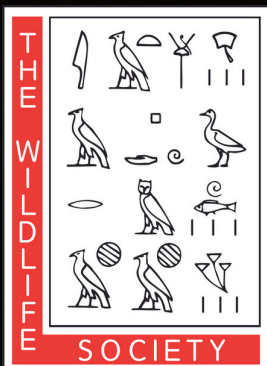


THE WILDLIFE SOCIETY 2025 MEDIA KIT



Whether advancing research or preserving ecosystems, **The Wildlife Society** is the trusted partner of wildlife professionals. TWS empowers professionals and enthusiasts to shape the future of wildlife. Amplify your mission through our advertising opportunities—Print and digital ads, direct marketing, in-person conference exhibits and sponsorships, our wildlife job board, and more!



MEDIA KIT 2025

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.

ALL SECTORS

Employed by state, provincial, and federal agencies, tribal governments, non-profit organizations, universities and colleges, and for-profit businesses across North America

DECISION-MAKERS

55% consider themselves a leader in their current role with their organization

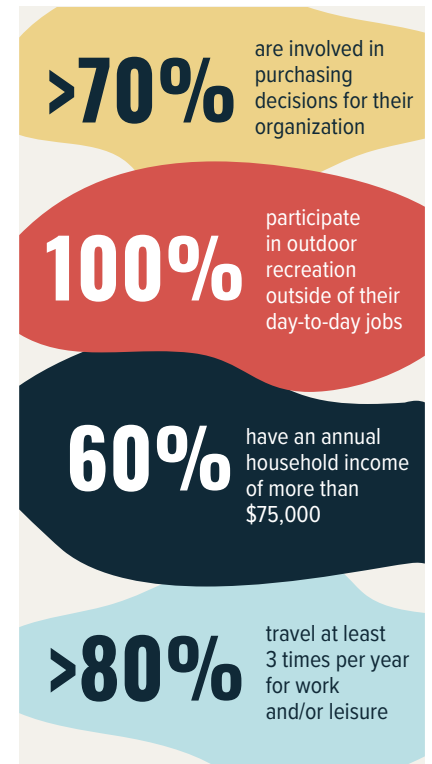
OUTDOOR ENTHUSIASTS

- 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

WORLD TRAVELERS

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

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



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 Lauren Ruotolo, Director of Development, LRuotolo@wildlife.org.

The Wildlife Society

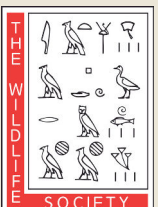
Mailing Address:
25 Century Blvd, Ste 505
Nashville, TN 37214

wildlife.org

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

Advertising Sales:
advertising@wildlife.org

   [@TheWildlifeSociety](https://www.instagram.com/TheWildlifeSociety)





THE WILDLIFE PROFESSIONAL

THE WILDLIFE SOCIETY'S PREMIER MAGAZINE FOR PROFESSIONALS

The Wildlife Professional boasts an over **85% satisfaction rate**. Our members love this magazine, and more than 7,000 share their copy with other wildlifery. Every issue is also posted online and made available to our members. At no extra charge, you can embed website links to make your advertisement go even further!

Rate and Size Specifications

Full-Page

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

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

1/2 page horizontal

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.

Issue	Material Deadline
March/April	Dec. 27
May/June	Feb. 28
July/August	April 25
Sept/Oct	June 30
Nov/Dec	Aug. 29
Jan/Feb 2026	Oct. 31

Dates subject to change

Availability: Maximum of 16 pages of paid advertising per issue

Frequency: Published bi-monthly, with 6 issues per year

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

Printing Specifications

Process: Web offset

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

Cover: 100 lb. gloss

Binding: Saddle-stitch

Interior: 60 lb. matte

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.

