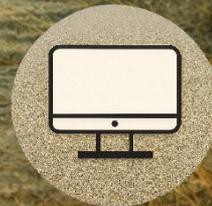
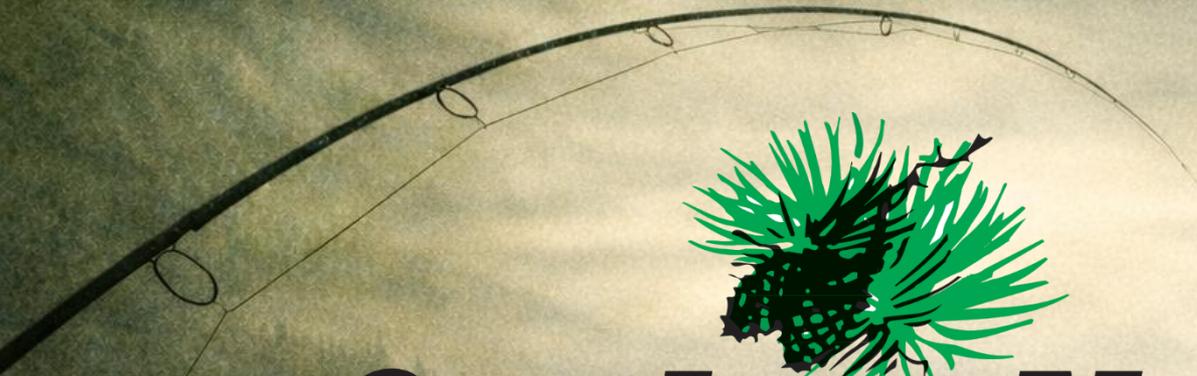


2026



Outdoor News

Breaking News for Sportsmen Since 1968



OutdoorNews.com/Advertise

Reach

That's a lot of qualified consumers.

Outdoor News delivers one of the widest and most engaged audiences in the outdoor industry.

By leveraging our full suite of media channels, you can reach highly qualified consumers at scale. Our platforms connect your message directly with hunters, anglers, shooters, and outdoor enthusiasts who are most likely to purchase your products and services.



Channels

Engaged and Diverse

We offer custom, modern media solutions to help you speak to your audience.

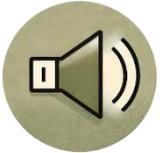
AUDIENCE SEGEMENT	TOTALS
National Print Audience/Cycle	444,000
Web Audience/Mo	210,000
Opt-in Email Audience	219,000
Outdoor News Audio Network	231,000
Social Media Followers	140,000
Outdoor News Junior Pro Team	8,000
TOTAL AUDIENCE	1,252,000



Interact with more consumers via Web, email, social media, and more!



Reach our rapidly growing radio and podcast audience!



From Minnesota to New York, our 7 state-specific print publications offer the targeting to reach any audience!



AUDIENCE

Reach into the outdoors community with a brand enthusiasts trust.

We're the largest and **most trusted** outdoor media partner serving the Great Lakes region. Since 1968, Outdoor News has informed and supported the outdoors community, earning a loyal audience that pays for our coverage and engages with us across print, digital and audio platforms.

TRUST

REACH

LOYALTY

Broad Audience Insights:

- 95.5% of our audience are homeowners
- 43.5% of our audience has a HHI of \$100K or more
- **80% of our audience considers Outdoor News as their #1 source for news**
- 60% of our audience has taken action on a product/service they saw in Outdoor News - Print/ Web
- 60% of our audience are landowners
- 75% of our audience either hunt or fish when on vacation

Fishing:

- **93% of our audience consider themselves anglers**
- 65% of our audience own a boat
- 63% of our audience owns a fish finder
- 64% of our audience travels out of state for fishing
- 40% of our audience uses a guide service
- 92% of our audience fish in open freshwater

Hunting:

- **89% of our audience consider themselves hunters**
- 83% of our audience are deer hunters
- 79% of our audience are waterfowl or upland bird hunters
- **95% of our audience own a firearm or are planning on owning a firearm**
- 30.5% of our audience hunt elk or other big game
- 38.5% of our audience own a side-by-side, or UTV



PUBLICATIONS

State Editions

The top print publication in the Great Lakes states with more circulation and a lower CPM than any other publication in the industry



Minnesota

Founded in 1968, Minnesota's oldest and most trusted source for news and advertising in the outdoor industry. Over 92,500 readers each week.



