Field & Stream* is an authority on outdoor gear.

OWN A RIFLE	OWN A SHOTGUN	OWN A HANDGUN	OWN A HUNTING KNIFE	OWN HUNTING BOOTS	OWN CAMO CLOTHING
78%	80%	73%	86%	74%	64%

OWN A FRESHWATER ROD	OWN A BAITCASTING ROD	OWN A FLY ROD	OWN A PICK-UP TRUCK	OWN A BOAT	OWN AN ATV
85%	68%	49%	54%	52%	28%

Sources: 2020/2023 Audience Surveys
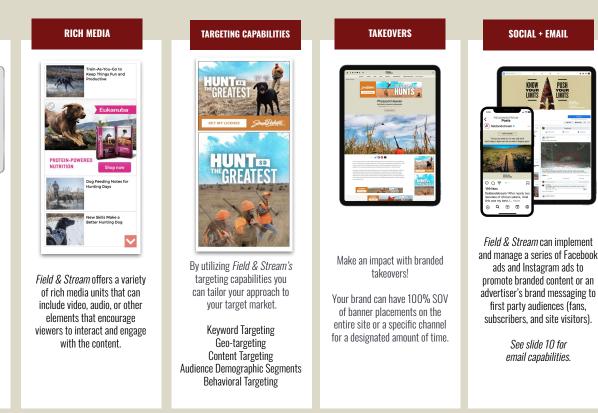
ADVERTISE WITH

FIELD & STREAM

CLIENT SOLUTIONS

Field & Stream creates cutting-edge strategies that span all platforms. We create strong bonds with our partners and our followers, giving them value and fostering loyalty.

BRANDED CONTENT

Our readers look to us for expert advice on everything related to the outdoors.

Enlist us to produce branded videos and articles about topics that are relevant to your brand.

Branded content is promoted across *Field & Stream's* platforms via social media, email, and native advertising.

RICH MEDIA

Field & Stream offers a variety of rich media units that can include video, audio, or other elements that encourage viewers to interact and engage with the content.

TARGETING CAPABILITIES

By utilizing *Field & Stream's* targeting capabilities you can tailor your approach to your target market.

Keyword Targeting
Geo-targeting
Content Targeting
Audience Demographic Segments
Behavioral Targeting

TAKEOVERS

Make an impact with branded takeovers!

Your brand can have 100% SOV of banner placements on the entire site or a specific channel for a designated amount of time.

SOCIAL + EMAIL

Field & Stream can implement and manage a series of Facebook ads and Instagram ads to promote branded content or an advertiser's brand messaging to first party audiences (fans, subscribers, and site visitors).

See slide 10 for email capabilities.

DIGITAL MAGAZINE

Field & Stream digital editions deliver our best-in-class long-form outdoor journalism and other content exclusive to these premium magazines.

2023 Issue No. 1
Live date: 4/4/23

2023 Issue No. 2
Live date: 6/27/23

2023 Issue No. 3
Live date: 9/19/23

2023 Issue No. 4
Live date: 12/12/23

EMAIL MARKETING

Let us help craft an email marketing strategy for your brand that will generate a high level of engagement from our audience.

Email Newsletters
Field & Stream's bi-weekly Editorial Newsletters connect readers with the latest outdoor news, trends, human interest stories, and gear reviews.
Subscriber list size: 225,000

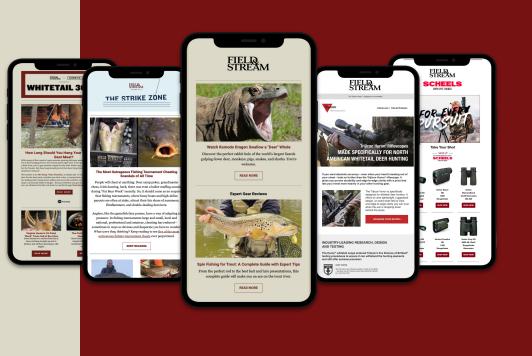**Themed Newsletters**
Whitetail 365
Subscriber list size: 45,000

The Strike Zone
Subscriber list size: 45,000

Custom Dedicated Emails
Dedicated Email provides a unique platform for advertisers to customize brand messaging and tailor it to effectively target our audience
Subscriber list size: 160,000

Shoppable Emails
Shoppable Email displays a selection of your brand's products alongside a brand lifestyle image. Each product links out to a product page for purchase.
Subscriber list size: 160,000

PREMIUM CONTENT FROM *FIELD & STREAM*

We are now offering member-only access to adventure stories, advice from our hunting and fishing experts, and more of the best-in-class storytelling you can only get from *Field & Stream +*.

Membership includes access to years of content in our editorial archives.

Field & Stream + offers exclusive advertising opportunities available to endemic advertisers.

2023 EDITORIAL CALENDAR

JAN
Biggest Deer of 2022
Late-Season Waterfowl
Predator Hunting
F&S+: Taxidermy Photo Essay, New Hunter's First Deer, Seasons'-End Essays

FEB
Shed Hunting
Snow Geese
Ice-Fishing
F&S+: Winter Photo Essay, Randall Knives, Old-School Waterfowling

MAR
Best Days of the Turkey Strut
Trout Fishing + Spring Bass
F&S+: Best Turkey Hunting Stories, Vets in the Wilderness/Conservation Feature, The Future of Shotgunning

APR
Best Bows and Crossbows of 2023, Tested
Turkey How-To
Trout, Bass, Walleyes, Panfish
F&S+: Close Calls in the Outdoors; Pyramid Lake Cutthroat Trout Feature

MAY
Best Trail Cams of 2023, Tested
Turkey Hunting
Food-Plotting
Bass, Trout, Panfish
F&S+: Fly Tying Photo Essay, Lost Fish Stories, Ask the Experts

