

BOONE AND CROCKETT CLUB
PIONEERS OF CONSERVATION. OUR LEGACY FOR GENERATIONS.

MEDIA KIT

2025 - 2026



WWW.BOONE-CROCKETT.ORG

TABLE OF CONTENTS

- Who We Are 3
- Then and Now 4
- Be a Part of the Legacy. 5
- Trailblazer Conservation Partners. 6-7
- Fair Chase Magazine 8
- Our Audience—Print 9
- Print Rates & Specifications 10
- Fair Chase Yearbook 11
- Photo Galleries 12
- Our Audience—Digital 13
- Banner Rates & Specifications 14
- Heritage of the Hunt Podcast. 15

ON THE COVER

The current World’s Record Rocky Mountain goat was taken by Justin Kallusky near British Columbia’s Stikine River in 2022. With a score of 60-4/8 points, it eclipses the previous World’s Record by three points.



THE LEADING AUTHORITY ON CONSERVATION, BIG GAME HUNTING, AND FAIR CHASE.

WE ARE THE LEGACY

The Boone and Crockett Club has been working to conserve America's wildlife since 1887. We are proud to be the oldest wildlife conservation organization in North America. The Club is widely known for its scoring system and record books for native North American big game, but we are so much more.

WE ARE HUNTERS

Our members spend most of their free time in the field. They are affluent, well-educated, and passionate about conservation. The Boone and Crockett Club has the most committed and knowledgeable vertical audience in the hunting marketplace, and they engage with companies that engage with us.

WE ARE FAIR CHASE

Fair Chase® is more than a registered trademark of the Boone and Crockett Club. It is the guiding principle of ethical conduct for hunters in the field—and it has been for more than a century.

WE ARE THE HUNTER'S VOICE

Conservation doesn't happen in a vacuum. Our members are policy makers at the highest levels who make certain our wildlife resources (and the industries they support) have a seat at the table and a voice that will be heard.



WHO
WE
ARE

THEN & NOW

For nearly 140 years, the Boone and Crockett Club has built the conservation system that is the **envy of the world**. Working across party lines to do what's best for wildlife, wild places, and the hunters who cherish both.

THEN

CREATED AND ESTABLISHED AMERICA'S CONSERVATION SYSTEM, INCLUDING:

- The U.S. Forest Service
- The National Park Service
- The National Wildlife Refuge System
- Glacier National Park
- Denali National Park
- The National Monument System

CREATED THE NATION'S FIRST BIG GAME SCORING SYSTEM

RESTORED BIG GAME SPECIES LIKE BISON AND PRONGHORN

SERVED AS THE GENESIS OF NUMEROUS CONSERVATION GROUPS, INCLUDING:

- The National Audubon Society
- The Wildlife Management Institute
- Save the Redwoods League
- The Wilderness Society
- The National Wildlife Federation
- The Nature Conservancy
- Wild Sheep Foundation

POLICY MAKERS

In 1909 President Roosevelt invited representatives from Canada and Mexico to the North American Conservation Conference to "consider mutual interests involved in the conservation of natural resources." Club members continue to meet with officials in the federal government and state legislatures, spurring progress on policy issues key to wildlife conservation and habitat management.

NOW

LAUNCHED THE ASSOCIATION OF WILDLIFE CONSERVATION PARTNERS (AWCP)

To help create a more unified voice in conservation, the Boone and Crockett Club organized a summit with representatives from 35 of the nation's leading wildlife conservation organizations. Today, the AWCP is a collaborative partnership with more than 50 conservation, shooting, and hunting organizations, representing millions of outdoor participants.

ADVANCING COMMUNICATIONS OUTREACH

We recently launched our Heritage of the Hunt podcast to provide a new look at the organization's history and shine a spotlight on Fair Chase hunting, conservation policy, outdoor education, and more.

EXPANDING BIG GAME CATEGORIES

At the request of wildlife managers in Texas, New Mexico, Arizona, and Mexico, the Club recently created a new record book category for javelina.

