

VOLUME 83, NO. 4

ALABAMAWILDLIFE.ORG

Alabama Wildlife Magazine

Alabama Wildlife magazine has been educating, informing, and entertaining Alabama Wildlife Federation members for over 30 years.

> A publication devoted exclusively to the conservation and wise use of our natural resources, Alabama Wildlife gets the attention of readers across the state with excellent feature writing, exceptional photography and upscale design.

For more information about the Alabama Wildlife Federation or Alabama Wildlife magazine, call AWF at 334.285.4550.

"Dedicated to avid hunters, anglers, landowners, and outdoor enthusiasts in general who are passionate about the proper use, management and protection of wildlife and natural resources in our great state, Alabama Wildlife magazine continues to earn respect among its peers and subscribers year after year."

> Tim L. Gothard, AWF Executive Director Editor, Alabama Wildlife

> > contact us: 334.285.4550

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Paul T. Brown

MEDIA KIT

ALABAMA WILDLIFE FEDERATION... "WORKING FOR WILDLIFE" SINCE 1935

ADVERTISING RATES AND SPECIFICATIONS

PROFILE

Alabama Wildlife is published quarterly for Alabama Wildlife Federation members.

It includes articles on game and non-game wildlife and wildlife management, land management, conservation and conservation education, and hunting and angling.

CIRCULATION

Over 7,000 AWF members and supports per issue

READERSHIP

Yearly readership is over 65,000 sportsmen, landowners, educators and conservationist across Alabama

Published by the Alabama Wildlife Federation

Tim L. Gothard AWF Executive Director and Editor

Tanner Hicks Community Relations/ Development Assistant

Advisory Board

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ADVERTISING RATES:

Full Color	1x	2x	4x	Pre-paid	
Full Page	\$1040	\$988	\$871	\$854 per issue \$3,416 per year	
Back Cover	\$1,386	N/A	N/A	\$1,229 perissue \$4,916 per year	
1/2 Page	\$620	\$589	\$519	\$509 per issue \$2,036 per year	
1/4 Page	\$368	\$323	\$308	\$302 per issue \$1,208 per year	

AD DIMENSIONS:

Full Page (*inset on page with no bleed*): 7.75" w x 10.25" h **Full Page** (*with bleed*): 8.5" w x 11" h plus a .125" bleed

1/2 Page (*horizontal***)**: 7.75″w x 5″h

1/2 Page (vertical): 3.625"w x 10"h

1/4 Page 3.625"w x 4.875"h

ADVERTISING PLANNING CALENDAR:

Quarterly Issue	Closing Date	Publication Date
Fall	September 1	October 1
Winter	December 1	January 1
Spring	March 1	April 1
Summer	June 1	July 1

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RESOLUTION: 300 dpi at 100%.

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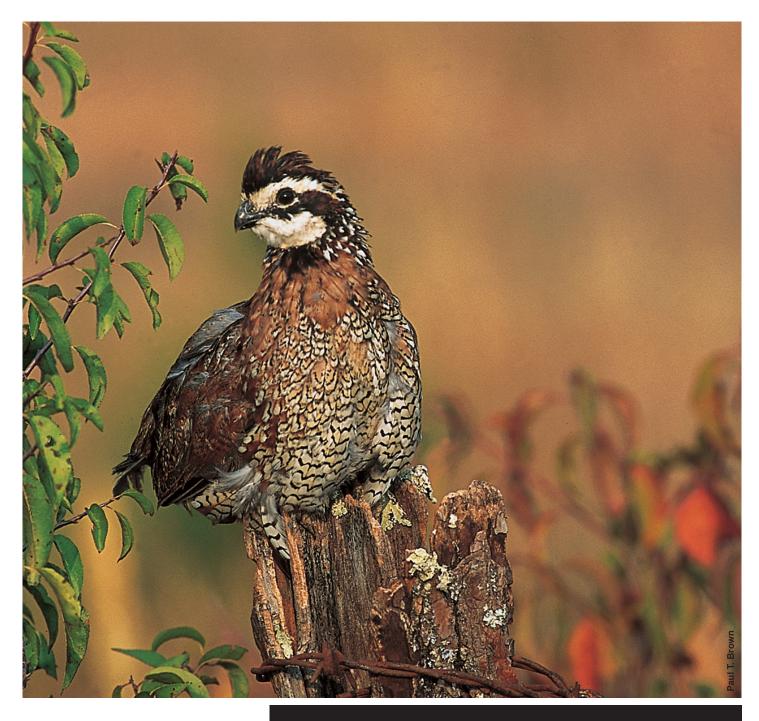
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The Alabama Wildlife Federation (AWF) is the oldest and largest non-profit conservation organization in Alabama. The AWF was established by sportsmen in 1935 to promote the conservation and wise use of our wildlife and natural resources and to ensure a high quality of life for future generations of Alabamians.

ALABAMA WILDLIFE MEDIA KIT

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