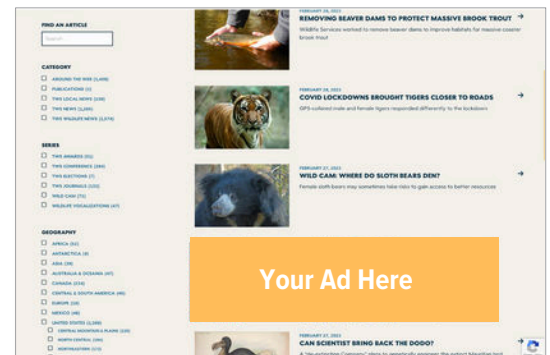
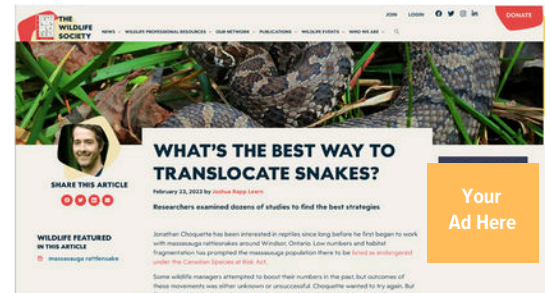
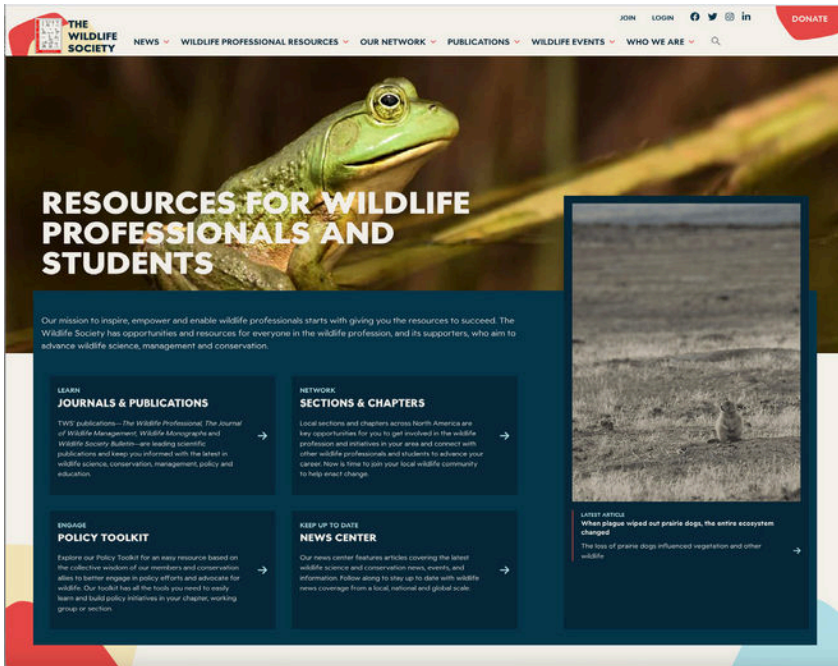
Cancellations Must be received in writing by the reservations date to avoid full payment.

Approval All advertising is subject to the Publisher's approval. Electronic files are held one year and discarded unless otherwise instructed.

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

WILDLIFE.ORG

THE WILDLIFE SOCIETY'S DYNAMIC WILDLIFE AND NEWS NETWORK!

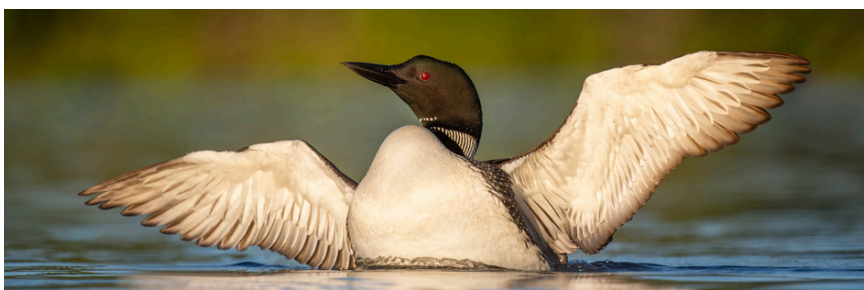


More than 1.5 million visitors annually

As the hub of TWS' communication network and member services, **wildlife.org** attracts new and returning viewers.

Our dynamic website generated more than **2.4 million** page views by more than **1.5 million** visitors in 2024, 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 your advertisement through our weekly eWildlifer and social media channels that reach an **additional audience of more than 200,000 people.**



Frequency

2.4 million+ page views annually

Type

Square ads on every news article
Horizontal ads in News Center

Availability

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

Rates

\$300 per month

Submission deadline

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

Specifications

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

eWILDLIFER AND MEMBER COMMUNICATIONS

WEEKLY MEMBER NEWSLETTERS

Advertising Sales
advertising@wildlife.org

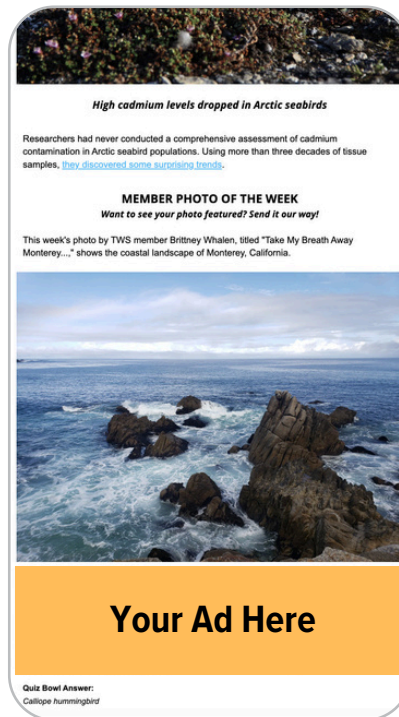
Reach **EVERY SINGLE** member

Each advertisement placed in the eWildlifer and other member e-newsletters can include a **link** to your product, event, or informational websites.

