

Long-term Readers

79%

of members have received Grand Slam And Ovis magazines for more than one year (35% are life members).

World Travellers

94%

have taken at least one domestic flight in the past 12 months (60% have taken at least one international flight in the past 12 months.)

Consumers

81%

plan to upgrade their hunting equipment in the next 12 months (62% of those order merchandise through catalogs.)

Educated

82%

attended college (25% have post-graduate degrees)

Decision Makers

64%

are owners/partners or upper management

THE #1 RESOURCE FOR MOUNTAIN HUNTERS

For almost 50 years, Grand Slam Club/Ovis has been the world's best resource for big game mountain hunters. Our magazines, *Grand Slam* and *Ovis*, are published back-to-back in one volume and are regularly read by a highly affluent niche market — high-income hunters and outdoor enthusiasts who travel throughout North America and internationally.

Grand Slam and *Ovis* magazines are the official publications of Grand Slam Club/Ovis, a 501(3)(c) pro-hunting, wildlife conservation organization. Our membership of approximately 4,000 big game hunters represents one of the most affluent audiences in the world.

A Unique Value To Advertisers

Due to the high costs associated with big game mountain hunting, this **unique, affluent audience** is composed of CEOs, corporate executives, entrepreneurs and other key business decision makers — all possessing the resources to buy products and services reflective of their lifestyle status.

Though the majority of our members reside in North America, Grand Slam Club/Ovis is composed of members in **44 countries** and continues to grow (30% new member growth in 18 months.)

Due to the **community-focused editorial style** of *Grand Slam* and *Ovis*, our readers spend much more time reading the magazines than the average reader (36% spend at least 2 hours.) Our readership is also a loyal, involved group — proven by our recent member survey (47% response rate.)

The buying power of our readership is virtually unlimited. Advertisers looking to market their products and services to the perfect audience need look no further than *Grand Slam* and *Ovis* readers.



A DEDICATED, INVOLVED READERSHIP

CIRCULATION

Total Average Readership Per Issue 6,000 and growing rapidly

AUDIENCE DEMOGRAPHICS*

Age (99% Male)

35 – 44	14%
45 – 54	25%
55 – 64	32%
65 and older	22%

Marital Status

84% Married

Upper Management

17%

Business Owners, Partners, Entrepreneurs

47%

Retired

21%

AFFLUENT READERS

Average Annual Household Income

\$200,000 – \$500,000	25%
\$500,000 – \$1 million	12%
More than \$1 million	6%

Value of Principal Residence

\$300,000 – \$500,000	26%
\$500,000 – \$1 million	26%
More than \$1 million	20%
44% own 2 or more residences	

Average Net Worth

\$500,000 – \$1 million	17%
\$1 million – \$5 million	40%
\$5 million – \$10 million	12%
More than \$10 million	10%

FLIGHTS TAKEN IN THE PAST 12 MONTHS

	Domestic	International
6 or more	21%	2%
3 – 5	43%	12%
2	24%	17%
1	10%	28%

PLAN TO UPGRADE HUNTING EQUIPMENT IN NEXT 12 MONTHS

Firearm/Bow	25%
Optics	28%
Gear	32%
Clothing	40%

PURCHASE NEW HUNTING EQUIPMENT:

retail store	71%
catalog	74%
Internet	34%

TIME SPENT READING *GRAND SLAM* AND *OVIS* MAGAZINES

30 minutes – 1 hour	23%
1 – 2 hours	36%
2 – 4 hours	23%
More than 4 hours	13%

HAVE PATRONIZED OUR ADVERTISERS

Once	8%
2 – 5 times	53%
6 or more	15%

Publishing Schedule

Issue	Ad Closing Date	Ad Materials Date
Winter Release January 15	December 10	December 15
Spring Release April 15	March 10	March 15
Summer Release July 15	June 10	June 15
Fall Release October 15	September 10	September 15

Terms and Conditions

- All ads are fully commissionable (15% of gross billing) to recognized advertising agencies submitting standard agency insertion order forms plus digital art.
- Ad position is at the discretion of the publisher.
- Cancellations and changes are not accepted after closing dates.
- Publisher is not responsible for errors in key numbers and/or codes.
- All advertisements are published with the understanding that the advertiser and/or agency is authorized to publish the entire contents and subject(s) in the ad.
- Publisher reserves the right to reject any advertising. All copy and accompanying photos and/or art are subject to publisher's approval.
- Proofs: Advertisers MUST submit a contract level printed proof regardless of delivery method. The publisher and printer will not accept responsibility for accuracy when no contract proof is provided. If no client proof is provided, one will be created by the publisher or printer and charged to the advertiser.
- No credit extended to first time advertisers. All advertising costs must be paid in full before ad will run. Payment from established advertisers is due NET 30 days from date of invoice.

