

# Alabama Wildlife

VOLUME 83, NO. 4

ALABAMAWILDLIFE.ORG

FALL

## 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

visit us online:  
[www.alabamawildlife.org](http://www.alabamawildlife.org)

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

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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 per issue | \$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

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**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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# ADVERTISING AGREEMENT

Paul T. Brown



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Paul T. Brown

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**

Alabama Wildlife Federation

3050 Lanark Road, Millbrook, Alabama 36054

334.285.4550

[www.alabamawildlife.org](http://www.alabamawildlife.org)