To make your advertisement **even more effective**, we limit advertising placements to three per week across all member newsletters.

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

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

THE WILDLIFE SOCIETY JOURNALS

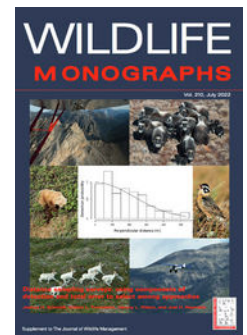
Reach a targeted audience of wildlife researchers, managers, academics, and students with digital advertising in our three premier scientific journals: **The Journal of Wildlife Management, Wildlife Monographs and the Wildlife Society Bulletin.**

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.



TWS ANNUAL CONFERENCE

SPONSOR & EXHIBITOR OPPORTUNITIES

No matter your brand or mission, chances are you will find your audience at **#TWS2025!**

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.



**THE WILDLIFE SOCIETY'S 32nd ANNUAL
CONFERENCE EDMONTON, ALBERTA
OCTOBER 5-9, 2025**

EXPLORE #TWS 2025	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
	\$25,000+	\$10,000+	\$5,000+	\$3,000+	\$1,750
Number of 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 + 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)	✓	✓	✓	✓	✓
Logo placed on signage for conference activity or event	✓	✓	✓	✓	✓
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	✓	✓	✓	✓	✓



JOB BOARD

ATTRACT DIVERSE CANDIDATES

Prices start at just \$149!

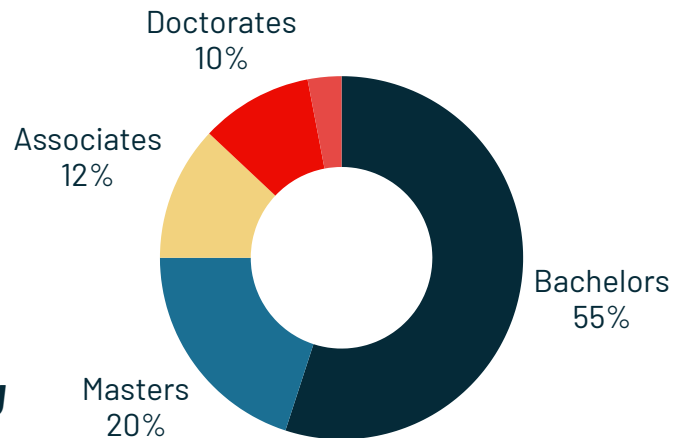
Put your job or exclusive banner in our next job flash email to **6,500+ wildlife professionals** nationwide to increase candidates by **up to 500%**!

Post Internships, Seasonal Field Technicians, and Graduate Assistantships at **no cost**.



careers.wildlife.org

More than 14,000 job seekers!



14,075

6,620

200

40,000

600,000

Total job seekers

Signed up for alerts

Average job applies per month

Average job views per month

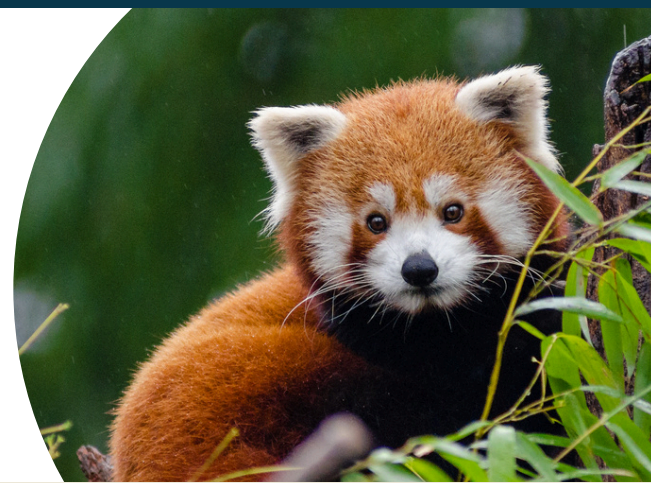
Average job exposures per month

Ask about bundle discounts!

Schedule a meeting today so we can hear more about your business goals and aspirations!

We can create an advertising plan that fits your budget and advertising needs.

Together, we can share your mission to wildlife professionals and students across the nation and beyond!



The Wildlife Society

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   @TheWildlifeSociety

