2027 MEDIA KIT

Outdoor News

Breaking News for Sportsmen Since 1968

Print • Web • Email • Audio • Social

Minnesota • Wisconsin • Michigan • Illinois • Ohio • Pennsylvania • New York

OutdoorNews.com/Advertise



REACH

Great Lakes Reach

Since 1968, Great Lakes hunters and anglers have paid to read Outdoor News. Reach them in print, online, by email, on air and across social.

417,606

Est. print readers per cycle

139,202 copies × 3 readers, 2026

109,381

Avg. monthly users

GA4, Past 12 months

216,000

Opt-in email subscribers

Weekly newsletter list

231,000

Audio network listeners

MN and WI radio and podcast

157,800

Social media followers

Facebook, Instagram, TikTok, LinkedIn, X

12,079

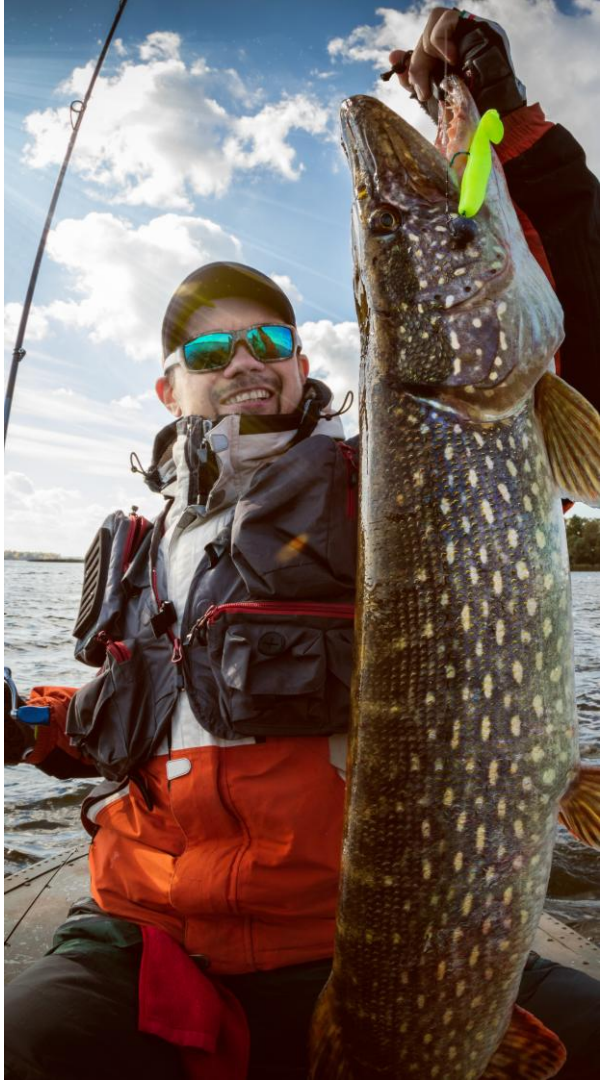
Junior Pro Team members

Youth program

Six ways to reach a loyal, engaged outdoor audience: 1.1 million+ combined gross reach.

Outdoor News

OutdoorNews.com/Advertise



AUDIENCE

Who Reads Outdoor News

Active hunters and anglers who are ready, willing and able to buy.

93%
fish

89%
hunt

60%
bought a product or service they saw in Outdoor News

87%
prefer the printed paper

Hunting

83%	Hunt deer
56%	Hunt turkey
50%	Hunt upland birds
95%	Own/plan to own a firearm

Fishing

65%	Own a boat
63%	Own a fish finder
52%	Ice fish
69%	Buy tackle every year

Travel

75%	Hunt or fish on vacation
72%	Take regular vacations
63%	Travel out of state for outdoor activities
40%	Have used a fishing guide

Lifestyle

95%	Own their home
61%	Own land
77%	Own a pickup truck
43%	Household income $100K+

A natural fit for hunting and shooting • fishing and marine • travel, lodging and guides • trucks and powersports • home, land and financial

Outdoor News

OutdoorNews.com/Advertise

PRINT

Seven State Editions

State-specific outdoor news, reports and regulations. Buy one state, several, or all seven.



