MISSION
It is the mission of the Boone and Crockett Club to promote the conservation and management of wildlife, especially big game, and its habitat, to preserve and encourage hunting, and to maintain the highest ethical standards of Fair Chase and sportsmanship in North America.

“There can be no greater issue than that of conservation in the country.”

Theodore Roosevelt, Founder - Boone and Crockett Club
December 8, 1887
WHO WE ARE, AND WHAT WE DO
There is public land, abundant game, hunting rights, and therefore a hunting industry because of the Boone and Crockett Club. Nearly everything regarding wildlife conservation and habitat management, including laws, policies and ethics that govern the sustainable use of wildlife resources, and the funding and science behind conservation, has been either initiated, established or influenced by the Club and its members since its founding in 1887 by Theodore Roosevelt.

As a result of this legacy the most dedicated big game hunters and conservationists follow the Club and believe in Fair Chase. Boone and Crockett Club members uniquely averaging 6-figure incomes, the highest education levels, ardently hunt for weeks each year, and oftentimes lead in their field or communities. B&C therefore has the most engaged and knowledgeable vertical audience in the hunting marketplace.

DOING IT RIGHT: ETHICS AND FAIR CHASE
Fair Chase® is a registered trademark of the Boone and Crockett Club and has been a guiding principle of ethical conduct for sportsmen in the field for well over a century. Fair Chase is practiced by millions of sportsmen worldwide, it’s passed from one generation to the next, is taught in hunter certification courses, and speaks for sportsmen and hunting. It says that hunting is conducted by principled men and women who hold themselves accountable, even beyond what may be legal.

A STANDARD OF EXCELLENCE
The Club is widely known for its scoring system and record books for native North American big game. After over 80 years Boone and Crockett score has become spoken language among sportsmen, the hunting industry and media, and wildlife professionals. It is therefore one of the most recognizable brands within the outdoor space. Each year the Club processes about 1,500 new record book entries and scores 10X this number for curious sportsmen.

The record book eligibility standards are high, both in the quality of the animal and the quality of the chase. Less than one half of one percent of sportsmen will ever harvest a B&C animal. Regardless of age or motivations a Boone and Crockett trophy is the most aspirational aspect in big game hunting. More importantly, hunting hard and selectively for a mature male is a discipline that conservation demands.
## Boone and Crockett Club

### The Boone and Crockett Advantage

The Right Demographic for Your Brand

| Readership Age | 32% | 25 - 54  
|                | 60% | 35 - 64  
|                | 33% | 55 - 64  

| High Household Incomes | 84% | $60,000 +  
|                        | 53%  | $100,000 +  

| Best Member Retention | 80% | 3 years +  
|                       | 68%  | 5 years +  
|                       | 46%  | 10 years +  

| Educated Members | 85% | Attended college  
|                 | 64%  | Graduated college  
|                 | 26%  | Master's degree or higher  

| Greatest Hunter Participation Per Year | 43% | Hunt 31+ days  
|                                       | 76%  | Hunt 16+ days  

| Dedicated to Hunt Multiple States | 62% | Members  

| Digital News and Content Platforms | In-The-Field Email newsletter | 68,000 organically grown subscribers  
|                                    | B&C Website | 1.4 million visitors  
|                                    | HuntFairChase.com | 52 million+ impressions  

| Fair Chase Magazine Circulation | Fair Chase Magazine | 7,000 distributed  

### B&C Digital Outreach

- Instagram | 32,000 followers  
- Twitter | 3,400 followers  
- YouTube | 2.6 million minutes watched  

### Facebook

- Up-to-date non-partisan news posted by B&C  
- 330,000 followers  
- 70 million+ annual Facebook impressions  
- 25,000 average followers reached per picture post  
- 18,000 average followers reached per content post  
- 503,000 minutes of videos viewed

| Facebook Follower Age | 33% | 18-34  
|                      | 25%  | 35-44  
|                      | 21%  | 45-54  
|                      | 21%  | 55+  

| Facebook Household Income | 83% | $40,000 +  
|                          | 34%  | $75,000 +  

| Facebook Educated Followers | 64% | College  
|                            | 4%  | Master’s degree or higher  

| Greatest Hunter Participation Per Year | 41% | Hunt 31+ days  
|                                       | 76%  | Hunt 16+ days  

| Hunt Multiple States | 59% | followers  

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![Image of hunters and equipment]
Conservation isn’t easy, it’s become more and more complex, and also takes time to bear fruit. These companies understand this and know that their contributions to the Club and this effort affect their customers in their ability to hunt, having places to hunt, and finding abundant game once they get there.

