



MEDIA KIT 2023

REACHING WILDLIFE PROFESSIONALS AND STUDENTS ACROSS NORTH AMERICA

The Wildlife Society offers digital and print advertising opportunities to get your brand and products in front of more than **11,000 wildlife professionals and students**, plus **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 highly-sought, award-winning, membership magazine is delivered in print to each member 6 times per year. Our e-newsletters provide weekly, targeted communications to all 11,000+ members. Our website has more than 1.4 million page views each year, reaching more than 900,000 wildlife professionals and the broader public. Our annual conference is the largest gathering of wildlife management professionals and students from across all 50 states and several Canadian provinces. Use one or more communication channels to deliver your message to our loyal and attentive members.

Channel	Details
The Wildlife Professional	Page 2, 3
e-newsletters	Page 4
wildlife.org	Page 5
Annual Conference	Page 6
Journals & Partnerships	Page 7

Customized Packages

TWS will work with you to customize advertising and engagement packages across our channels with special rates to best deliver on your needs.



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

Professionally, they 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 wildlifera.

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** wildlifera with each issue!

>90%

say the content is relevant to them & more than 2/3 read every 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"

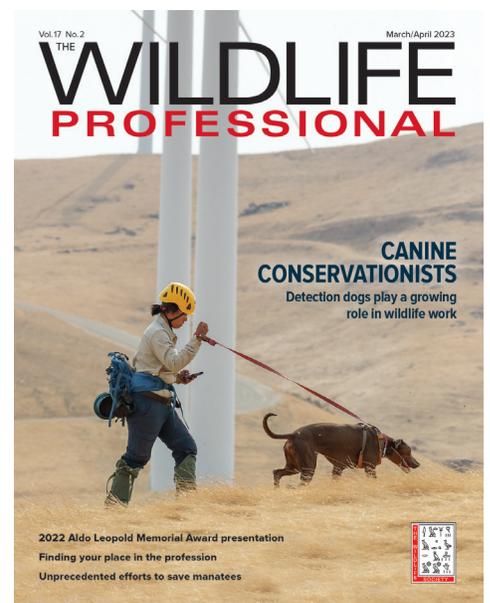
*based on a 2017 readership survey

Ads in this premier publication reach the widest possible audience of professionals in the most prominent wildlife management and conservation settings. These wildlifera 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, tribal 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

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



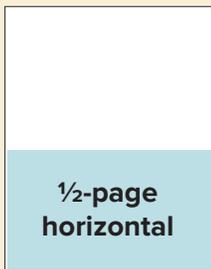
Full-Page Advertisement

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"

Per Placement Rates

4–6 issues	\$1,250
1–3 issues	\$1,600
*Cover 2, 3, or 4	\$1,800

**Covers sold on an annual basis. No discounts. Subject to availability.*



Half-Page Advertisement

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

Per Placement Rate
**Flat Rate \$850

***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	Reservation/Material Deadline
Jan/Feb	Nov 10
Mar/Apr	Jan 25
May/Jun	Mar 22
Jul/Aug	May 24
Sep/Oct	Jul 26
Nov/Dec	Sep 27

Dates subject to change

File Specifications

- All ads must be submitted in press quality PDF format.
- Four-color process (CMYK); no PMS colors.
- All art, such as photos and logos, must be set to CMYK.
- Minimum resolution: 300 dpi.
- One PDF file per ad submission.
- Fonts embedded.
- No crop marks.

2-Page Spread Limited 2-page spread options exist. Please contact our advertising representative for specifications, rates, and availability.

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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eWILDLIFER AND MEMBER COMMUNICATIONS

WEEKLY MEMBER NEWSLETTERS



Reach
**EVERY
SINGLE**
member

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 and other member e-newsletters can include a link to your product, event, or informational websites.

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 advertising placements to three per week across all member newsletters.

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 weekly to over 11,000 members

Availability

Maximum of 3 banner advertisements per week

Rates

\$150 per placement

Just over a penny per member!

Submission Deadline

Tuesdays at 12:00 p.m. eastern

Specifications

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

High cadmium levels dropped in Arctic seabirds

Researchers had never conducted a comprehensive assessment of cadmium contamination in Arctic seabird populations. Using more than three decades of tissue samples, [they discovered some surprising trends.](#)

MEMBER PHOTO OF THE WEEK
Want to see your photo featured? Send it our way!

This week's photo by TWS member Britney Whalen, titled "Take My Breath Away Monterey..." shows the coastal landscape of Monterey, California.

