



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

Advertising Sales
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”

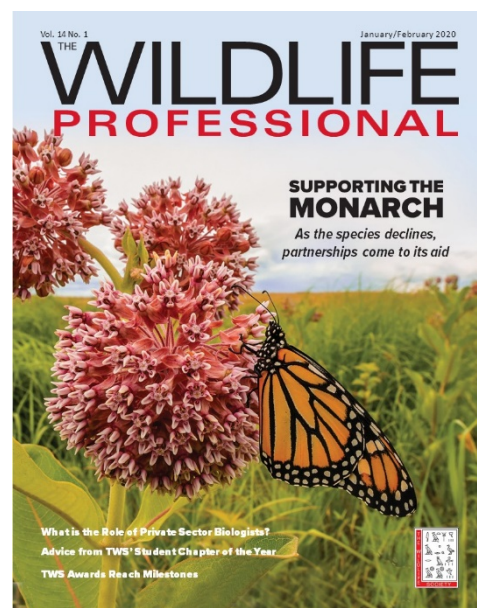
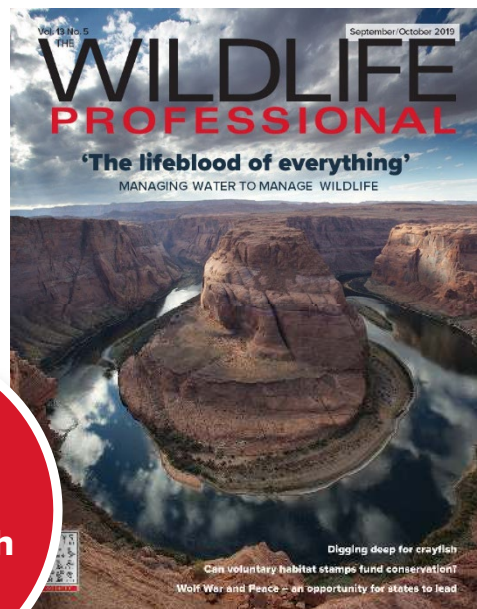
*based on a 2017 readership survey

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.

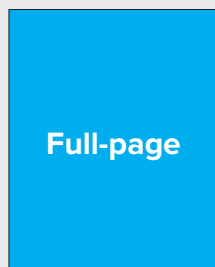
Every issue of The Wildlife Professional is also posted online and made available to our members. Make your advertisement go even further with embedded website links at no extra charge!

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

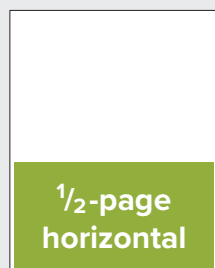
Sizes	Width	Depth
Full-page bleed	8 3/4"	11 1/8"
Full-page trim	8 1/2"	10 7/8"
Full-page non-bleed	8"	10 3/8"

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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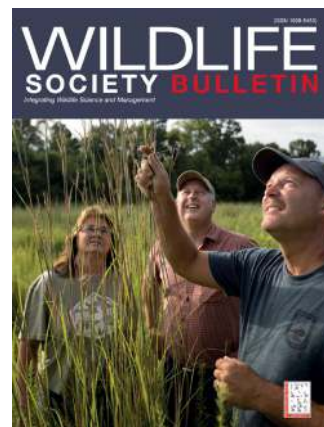
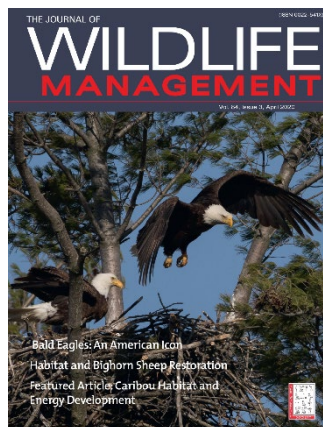
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www.wildlife.org

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.



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eWildlifer

Weekly member newsletter



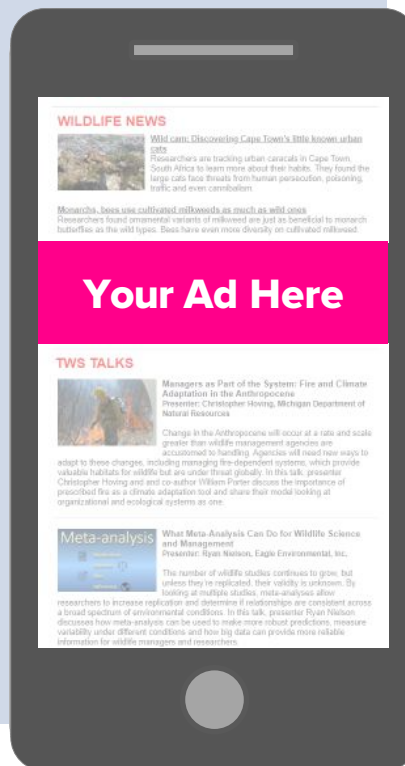
If you're looking to reach every single member of The Wildlife Society in a cost-effective way, the official eWildlifer is your answer. The eWildlifer is one of our most popular member benefits

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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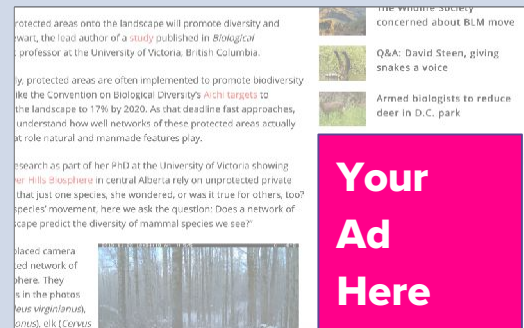
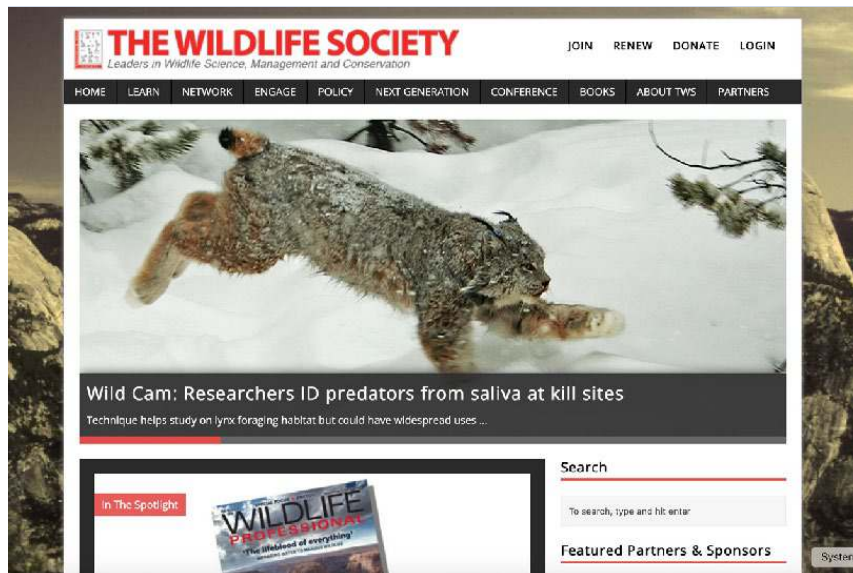
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More than
650,000
visitors
annually

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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