Mechanical Requirements for Advertising

- All ad material must be submitted in digital format
- Preferred Formats: Quark XPress for Macintosh with associated support files including graphics, photos and fonts (Postscript and screen versions). Files should conform to SWOP guidelines and area density should not exceed 300%.
- Accepted Formats: Macintosh format applications including: Adobe Photoshop (up to 7.0), Adobe Illustrator (up to 10.0), TIFF, EPS, PDF or JPEG files at minimum 300 dpi resolution.
- Grand Slam Club/Ovis no longer accepts film or artboards.
- Fonts: All native application files must be submitted with screen and Postscript printer fonts used in those files. TrueType fonts should not be used. Black type on white backgrounds should be 100% black only.
- Photographs: All photographic images must be at 300 pixels per inch at the actual size used in the layout in CMYK format. RGB and other colorspace files will be converted to CMYK by the publisher at an additional charge.
- Media: Files may be submitted on CD-ROM or ZIP 100 MB disk.
- Ad duplications for other publications require written permission from the client. Only ads generated by Grand Slam Club/Ovis will be sent. Grand Slam Club/Ovis will not duplicate ads generated and produced by outside agents. Those agents should be contacted directly.

For more information, contact Grand Slam Club/Ovis at:

P.O. Box 310727
Birmingham, AL 35231

(205) 674-0101 PHONE
(205) 674-0190 FAX

advertising@wildsheep.org

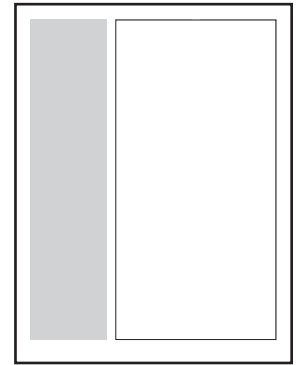
DISPLAY ADVERTISING RATES & SIZES

(Full Color Only)

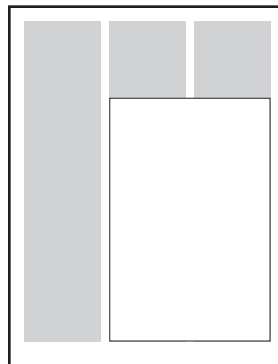
RATES	
Cover 2 & 3	\$2,000
Page 1 or 2	\$1,500
Full Page	\$1,200
2/3 Page	\$900
1/2 Page Island	\$720
1/2 Page Horizontal	\$720
1/3 Page Vertical	\$480
1/3 Page Horizontal	\$480
1/4 Page Vertical	\$360
1/4 Page Horizontal	\$360



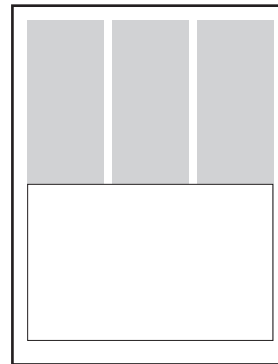
Full Page (Bleed - no charge)
8.375" x 10.875"



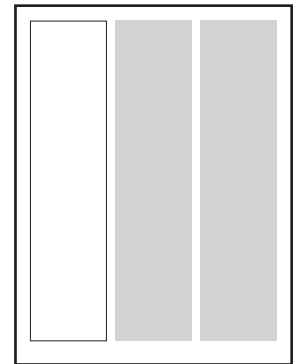
2/3 Page
4.875" x 9.625"



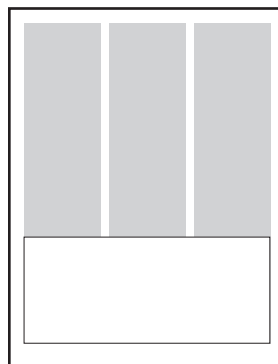
1/2 Page Island
4.875" x 7.375"



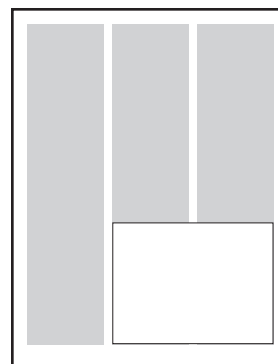
1/2 Page Horizontal
7.375" x 4.875"



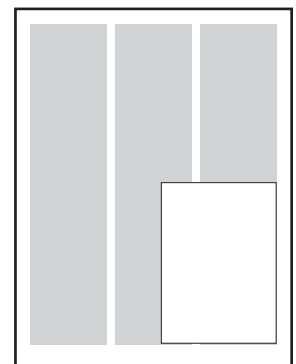
1/3 Page Vertical
2.25" x 9.625"



1/3 Page Horizontal
7.375" x 3.25"



1/4 Page Horizontal
4.875" x 3.625"



1/4 Page Horizontal
3.5" x 4.875"

RECOMMENDED PRODUCTS & SERVICES

A special classified advertising section for outdoor products and services. Page is divided into four columns and space is sold by the inch. **Black & white ads only.** Example at right shows information in minimum size; we recommend 2 inches minimum for most ads.

Rate: \$25 per inch
Minimum order: 2 issues
Minimum size: 1 inch
Maximum size: 8 column inches

ALASKA GLACIER ADVENTURES



**Mountain Goat,
Sitka Deer, Black Bear,
& Wolf! Great Fishing!**

Call **KURT WHITEHEAD** Today!
(907) 738-5000
P.O. Box 6522 • Sitka, AK 99835

1 Column x 1 Inch Ad
(Actual Size)

Payment must accompany order. Column width is 1.75" with .125" gutter.

WIDTH: 1 column=1.75", 2 column=3.625", 3 column=5.5", 4 column=7.375"