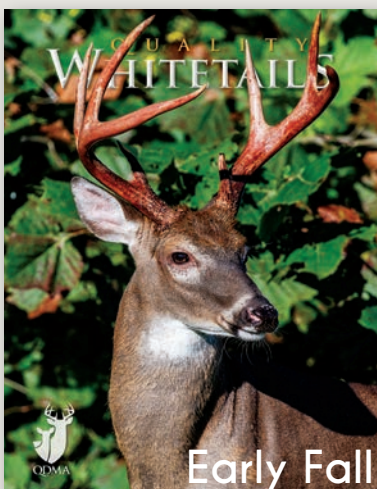
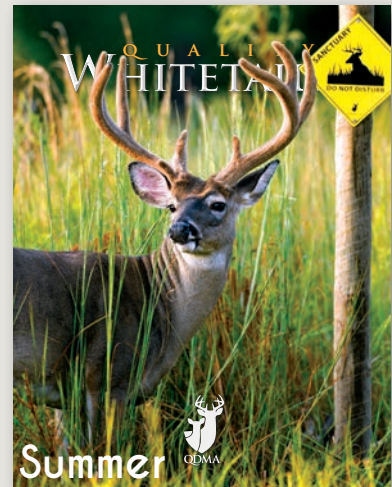
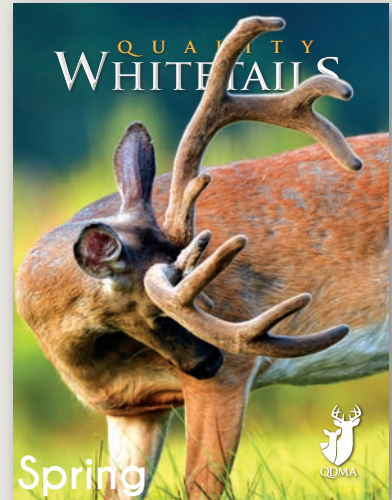
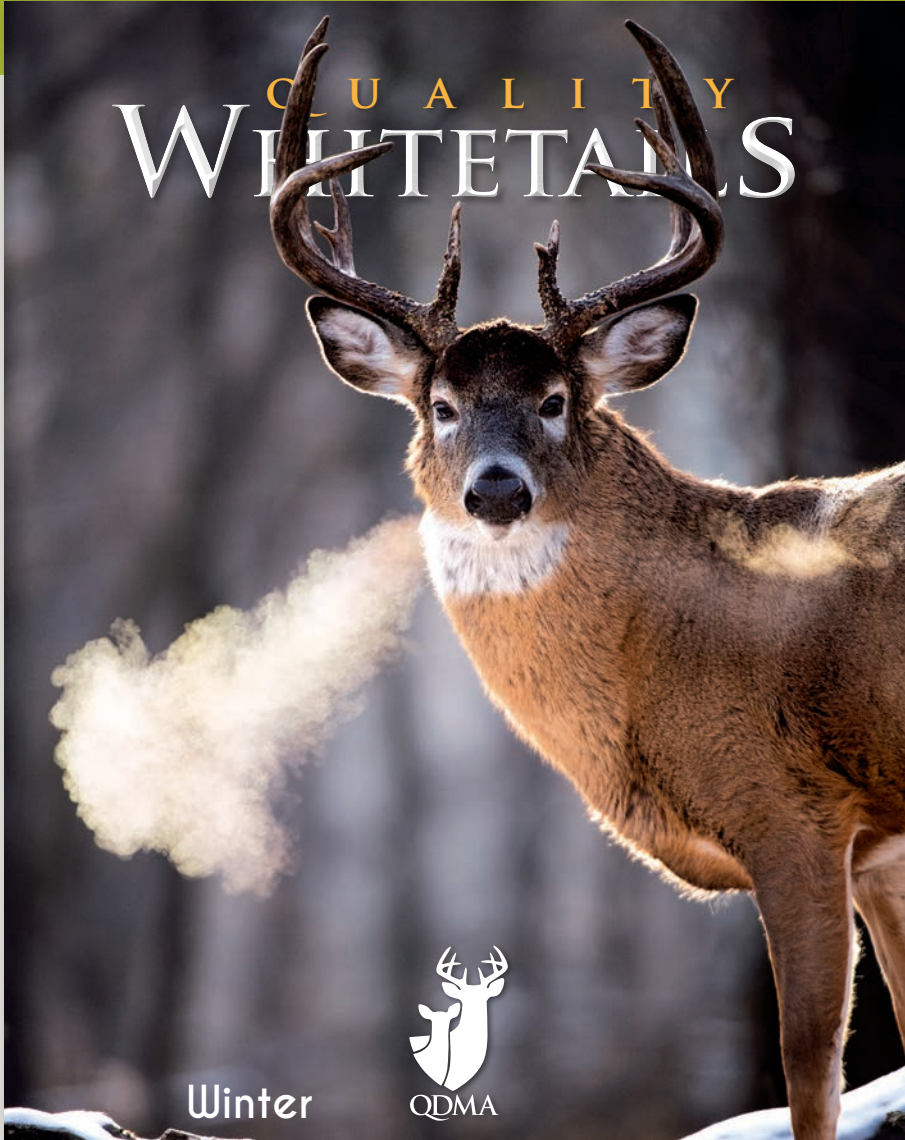