Throughout its 133-year history, much of what the Boone and Crockett Club has been able to accomplish has been the result of strategic partnerships. Trailblazers in Conservation is the highest-level partnership available with the Club. It is an investment in the Club’s Mission work, but does include some tangible marketing and media benefits.

**YOUR CONTRIBUTIONS WILL HELP THE CLUB:**
- Maintain big game records for scientific and management purposes
- Increase public awareness and acceptance of recreational hunting as an irreplaceable mechanism for conservation
- Propose beneficial, federal conservation legislation and block harmful policies
- Continue to elevate the importance and relevance of ethical, Fair Chase hunting
- Invest in the scientific research necessary for modern-day wildlife management, as well as guide the careers of our future conservation leaders.

**TRAILBLAZER BENEFITS:**
- Four full color pages in *Fair Chase* magazine annually over the term of the agreement
- Sponsor’s special offers or promo codes within the Club’s organically grown, monthly E-Newsletter
- Opportunity to use B&C content. Details negotiable.
- Nationally distributed press release announcing new partnership and/or renewal
- Company Spotlight Article in an installment of In-The-Field E-Newsletter
- ROS banner on B&C’s website
- Twelve (12) month logo banner on B&C’s E-Newsletters with one (1) month title sponsor rotated among Trailblazer sponsors
- Logo recognition and links within B&C’s communications, marketing, advertising, media and website concerning the Club’s Trailblazers in Conservation sponsors
- Use of the Club’s name/logo and Trailblazer logo as a Conservation partner
- Preferential opportunity for product placement in special B&C projects, promotions, and solicitations as they arise

**3-YEAR COMMITMENT**
**INVESTMENT $15,000 ANNUALLY**
DEDICATED TO FAIR CHASE® – EXCLUSIVE CO-BRANDED E-BLAST

In the business of conservation and hunter advocacy, your opinion, thought leadership, and associations are your currency.

Monthly digital feature addressing topical matters of importance to sportsmen and the hunter-conservationist community, featuring a variety of relevant Fair Chase® topics.

INCLUDES:
- Exclusive co-branded content e-blasts delivered to B&C's 68,000 organically grown email subscribers (Sponsored By + logo/link) x12
- Sponsor banner prominently in e-blast for promotions or marketing
- Social media post including sponsor hashtag and text acknowledgement with each e-blast release driving traffic to content on the Club's NEW website!

ANNUAL INVESTMENT $30,000

Boost your exposure to B&C membership by adding print.
- Full-page ad in each issue of Fair Chase magazine (x4)

WITH PRINT PACKAGE INVESTMENT $39,000
EXCLUSIVE SPONSORSHIPS
BRANDED CONTENT OPPORTUNITIES, DIGITAL AND PRINT

ANNUAL INVESTMENT $15,000

RECENTLY ACCEPTED B&C TROPHIES

Give them what they want to see — proof that conservation is working and that a trophy is still obtainable.

By far, the most popular section in each issue of Fair Chase magazine. Published 4X per year, this section is at least 6 pages of select field photos and listings of recently accepted B&C trophies per issue.

INCLUDES:
- Logo recognition as section sponsor
- Full-page ad in each issue of Fair Chase magazine
- Print and digital magazine distribution
- Social media post including sponsor hashtag and text acknowledgement with each issue

ANNUAL INVESTMENT $20,000

YOUTH TROPHIES

Your chance to be recognized supporting the next generation of hunter-conservationists.

R3 (Recruitment, Retention and Reengagement) is a nation-wide effort to address the decline in hunter participation. One thing we can do is honor our youth and their remarkable success in the field. Published 4X per year, this popular section showcases 2 pages of select field photos and listings of recently accepted B&C trophies taken by youth age 16 and under.

