



# The Wildlife Society Media Kit 2021

## Reaching Wildlife Professionals and Students across North America

The Wildlife Society offers digital and print advertising to get your brand and products in front of more than **11,000 wildlife professionals and students**, and **thousands more individuals** who support conservation across North America.

About our members\*:

**ALL SECTORS** employed by state, provincial, and federal agencies, tribal Governments, non-profit organizations, universities and colleges, and for-profit businesses across North America; undergraduate and graduate students; retired professionals

**DECISION-MAKERS** 55% consider themselves a leader in their current role with their organization

### OUTDOOR ENTHUSIASTS

- More than 80% participate in wildlife watching activities
- More than 70% go camping and/or hiking
- More than 60% hunt and/or fish
- More than 50% engage in nature photography

**CONSUMERS** 33% have an annual household income of >\$100,000

### WORLD TRAVELERS

- More than 50% travel at least 6 times per year
- More than 50% travel for at least 21 days each year; more than 80% travel for at least 11 days each year

*\*based on a 2014 survey of current TWS members*

The Wildlife Society provides a wide variety of affordable business solutions to help drive your desired outcomes. Our journals reach an inquisitive audience of wildlife researchers and practitioners. Our highly-sought, award-winning, membership magazine is delivered in print to each member 6 times per year. Our e-newsletter provides weekly, targeted communications to all 11,000+ members. Our website has more than 1.3 million page views each year, reaching more than 650,000 wildlife professionals and the broader public. Use one or more communication channels to deliver your message to our loyal and attentive members.

Channel	Medium	Rates as low as	Details
The Wildlife Professional	Print, Magazine	\$750 per placement	Page 2
Journals	Digital, website	\$500 per month	Page 4
eWildlifer	Digital, e-newsletter	\$100 per week	Page 5
Wildlife.org	Digital, website	\$100 per week	Page 6

**+70%**

are involved  
in purchasing  
decisions for their  
organization

**100%**

participate in  
outdoor recreation  
activities outside  
of their day-  
to-day jobs

**60%**

have an annual  
household income  
of more than  
\$75,000

**+80%**

travel at least 3  
times per year  
for work and/or  
leisure

Members of TWS represent a diverse market of dedicated wildlife professionals and students.

Professionally, our members are:

- researchers
- professors
- technicians
- land managers
- policy analysts
- supervisors
- planners
- statisticians
- students

In their personal lives, they are:

- world travelers
- hunters
- bird watchers
- kayakers
- hikers
- anglers
- campers
- photographers
- all-around outdoor enthusiasts

### The Wildlife Society

Mailing Address:  
25 Century Blvd, Ste 505  
Nashville, TN 37214

Headquarters Address:  
425 Barlow Place, Suite 200  
Bethesda, MD 20814

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

### Advertising Sales

[advertising@wildlife.org](mailto:advertising@wildlife.org)

# THE WILDLIFE PROFESSIONAL

## The Wildlife Society's premier membership magazine

Our members love this magazine, and **more than 7,000 share their copy of the magazine with other wildlifers.**

The Wildlife Professional boasts an over **85% satisfaction** rate.\* That means your advertisement will be highly visible as part of the magazine's highly respected content:

Reach over  
**11,000**  
wildlifers with  
each issue!

**>90%**

say the content is relevant to them –  
more than 2/3 read every single issue

**76%**

regularly discuss the  
content with colleagues

**72%**

rate the scientific content  
as very good or excellent

**88%**

use the magazine to become a “more  
well-informed wildlife professional”

