

# RUFFED GROUSE

S O C I E T Y



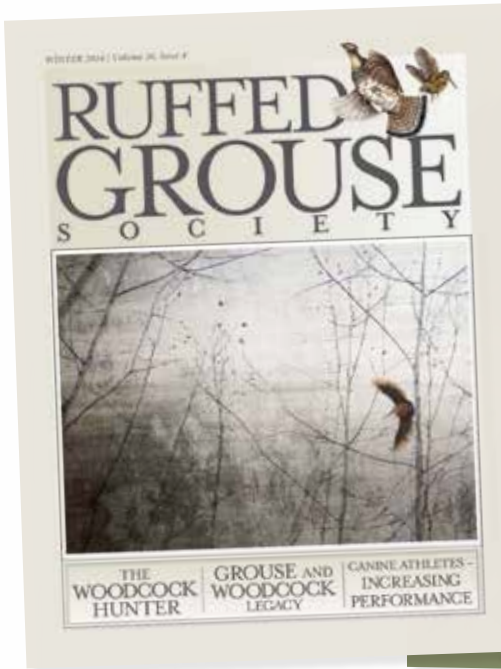
Photo by Matt Soberg

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

# ABOUT US

The *Ruffed Grouse Society* magazine is **THE** publication dedicated to the ruffed grouse and American woodcock hunter and conservationist who support creating habitat for forest wildlife. It is the official publication of the Ruffed Grouse Society, a 15,000 member non-profit organization that preserves our sporting traditions by creating healthy forest habitat for the benefit of ruffed grouse, American woodcock and other wildlife.

The *Ruffed Grouse Society* magazine is enjoyed by members of our organization and places you in the world we all love - that of noble birds, steady dogs, nimble shotguns and those special times of days gone by. It is received by members four times a year as a benefit of membership and speaks the language of the grouse and woodcock hunter.



# READER PROFILE

Information Provided From NSSF Survey

Readers of the *Ruffed Grouse Society* magazine are hunters and conservationists who are dedicated to ruffed grouse, American woodcock and creating forest habitat. The magazine is the premier publication for advertisers focused on forest upland hunting.

- 24..... hunting days per year
- 64% ..... plan to purchase hunting apparel next year
- 40% ..... consider purchasing advertiser merchandise
  - 25% discussed advertiser merchandise
  - 25% purchased advertiser product
- 50% ..... participate in shooting sports
- 40% ..... manage property for wildlife
- \$90,000 average annual household income
  - 62% college graduate
  - 25% graduate degree

# ADVERTISING RATES

<b>Process Color</b>	<b>1x</b>	<b>4x</b>
Full page.....	\$1,900.....	\$1,750
2/3 page.....	1,750.....	1,600
1/2 page.....	1,650.....	1,450
1/3 page.....	1,100.....	1,000
1/4 page.....	950.....	775
1/6 page.....	625.....	550

<b>Black &amp; White</b>	<b>1x</b>	<b>4x</b>
Full page.....	\$1,250.....	\$1,150
2/3 page.....	1,050.....	950
1/2 page.....	900.....	800
1/3 page.....	675.....	600
1/4 page.....	550.....	475
1/6 page.....	425.....	350

<b>Covers</b>	<b>1x</b>	<b>4x</b>
Inside Front/Inside Back.....	\$2,150.....	\$2,050
Back Cover.....	2,470.....	2,260