Minnesota

Since 1968 • Weekly

28,727
circulation

86,181
est. readers



Wisconsin

Since 1994 • Biweekly

33,688
circulation

101,064
est. readers



Michigan

Since 2000 • Biweekly

12,636
circulation

37,908
est. readers



Pennsylvania

Since 2004 • Biweekly

25,385
circulation

76,155
est. readers



New York

Since 2005 • Biweekly

19,961
circulation

59,883
est. readers



Ohio

Since 2006 • Biweekly

11,391
circulation

34,173
est. readers



Illinois

Since 2008 • Biweekly

7,414
circulation

22,242
est. readers

All seven editions, per publication cycle: **139,202** circulation • **417,606** estimated readers

2026 circulation, USPS publisher statements. Readership estimated at three readers per copy.

Outdoor News

OutdoorNews.com/Advertise

PARTNERS

Brands We Work With



PRINT

National Print Advertising

Full run: the same ad once in all seven state editions within a two-week window. Net rates, black and white.

FULL-RUN RATES

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" Quarter Page	$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**

AD SIZES (WIDTH × HEIGHT)

Ad	Size	Ad	Size
Full Page	10" × 16"	**12" (V)**	3.9" × 6"
Half Page (V)	7.967" × 10"	**12" (H)**	5.933" × 4"
Half Page (H)	10" × 8"	**10"**	3.9" × 5"
30"	5.933" × 10"	**8"**	3.9" × 4"
24"	5.933" × 8"	**6"**	3.9" × 3"
Quarter (V)	3.9" × 10"	**4" Biz Card**	3.9" × 2"
Quarter (H)	7.967" × 5"	**2" Directory**	1.866" × 2"
18"	5.933" × 6"		

Non-modular sizes are priced at the column-inch rate of the next larger modular size.

PRINT

State Edition Print Rates

Net rates per state, black and white. Mix and match states to match your territory.

Edition	Full	Half	30"	24"	20" Qtr	18"	12"	10"	8"	6"	4"	2"
OPEN RATE												
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
6–12x FREQUENCY												
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+ FREQUENCY												
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

FULL COLOR, PER PUBLICATION

$175 2"–18" ad **$375** Quarter to full page

MULTI-STATE DISCOUNT, SAME SIZE AD

5% 2 states **10%** 3 states **15%** 4+ states

PRINT

Preprinted Inserts

A cost-effective way to put your flyer in readers' hands, delivered inside the paper.

Specs

- Finished size up to 8.5" × 11" (or quarter folded); minimum 3" × 5"
- No "Catalog" wording or postal indicia (USPS rules)
- Sample or PDF required in advance for postal approval
- State-wide quantities; zip-level quotes from 10,000 pieces

Shipping

- Arrive at the printer 2 weeks before publication, boxed or on pallets; add 3% for spoilage
- Minnesota: APG/ECM Printing (c/o Outdoor News), 1201 14th Ave So., Princeton, MN 55371
- All other states: House of Print (c/o Outdoor News), 322 Benzel Ave. SW, Madelia, MN 56062

Inserting-only pricing

Tab pages / weight	<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

Pricing may change with USPS rates; see your account executive to confirm.
Pricing for larger inserts and frequency available.

DIGITAL

Website and Display Advertising

Daily news, reports and regulations for subscribers and outdoor enthusiasts across seven states.

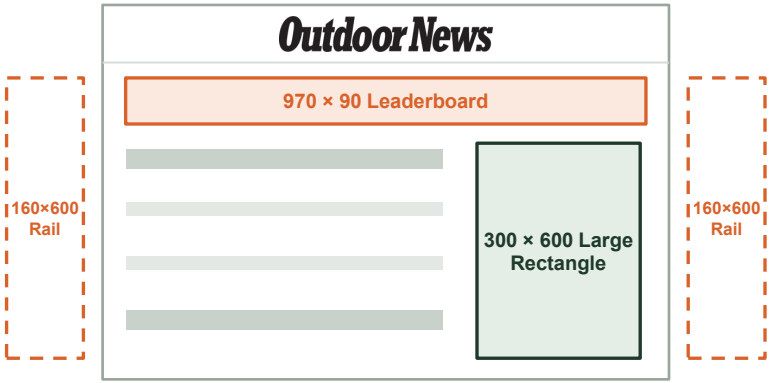
1M+
Unique users, Jan–Oct 2026

184,854
Avg. monthly page views

131,702
Avg. monthly visits

58%
Of visits come directly to us

Google Analytics 4, Jan. 1 – Oct. 31, 2026. Direct visits are those not through search or social. Run-of-site placements. Inventory is limited.



