OUR MISSION: The NWTF is dedicated to the conservation of the wild turkey and preservation of our hunting heritage.

ABOUT US

Welcome to the National Wild Turkey Federation, where our passion for conservation merges with a burning desire to preserve this nation’s hunting heritage while expanding hunting opportunities for everyone.

From our humble beginnings in 1973, when wild turkey numbers were critically low, we have become one of the strongest conservation organizations in the country. While growing our membership, we are forging partnerships across the industry and are committed to our Save the Habitat. Save the Hunt. initiative — a 10-year goal to conserve or enhance an additional 4 million acres of critical wildlife habitat, recruit or reactivate 1.5 million hunters and open access to an additional 500,000 acres for public hunting.

If your business goal is to reach avid turkey hunters and passionate conservationists with your message or product, you are in the right place. Let us connect you with the NWTF’s most valued resources: its members, partners and staff.

Every day of the year, thousands of NWTF volunteers, partners and staff put boots on the ground for conservation; provide educational and hunting opportunities for countless women, children, veterans and people with disabilities; encourage all types of people to hunt and enjoy the outdoors; and stand up for hunting rights in capital buildings across the United States.

No one does it better than the NWTF. Since 1985, our volunteers and partners have raised and put to use more than $488 million toward that mission. With 90 cents of every dollar raised going directly to our mission, you can guarantee your investment in the NWTF is working for the future of conservation and hunting.

Advertise with us and deliver your message to the most dedicated audience of hunter conservationists in the world.

NWTF MEMBERS, YOUR CUSTOMERS

Our members are more than turkey hunters... Activists, conservationists, hunters, college grads, parents, NRA members, travelers and buy American.

- 51% spend more than $1,000 on hunting each year.
- 94% have a household income of $75,000 or more.
- 88% hunt whitetail deer, mule deer, elk and hogs.
- 82% own a handgun.
- 75% own a bow.
- 42% travel out of state to hunt in the last 12 months.
- 77% of our membership is 41 and older.
- 78% read advertisements in Turkey Country magazine.
- 91% are homeowners.
OPPORTUNITIES FOR PARTNERSHIP
Reaching our members and beyond

**TURKEY COUNTRY MAGAZINE**
- NWTF’s lifestyle magazine for members, hunters and conservationists
- Six issues per year
- **375,000** readership

**JAKES COUNTRY MAGAZINE**
- Outdoor fun and adventure magazine for NWTF members 17 and younger
- Four issues per year
- **105,000** readership

**NWTF E-MEDIA**
- NWTF.org — more than **1.8 million** visits annually
- shop.nwtf.org
- Social media — more than **300,000** likes on Facebook, more than **60,000** followers on Twitter and nearly **100,000** followers on Instagram
- E-newsletter mailed to **190,000** addresses each month

**NWTF EVENTS**
- More than **220,000** impressions at NWTF Hunting Heritage Banquets across North America
- More than **1,400** outreach events for youth, women and families
- NWTF Convention and Sport Show — more than **52,000** attendees at annual event in Nashville

**LICENSING, ROYALTY AND CORPORATE PARTNERSHIPS**
- Customizable partnership agreements to maximize your reach
- Dedicated account managers for every partner
- Your brand in front of conservation’s most dedicated volunteers
NOTES TO ADVERTISERS

- **Multiple page discounts at 15 percent.** Available to advertisers who run two or more full-page ads in the same issue.
- **Pre-payment is required of all classified and GTO advertisers.** Payment must accompany insertion order.
- **Net 30 for display advertisers.** Finance charge of 1 percent per month after 60 days.
- **No cancellations accepted after closing date.** 10-percent penalty for cancellation after closing date. Covers cannot be canceled.
- **Agency discount.** A 15-percent commission is allowed to accredited advertising agencies paying within 30 days of invoice date.
- **All advertising is subject to publisher’s approval.** Publisher assumes no responsibility for errors in key numbers and no liability for omission of any advertisement. If we make an error, we will insert a make-good ad in a subsequent issue at no charge.
- **Advertiser assumes all liability** for all contents of ads printed and for any claims or suits against the publisher arising there from.

DIGITAL FILE GUIDELINES

NWTF publications require all ads to be submitted digitally. Please pay careful attention to the following guidelines for advertising art.

**FILE FORMAT**

- Adobe PDF files must have all fonts embedded, no RGB data and no JPEG data
- EPS files with fonts converted to outlines
- InDesign, Illustrator and Photoshop, and QuarkXpress files must be submitted as EPS or PDF
- Image files must be TIFF or EPS, CMYK format, 266 or 300 dpi resolution

**COLOR**

- Four-color process (CMYK)
- Spot color and RGB are not acceptable

**FONTS (OPEN TYPE AND TRUE TYPE)**

- Supply all fonts for text and graphics as one suitcase per family
- Use the actual typeface from the font library
- Do not use bold, italicized, etc., formatting options found within the document layout program
JAKES COUNTRY – EDITORIAL CALENDAR  (subject to change)
Fun and adventure awaits NWTF members 17 and younger, as they learn hunting tactics, safe shooting tips and the character it takes to be a true outdoors sports enthusiast.