Wisconsin

Founded in 1994, Wisconsin's largest and most trusted source for news and advertising in the outdoor industry. Over 107,600 readers each week.



Michigan

Since 2000, More subscribers and advertisers count on MON as the most trusted source for news and advertising in the outdoor industry. Over 41,500 readers each week.



Pennsylvania

Founded in 2004, Pennsylvania's largest and most trusted source for news and advertising in the outdoor industry. Over 79,400 readers each week.



New York

Founded in 2005, New York's largest and most trusted source for news and advertising in the outdoor industry. Over 63,000 readers each week.



Ohio

Founded in 2006, Ohio's largest and most trusted source for news and advertising in the outdoor industry. Over 36,400 readers each week.



Illinois

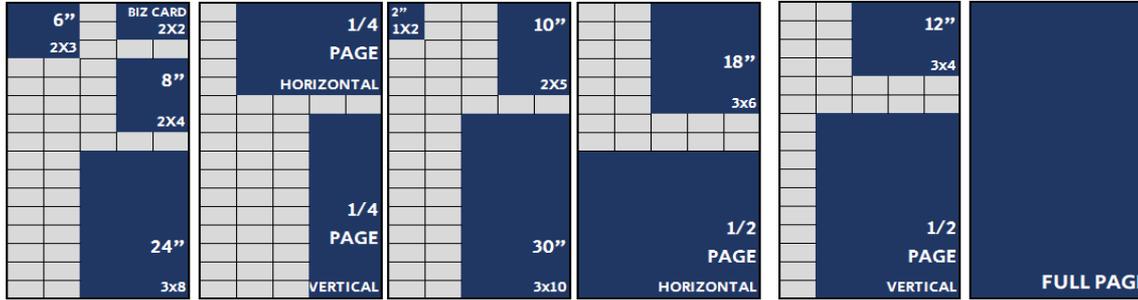
Founded in 2008, Illinois's largest and most trusted source for news and advertising in the outdoor industry. Over 22,900 readers each week.



Brands We Work With



Print Ad Dimensions



Outdoor News Print Ad Sizes					
Full Page	10" x 16"	Quarter Page (V)	3.9" x 10"	10" Ad/2 column x 5"	3.9" x 5"
Half Page (V)	7.967" x 10"	Quarter Page (H)	7.967" x 5"	8" Ad/2 column x 4"	3.9" x 4"
Half Page (H)	10" x 8"	18" Ad/3 column x 6"	5.933" x 6"	6" Ad/2 column x 3"	3.9" x 3"
30" Ad/3 column x 10"	5.933" x 10"	12" Ad (V)/2 column x 6"	3.9" x 6"	4" Biz Card/2 column x 2"	3.9" x 2"
24" Ad/3 column x 8"	5.933" x 8"	12" Ad (H)/3 column x 4"	5.933" x 4"	2" Directory/1 Column x 2"	1.866" x 2"

Non-Modular sizes priced at column inch rate of next larger modular size. See your sales representative for details.

National Full-Run Print Ad Rates

Run the same ad one time in each of our 7 state editions within a two-week window. Rates are NET and do not include full color.