INCLUDES:
- Logo recognition as section sponsor
- Full-page ad in each issue of Fair Chase magazine
- Print and digital magazine distribution
- Social media post including sponsor hashtag and text acknowledgement with each issue

ANNUAL INVESTMENT $10,000

GENERATION NEXT FIELD PHOTO GALLERY

Give young hunters the opportunity to share their incredible accomplishments and their remarkable success in the field.

The following pages list the most recent big game trophies accepted into Boone and Crockett Club’s files from entries that are listed in this issue and are shown in bold green text. This listing represents only those trophies accepted since the Winter 2018 issue of Fair Chase was published.

INCLUDES:
- Logo recognition as section sponsor
- Full-page ad in each issue of Fair Chase magazine
- Print and digital magazine distribution
- Social media post including sponsor hashtag and text acknowledgement with each issue

EVOLOUTION OF THE FIELD PHOTO

Honor the tradition of field photos and the generational changes.

With over 130 years of history, the B&C Club has kept a vast assortment of field photos across time that document the history of big game hunting in North America. This section features 3 pages of select images and captions that endear today’s sportsmen to the traditions of big game hunting.

INCLUDES:
- Logo recognition as section sponsor
- Full-page ad in each issue of Fair Chase magazine
- Print and digital magazine distribution
- Sponsor branded content repurposed in B&C’s 68,000 organically grown ‘In-The-Field’ e-newsletter
- Social media post including sponsor hashtag and text acknowledgement with each issue

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**FAIR CHASE MAGAZINE**

**COVER-TO-COVER READING**

_Fair Chase_ contains Club news and activities in the areas of conservation, education, hunting advocacy, conservation policy, and wildlife science efforts, as well as insights from experts inside and outside of the Club. Features focus on a wide range of topics, including issues that affect hunting and big game species, articles that offer an historical perspective, and those that address future hunting and wildlife concerns. Conservation and biological features cover areas of concern to game managers and sportsmen, as well as success stories from across North America. Each issue also contains stories from the field, as well as listings and photos of recently accepted Boone and Crockett trophies.

**NEW OPPORTUNITY!**

**POLYBAG INSERTS**

No better opportunity to put a catalog of products in front of a dedicated, hunting audience.

- Distributed quarterly in _Fair Chase_ magazine

**$2,500 PER ISSUE**

**PACKAGED WITH AN AD FOR $3,500 PER ISSUE**

(Cannot be included with Yearbook)

**TARGETED PRINT OPPORTUNITIES**

**AD MATERIAL REQUIREMENTS**

_Fair Chase_ is a 4-color glossy publication that accepts composite PDF files only. Please send via email, CD, or dropbox. Please email digital files to Danny Noonan at Danny@boone-crockett.org. For Dropbox access please contact Karlie Slayer at karlie@boone-crockett.org.

All ads must be send in high resolution, process color pdf format at actual size the ad will run. We reserve the right to resize or refuse any ads submitted incorrectly.

**PAYMENT TERMS**

Established accounts will receive Net 30 days from release date. New accounts must pay in advance of publishing. We reserve the right to put a hold on future ads if account balance is not current. _Cancellations will not be accepted unless confirmed in writing 60-days prior to printing._

**ADVERTISING SALES:**

Danny Noonan
406/542-1888 ext. 205
Danny@Boone-Crockett.org

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### AD SIZES FREQUENCY DISCOUNTS

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### FAIR CHASE ADVERTISING DATES

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<td>February 10</td>
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<td>March 27</td>
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<tr>
<td>FALL 20</td>
<td>June 26</td>
<td>July 13</td>
<td>August 10</td>
</tr>
<tr>
<td>WINTER 20</td>
<td>September 25</td>
<td>October 12</td>
<td>November 9</td>
</tr>
</tbody>
</table>
IN-THE-FIELD E-NEWSLETTER

The arena changes daily as issues of importance to conservationists and big game hunters work their way toward solutions, and new challenges surface. The Club’s E-newsletters offer the perfect vehicle to stay connected and informed on a monthly basis to over 68,000 organically-grown subscribers – learning the issues and celebrating successes.

NEW OPPORTUNITY!