# QUALITY WHITETAILS

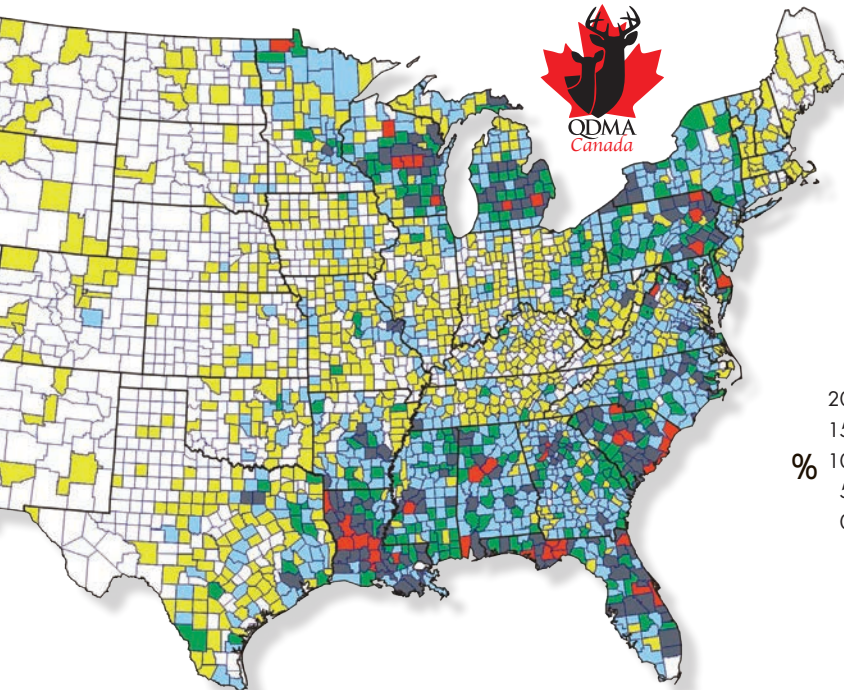
THE JOURNAL OF THE QUALITY DEER MANAGEMENT ASSOCIATION



media kit  
2020



# QUALITY WHITETAILS

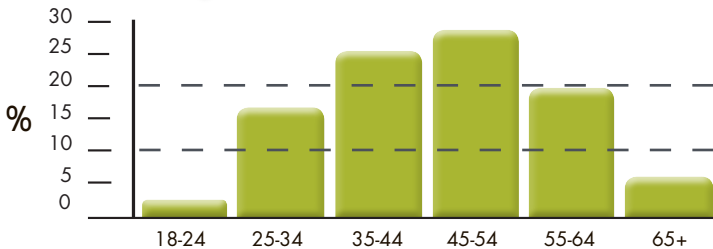


QDMA has members in all 50 states and several foreign countries, but the membership is most concentrated where whitetail populations are high — the Southeast, Mid-Atlantic, Northeast and Upper Midwest, as this membership map shows.