Ad Size	Open	6-12x	13x +
Full Page	\$ 8,936	\$ 6,464	\$ 4,735
Half Page	\$ 4,674	\$ 3,384	\$ 2,525
30"	\$ 3,547	\$ 2,562	\$ 1,949
24"	\$ 2,898	\$ 2,152	\$ 1,664
20" Qtr Pg	\$ 2,518	\$ 1,943	\$ 1,410
18"	\$ 2,435	\$ 1,839	\$ 1,304
12"	\$ 1,681	\$ 1,271	\$ 922
10"	\$ 1,434	\$ 1,076	\$ 777
8"	\$ 1,174	\$ 869	\$ 615
6"	\$ 952	\$ 694	\$ 501
4"	\$ 667	\$ 501	\$ 361
Add Full Color: \$1,150			

State Specific Print Ad Rates (NET)

(best suited for awareness, education, and engagement)

Open Rates

State Edition	Full Page	Half Page	30"	24"	20" QTR PG	18"	12"	10"	8"	6"	4"	2"
MN or WI	\$2,214	\$1,158	\$882	\$727	\$612	\$609	\$412	\$340	\$285	\$234	\$160	\$98
PA or NY	\$1,520	\$795	\$602	\$491	\$435	\$412	\$289	\$250	\$202	\$161	\$116	\$77
MI, OH or IL	\$1,379	\$722	\$546	\$443	\$393	\$373	\$260	\$227	\$184	\$149	\$105	\$71

6x – 12x Frequency Rates

State Edition	Full Page	Half Page	30"	24"	20" QTR PG	18"	12"	10"	8"	6"	4"	2"
MN or WI	\$1,695	\$889	\$676	\$551	\$498	\$488	\$329	\$275	\$228	\$183	\$130	\$77
PA or NY	\$1,158	\$607	\$457	\$391	\$354	\$327	\$228	\$196	\$157	\$123	\$91	\$58
MI, OH or IL	\$1,050	\$548	\$415	\$355	\$319	\$297	\$209	\$178	\$140	\$113	\$82	\$53

13x or more Frequency Rates

State Edition	Full Page	Half Page	30"	24"	20" QTR PG	18"	12"	10"	8"	6"	4"	2"
MN or WI	\$1,342	\$718	\$556	\$468	\$391	\$366	\$263	\$218	\$180	\$142	\$104	\$59
PA or NY	\$929	\$494	\$380	\$328	\$280	\$258	\$177	\$153	\$117	\$99	\$70	\$44
MI, OH or IL	\$842	\$448	\$345	\$297	\$254	\$233	\$165	\$139	\$108	\$89	\$64	\$38

Color Charges

Color Charges are per publication

Ad Sizes

Full Color

2" – 18" Ad

\$175

Quarter Pg. – Full Page Ad

\$375

Paid Circulation/Readership by State

MN	30,859 / 92,577	WI	35,880 / 107,640
MI	13,839 / 41,517	PA	26,484 / 79,452
NY	21,132 / 63,396	OH	12,134 / 36,402
IL	7,649 / 22,947	Total	147,977 / 443,931

Multi-State Discounts

Two States 5% Discount

Three States 10% Discount

Four or More States 15% Discount

Discounts apply to same size ad.

Rates are NET, do not include full color, and are per state

All rates net Effective January 1, 2026.

More details at OutdoorNews.com/Advertise



Display Banners (best suited for awareness)

Pricing is per month, Run-of-site. Includes mobile delivery. Geo and contextual targeting available. Inventory is limited.

Monthly ROS Pricing		
970x90	Large Leaderboard Includes a 320x50 mobile banner	\$400
300x600	Large Rectangle	\$425

The screenshot shows the Outdoor News website interface. At the top, there's a search bar, the date 'Tuesday, August 27th, 2024', and a price of '\$0.00'. Navigation links include 'Home', 'Local', 'Hook & Bullet', 'Readershots', 'Rapala Contest', 'Podcasts', 'Subscriptions', 'Shop', and 'About Us'. A 'SHOW NOW' button is visible. A prominent banner at the bottom of the page reads: 'Get 6 months of Outdoor News Digital Edition for \$0.01' with a 'Subscribe Now >>' button. To the right, there's a 'Large Rectangle' banner with the same offer and a 'Subscribe Now >>' button.

Leaderboard

Large Rectangle

eSweeps Program (best suited for awareness, engagement, trial)

“Enter to Win” contest platform designed to grow product awareness and grow your email opt-in list.

