



2020-2021 MEDIA KIT





SAVING DEER, ONE ACRE AT A TIME

Each year MDF members, sponsors, partners and other donors pull together to support our mission ... **Ensuring the Conservation of Mule Deer, Black-Tailed Deer and their Habitat.** Support of this nature plays a prominent role in the sustainability of major Conservation, Advocacy and Outreach initiatives across the organization, including:

- + Migration Corridor & Big Game Winter Range Initiative
- + Conifer Thinning, Grass/Forb Promotion & Sage/Bitterbrush Restoration
- + Support of ongoing Chronic Wasting Disease Research and Monitoring
- + Outreach Programs (R3) – growing the number of hunter conservationists!

As we look to 2021 and beyond, MDF will continue to position itself at the forefront of the wildlife conservation dialogue through our Conservation and Advocacy efforts. Our Outreach program will continue to diversify, introducing, or reintroducing in many cases, thousands of individuals to the hunting and outdoors lifestyle we so cherish.

Support of the MDF mission has never been more important than it is today. While the challenges that lie ahead are significant, the opportunities to strengthen our nation's great hunting and conservation heritage are even more profound. Together we can ensure that our legacy will be one that will inspire future hunter-conservationists to achieve even greater success.

Conservation Continues at MDF and we are excited and focused on making a meaningful difference for wildlife conservation. We hope you will join us.

On behalf of everyone at MDF, we thank you for your trust and consideration of our organization and wish you, your customers, your families and friends all the best as you continue to enjoy wildlife in wild places.

A handwritten signature in black ink, appearing to read "Brian L. Fienhold".

Brian L. Fienhold
MDF Chief Operating Officer



**TO ENSURE THE CONSERVATION OF
MULE DEER, BLACK-TAILED DEER
AND THEIR HABITAT**



FILMS

This Fall, MDF will be teaming up with an industry-leading film production house to create a slate of cinematic, narrative short films to inspire, educate, and communicate our mission and values to the hunting community. We will proactively promote these films to our 147k social followers and are committed to supporting these efforts with an ongoing digital ad budget.

RATE PER NARRATIVE FILM — \$8,000

We take a maximum of three sponsors per film unless specifically requested to add additional partners. All 5-8 minute short films are accompanied by a 60-90 second promotional "trailer" and 30+ high resolution still images taken during production. All sponsor products are placed within the film and trailer and sponsor logos lead the film and trailer with "Presented by" credit. Sponsors are tagged in all supporting social media promotional posts and sponsor-provided URLs accompany all web posts.



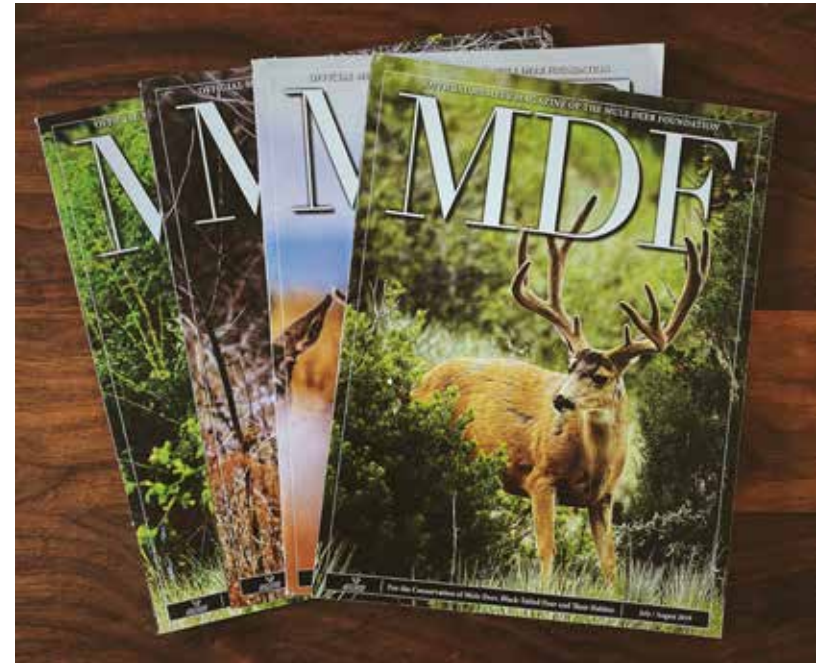
MAGAZINE

If you are like most of our members, you look forward to seeing the latest buck to grace the cover of the MDF member magazine. In 2021, we will continue to bring you those same amazing cover images but you will notice that the art direction will have undergone a much-needed “facelift.” We are very excited to celebrate the content between the covers with an aesthetically pleasing and imminently readable layout and design from the award-winning team at Northwoods Collective (*Covers, Project Upland, Hunting Dog Confidential*). Same great contributors, same editorial vision, simply repackaged for your enhanced reading pleasure.

The editorial will continue to deliver stories from the hunt as well as articles highlighting conservation challenges and projects, mule deer and black-tailed deer biology, state spotlights, cuisine, hunter recruitment efforts, and our regular News from the Field.

We are also thrilled to announce that we will be making a move to publish our member magazine on a quarterly basis. We are increasing each issue's page count and reducing the number of ads in order to deliver the same amount of content annually as we have been on a bi-monthly basis. This strategic move will save us on printing and postage cost, which will then enable us to devote even more dollars to our mission accomplishment on the ground.