FIGHTING POACHING

Our Poach and Pay program conducted pioneering research that uses modern statistical, scientific, and sociological methodologies to describe the complex issue of poaching in North America.

LEADER IN FAIR CHASE AND HUNTING ETHICS

In partnership with the NRA, we launched an online education platform to teach hunter ethics.

UNIVERSITY PROGRAMS

The Boone and Crockett Club's University Programs are designed to provide science-based knowledge from seasoned wildlife professionals and educators to college graduates in the wildlife field to better prepare graduates for the responsible and wise management of wildlife.

BE A PART OF THE LEGACY

Don't just take our word for it. Take a tour through the numbers about our followers. You'll find that the Boone and Crockett Club is comprised of a unique group of passionate members. If your company believes in conservation and understands that hunting plays an integral part in sustaining our country's wildlife resources, then support us and become part of North America's most influential wildlife conservation movement.

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.

READY TO SUPPORT THE BOONE AND CROCKETT CLUB?

Join us as a Trailblazer in Conservation, or let us help you craft an advertising or sponsorship package that meets your budget.

CONTACT:

Michelle Scheuermann
Michelle@Boone-Crockett.org
406/542-1888 x218

Jodi Stemler
JStemler@Boone-Crockett.org
406/542-1888 x217





BOONE AND CROCKETT CLUB

TRAILBLAZER

CONSERVATION PARTNER

CONSERVATION ISN'T EASY. IT'S BECOME MORE COMPLEX EVERY YEAR AND CONSERVATION EFFORTS TAKE TIME TO BEAR FRUIT. TRAILBLAZER SPONSORS UNDERSTAND THIS AND KNOW THAT THEIR CONTRIBUTIONS TO THE CLUB WILL ENSURE THEIR CUSTOMERS HAVE OPPORTUNITIES TO HUNT, PLACES TO HUNT, AND ABUNDANT GAME.

SILVER TRAILBLAZER - \$20,000 BENEFITS PACKAGE

- Full-color, full page ad in each issue of *Fair Chase* magazine (x4 annually) over the term of the agreement.
- Logo banner in each edition of our bi-monthly *In the Field* e-newsletter, plus one month as the title sponsor—rotated among Trailblazer sponsors.
- Logo recognition and links within Boone and Crockett's communications, marketing, advertising, media, and website showing your support as a Trailblazer in Conservation sponsor.
- Banner ad on Club's website.
- Opportunity to use Boone and Crockett Club's name and logo, and the Trailblazer logo as a Conservation Partner.
- Partner profile article written by Boone and Crockett staff, located on Boone and Crockett's Partner Profile web page.
- Opportunity for two seats at ONE Boone and Crockett Special Event.
- Logo placement in all sponsor recognition.
- Two comp Annual memberships, which include a subscription to *Fair Chase* magazine, and subscriptions to Big Game Records LIVE.

**RESERVED FOR
COMPANIES WITH
THE GREATEST
COMMITMENT TO
CONSERVATION,
TRAILBLAZERS
ARE THOSE MOST
DEDICATED TO
OUR MISSION.**



LET US WORK WITH YOU TO INCREASE YOUR TRAILBLAZER PACKAGE.

Sponsor additional Boone and Crockett Club communication tools such as photo galleries, the annual Yearbook, and more – or choose to sponsor Club priorities like University Programs, Poach and Pay, Conservation Education, Conservation Policy, and more!

GOLD TRAILBLAZER - \$50,000

All Silver Trailblazer benefits plus:

- Opportunity for a half table (four seats) at one Boone and Crockett Special Event.
- Prominent logo placement in all sponsor recognition.
- Five comp annual memberships, which includes a subscription to *Fair Chase* magazine, and subscriptions to Big Game Records LIVE.

PLATINUM TRAILBLAZER - \$75,000

All Silver Trailblazer benefits plus:

- Opportunity for two seats at ALL Boone and Crockett Special Events.
- High level logo placement in all sponsor recognition and potential speaking opportunity at one special event.
- Seven comp annual memberships, which includes a subscription to *Fair Chase* magazine, and subscriptions to Big Game Records LIVE.

