



THE
WILDLIFE
SOCIETY

Media Kit





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2026 MEDIA KIT

About Us

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!

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
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Our Community

REACHING WILDLIFE PROFESSIONALS ACROSS NORTH AMERICA

The Wildlife Society offers digital and print advertising opportunities to get your brand and products in front of more than **10,000 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*



>70% are involved in purchasing decisions for their organization

60% have an annual household income of more than \$75,000

100% participate in outdoor recreation outside of their day-to-day jobs

>80% travel at least 3 times per year for work and/or leisure

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



@TheWildlifeSociety

WILDLIFE.ORG

Advertising Sales:
advertising@wildlife.org

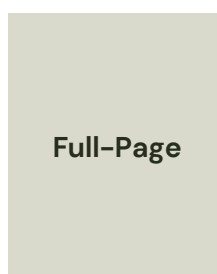


The Wildlife Professional

THE WILDLIFE SOCIETY'S PREMIER MAGAZINE

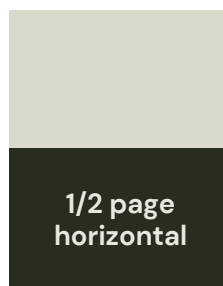
The Wildlife Professional boasts an over **85% satisfaction rate**. Our members love this magazine, and more than 7,000 share their copy with other wildlifers. Every issue is also posted online and made available to our members. At no extra charge, you can embed website links to make your advertisement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

Rate and Size Specifications



Full-Page 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"



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.

Per Placement Rates

PRINT

Full, Cover Page Rate = \$1800
 Full Page Rate (1-3 issues) = \$1,600
 Full Page Rate (all 4 print issues) = \$1250

DIGITAL ONLY RATES

Full page = \$300
 1/2 page = \$150

20% Discount
 when you reserve
 4 or more
 placements!

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

Issue	Material Deadline
April	Jan. 26
May/June (Digital)	Feb. 27
July	April 27
Aug./ Sept. (Digital)	May 28
October	July 27
January 2027	Oct. 30

Dates subject to change

Availability: Maximum of 16 pages of paid advertising per issue

Frequency: Published bi-monthly, with 4 in person, 2 digital 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.

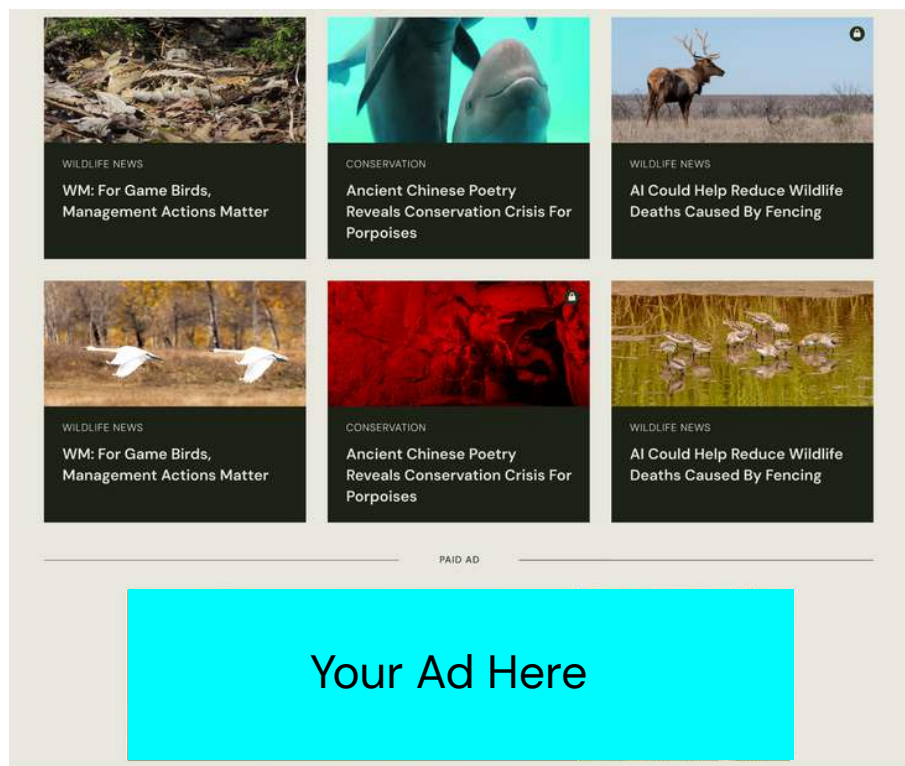
Cancellations Must be received in writing by the reservations date to avoid full payment.