Your Ad Here

Quiz Bowl Answer:
Calliope hummingbird



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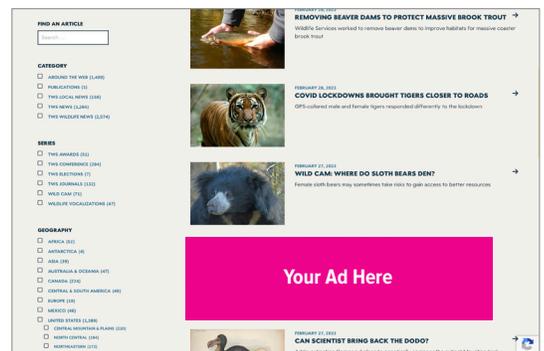
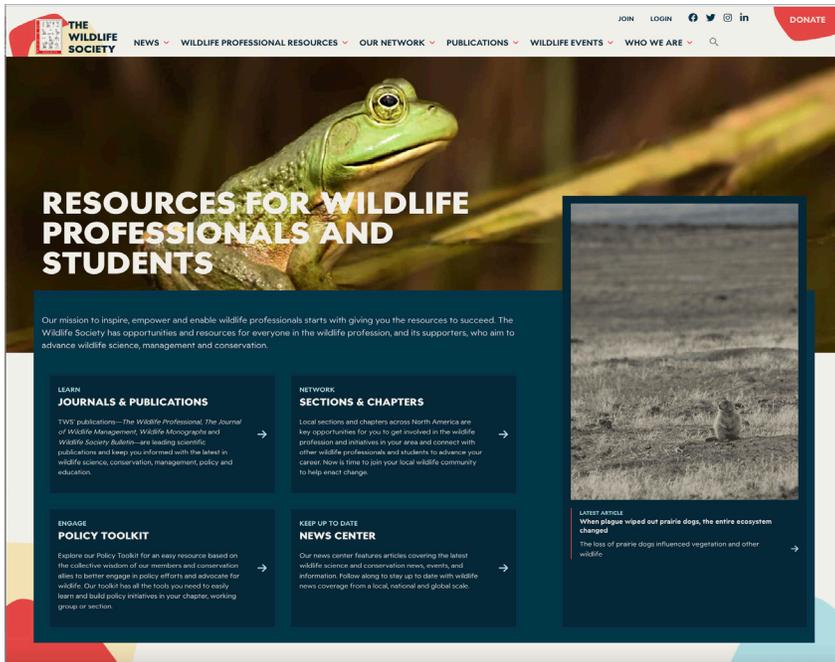


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WILDLIFE.ORG

THE WILDLIFE SOCIETY'S WEBSITE

More than
940,000
visitors annually



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 generated more than 1.4 million page views by more than 940,000 visitors in 2022, 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 additional audience of more than 125,000 people.

Frequency

1.4 million+ page views annually

Type

Square ads on every news article
Horizontal ads in News Center

Rates

\$300 per month

Availability

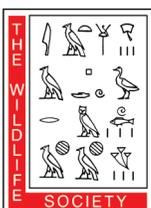
One placement per page, rotating between maximum of 3 advertisements per period

Submission deadline

Wednesdays at 12:00 p.m. eastern for placements beginning the the following week.

Specifications

Square: 250 x 250 px
Horizontal: 970 x 250 px
Format: JPEG format
Resolution: 300 dpi minimum



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TWS ANNUAL CONFERENCE

SPONSOR & EXHIBITOR OPPORTUNITIES

No matter what your brand or mission, chances are you will find your audience at #TWS2023. We regularly have attendees from all 50 U.S. states, several Canadian provinces, sovereign tribes, and beyond. Our attendees are researchers, executives, technicians, professors, land managers, decision-makers, policy analysts, statisticians, students, and more. They work across all sectors including state, provincial, and federal agencies, tribal governments, corporations, non-profits, and universities/colleges. Outside of work, they enjoy traveling, hunting, fishing, birdwatching, hiking, kayaking, camping, photographing, and most other forms of outdoor recreation.



Visit twconference.org to learn more about the great events at our upcoming conference!

TWS Annual Conference Component Summary Sheet

	Participation Level					
	Customize Your Package	Platinum Sponsor (\$25,000+)	Gold Sponsor (\$10,000+)	Silver Sponsor (\$5,000+)	Bronze Sponsor (\$3,000+)	Exhibitor (\$1,500)
Conference registrations		6	4	3	2	1
Announcement of support level in TWS' e-newsletter		•	•	•	•	•
Mobile App Listing		•	•	•	•	•
Exhibit booth located in the Members Activity Center		•	•	•	•	•
Listed on exhibitor page of conference website		•	•	•	•	•
Logo included in pre- and post-conference thank you ad in TWP		•	•	•	•	
Logo included in an email blast to all TWS members (11,000+)		•	•	•	•	
Included in our "Meet our Sponsors" article on wildlife.org		•	•	•	•	
Logo on sponsor page of conference website (with link)		•	•	•	•	
Named sponsor of a conference event or activity		•	•	•		
Logo on home page of conference website		•	•	•		
Verbal recognition at a live conference event		•	•			
Custom session at our featured Innovation Center		•	•			
Custom push notification through the mobile app		•	•			
Custom social media post		•				
Exclusive and custom sponsorship of a general session event		•				

[[Click here](#)] to register as a sponsor or exhibitor



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OTHER WAYS TO REACH OUR AUDIENCE

THE WILDLIFE SOCIETY JOURNALS

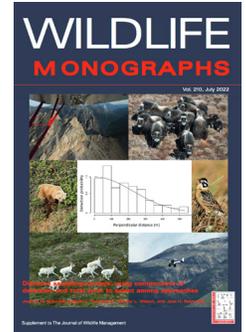
Reach a targeted audience of wildlife researchers, managers, academics, and students with digital advertising in our three premier scientific journals: The Journal of Wildlife Management, Wildlife Monographs and the Wildlife Society Bulletin.

For more information on opportunities and rates, contact our publisher, Wiley:

USA: corporatesalesusa@wiley.com

Europe: corporatesaleseurope@wiley.com

Revenue from the sale of ads with Wiley supports TWS programs and mission delivery.



YEAR-ROUND PARTNERSHIP OPPORTUNITIES

Partner support is essential to the advancement of The Wildlife Society, our missions and program initiatives. TWS' partners enable the Society to provide better services and unique member benefits, and drive progress on vital areas of growth for the Society and the wildlife profession.

TWS works with our partners to develop customized packages based on our shared goals and unique opportunities.

If you are interested in exploring TWS' partner opportunities, please contact tw@wildlife.org.

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