The Wildlife Society
Media Kit 2021

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

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 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.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Medium</th>
<th>Rates as low as</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Wildlife Professional</td>
<td>Print, Magazine</td>
<td>$750 per placement</td>
<td>Page 2</td>
</tr>
<tr>
<td>Journals</td>
<td>Digital, website</td>
<td>$500 per month</td>
<td>Page 4</td>
</tr>
<tr>
<td>eWildlifer</td>
<td>Digital, e-newsletter</td>
<td>$100 per week</td>
<td>Page 5</td>
</tr>
<tr>
<td>Wildlife.org</td>
<td>Digital, website</td>
<td>$100 per week</td>
<td>Page 6</td>
</tr>
</tbody>
</table>
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:

>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.
2021 Advertising Specifications

Rate and Size Specifications

Full-Page Advertisement

<table>
<thead>
<tr>
<th>Sizes</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page bleed</td>
<td>8 3/4&quot;</td>
<td>11 1/8&quot;</td>
</tr>
<tr>
<td>Full-page trim</td>
<td>8 1/2&quot;</td>
<td>10 7/8&quot;</td>
</tr>
<tr>
<td>Full-page non-bleed</td>
<td>8&quot;</td>
<td>10 3/8&quot;</td>
</tr>
</tbody>
</table>

Half-Page Advertisement

Size: ½-page horizontal

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>½-page horizontal</td>
<td>7 1/2&quot;</td>
<td>4 ¼&quot;</td>
</tr>
</tbody>
</table>

Per Placement Rate

**Flat Rate $750**

**Volume discount does not apply.**

20% Discount when you reserve 4 or more placements!

Per Placement Rates

<table>
<thead>
<tr>
<th>Issues</th>
<th>Reservations</th>
<th>Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>4–6 issues</td>
<td>$1,200</td>
<td></td>
</tr>
<tr>
<td>1–3 issues</td>
<td>$1,500</td>
<td></td>
</tr>
<tr>
<td>*Cover 2, 3, or 4</td>
<td>$1,600</td>
<td></td>
</tr>
</tbody>
</table>

Printing Specifications

Trim Size: 8 ½" 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

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.

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

Advertising Sales

advertising@wildlife.org
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 15th 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.

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 15th 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.

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

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

Advertising Sales
advertising@wildlife.org

www.wildlife.org
eWildlifer

Weekly member newsletter

THE OFFICIAL eWildlifer
of THE WILDLIFE SOCIETY

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.

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

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

Advertising Sales
advertising@wildlife.org

Reach EVERY SINGLE member
The Wildlife Society’s website

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

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