We welcome your advertising support as we move forward into this exciting new era for the MDF member magazine!



PUBLICATION SCHEDULE

ISSUE 1 - WINTER - JANUARY
ISSUE 2 - SPRING - APRIL
ISSUE 3 - SUMMER - JULY
ISSUE 4 - FALL - OCTOBER

PRINTING

Perfect bound, 8.375" x 10.875" printed in the USA on glossy, top-scale paper.

REACH

Your ad in MDF's official member magazine reaches members and their friends, families and coworkers who are joiners, spenders and doers. The MDF magazine, website, emails, mailings and events reach and influence this target audience in a way that builds affinity for your brand like no other western hunting publication does.

CIRCULATION

With bonus circulation at our big Western Hunting & Conservation Expo and other events, the MDF magazine circulates to a continually growing membership and pass-along readers. Your support of MDF's print and online communications not only reaches a core group of avid mule deer hunters; it also aligns you and your company with the membership organization and a cause that they hold near and dear. Our circulation ranges from 12,500-15,000.

DISTRIBUTION

Your ad in MDF's official member magazine will be distributed via mail to the homes and businesses of MDF members, and will be surrounded by beautiful photography, engaging stories and layouts, plus meaningful content filled with member involvement devices and interactive branding opportunities.

ADVERTISING

The MDF member magazine is committed to keeping dynamic storytelling at the center of the reader experience so we've determined to maintain a ~80/20 content-to-ad ratio, with only full-page slots offered. We believe well-designed, full-page ads can add to the aesthetic of our magazine and believe that their impact will not go unnoticed.

CALENDAR

ISSUE 1 - WINTER - JANUARY

Ad Closing: November 1 // Materials Due: November 10

ISSUE 2 - SPRING - APRIL

Ad Closing: February 1 // Materials Due: February 10

ISSUE 3 - SUMMER - JULY

Ad Closing: May 1 // Materials Due: May 10

ISSUE 4 - FALL - OCTOBER

Ad Closing: August 1 // Materials Due: August 10

RATES 4x ANNUAL

	1x	2x	4x
4 Color Full Page	\$1200	\$1100	\$1000
COVERS	1x	2x	4x
Cover 4	\$2000	\$1900	\$1800
Cover 2	\$1800	\$1700	\$1600
Cover 3	\$1600	\$1500	\$1400

WEB, EMAIL, SOCIAL & PODCAST

muledeer.org is the online home of the Mule Deer Foundation and the hub of our communications and membership. We place ROS ads that carry trackable clickthrough links. We also offer logo placement on our Sponsor Page.

UNIT	MONTHLY
<i>Desktop, Mobile & Tablet</i>	
Medium Rectangle	\$200
Sponsor Page Logo Placement	\$100

EMAIL ADVERTISING - \$100/blast

We reserve space for one 750x100 inline ad per email blast that we send. We send out weekly blasts to our list of ~12,500 members. Our average open rate is 16.1% with a CTR of 2.095%

SOCIAL PROMOTION - \$100/post

We offer sponsored post placement on our FB and IG to our ~147,000 followers. Our average post reaches 5,079 people with an engagement rate of 5.89%. Advertisers may supply an image to be shared and will be tagged and mentioned in the caption as supporters of MDF.



PODCAST - \$100/month

Our podcast, Talking Mule Deer, is entering its third year of bi-weekly episodes. Episodes average 1000 downloads per episode. Placement includes a 30-second host-read advertisement at the beginning of each episode.

GOLD / SILVER / BRONZE

While advertisers are welcome to take an "a la carte" approach to advertising with MDF, in order to provide a simplified solution, we've developed three tiers of advertising that each have their own budget and deliverables. These packages offer a significant savings versus an itemized value of the deliverables included. As an added value, any tiered sponsor will receive a 20% discount on additional a la carte options.

GOLD

\$20,000

- 2 Films
- 4x Full Page Premium Postion Magazine Ads
- 4x Monthly Social Mentions for 12 months
- 2x Monthly Member e-Blast Advertisements
- 12 Months of Web Banner
- 12 Months of Logo on Sponsor Page
- 12 Months of 30-second Podcast Ads

SILVER

\$15,000

- 1 Film
- 4x Full Page Magazine Ads
- 3x Monthly Social Mentions for 12 months
- 1x Monthly Member e-Blast Advertisement
- 12 Months of Web Banner
- 12 Months of Logo on Sponsor Page
- 12 Months of 30-second Podcast Ads

BRONZE

\$10,000

- 4x Full Page Magazine Ads
- 2x Monthly Social Mentions for 12 months
- 6x e-Blast Advertisements over 12 months
- 12 Months of Web Banner
- 12 Months of Logo on Sponsor Page
- 6 Months of 30-second Podcast Ads



The rates in this media kit are our standard a la carte and tiered rates, but we believe in customizing multi-channel packages to meet each individual sponsor's needs and budget. If you'd like to discuss your needs and receive a customized package and rate, please reach out.

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READY TO CONTINUE THE CONVERSATION?

CHET.HERVEY@NORTHWOODSCOLLECTIVE.COM

MULEDEER.ORG