DIAMOND TRAILBLAZER - \$100,000 OR MORE

All Silver Trailblazer benefits plus:

- Opportunity for a half table (four seats) at ALL Boone and Crockett Special Events.
- Top level logo placement in all sponsor recognition and potential speaking opportunities at special events.
- Ten comp annual memberships, which includes a subscription to *Fair Chase* magazine, and subscription to Big Game Records LIVE.

Cash and in-kind donations added together will count to sponsor levels. Categories are determined by single contract year amount. Multi-year sponsors get first chance for sponsor packages and exclusive opportunities at all Boone and Crockett Club Events.



FAIR CHASE MAGAZINE

RECURRING COLUMNS:

- **CONSERVATION POLICY**
The latest management and policy issues on the Hill and across the country
- **SCIENCE BLASTS**
At the intersection of science, wildlife management, and hunting
- **UNIVERSITY PROGRAMS**
Stories from the field from future wildlife managers and professionals
- **TROPHY TALK**
News from the records department, covering new world records and the latest entry categories
- **RECENTLY ACCEPTED TROPHIES AND PHOTO GALLERY**
Snapshots from the field capture hunters and some of the biggest North American big game
- **CAUGHT ON CAMERA**
Up close and personal trail camera photos of wolves, grizzlies, elk and so much more

REGULAR CONTRIBUTORS:

- PJ DelHomme
- Craig Boddington
- Wayne VanZwoll
- Charlie Booher
- Kyle Lehr

SCHEDULE:

- Spring 2026 - February
- Summer 2026 - May
- Fall 2026 - September
- Winter 2026 - November

69%

OF CURRENT MEMBERS prefer to read the print version over digital

48%

OF OUR MAGAZINE READERS are also subscribed to our newsletter

86%

OF CURRENT MEMBERS recommend Fair Chase magazine to a friend or relative

PRINT

PRINT AUDIENCE - 6,500 PER ISSUE

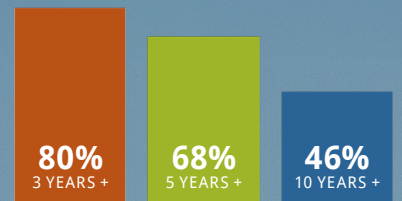
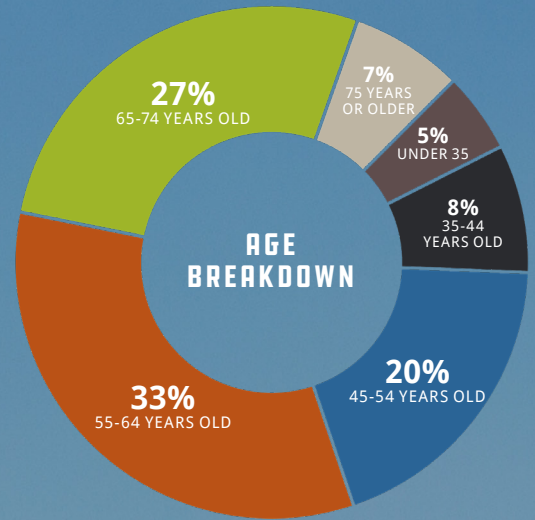
Over 50% of our readers are 45-64 years old with 84% earning over \$60,000 a year and 53% over \$100,000+.

MEMBERS ARE EDUCATED AND DEDICATED

Over 85% of our readers have attended college, and 64% have gone on to graduate. More than a quarter of our readers have a Master's degree or higher. Once they're a member, they stay a member.

HUNTING AS A WAY OF LIFE

Over 60% of our readers report hunting in multiple states every year.



43%
HUNT 31+
DAYS A YEAR

76%
HUNT AT LEAST
16 DAYS A YEAR

OUR AUDIENCE



Our quarterly publication 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 feature stories cover areas of concern to game managers and sportsmen. Each issue also contains stories from the field, as well as listings and photos of recently accepted Boone and Crockett trophies.