JUN
Best Rifles of 2023, Tested
Land Management
Fishing
F&S+: Africa Adventure Dispatches

JUL
Best Shotguns of 2023, Tested
Bow Accuracy
Fishing
F&S+: Python Challenge, Bonefishing Adventure, How to Raise a Redneck

AUG
Best Fly Rods, Tested
Summer Bass
Early Season Deer Prep
F&S+: Hunting Dog Essays and Photo Essay

SEPT
Biggest Bucks of 2023
Dove
Teal
Upland Hunting
F&S+: Opening Day Essays, Habitat Flats Duck Hunting Feature

OCT
Best Days of the Rut
Biggest Bucks of 2023
Waterfowl
Big Game
F&S+: Upland Adventures, Pheasant Hunting Feature

NOV
Biggest Bucks of 2023
Waterfowl
Big Game
F&S+: Rut Stories, Ask the Experts, Trophy Deer Replica Photo Essay

DEC
Winter Hunting
Predators
Best Bucks of 2023
Ice-Fishing
F&S+: Flintlock Photo Essay, Winter Hunting Stories

PARTNERSHIP THOUGHT STARTERS

Field & Stream Big Road Trip
Follow Jim Baird, a _Field & Stream_ contributor specializing in survival and wilderness skills, as he makes his _Great Northern Loop Adventure._

Deer Season Opening Day
A guide to opening day in America. Coverage will include reports from different regions of the country.

Best Days of the Strut
This springtime editorial program pinpoints the seven must-hunt dates of the spring 2024 turkey season, providing readers with the tips, tactics, and gear they need to punch their tags.

Best Days of the Rut
Field & Stream covers the rut bigger and better than ever. Not only will we share our Best Days of the Rut feature, as usual, but we'll deliver weekly rut reports from across the country to help readers have their best deer season ever.
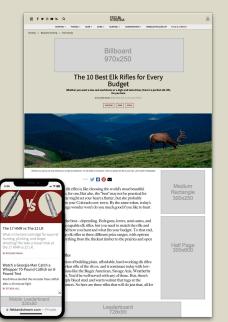
Whitetail 365 Newsletter
Each week, we send a carefully curated newsletter featuring hunting tips, gear reviews, and big-buck stories to 45K opt-in subscribers. The newsletter is sent to _Field & Stream_ audience members who have been identified as serious whitetail hunters.

The Strike Zone
Field & Stream's fishing newsletter—written for anglers, by anglers—covers the latest tactics and tackle for fresh- and saltwater fishing. Every week, subscribers receive a new edition of The Strike Zone packed with expert fishing tips on what's biting, where it's biting, and what it's biting on.

DIGITAL SPECS

STANDARD GUIDELINES

These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net). Google Ad Manager (GAM) is used to serve all Recurrent Ventures in-page display advertisements.

- There is a minimum of 48 hour turnaround time once all creatives are submitted to Online Advertising Operations
- All ad units must launch a new browser window when clicked on
- All standard ad types are accepted (JPG, GIF, PNG, HTML) except where noted

FILES

- File Types Accepted: jpg, gif, png, HTML
- Initial Load Size: 200K
- Polite Load Size: 300K*
- Complete Load Size: 500K*

Polite and Complete download only apply to creatives served via a third party

THIRD PARTY SPECIFICATIONS

- Third Party tags should be served via JavaScript ad calls
- Internal Redirect (InRed) format preferred for DoubleClick Campaign Manager (DCM)
- Frame rate per second should not exceed 18fps
- Animation length should not exceed 15 seconds, 3 rotations max

ANALYTICS

Integrated with GAM's MCR-accredited Active View product for viewability data.

APPROVED THIRD PARTY AD TAGS

Below is a list of the most commonly used third party vendors. For a complete list of approved vendors please contact fieldandstream.com. Recurrent Ventures has the ability to serve additional third party tags that are not on the list of approved vendors but may not be able to track clicks.

- Doubleclick Campaign Manager (DCM)
- Sizmek/Flashtalking
- Atlas

SOCIAL MEDIA

Facebook, Instagram integration opportunities available

CUSTOM RICH MEDIA UNITS

The following custom formats are available and their specs can be provided upon request.

- 970x250 Enhanced Video Billboard
- 970x250 or 300x600 Carousel (w/ Video Option)
- 300x600 Halo (w/ Video Option)
- 320x488 Mobile Scroller (w/ Video Option)
- Native Ads

NEWSLETTER

(SPONSORED EDITORIAL CONTENT) SUBSCRIBER SIZE: 225,000
728x90 or 970x250 and 300x250

- File size cannot exceed 200k
- Standard gif, jif, or png images only. No third-party served or HTML5 assets will be accepted
- Third-party click-tracking URLs and impression pixels (limited to one) ONLY for tracking purposes

DEDICATED EMAIL

(CUSTOM ADVERTISER MESSAGE) SUBSCRIBER SIZE: 160,000

- Max pixel width 650. Size recommend as standard is 569
- All images are jpeg and gif format with layered files or removable text
- Max small file 50k including images
- Requires: subject line, seed list, click-tracking URL
- Delivered in HTML or PSD format

OUTSTREAM VIDEO

- Video Size (W x H): At least 640x480
- Video File Type: MP4, MOV, VAST tag
- Max Video File Wt.: 3 MB
- Aspect Ratio: 16:9
- Target Bit Rate: 400 Kps
- Animation Length: 15 seconds
- Looping Frame: 29.97 FPS
- Lead Time: 5 Days Prior to Launch

Additional Notes: *VAST/VPAID creatives accepted (linear format only, no companion units, cannot contain Flash elements)

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