SPECIAL OFFERS AND PROMO CODES

DEDICATED SHARED SECTION

- 12 Special Offer/Promo Code sections per year in the E-Newsletter, minimum 3-month commitment
- Monthly feature within E-Newsletter. Must be special offers or promo codes.
- Minimum 3 months

INVESTMENT $1,500 / 3-MONTH

PRESENTING SPONSOR

- Includes the ‘Presented by horizontal banner ad’
- Includes either a right column banner ad or a horizontal ad that will run in between features
- Size: 565x70 pixels
- Minimum 3 months

INVESTMENT $500 / NEWSLETTER

SUPPORTING SPONSOR

- Includes a right column banner ad or horizontal banner ad which will run in between features
- Size: 160x280 pixels OR 360x90 pixels
- Minimum 3 months

INVESTMENT $300 / NEWSLETTER

WEB AD PLACEMENT

WWW.BOONE-CROCKETT.ORG

The recently upgraded website is a portal of information for the hunter-conservationist community, including those doing research on the North American Model of Wildlife Conservation, hunting, what the Club is doing and has to say. Sections include what one would expect from the leading authority on North American conservation and big game hunting, informing and inspiring over 912,000 visitors per year.

ADDED VALUE OPPORTUNITIES BASED ON SPEND LEVELS

YOUR AD HERE
ACTIONS SPEAK LOUDER THAN WORDS

TAILOR YOUR SUPPORT STRATEGY TO HELP IMPORTANT PROJECTS WITH PRODUCTS OR FUNDING.

R3, EDUCATION, & RESEARCH
THEODORE ROOSEVELT MEMORIAL RANCH: Every summer over 2,500 kids learn about our outdoor world. Outdoor adventure camps emphasize hunting, shooting, camping, hiking, and fishing. You will not have a more picture-perfect location for videos and photography.

UNIVERSITY PROGRAMS: Our next outdoor leaders are coming from Club-supported universities with endowed chairs and fellows researching and delivering findings that are positively impacting wildlife decision-making and all hunters.

HUNT FOR SUSTAINABILITY: From the field to the plate, the goal is to introduce hunting to young adults enrolled in college who had limited exposure to the sport earlier in life. Focus is on hunter ethics, shooting safety, food processing and preparation, and hunting’s role in wildlife management.

WILDLIFE CONVENTIONS: The Club speaks and presents at, as well as sponsors major wildlife conferences and conventions where the most targeted leaders of the outdoor space attend.

CHRONIC WASTING DISEASE (CWD): An international issue with no end in sight, the Club helped found the CWD Alliance and is on the forefront of CWD research, education, and legislation.

FAIR CHASE HUNTING
FAIR CHASE*: Be part of the conversation for the most defensible hunting practice. As pioneers of fair chase efforts, the Club is leading the growing desire of sportsmen to do the right thing in the field for the better of all wildlife.

POACH AND PAY: Anti-poaching research and outreach campaign because poachers are not hunters. States are losing millions of dollars in revenue due to lack of information and B&C is leading the charge. It’s amazing what is already found, and what we still don’t know.

NORTH AMERICAN BIG GAME RECORDS
RECORDS DATA USE OR LICENSE: Think of the best top 10 list in hunting, the most aspirational achievement a big game hunter wants, with new field photos entered each day with content that no one else can say they own. These stats are from the oldest wildlife dataset in North America and are the biggest, most impressive game animals.

RECORDS ARCHIVE DIGITIZATION: There are still many very old records and old field photos within the Club Headquarters that are still in hard-copy form that need digitized. The Club would like to fix this problem allowing us to provide our wildlife managers and researchers with a greater set of data for the most impactful research projects.

OFFICIAL MEASURER (OM) TRAINING: When you hear about a new World’s Record animal, who is there? One of B&C’s 1,400 OMs. Will they be wearing your gear while they tell the story of conservation history and what it means to take such a remarkable animal?

CLUB GROWTH
ASSOCIATE MEMBERSHIP DRIVE: There would not be hunting in North America without the Club and it’s time to start growing our community of supporters. Great brand products could be used to offer as giveaways or incentives. Cash included will boost the efforts.

AUCTION: Products are put on display to the most dedicated members in the hunting community to help fund the Club’s Mission. Unlike local chapter banquets, this banquet is the most premier, exclusive banquet in the hunting community, many names are too private to disclose.

LICENSING: Do you ever wonder if selling a Boone and Crockett branded product would energize revenue and increase your company’s status?