## Ad Space Sizes

### Trim Size

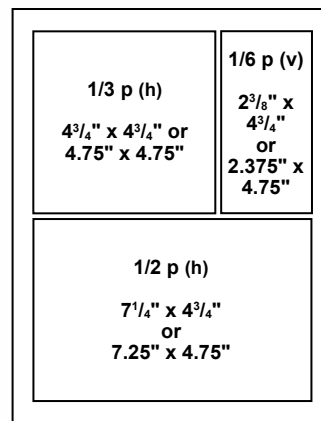
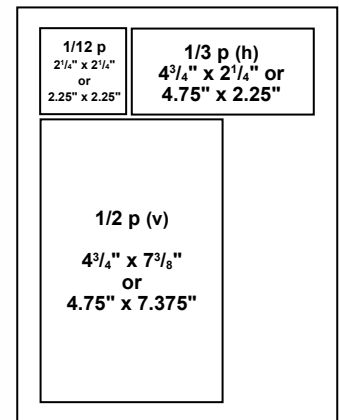
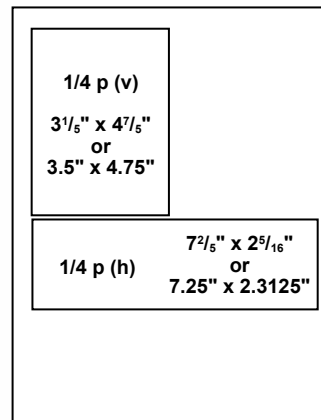
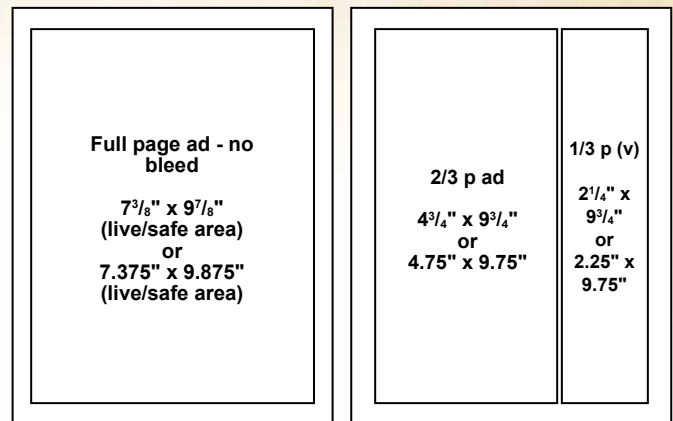
8 3/8" x 10 7/8" or 8.375" x 10.875"

### Bleed Size

8 5/8" x 11 1/8" or 8.625" x 11.125"

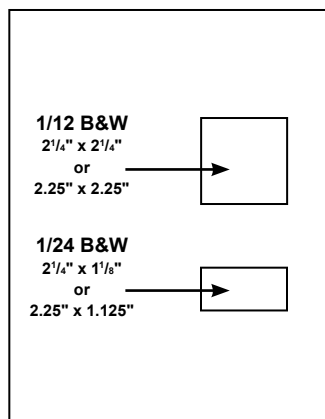
### Full Page Ad – no bleed - live/safe area

7 3/8" x 9 7/8" or 7.375" x 9.875"

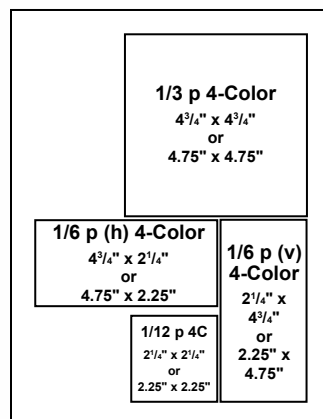


# CLASSIFIED ADVERTISING RATES

## Classified Text Only Space



## Classified Advertising Space

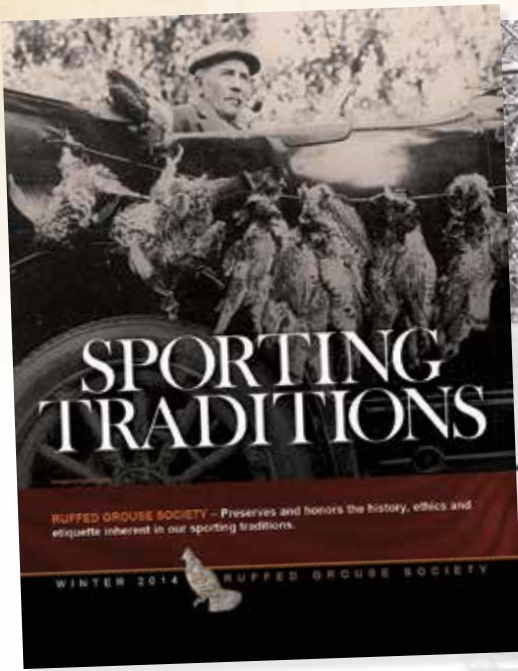


## Text Only Space

<b>1/12 B&amp;W</b>	<b>1x</b>	<b>4x</b>
2 1/4" x 2 1/4" or 2.25" x 2.25".....	\$75.....	\$225
<b>1/24 B&amp;W</b>		
2 1/4" x 1 1/8" or 2.25" x 1.125".....	40.....	120