Home page shown. Article pages carry the left rail only.

Leaderboard
970 × 90 desktop, includes 320 × 50 mobile

$400 per month

Large Rectangle
300 × 600, desktop

$425 per month

Half Page Rails
160 × 600, desktop only, one advertiser per day

1 day	3 days	7 days	10+ days
$200/day	$160/day	$140/day	$100/day

EMAIL

Weekly eNewsletter

Every Monday to 216,000 opt-in subscribers.

Your 300 × 250 banner runs alongside the lead stories written by Outdoor News staff, giving steady, repeated exposure to an engaged outdoor audience. Outdoor News can help with design.

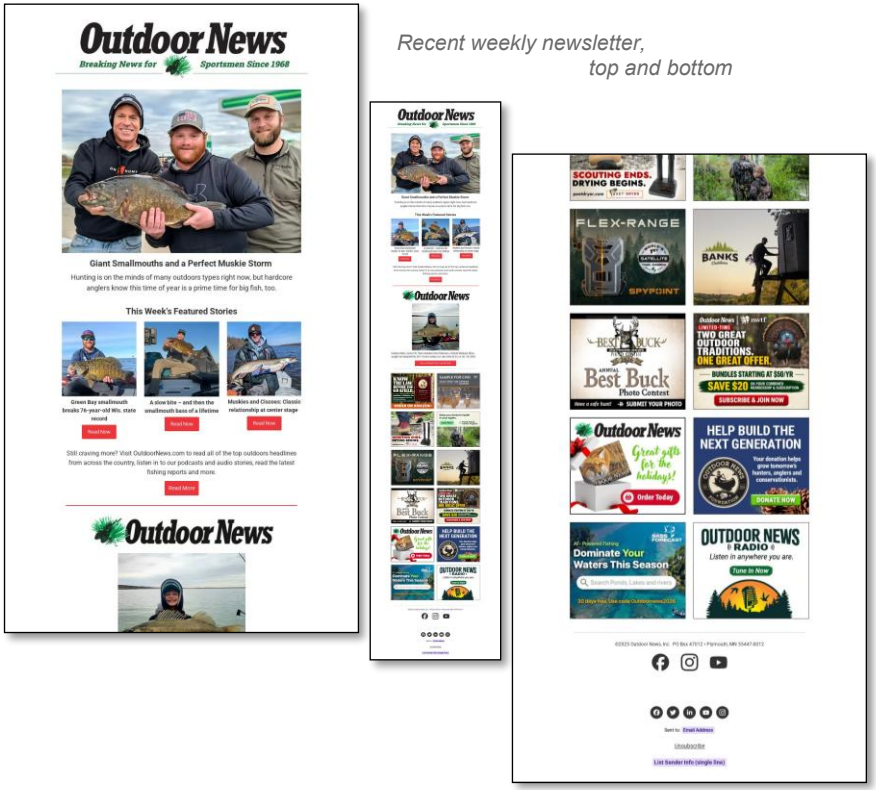
Weekly banner rates

$250/wk
4 – 12 weeks

$200/wk
13 – 26 weeks

$125/wk
27 – 52 weeks

Four-week minimum commitment.



Recent weekly newsletter, top and bottom

Outdoor News

All rates net. 2026 held for 2027.