2-week contest includes:

- Targeted contest email
- Full management and hosting of entry portal
- Social media promoting the contest
- Complete importable file of all entries at contest’s completion

Partner Commitment:

- Prize package. Minimum \$150 value.
- \$3,500 investment

See your sales representative for available dates and more details

The screenshot shows a contest announcement for a 'Custom Made Boat Cover GIVEAWAY!'. It features an image of a boat with a custom cover. Text includes: 'We're giving away a free customized boat cover the month and would love for you to be the recipient. All you have to do is click the link below and sign up before August 27th!', 'Prize package valued at \$1,200.00 and the winner will need to bring the boat to Canvas Craft in order to redeem. For more information see our [contest rules](#) page.', and 'Entries accepted from 12:00 a.m. CDT Tuesday August 13, 2024 through 11:59 p.m. CDT Tuesday August 27, 2024.' There is a 'CLICK HERE TO ENTER' button and the Canvas Craft logo.

The screenshot shows a social media post from Outdoor News. The text reads: 'Published by Joe Ahtbe 23 hours ago', 'FINAL BOARDING CALL, BOATERS! 🚤', 'Ahoy, sun-baked sailors! 🌞 Is your boat cover more faded than your tan lines? Today's your LAST CHANCE for an upgrade! We're dropping anchor with Canvas Craft to rescue one lucky boater from cover catastrophe. The treasure? A shiny new custom boat cover! Ready to ditch the UV-ravaged rags? Dive into our contest NOW - it's as easy as a cannonball splash! Just sign up for the drawing before midnight and you could be cruising in style. Enter here: <https://www.outdoornews.com/canvas-craft-contest-8-24/> No purchase required, just a dash of nautical luck. Set sail on this opportunity before it drifts away TONIGHT! 🌊 🏆 #LastDayToEnter #BoatLifeUpgrade #CoverContest #SailingStyle'. There is a 'CLICK HERE TO ENTER' button and the Canvas Craft logo.

Outdoor News Email Platform

Targeted Solo Email Rates (best suited for awareness, education, and engagement)

Your own email sent to our 100% first party, opt-in targeted email audience. 50,000 send minimum*. See your sales representative for availability. Specs/Sizing at OutdoorNews.com/Advertise

Email Audience Size	CPM
< 50,000	See Sales Rep
50,000 – 75,000	\$65
75,001 – 140,000	\$50
140,001 – 199,999	\$45
200,000+	\$35

*Exceptions may be made. Speak with your sales representative for details and pricing.

Targeted Email Segments			
Minnesota	33,700	Archery Interest	43,900
Wisconsin	86,000	Hunting Interest	42,800
Pennsylvania	13,975	Open Water Fishing Interest	34,075
New York	12,100	Ice Fishing Interest	31,550
Ohio	8,270	Habitat/Rec. Property Interest	19,950
Michigan	8,900	New Products Interest	20,000
Illinois	6,300	Twin Cities Metro	19,000

Full Opt-in List – 219,000*



Game Fair is a sporting event for the entire family. Held in the out-of-doors on 80 beautiful acres of woods and water. Game Fair has everything you need to celebrate the outdoors.

Game Fair 2024 will feature many favorite activities from years past as well as new exhibits, renovated grounds and new dog events.

You are invited to attend Game Fair to see, try and buy the latest in hunting equipment and to learn from a variety of expert sportsmen and sportswomen.



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*Some subscribers elect to not provide their geographic data, and therefore, are not included in the numbers listed by state.

Weekly eNewsletter Rates (best suited for awareness, education, and engagement)

eNewsletter sends every Monday to full opt-in email list. 4-week minimum commitment. Your banner ad will accompany editorial as the lead, authored by Outdoor News staff writers.

eNewsletters will align with key, seasonal Outdoor News apertures to ensure your brand aligns with the right messages and editorial.