We mail four issues per year to over 50,000 NWTF JAKES and Xtreme JAKES households. Only four pages of advertising in each issue.

WINTER  SUMMER
Cold Weather  Shooting Sports and Preseason Scouting
Adventures

SPRING  FALL
Turkey Hunting  Deer and Small Game Hunting
and Fishing

ADVERTISING SPECS AND PRICING
(four color)  Trim  Bleed  Live Area  Price
Covers 2 and 3     8” x 10.75”     8.25” x 11”     7.125” x 9.7”     $600
Cover 4       8” x 10.75”     8.25” x 11”     7.125” x 9.7”     $600
Full page     8” x 10.75”     8.25” x 11”     7.125” x 9.7”     $500
½ page horizontal  7.125” x 4.75”     $300
½ page vertical    4.7” x 7.125”     $300
½ page horizontal    4.7” x 4.75”     $200
½ page vertical    2.26” x 9.7”     $200

See Turkey Country for digital file guidelines

We mail four issues per year to over 50,000 NWTF JAKES and Xtreme JAKES households. Only four pages of advertising in each issue.
NWTF TV – A vision in digital programming
The NWTF is making the leap from traditional television to a full-digital streaming platform that will provide quality turkey hunting and conservation content 24/7/365 to your computer, smart TV or smartphone.

Channels
1. NWTF Originals
   - Turkey Call TV
     - Our classic episodes back to 1999 and
     - Brand new shows

2. NWTF Spotlight
   - Partner, volunteer, project and program vignettes

3. Short Films
   - NWTF and partner productions

4. Gear Up
   - Gear reviews/product testing

5. Cook Nook
   - Recipes and cooking tips, field to fork highlights, game butchering

6. Learn to Hunt
   - How-tos on all of the skills needed for a new hunter to head to the woods

7. Conservation
   - Land management tips, equipment instructionals, Get in the Game segments, Big Six conservation project vignettes

Areas of Investment

Sponsor
NWTF will include logo on the title bar at the top of the home page and all sub pages — $20,000 year

Associate Sponsor Banner
Logo on the top right hand side of each sub category page — $15,000 year

Banner Ads
On individual videos pages can be coordinated with video content (ie, a video on decoy use and safety would be perfect for an Avian-X advertisement) — $1,000 each

Gear Up Product Review Segment
NWTF staff will provide an honest, 2-min review of partner-supplied product — $2,500 each

Short Film Sponsor
Recognition through product placement and logo in individual original short film — $3,500 each

Partner Video/Film Hosting
Reach our audience with your content by allowing NWTF to host your videos and special productions on our streaming site — $2,500 each

Engagement Goals
Launch = 25,000-50,000 views
1 month = 75,000-100,000 views
6 month = 500,000 views
1 year = 1 million views
E-MEDIA

NWTF.org
The official website of the NWTF
Site visits — 1,477,636
Unique visitors — 959,285
Page views — 2,950,497
Pages per visit — 2.52
Average visit duration — 2:11

Rotating Banner ads
- Home page
- $1,500 per month
- 625 x 130 pixels

Slider ads
- Home page
- First 3 positions guaranteed for one full week — $3,000
- One position for one full week — starts at first position first day only $1,000

NWTF E-NEWSLETTER
News, tips and new products sent monthly to a mailing list of 192,000

Title sponsor — $2,000 per month
- Top logo
- Middle ad: 550 x 100 pixels
- Call for availability

Newsletter banner ad — $800 monthly
- 550 x 100 pixels
- If purchased annually can interchange with sponsor feature and/or product review
- Call for availability

Paid content feature — $800 monthly
- 550 x 200 pixels
- If purchased annually can interchange with banner ad and/or sponsor feature
- Call for availability

Product review — $800 monthly
- 550 x 200 pixels
- If purchased annually can interchange with banner ad and/or sponsor feature
- $800 monthly
- 550 x 200 pixels
- Call for availability

SOCIAL PROMOTIONS — $2,000 each
- Facebook
- Twitter
- Instagram
- YouTube

E-BLASTS to our list of 192,000 subscribers
- $3,000 per e-blast if company provides html file
- $3,500 per e-blast if NWTF graphics department designs the file

NWTF E-MAGAZINE
- Banners — $1,000
- Covers — $3,000
- Interstitials — $3,000

For Immediate Release
For media inquiries, contact Angela Main at 615-719-9988

NWTF celebrates 20 million conserved or enhanced acres

According to landowner statistics, the NWTF has conserved or enhanced 20 million acres of habitat for wildlife. The project was started in 2007 and has since been expanded to include 40 additional states. The initiative is currently active in all of the states where NWTF is active, and it is expected to continue indefinitely.