AD MATERIAL REQUIREMENTS

Fair Chase is a 4-color glossy publication that accepts composite PDF files only. Please send artwork via email to Karlie Slayer at karlie@boone-crockett.org. All ads must be high resolution, process color PDFs at actual size. 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.*

A LA CARTE AD PRICING

Ad Size	Frequency Discounts		
	1X	2X	4X
Inside Front Cover	\$2,300	\$2,000	\$1,700
Inside Back Cover	\$2,300	\$2,000	\$1,700
Back Cover	\$3,000	\$2,750	\$2,500
Full Page	\$1,750	\$1,500	\$1,400
Half Page	\$1,000	\$900	\$800
Polybag Insert	\$2,500	\$2,500	—

FULL PAGE

TRIM: 8.5 X 10.875
BLEED: 8.75 X 11.125

HALF PAGE VERTICAL

NON-BLEED 4.75 x 7.125

BLEED 5.5 x 7.875

HALF PAGE HORIZONTAL

NON-BLEED 7.125 x 4.75

BLEED 8.625 x 5.5

FAIR CHASE ARTWORK DIMENSIONS

PRINT RATES & SPECIFICATIONS

MATERIAL DEADLINES

Issue	Closing	Art Due	Distribution
Fall 26	July 3	July 17	Mid-September
Winter 26	October 2	October 16	Mid-November
Spring 27	December 25	January 14	Mid-February
Summer 27	April 2	April 16	Mid-May
Fall 27	June 25	July 16	Mid-August
Winter 27	September 24	October 15	Mid-November

CELEBRATING THE HUNT THROUGH PHOTOGRAPHS



On average, B&C receives nearly 1,500 big game trophy entries annually. Of those, 42 percent are submitted with high-quality, tasteful field photos. We'd love to put every image in our magazine, but our page count just doesn't allow for it. The solution—the *Fair Chase Yearbook*. This fifth issue of *Fair Chase* magazine allows us to share over 200 additional field photos with our readers.

This bonus issue is bundled with our summer issue of *Fair Chase* and is also sent to all new B&C Associates that sign up during the 12-months after the Yearbook is released. To broaden the reach, we also make the Yearbook available for sale to the general public, for a total distribution of 6,500 issues.

The *Fair Chase Yearbook* sponsor is prominently recognized throughout the pages of the issue and in all promotional copy. The affinity gained from this partnership builds brand equity between our audience and the sponsor throughout the year.

FAIR CHASE YEARBOOK SPONSORSHIP INCLUDES:

- Front Cover sponsor recognition: “Brought to you by” with logo placement.
- Two full page ads (inside front cover and back cover).
- Company mention with logo “Brought to you by” on the seven category openers in *Fair Chase Yearbook*.
- Branded editorial feature spread submitted by sponsor (subject approved by *Fair Chase* editorial board).
- Digital version available on our site, and available to sponsor as well.
- The *Fair Chase Yearbook* has a life span of 1 year.
- 200 extra copies of the *Fair Chase Yearbook* sent to Sponsor.

EXCLUSIVE SPONSOR - \$15,000

FAIR CHASE YEARBOOK

PHOTO GALLERIES



WEB + PRINT + SOCIAL + E-NEWSLETTER

MORE TO THE SCORE + WEB AND PRINT + FIELD PHOTO GALLERY AND TROPHY LIST

Hunters agree: B&C's record book is the language of sportsmen, and this quarterly photo collection speaks to them. Chosen from recently accepted photos to the Boone and Crockett Club's Big Game Records Program, these shots feature not only the most inches but the stories that go with them. Each quarterly feature includes statistically relevant topics and facts about recently accepted big game records with a focus on the hunt, rankings, and method of take—with bonus access to score charts for registered website users. Also includes the exclusive print sponsorship of the most popular section of *Fair Chase* magazine—8 to 10 dedicated pages of recently accepted B&C trophies and field photos.