Approval

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

WILDLIFE.ORG

The Wildlife Society's Dynamic News Network



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

Specifications

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

Submission deadline

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

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 2025, 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**.

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eWILDLIFER AND MEMBER COMMUNICATIONS

WEEKLY MEMBER NEWSLETTERS

Reach **EVERY SINGLE TWS** 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**.



[Listen now](#)

Latest episode of "Our Wild Lives"

How can the worlds of wildlife conservation and music come together in perfect harmony?

In the latest episode of "Our Wild Lives," Emily Thoroski and Mer Shoesmith discuss how science inspires their music, such as the new song "The Eyes of the Wolf" that reimagines Aldo Leopold's famous thoughts on predators ecological balance.

Your Ad Here

Announcements

Partner thank you

The Wildlife Society is proud to name the [U.S. Forest Service](#) as a partner as it works to sustain the health, diversity and productivity of the nation's forests and grasslands to meet the needs of present and future generations.

[Call for manuscripts: National Quail Symposium](#)

Frequency: Distributed weekly to over 10,000 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

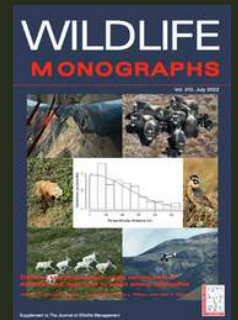
THE WILDLIFE SOCIETY JOURNALS

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*.

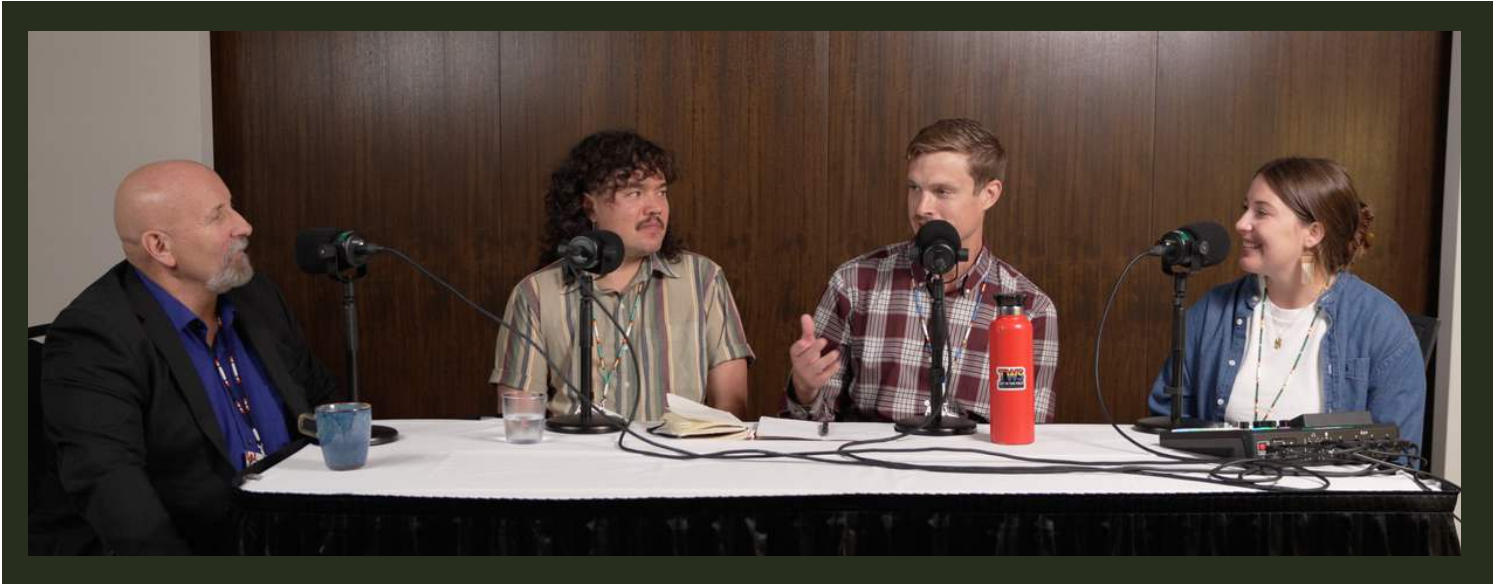
For more information on opportunities and rates, contact our publisher, Wiley:

USA: corporatesalesusa@wiley.com
Europe: corporatesaleseurope@wiley.com

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



OUR WILD LIVES PODCAST



Our Wild Lives takes listeners into the heart of wildlife conservation, sharing compelling stories from wildlife professionals doing critical work around the world.

Our listeners are deeply invested in science-based wildlife management and conservation and they're eager to **discover products, services, and organizations** that support their work and values.

Pre-Roll Ad (15–20 seconds) – Your message is featured at the very start of the episode—ideal for maximum reach and high listener attention.

Mid-Roll Ad (30–60 seconds) Placed at the natural break in the conversation, this is our most engaging spot with the highest listener retention and message depth.

Post-Roll Ad (15–20 seconds) A budget-friendly option that follows the episode's closing, perfect for brand reinforcement.

Sponsored Episode – Highlight your organization or initiative with a fully integrated episode featuring expert interviews, field stories, or topic segments tailored to your mission.

Multi-Episode Packages Bundle ads across several episodes for discounted rates and sustained exposure to our highly engaged audience.

Contact Katie Perkins (kperkins@wildlife.org) to discuss advertising opportunities

TWS ANNUAL CONFERENCE

Sponsor and exhibitor opportunities

No matter your brand or mission, chances are you will find your audience at **#TWS2026**!

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 33rd
ANNUAL CONFERENCE**
DES MOINES, IOWA
NOVEMBER 1-5, 2026

EXPLORE #TWS 2026	PLATINUM \$25,000+	GOLD \$10,000+	SILVER \$5,000+	BRONZE \$3,000+	EXHIBITOR \$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	✓	✓	✓	✓	
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

careers.wildlife.org

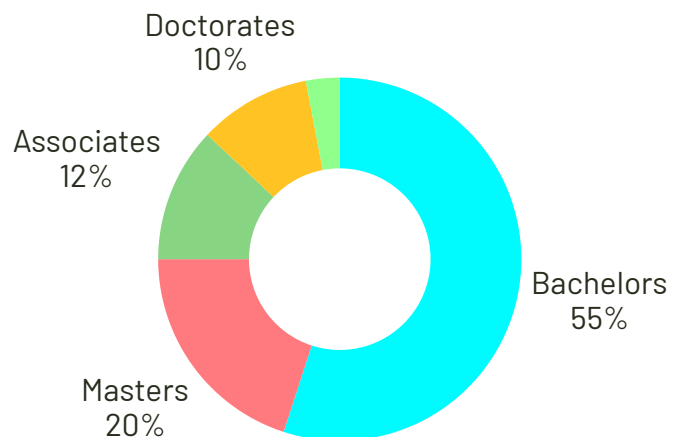
Prices start at \$149!

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.**



More than 14,000 job seekers!



14,075

Total job
seekers

6,620

Signed up
for alerts

200

Average job
applies per month

40,000

Average job
views per month

600,000

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!



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