## Advertising Space

<b>1/3 4-Color</b>	<b>1x</b>	<b>4x</b>
4 3/4" x 4 3/4" or 4.75" x 4.75".....	\$525.....	\$1,575
<b>1/6 Vert. 4-Color</b>		
2 1/4" x 4 3/4" or 2.25" x 4.75".....	265.....	795
<b>1/6 Horiz. 4-Color</b>		
4 3/4" x 2 1/4" or 4.75" x 2.25".....	265.....	795
<b>1/12 4-Color</b>		
2 1/4" x 2 1/4" or 2.25" x 2.25".....	135.....	405



# Mush Those Bird Dogs!

You know that look your north country hunting dog gives you sometime around mid-January? It's the look that says, "Enough bumpers in the driveway, enough peeing on snowbanks. We need work!" Odds are, you're probably feeling the same way. Surviving the blahs of winter means finding outdoor fun and exercise for both of you. Think outside the bird dog box: dog sledding is a great solution.



It's a small breed in temperament and a big source of adventure, dog sledding will provide conditioning along with reinforcement of some hunting skills. Dogs are available in a variety of sizes - traditional, sport, and breed-specific - with prices for small dogs starting as low as \$150. (Cats, however, make excellent companions, but you will be given their 10-minute fun limit) so you can choose the right dog for your needs. If you don't have your own man, sharing the excitement in regional wild weather will be a great bird dog experience for you.

But dog sledding is not just for fun. It's work. (Cats are excellent companions, but you will be given their 10-minute fun limit) so you can choose the right dog for your needs. If you don't have your own man, sharing the excitement in regional wild weather will be a great bird dog experience for you.

It's a small breed in temperament and a big source of adventure, dog sledding will provide conditioning along with reinforcement of some hunting skills. Dogs are available in a variety of sizes - traditional, sport, and breed-specific - with prices for small dogs starting as low as \$150. (Cats, however, make excellent companions, but you will be given their 10-minute fun limit) so you can choose the right dog for your needs. If you don't have your own man, sharing the excitement in regional wild weather will be a great bird dog experience for you.

## TERMS

The Ruffed Grouse Society reserves the right to refuse material not consistent with the publisher's standards. Cancellations cannot be accepted after closing date.

## Design Services

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

## File Transfer

FTP file transfer is available for electronic files. For details, contact [editor@ruffedgrousesociety.org](mailto:editor@ruffedgrousesociety.org).

## Electronic Files

Quark, InDesign, Illustrator and Photoshop or high-resolution CMYK PDF files are accepted. All image files and fonts should be supplied. A color proof must accompany file. All bitmapped images should be supplied in CMYK mode as a JPEG, TIFF or EPS file.



## ADVERTISING SALES CONTACTS:

### Cherek Group, Inc.

Scott Cherek  
1315 West 6th Avenue  
Cheyenne, WY 82001  
Office (307) 635-8899  
Mobile (303) 579-2400  
[cherekgroup@bresnan.net](mailto:cherekgroup@bresnan.net)

### Rooster Outdoors, Inc.

Mark Swanson  
708 Winter Hill LN  
Lexington, KY 40509  
Office (859) 303-4732  
Mobile (612) 998-9056  
[Mark.swanson@twc.com](mailto:Mark.swanson@twc.com)

## CLOSING DATES

Issue	Ad Close	Materials Due	On Sale
Spring	January 1	January 15	February 15
Summer	April 1	April 15	May 15
Fall	July 1	July 15	August 15
Winter	October 1	October 15	November 15