Readers are deer HUNTERS,  
deer MANAGERS,  
& most are LANDOWNERS



ANNUAL HUNTING & EQUIPMENT EXPENSES



READERS' AGE GROUPS

**Long shelf-life**

extends exposure

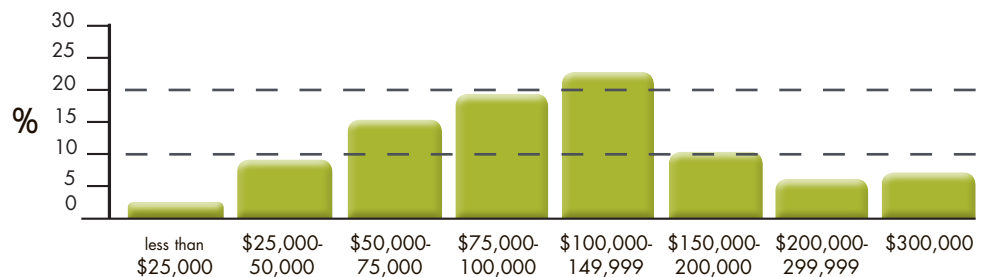
92% of readers save issues.

83% share issues.

Ad saturation capped  
**well under**  
industry average

**Distribution**

60,000



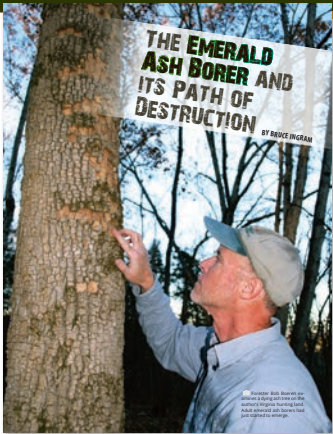
READERS' ANNUAL HOUSEHOLD INCOME



QDMA

QUALITY DEER MANAGEMENT ASSOCIATION

The journal of the Quality Deer Management Association (QDMA), *Quality Whitetails*, is backed by respected deer biologists, researchers, consultants, and other experts from around the country. No other publication offers this level of practical and reliable information about food plots, habitat management, deer behavior and deer hunting.



Qualified experts contribute articles about deer and habitat management, written in a style deer managers can relate to and understand. Food plot guidance goes well beyond the basics and advanced techniques in habitat management are based in science and field experience. The latest professional guidance on QDM techniques continue to evolve and *Quality Whitetails* strives to meet the demands of readers and Quality Deer Managers alike.

### Personal Demographics

- 43% have managerial jobs
- 18% own their own business
- 25% are between ages 35-44
- 29% are between ages 45-54
- 19% are between ages 55-64
- 86% own a computer with internet access

### Education Level

- 50% completed college
- 16% completed high school
- 21% completed post graduate school
- 12% completed vo-technical school

### Annual Spending Habits

- 80% buy food plot seed
- 55% buy mineral supplements
- 52% buy deer lures / scents
- 52% buy herbicides
- 49% buy bows or archery equipment
- 48% buy deer feed
- 45% buy wildlife trees and plants
- 35% buy hunting boots
- 34% buy food-plot implements
- 31% buy firearms
- 24% buy an ATV or ATV accessories
- 10% buy hunting land

### Reader Habits

- 73% read at least three-fourths or all of each issue
- 92% save issues for future reference
- 83% share issues with at least one other person

### Hunting Land Use and Ownership

- 64% own hunting property
- 59% of those owning hunting property, have 50-500 acres
- 68% hunt on private land
- 27% hunt on leased property
- 98% practice QDM on their land
- 73% own an ATV
- 59% own a tractor
- 44% utilize an ATV for food-plot work
- 21% utilize manual tools or tillers for food-plot work

### Utilized Hunting Gear

- 85% a rifle
- 74% a bow
- 59% a shotgun
- 62% a muzzleloader
- 15% a handgun
- 11% a crossbow