Weekly Rates	eNews Banner Ad (300x250)
Open Rate	\$250
13-26 weeks	\$200
27-52 weeks	\$125

Targeted Email Segments			
Minnesota	33,700	Archery Interest	43,900
Wisconsin	86,000	Hunting Interest	42,800
Pennsylvania	13,975	Open Water Fishing Interest	34,075
New York	12,100	Ice Fishing Interest	31,550
Ohio	8,270	Habitat/Rec. Property Interest	19,950
Michigan	8,900	New Products Interest	20,000
Illinois	6,300	Twin Cities Metro	19,000

Full Opt-in List – 219,000*

Outdoor News

Breaking News for Sportsmen Since 1967

Hardwater season in here!
 Anglers, Romans, countrymen, lend me your ears. Hardwater season is back, and our newest newsletter is just what you need to scratch your ice fishing itch.

Ron Schara: Anglers rejoice as another Minnesota fishing opener approaches
 Opening Day in Minnesota doesn't mean baseball. Or the State Fair. Nope. Opening Day... [Read More >>](#)



WI Daily Update: Using a camera to see what's working while ice fishing
 Using an underwater camera while ice fishing teaches anglers a lot about how fish are viewing... [Read More >>](#)

[More Stories](#)

This Week's Featured Reader Shots



Teddy Ahlberg, of Edina, MN, caught and released this 26" northern pike while fishing with a telescoping rod on Big Portage Lake near Backus, MN

Teddy Ahlberg, of Edina, MN, caught and released this 26" northern pike while fishing with a telescoping rod on Big Portage Lake near Backus, MN

[More Photos](#)

300 x 250	300 x 250
300 x 250	300 x 250
300 x 250	300 x 250

*Some subscribers elect to not provide their geographic data, and therefore, are not included in the numbers listed by state.

Weekly eNewsletter Takeover Rates Rates (best suited for awareness, education, and engagement)

You have the opportunity to stand out with Outdoor News readers by sponsoring weekly eNewsletter emails important – at times important to your business. Format will be the same as other newsletters, but with the following:

- Cost: \$3,500/email*
- Presenting Sponsor Banner (600 x 150)
- Background graphic/texture aligned with your brand elements
- Ability to affect the color scheme – including CTA button
- Lead main 600 x 96 banner (other 300 x 250 banners may be booked by sponsor or others, and will come at advertised rates)

Targeted Email Segments			
Minnesota	33,700	Archery Interest	43,900
Wisconsin	86,000	Hunting Interest	42,800
Pennsylvania	13,975	Open Water Fishing Interest	34,075
New York	12,100	Ice Fishing Interest	31,550
Ohio	8,270	Habitat/Rec. Property Interest	19,950
Michigan	8,900	New Products Interest	20,000
Illinois	6,300	Twin Cities Metro	19,000

Full Opt-in List – 219,000*

*Limit one sponsor per email

**Some subscribers elect to not provide their geographic data, and therefore, are not included in the numbers listed by state.

Subject Line: Theme of email, and why open?
Preheader: Pay off subject line
Preview: A taste of the content

Outdoor News Audio Network Rates (best suited for awareness, education)