OutdoorNews.com/Advertise

EMAIL

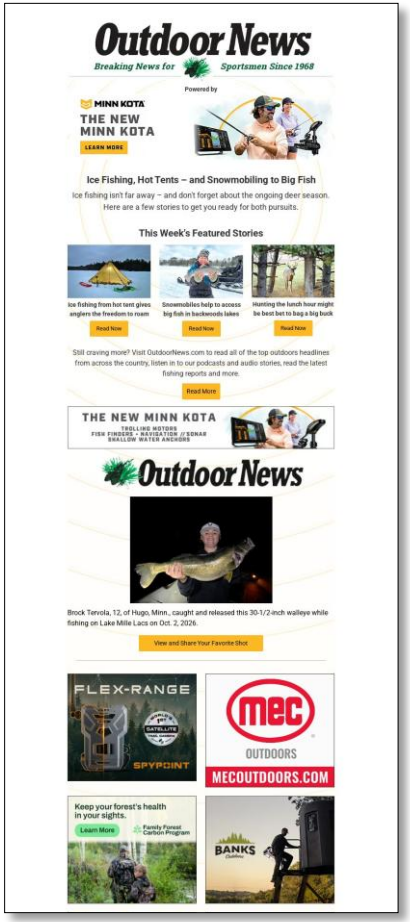
eNewsletter Takeover

Own a weekly newsletter at the moment that matters most to your business.

$3,500

per email • one sponsor per email

- Category exclusivity
- Presenting sponsor banner – Hero Image (600 x 200 max)
- Background graphic or texture matched to your brand
- Influence on the color scheme
- Lead 600 × 96 banner; other banners at advertised rates
- HTML-ready art preferred; Outdoor News can design it at no extra cost



Sponsored newsletter example

OutdoorNews.com/Advertise

Outdoor News

All rates net. 2026 held for 2027.

EMAIL

Targeted Solo Email

Your own message to our 100% first-party, opt-in list, sent to the audience you choose.

CPM by send size

Send size	Rate
Under 10,000	$650 flat min.
10,001–75,000	$65 CPM
75,001–140,000	$50 CPM
140,001–199,999	$45 CPM
200,000+	$35 CPM

See rep for bundle discount options – add other Outdoor News products to receive a multiproduct discount.

Target by state or interest

State	List	Interest	List
Minnesota	33,700	Archery	43,900
Wisconsin	86,000	Hunting	42,800
Pennsylvania	13,975	Open water fishing	34,075
New York	12,100	Ice fishing	31,550
Ohio	8,270	Habitat/rec. property	19,950
Michigan	8,900	New products	20,000
Illinois	6,300	Twin Cities metro	19,000

Full opt-in list: 216,000. Some subscribers do not share location, so state lists do not add to the total. Please confirm with rep prior to send.



Solo email example

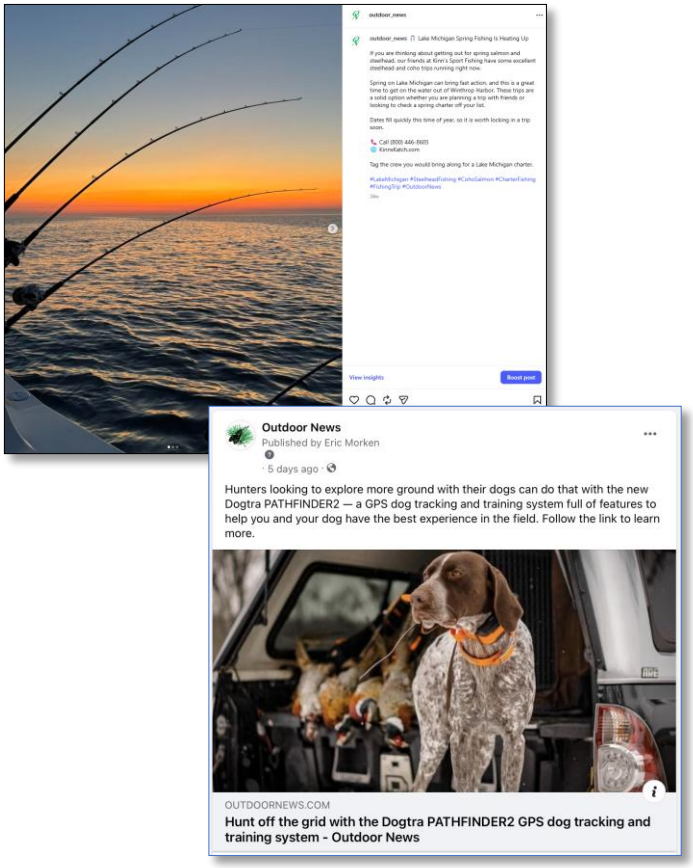
SOCIAL

Social Media Posts

Sponsored posts on Outdoor News Facebook, Instagram, TikTok, LinkedIn and X.