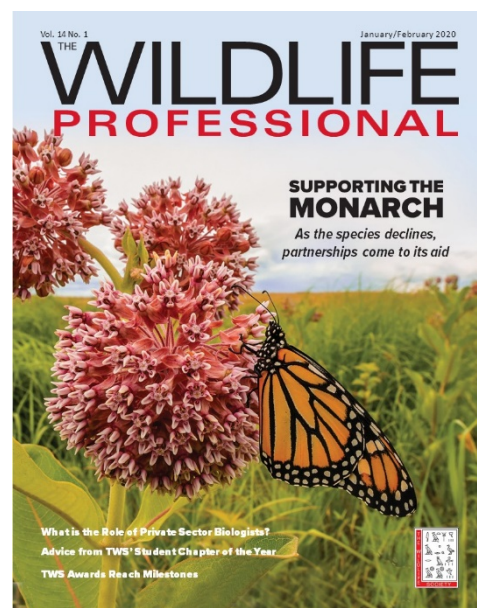
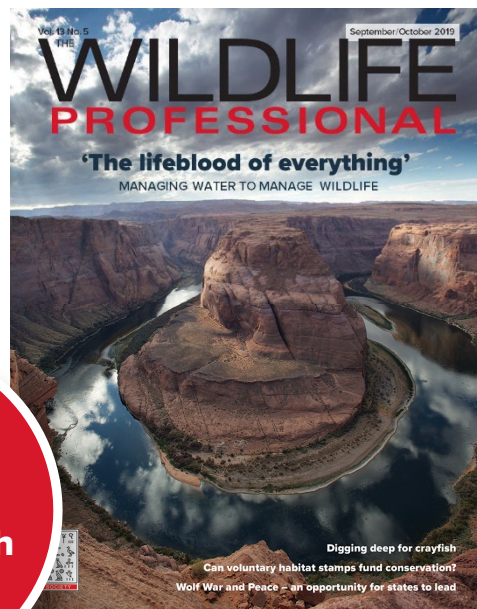
\*based on a 2017 readership survey

Ads in this premier publication reach the widest possible audience of professionals in the most prominent wildlife management and conservation settings. These wildlifers work on private, military, tribal and government lands, and they work for the entire spectrum of employers: academic institutions, tribes, private consulting groups, NGOs, and state, federal and provincial agencies.

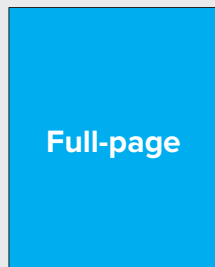
Every issue of The Wildlife Professional is also posted online and made available to our members. Make your advertisement go even further with embedded website links at no extra charge!

**Sign-up for an entire year to take advantage of our lowest rates!**

See the *TWP Advertising Specification sheet* for more details.



### Rate and Size Specifications



#### Full-Page Advertisement

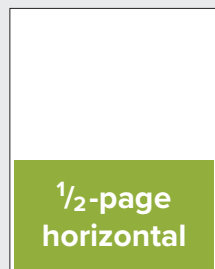
Sizes	Width	Depth
Full-page bleed	8 3/4"	11 1/8"
Full-page trim	8 1/2"	10 7/8"
Full-page non-bleed	8"	10 3/8"

**20% Discount** when you reserve 4 or more placements!

#### Per Placement Rates

4–6 issues	\$1,200
1–3 issues	\$1,500
*Cover 2, 3, or 4	\$1,600

*\*Covers sold on an annual basis. Subject to availability.*



#### Half-Page Advertisement

Size	Width	Depth
1/2-page horizontal	7 1/2"	4 1/4"

#### Per Placement Rate

**\*\*Flat Rate \$750**

*\*\*Volume discount does not apply.*

### Printing Specifications

Trim Size: 8 1/2" x 10 7/8"

Binding: Saddle-stitch

Process: Web offset

Cover: 100 lb. gloss

Interior: 60 lb. matte

**Important** Keep vital advertising matter 1" from trim on all sides.

### Publication Schedule and Closing Dates

#### Frequency

Published bi-monthly, with 6 issues per year

#### Availability

Maximum of 16 pages of paid advertising per issue

Issue	Reservations	Materials
Jan/Feb	Nov 13	Nov 16
Mar/Apr	Jan 29	Feb 1
May/Jun	Mar 26	Mar 29
Jul/Aug	May 28	Jun 1
Sep/Oct	Jul 30	Aug 2
Nov/Dec	Sep 24	Sep 27

*Dates subject to change*

### Digital File Specifications

All ads must be submitted in press quality PDF format.