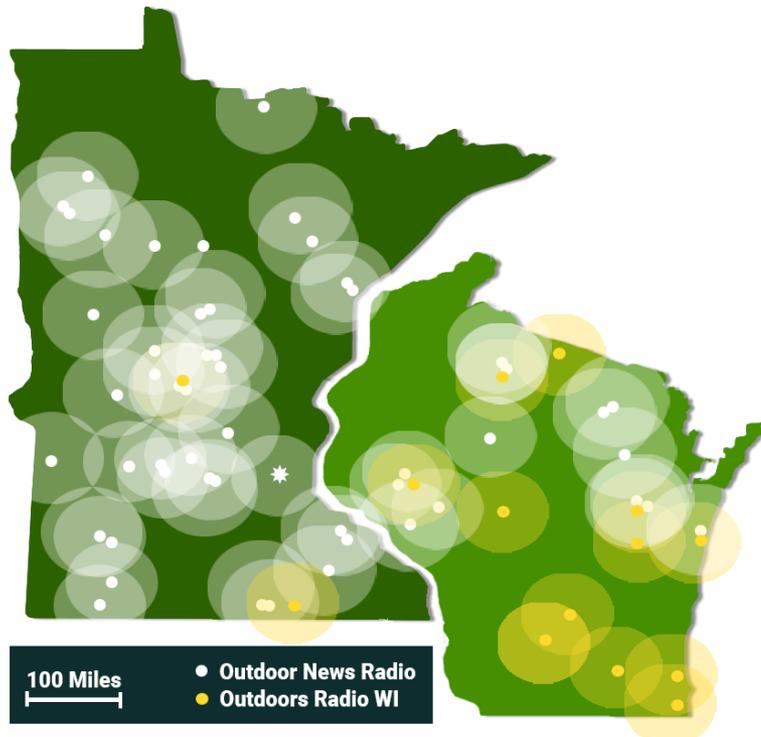
MN/WI Weekly Radio Show/Podcast Rates

Choose from Outdoor News Radio hosted by Rob Drieslein in Minnesota and/or Outdoors Radio hosted by Dan Small in Wisconsin.

Broadcast to over 231,000 listeners on 46 stations across Minnesota and 13 stations in Wisconsin in varying formats.

Both shows are also broadcast on all major podcast networks, including iHeart Radio, Spotify, Google Podcast Network, and Apple iTunes Podcast Network.

See your sales representative for available inventory.



Weekly Radio/Podcast Advertising Pricing	MN	WI
Show Title Sponsorship Open & close billboard: (Live on-air read): "Outdoor News/Outdoors Radio is brought to you by (SPONSOR, tag line and website)" at beginning and end of show.	\$125	\$125
Segment Sponsorship (Live on-air read) Run-of-schedule segment chosen by producer, "Brought to you by (SPONSOR, tag line and website)".	\$100	\$100
Segment Interview/Sponsorship 5:00 interview with guest of sponsor's choice, includes "Brought to you by (SPONSOR, tag line and website)". (One interview per show. Producers reserve the right to pre-approve guests)	\$300	\$300
:30 Network spot or live read 4-week buy minimum	\$100	\$100
:60 Network spot 4-week buy minimum	\$200	\$200

Outdoor News Audio Network Rates (best suited for awareness, education)