157,800
combined followers

$1,000
per month, 4 posts



- Four-week minimum: one post per week, consecutive weeks
- You own the post content, subject to Outdoor News approval
- You provide images or video and proposed messaging
- Each post links to your site to shop, learn or sign up

PRINT • ADVERTISER SHOWCASE

Gear & Gadgets

An editorial-style product showcase on the Outdoor Market page, reserved for Outdoor News advertisers.

FEATURE	BENEFIT
Product write-up under its own headline	Explains what's new and why it matters, in a format readers treat as content, not an ad
Product photo and brand logo	Instant recognition next to the story
Website link in every feature	Sends interested readers straight to you
Seen by readers who act on what they read	60% of readers have purchased a product or service they've seen in Outdoor News
Reserved for advertisers	Added exposure that extends your ad schedule

Also open to Subscriber-Only Deals partners. Ask your rep about upcoming features.

Outdoor News

OutdoorNews.com/Advertise


Gear & Gadgets

Check out these products from our advertisers that will make your life in the outdoors better

PREMIER SERIES MGLITE RIFLE FROM BERGARA

BERGARA MGLITE

RAPALA FILLET MAT

RAPALA

FEDERAL'S NEW UPLAND STEEL 12-GAUGE LOADS

FEDERAL

CRUSHCITY SOFTBAITS

RAPALA

GOHUNT COMPOUND BOW SLING

GOHUNT

Ohio Outdoor News, Sept. 25, 2026

NO-COST PARTNER PROGRAM

Subscriber-Only Deals

Your offer, in front of paying Outdoor News subscribers. Free to participate.

How it works

1. **Subscribers see it**
   In print, twice weekly emails and on OutdoorNews.com, with your logo and link.
2. **They log in to unlock**
   Offers sit behind the paywall, so only active subscribers get them.
3. **They redeem with you**
   Click through to your site and use your code or link.

Why brands join

No cost You supply the offer

High exposure Email, web and member portal

Exclusive audience Paying subscribers only

Low effort We handle setup and promotion

Bonus Option to appear in Gear & Gadgets

Offers can be updated monthly or quarterly throughout the year.

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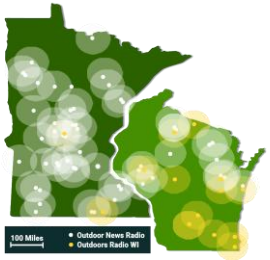
OutdoorNews.com/Advertise



AUDIO

Outdoor News Audio Network

Weekly radio and podcasts across Minnesota, Wisconsin, New York and the Northeast.



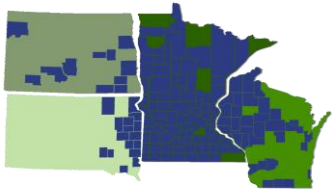
Outdoor News Radio (Rob Drieslein, MN)
Outdoors Radio (Dan Small, WI).
Hour-long weekly shows, including:
iHeart, Spotify, Google and Apple

231,000
listeners on 46 MN and 13 WI stations

Weekly, MN or WI	Rate
Show title sponsor (open and close)	$125
Segment sponsor (live read)	$100
5:00 segment interview	$300
:30 spot or live read (4-wk min)	$100
:60 spot (4-wk min)	$200

WCCO Outdoors

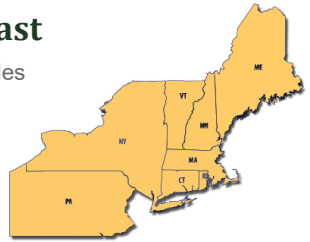
Rob Drieslein, Sundays 5 p.m. on AM830, a 50,000-watt clear-channel station



$1,500 presenting sponsor, 12 weeks
$100/week :30 spot (4-week min)

Great Northeast Podcast

NYON editor Dan Ladd, 26 episodes a year on New York and the Northeast



$125/week title • **$100**/week segment
4-episode minimum

Outdoor News

All rates net. Effective January 1, 2026.

OutdoorNews.com/Advertise

LET'S WORK TOGETHER

Thank You

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