ANNUAL INVESTMENT - \$7,000

WILDLIFE CAUGHT ON CAMERA - WEB AND PRINT

Three-million photos. Thirty-six trail cameras. Fifteen amazing shots. Montana's Rocky Mountain Front is one of the wildest places in the Lower 48 and the Boone and Crockett Club takes you there with the never-before-seen images of wildlife on the Theodore Roosevelt Memorial Ranch. This gallery includes photos and video footage with descriptions of the wildlife featured in the shots. Also includes the exclusive print sponsorship of "Caught on Camera"—a dedicated page to our trail cam photos on the last page in each issue of *Fair Chase* magazine.

ANNUAL INVESTMENT - \$7,000

VINTAGE HUNTING ALBUM - WEB AND PRINT

Old hunting photos are a special window into a bygone era. Hours of research goes into organizing and curating these collections—pay close attention to the rifles, the scopes (or lack thereof), the haircuts and the lack of camouflage. The images in this gallery primarily are from B&C's vast archive of historic record book entries. Also includes the exclusive print sponsorship of "Vintage Hunting Album"—a two page spread included in each issue of *Fair Chase* magazine.

ANNUAL INVESTMENT - \$10,000

EXPOSURE

Initial release of the photo galleries through our *In the Field* e-newsletter covers more than 200,000 subscribers.

- Open Rate: 38.0% average
- Click through rates to the web page: 18.4% average
- Boone-crockett.org: 4.1 million page views and 1.8 million visitors this year.

OVERALL PAGE VIEWS IN 12 MONTHS

More to the Score – 109,000+
Caught on Camera – 142,700+
Vintage Hunting – 70,600+

SPONSORSHIP INCLUDES

The sponsorship of a photo gallery is a one-year commitment and includes four editions released quarterly. As a sponsor you will receive:

- Branding with the *In the Field* email newsletter—Presented by "YOUR NAME AND LOGO"
- Presented by "YOUR NAME AND LOGO" included at the top of the web page featuring the full photo gallery on boone-crockett.org.
- Presented by "YOUR NAME AND LOGO" in the corresponding magazine coverage of the photo gallery
- Targeted push on Facebook and Instagram per quarter and gallery

**ENGAGEMENT AND GROWTH IS OUR STRATEGY.
OUR DIGITAL MEDIA USERS LOOK TO
BOONE AND CROCKETT AS THEIR
BIG GAME HUNTING RESOURCE.**

WEBSITE BEHAVIOR

5.6 million Boone-Crockett.org page views over the last year, a 47% increase.

2.1 million unique visitors during the last year! We've achieved an average year over year growth rate in excess of over 100% over the prior year.

IN THE FIELD E-NEWSLETTER

Boone and Crockett Club has an e-mail list of over 205,000 engaged subscribers who have opted-in to receive our bi-monthly e-newsletter *In the Field*.

DEMOGRAPHICS

Age	Facebook	Instagram	Newsletter	Magazine	Website
18-24	3%	13%	3%	—	10%
25-34	21%	36%	10%	5%	19%
35-44	25%	27%	14%	8%	23%
45-54	22%	15%	19%	20%	19%
55-64	16%	6%	22%	33%	17%
65+	13%	3%	26%	34%	11%

4.1 million

BOONE-CROCKETT.ORG

Page views over the last year, a 28% increase

20%

**AVERAGE
OPEN RATE**

In the Field

Monthly e-Newsletter

2%

**AVERAGE
CLICK-THROUGH
RATE**

To B&C Website

DIGITAL

**OUR
ENGAGE
MENT
AUDIENCE**



BANNER RATINGS & SPECIFICATIONS

WWW.BOONE-CROCKETT.ORG

The Boone and Crockett website is offering more content than ever and traffic continues to grow every year. The website is anchored with access to Big Game Records LIVE to provide valuable research opportunities and unique learning tools, and up to date big game records with field photos. Users have come to expect top quality conservation news, factual history articles, and much more from the most influential conservation organization's platforms. Don't miss your shot at being part of the traffic!