Minimum resolution: 300 dpi.

Four-color process (CMYK); no PMS colors.

Fonts embedded.

All art, such as photos and logos, must be set to CMYK.

No crop marks.

**Inserts/Outserts** Please contact our advertising representative for costs, sizes and quantity. Insertion and production fees may apply.

**Cancellations** Must be received in writing by the reservations date to avoid full payment.

**Approval** All advertising is subject to the Publisher's approval.

**Disposition** Electronic files are held one year and discarded unless otherwise instructed.



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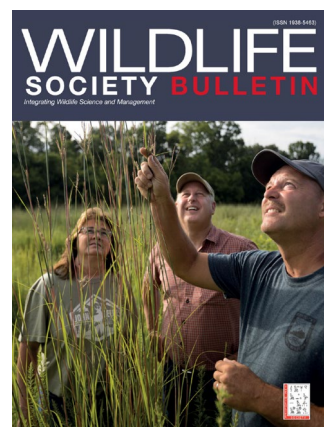
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#### Advertising Sales

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# The Wildlife Society Journals



Reach a targeted audience of wildlife researchers, managers, academics, and students with low-cost digital advertising in our three premier scientific journals, the Journal of Wildlife Management, Wildlife Monographs and the Wildlife Society Bulletin.

The Wildlife Society journals are among the longest-standing, most influential journals in the wildlife profession. Research in our journals serve as the scientific foundation for applied wildlife management and conservation in North America and beyond.

As a result, the impact of our journals is strong and the demand is high. **Nearly 13,000 libraries, universities, and businesses subscribe** and journal access is included as a TWS member benefit. That means you can reach virtually the entire community of wildlife biologists and students with your low-cost digital ad.

**Your ad will be displayed on every page: the journal landing page, the issue page, and each article's page.**

**+20,000**

Unique visitors per month

**75%**

of our members regularly discuss the journals with their colleagues

**+325,000**

Full-text downloads in the past year!

## Frequency

JWM / WM / WSB

630,000+ annual page views

## Type

1 leaderboard placement monthly

2 vertical button placements monthly

## Rate

\$500

1 month on JWM / WM / WSB pages

**Three placements for the price of one!**

**Submission Deadline** 15<sup>th</sup> of the preceding month

## Specifications

Leaderboard 728 x 90 pixels

Button 300 x 250 pixels

Resolution 96 dpi

Format JPEG is preferable format, we are also able to use these additional file formats, including GIF, PNG and SWF. Interlaced and non-interlaced files are acceptable, as are animated files. No flash files.



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# eWildlifer

## Weekly member newsletter



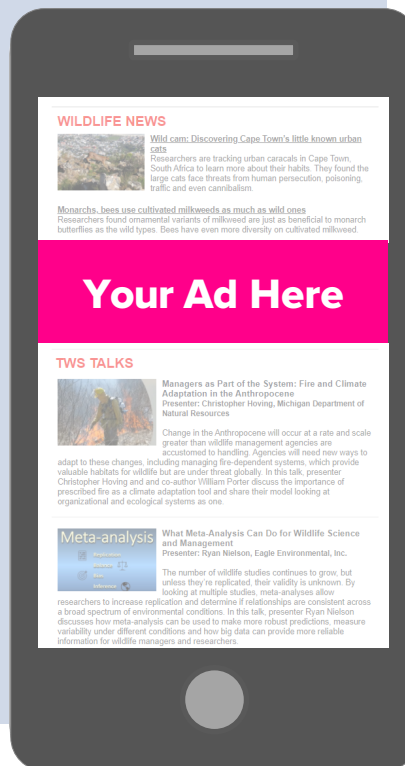
If you're looking to reach every single member of The Wildlife Society in a cost-effective way, the official eWildlifer is your answer. The eWildlifer is one of our most popular member benefits

Each advertisement placed in the eWildlifer can include a link to your product, event, or website.