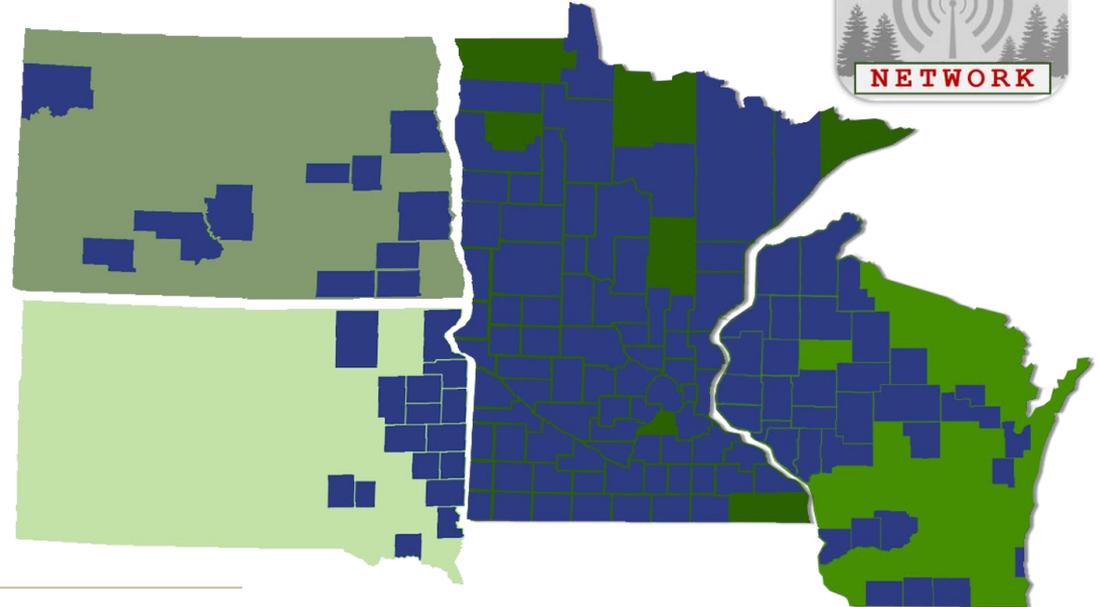


WCCO Outdoors

Hosted by Outdoor News publisher and managing editor Rob Drieslein
 Every Sunday at 5pm on AM830. One of the few remaining 50,000 watt clear signal stations in the United States reaching listeners in Minnesota and all surrounding states! Home of the Minnesota Twins and now “WCCO Outdoors”!

Presenting Sponsor: \$1,500/12 weeks
 :30 second spot: \$100/week (4 week minimum buy)

 Broadcast County

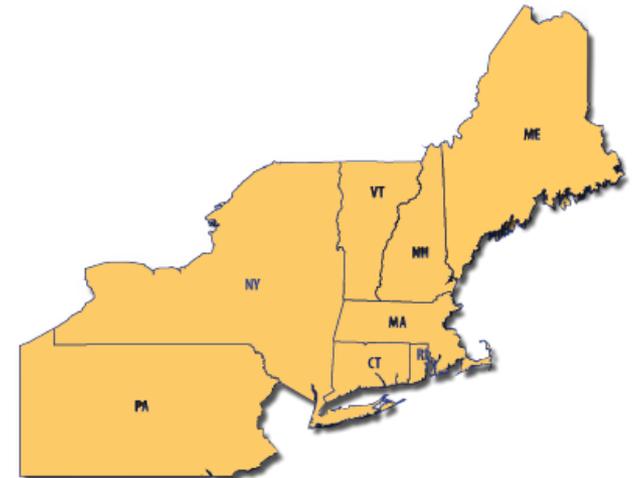


NYON Great Northeast Podcast



26x per year podcast focusing on the state of New York and the Northeast part of the country – from Pennsylvania to Maine. Hosted by NYON editor Dan Ladd. Available on OutdoorNews.com, Apple iTunes, Google, iHeart Radio, and Spotify podcast networks. See your sales representative for inventory availability. 4-episode minimum buy.

Title Sponsor: \$125/week
 Segment Sponsor: \$100/week

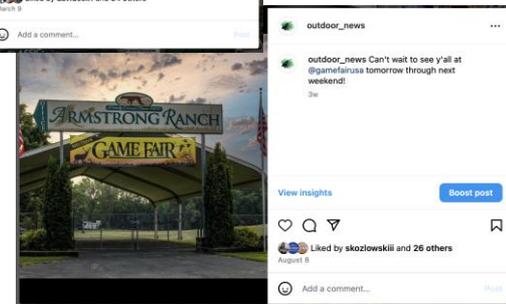
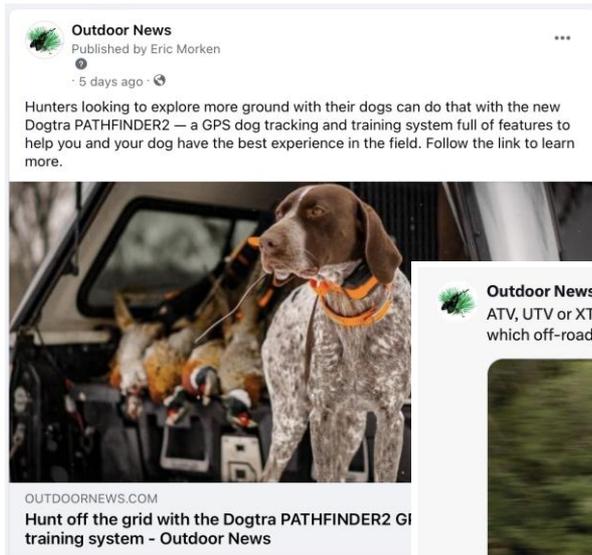


Meta (Facebook/Instagram), and X posts (best suited for awareness, education, entertainment, and engagement)

Outdoor News has a loyal following in the social space of approx. 130K fans, and the channel has proven effective for broadcasting partner content. 4 week minimum required — 1 post per week, to run consecutive weeks.