The NWTF has partnered with Money Mailer to offer the best rates and services.

While we are celebrating tremendous success, we know that the work has just begun,” said Hendrick. “We look forward to making a difference, as we continue to conserve, protect, and enhance wildlife habitat.”

SAVE THE HABITAT. SAVE THE HUNT.
NWTF EVENTS

NWTF staff and volunteers host fundraising and educational events across the country, introducing thousands of people to the outdoors — and bringing your brand to them.

NWTF Shooting Events
Every year the NWTF Shooting Program hosts 6 large-scale NSCA shooting events. These 6 shoots are made up of 5 regional shoots throughout the country and ends with the NWTF’s annual Turkey Shoot. All shoots combined reach an average of 2,000 unique individuals per year from the shooting sports and has a total impressions count of 2.5 million for the year.

NWTF Outreach Events
The NWTF Outreach Events, including The Hunting Heritage Banquets, JAKES Youth, Women in the Outdoors and Wheelin’ Sportsmen totalled 3,254 separate events and reached 299,464 in 2018.

Opportunities for Involvement
• 31.5” x 79” vinyl banners — only 10 available at $10,000 each
• Tear drop banners
• Product donations at banquets and convention
• Sponsorships (Contact corporate partner team, page 10)

NWTF Convention and Sport Show
The Convention and Sport Show held at the Gaylord Opryland Resort and Convention Center in Nashville, TN, drew over 55,000 attendees in 2018. Contact our corporate partner team (see page 10) to see how you can get involved.
LICENSING AND ROYALTY PROGRAM

Be a part of our exciting “Look for the Logo” efforts. It’s about combining forces with your brand and NWTF’s. Set your products apart with our mark, our brand and our seal of approval. The NWTF brand stands for the future of hunting and conservation in this country. It stands for the best, and only the best.

We invite you to join our other licensed partners, the top brands in the outdoor industry. The brands that give back. The brands that look to a bright future. Just like we do.

NWTF offers partners a positive brand association with the added value of support and endorsement from the organization. As an NWTF licensee, your company is able to reproduce the NWTF logos and marks onto products and packaging. You’ll also have national branding support through NWTF media outlets and the NWTF Convention and Sport Show.

NWTF offers its licensees

- Product highlights on the licensee page in Turkey Country magazine
- Editorial support in Turkey Country
- A listing on the NWTF partners webpage that links back to your website
- A chance to exhibit at the NWTF Convention and Sport Show at the New Products Showcase
- A discount on magazine ads
- Custom agreement for full partnerships that provide discounts off marketing elements

Enrollment Process

- All licensees are under contract.
- Minimum licensing fees start at $5,000.
- Royalty percentage is paid on units sold at wholesale (two-step distribution) or retail (direct marketing).
- Royalty percentage is determined and applied only after sales have surpassed the required minimums each year.
- Royalties are paid quarterly with a reconciliation report.

YOUR PARTNERSHIP STARTS HERE

The NWTF offers customizable partnership agreements to maximize your reach. We have a team of dedicated account managers for every partner to ensure you receive the best attention. Call us today to put your brand in front of conservation’s most dedicated volunteers.

DANNY YOUNG
Vice President of Corporate Partnerships
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(803) 637-7414

MICHELLE JONES
Advertising and Sponsorships Sales Coordinator
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NATALIA DANIELS
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ndaniels@nwtf.net
(803) 637-7410

CARI BENNETT
Product & Licensing Coordinator
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(803) 637-7474

STAYCI LOGUE
Special Sales Coordinator
slogue@nwtf.net
(803) 637-7413
BY THE NUMBERS

MAGAZINES

TURKEY COUNTRY
6 ISSUES PER YEAR
172,405 MEMBERSHIP
431,000 READERSHIP NUMBER

JAKES COUNTRY
4 ISSUE PER YEAR
37,435 MEMBERSHIP
93,587 READERSHIP NUMBER

BANNER STAND IMPRESSIONS
400,000 AT NWTF EVENTS ACROSS NORTH AMERICA

NWTF.ORG
1,477,636 VISITS
939,285 USERS
2,950,497 PAGE VIEWS

FACEBOOK
www.facebook.com/thenwtf
318,372 LIKES

TWITTER
@NWTF_OFFICIAL
64,200 FOLLOWERS

INSTAGRAM
official_nwtf
147,000 FOLLOWERS

IN THE NEXT 10 YEARS, THE NWTF AND ITS PARTNERS WILL

• recruit 1.5 million hunters

• conserve or enhance 4 million acres of critical upland wildlife habitat

• open access to 500,000 acres for outdoor recreation, including hunting

2018 EVENTS

HUNTING HERITAGE PROGRAMS
1,612 EVENTS; 74,836 ATTENDEES

CONVENTION AND SPORT SHOW
55,786 ATTENDEES

HUNTING HERITAGE BANQUETS
1,642 EVENTS; 168,842 ATTENDEES

nwtf.org
803.637.3106