Weekly distribution enables you to target the week of publication to coincide with special offers or seasonal cycles most advantageous to your business.

**To make your advertisement even more effective, we limit the number of ads placed in each week's newsletter to just three.**

With our members often in the field and in touch via their laptops, tablets, or phones, this is a great way to reach them wherever they are.



Reach  
**EVERY  
SINGLE**  
member

### Frequency

Distributed every Friday to over 11,000 members, plus nearly 1,500 associated professionals

### Availability

Maximum of 3 paid banner advertisements per issue

### Rates

\$100 placement for 1 week

**Less than a penny  
per member**

### Submission Deadline

Tuesdays at 12:00 pm eastern

### Specifications

Size: 970 x 250 pixels  
Resolution: 96 dpi minimum  
Format: JPEG or PNG format



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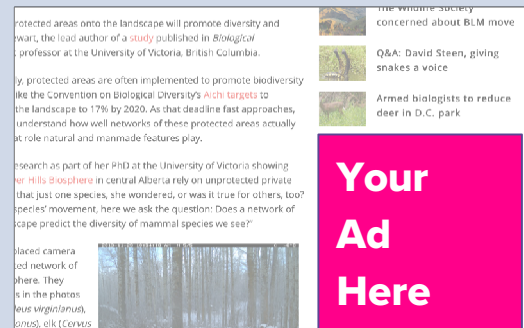
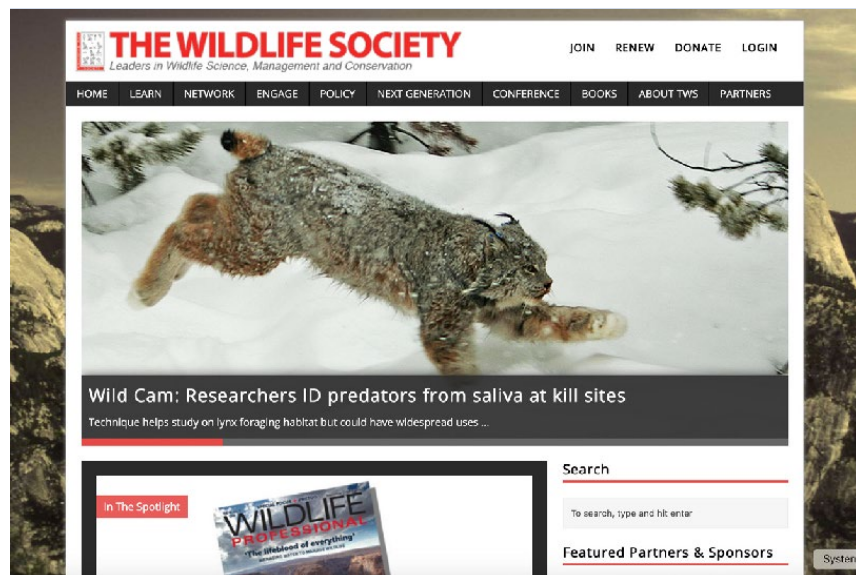
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# wildlife.org

More than  
**650,000**  
visitors  
annually

## The Wildlife Society's website



## Advertise at the center of The Wildlife Society's dynamic wildlife and news network

**Our website reaches a broad audience of wildlife professionals and the general public.** As the hub of TWS' communication network and member services, wildlife.org attracts a high volume of new and returning viewers.

In fact, our dynamic website generates more than 1.3 million page views per year by more than 650,000 visitors, offering an effective, low cost solution to your advertising needs.

Be at the center of everything TWS as we drive viewers to our website and to your advertisement through our weekly eWildlifer and social media efforts that reach an audience of more than 125,000 people.

### Frequency

1.3 million+ page views annually

### Type

Vertical button placements on most wildlife.org pages.

### Rates

\$100 placement for 1 week

### Submission deadline

Wednesdays at 12:00 pm eastern for the following week.

### Specifications

Size: 300 x 300 pixel  
Format: JPEG format  
Resolution: 300 dpi minimum  
Graphics: full color CMYK



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