- Own the content of the post (subject to ODN approval). Partner to provide images/video and proposed messaging for series of posts.
- Link off to partner site to transact/educate/learn more

Monthly Pricing	
1 Month	\$1,000



Preprinted Inserts

(best suited for awareness, education, or promotion)

A cost-effective way to reach readers who are ready to buy, with an insert distributed inside the Outdoor News printed paper.

Guidelines/Specs:

- Maximum size of finished insert: 8.5" x 11" or must be quarter folded. Minimum size is 3" x 5"
- Inserts with the word "Catalog" or with a postal indicia will be rejected due to USPS postal requirements
- Insert sample or PDF sample must be provided to Outdoor News prior to insertion for postal approval
- State-wide quantities only. See account executive for custom quotes on available zip code level distribution (minimum 10,000 pieces)



Preprint Insert Pricing

# Tab pgs	Under 15k	15k+	24k+	34k+	50k+	75k+
2/.3 oz	\$66	\$64	\$62	\$60	\$58	\$52
4/.6 oz	\$103	\$102	\$101	\$100	\$98	\$90
6/.8 oz	\$118	\$117	\$116	\$115	\$110	\$100

INSERTING ONLY – pricing for larger inserts and frequency available. See Account Executive for details.

Video Sponsorships

(best suited for awareness, driving brand affinity, education, new product support, etc...)

An effective way of telegraphing and delivering your message.

Guidelines/Specs:

- All video assets will be created by Outdoor News, using footage and assets provided by client.
- Please speak with your sales representative for complete details and needs.

Outdoor News Junior Pro Team Video Series

- Three times/month video series produced by the Outdoor News Junior Pro Team with Coach Brody Boese
- Exclusive Presenting Sponsor and Category Exclusive Episode Sponsor packages available
- Will be distributed via all Outdoor News and Junior Pro Team email and social - Audience of over ~269,000K
- Outdoor News Junior Pro Team has membership of over 8,500 youth 18 and under
- **Packages start at \$2,000**
- **See your sales representative for more details and custom pricing**



Outdoor News Produced Original Video Content with featured pro or celebrity

- Outdoor News will produce and brand a series of "How-To" and Tip videos for turkey hunting or ice fishing. Hosted by agreed upon pro, Outdoor News writer or celebrity
- Episodes will be no more than 3 minutes long. 6 total episodes per sponsorship
- All sponsorships are category exclusive. Sponsor branding and/or products will be used throughout the series
- Sponsor retains rights to use series on own social and web channels
- Series will be distributed via all Outdoor News social media channels, and eNewsletter. Audience of ~400,000
- **Packages start at \$3,000**
- **See your sales representative for more details and custom pricing**



Outdoor News Content Marketing Bundles

- Guarantee your place in the pages of Outdoor News with an original video content bundle!
- Your product in features like New Rods & Reels, New Lures, Clothing, Ice Fishing Gear, etc. or in our Gear & Gadgets feature!
- Package includes a fully produced Product Feature video
- Includes fully developed script, full VO, Tailored Graphics/Name Title Bars, and can incorporate customer supplied video assets
- Pushed out in the eNewsletter to approximately 245K, and Social Media Channels — audience of ~400,000
- Product included in Gear editorial feature or Gear & Gadget feature in print.
- **Packages start at \$1,500**
- **See your sales representative for more details and custom pricing**



Thank You!

Outdoor News

Breaking News for  *Sportsmen Since 1968*

Brian Knutson

Sales & Marketing Director

bknutson@outdoornews.com

763.398.3466

Hunter Nelson

National Account Exec

Hunt.outdoors@outlook.com

541.207.2809

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