### Days Spent on Deer Management other than Hunting in the Past Year

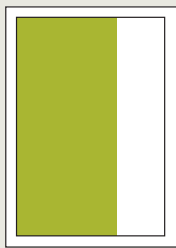
- 16% 10-19
- 22% 20-29
- 53% over 30

## AD SIZES



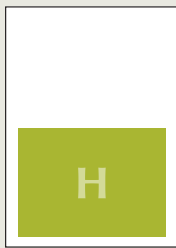
**Full**

8.375 x 10.875  
 add .125 bleed on all sides



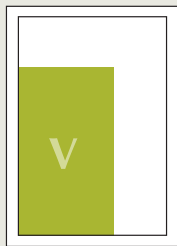
**2/3**

4.95 x 9.875



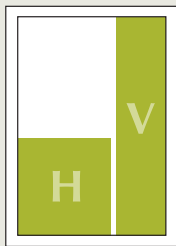
**1/2 Horizontal**

7.525 x 4.875



**1/2 Vertical**

4.95 x 7.40



**1/3 Horizontal**

4.95 x 4.875

**1/3 Vertical**

2.408 x 9.875



**Mini Ads**

**1/6** 5.0 x 2.4

**1/12** 2.4 x 2.4

## MECHANICAL REQUIREMENTS

Column Depth	9.875"
Trim Size	8.375" x 10.875"
2-Column Width	3.687"
Live Area	7.525" x 9.875"
3-Column Width	2.408"
Bleed Size	8.625" x 11.125"
Binding	Perfect Bind

## MATERIALS

Preferred formats include Adobe PDF, .TIF or .EPS files at a minimum resolution of 300 dpi at 100 percent size. Acceptable native layout files include Adobe InDesign (preferred) and Adobe Photoshop. Please include all fonts and original graphics, logos or images if submitting native files (graphics and images must be 300 dpi at 100 percent size). Convert all RGB and spot/Pantone colors to process CMYK.

## ADS BUILT BY QDMA

For advertisers who cannot supply insertion-ready ads, our graphic designers are ready to assist in building ads to customer specifications. Customers must supply all images, logos or graphics either as original photographs or high-resolution .JPG or .TIF files (300 dpi at 100 percent size).

## SUBMISSION

To submit files, e-mail Cindy Compton at ccompton@qdma.com or send on CD to 170 Whitetail Way, Bogart, GA 30622.

## INSERTION-READY DISCOUNT

Advertisers receive 15% off regular ad rates by submitting ad materials ready for insertion using the guidelines provided on this page.

## FREQUENCY DISCOUNTS

Unless a contract exists specifying the number of insertions, each ad insertion will be billed at the one-time rate until a frequency-discount rebate has been earned.

## TERMS

Net 30 days. New, first-time advertisers must pre-pay their first insertion. It is the policy of QDMA to suspend advertising for accounts carrying balances over one issue of the magazine.

\* In ads for supplemental feeders or feeding supplies, it is the policy of the QDMA to insert the following disclaimer in 6-point type: "The QDMA supports supplemental feeding of white-tailed deer in situations where it is legal, no known disease concerns exist, and when done to achieve biologically sound management recommendations made in consultation with a qualified wildlife professional."

**\*QDMA will automatically pick up the last run for advertisers who do not submit new ad material by the Materials Due date or notify us of delayed art.**

\*\* Delivery month cannot be guaranteed. This info is only to help advertisers plan content.

### Cindy Compton

Advertising Coordinator & Designer  
 ccompton@qdma.com

### Lindsay Thomas Jr.

Communications Director  
 lthomas@qdma.com

### Laura Colquitt

Design Manager  
 lcolquitt@qdma.com

### Brian Grossman

Managing Editor  
 bgrossman@qdma.com

## 2020 ISSUE SCHEDULE & DEADLINES

ISSUE	CLOSING DATE	MATERIALS DUE*	Tentative delivery**
27.2 Spring	Jan 24	Jan 31	March
27.3 Summer	May 22	May 29	July
27.4 Early Fall	July 24	July 31	September
27.5 Late Fall -Holiday issue-	Sept 18	Sept 25	November
28.1 Winter 2021	Nov 20	Nov 27	January '21

## PRICING IS PER AD

Full Color Ad	1x Run	1x + 15% off	3x Run	3x + 15% off	5x Run	5x + 15% off
Single Page	\$2621	\$2228	\$2359	\$2005	\$2177	\$1850
2/3 Page	\$1979	\$1683	\$1771	\$1505	\$1610	\$1369
1/2 Page	\$1648	\$1400	\$1482	\$1260	\$1338	\$1137
1/3 Page	\$1444	\$1228	\$1343	\$1141	\$1193	\$1014
1/6 Page	\$840	\$714	\$776	\$660	\$717	\$609
1/12 Page	\$423	\$360	\$396	\$337	\$375	\$319
Back Cover	—	—	—	—	\$2739	\$2328
Inside Cover	—	—	\$2739	\$2328	\$2568	\$2183