Website Banners	Frequency Discounts		
	1 month	3 months	6 months
Skyscraper 300 x 600 pixels	\$800	\$2,250	\$4,200

BANNER INFORMATION AND SPECIFICATIONS
 All website banners are ROS
 Acceptable file formats: JPEG or GIF
 (static or animated, 3 frames maximum)
 Advertiser to Provide: Link URL

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 bimonthly e-newsletter offers the perfect vehicle for over 200,000 organically grown subscribers to stay connected and informed.

Newsletter Banner	Frequency Discounts		
	1 month	3 months	6 months
600 x 150 pixels	\$1,000	\$2,750	\$5,000

BANNER SPECIFICATIONS
 Acceptable file formats: JPEG or GIF
 Advertiser to Provide: Link URL, alternative text

BANNER ADVERTISING IS ROS WITH A TOTAL WEBSITE LIMIT OF 10 PAID ADVERTISEMENTS AT ANY GIVEN TIME. PLEASE CHECK FOR AVAILABILITY.

SKY SCRAPER
300 x 600 PIXELS

WEBSITE BANNER AD

NEWSLETTER AD

Where Hunting Happens, Conservation Happens

BROUGHT TO YOU BY **FEDERAL**

BOONE AND CROCKETT CLUB

In The Field

More to the Score
15 Jaw Dropping B&C Entries
 From bears to bison, the trophies in this slideshow either rank near the top of the 31st Big Game Awards Program or are true specimens of their state—[see them all.](#)

WYOMING MULE DEER | With the largest typical mule deer ever to come out of Sublette County, Wyoming, Michael J. Hulshof's grin says it all.

[See All 15 Field Photos](#)

E-NEWSLETTER BANNER
600 x 150 PIXELS

What Has B&C Done For You Lately?
WILDLIFE CORRIDORS | Ever fill an elk tag with your bumper? [Learn](#) how the Boone and Crockett Club is working to [change](#) that.

MONTANA | Non-resident college students recently received a **94 percent discount** on their Montana hunting license. [Learn](#) how and why the Boone and Crockett Club helped make that happen.

A NEW PLATFORM FOR CONSERVATION AND FAIR CHASE ETHICS

The Boone and Crockett Club's Heritage of the Hunt Podcast—launched in July 2025—is a dynamic new way to connect with hunters, conservationists, and outdoor enthusiasts. This podcast highlights the Club's rich history, its ongoing conservation efforts, and the ethical principles of fair chase hunting. With episodes featuring interviews with industry leaders, policymakers, scientists, and members, the podcast offers a unique perspective on the future of North American wildlife and conservation.

PODCAST HIGHLIGHTS:

- Episode Length: 30-45 minutes
- Topics Covered: Big game records, conservation policy, outdoor education, and fair chase ethics
- Subchannels: Roosevelt Ranch Radio, member spotlights, and more
- Production Quality: High-quality audio and video, produced by Trout Stream Studios
- Availability: All major podcast platforms

WHY SPONSOR THE PODCAST?

By sponsoring the Heritage of the Hunt Podcast, your brand will reach a highly engaged audience of hunters, conservationists, and outdoor enthusiasts. The Boone and Crockett Club's audience is affluent, well-educated, and deeply committed to conservation. Sponsorship not only aligns your brand with ethical hunting and wildlife stewardship but also supports the Club's mission to protect North America's wildlife for future generations.

AVAILABLE WHEREVER YOU LISTEN:



HERITAGE OF THE HUNT

STUDIO SPONSORSHIP:

- In studio signage
- "Brought to you by" recognition
- Guest interview
- Pre- and mid-roll per episode
- Social integration
- 3, 6 and 12 month sponsorships available.

Longer term sponsorship and advertising packages available upon request.

MONTHLY SPONSORSHIP:

- One month non-exclusive
- Pre- and mid-roll per episode
- Social integration

COST - \$3,000

