BOONE AND CROCKETT CLUB

MEDIA KIT

2026-2027



313-5/8
ROOSEVELT'S ELK
CHASE E. PARKER
AFOGNAK ISLAND, ALASKA

WHO WE ARE

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.



THEN & NOW

FOR 140 YEARS, THE BOONE AND CROCKETT CLUB HAS BUILT THE CONSERVATION SYSTEM THAT IS THE ENVY OF THE WORLD.

THEN

- **Created and Established America's Conservation System, Including:**
  - Members helped found the U.S. Forest Service, the National Park Service, the National Wildlife Refuge System and many other parks and public lands.
  - Enacted critical conservation laws, like the Lacey Act and Migratory Bird Treaty Act, that serve as the foundation for wildlife and habitat management.
  - Led passage of the Federal Duck Stamp Act and Pittman-Robertson Act to provide consistent funding for wildlife and their habitat.
- **Created the Nation's First Big Game Scoring System and Originated the Concept of Fair Chase**
- **Restored Big Game Species Like Bison and Pronghorn**



NOW

- **Leading innovative public policy to advance active conservation, habitat management, and hunting**
  - Founded and continuing to lead the American Wildlife Conservation Partners (AWCP), a collaborative partnership with over 50 conservation, shooting, and hunting organizations focused on conservation and hunting policy.
  - Engaging with policymakers on wildlife and habitat conservation issues.
- **Educating future generations of conservationists**
  - Building a network of Boone and Crockett university programs focused on conservation and wildlife management.
  - Connecting youth and young adults to the outdoors, adventure, and hunting through place-based and virtual education programs.
  - Creating an online education platform to teach Fair Chase and hunter ethics.
- **Preserving Hunting and Hunter Ethics**
  - Maintaining and building the gold standard big game records program to spotlight the success of scientific management and wildlife conservation.
  - Conducted ground-breaking research on poaching that is directing legislative and judicial efforts to reduce wildlife crime.
  - Convening thought leaders on Fair Chase and the evolving impact of technology on our outdoor traditions.

OUR AUDIENCE

TAKE A TOUR THROUGH THE NUMBERS- YOU'LL FIND THAT THE B&C CLUB IS COMPRISED OF A UNIQUE GROUP OF PASSIONATE MEMBERS.

PRINT AUDIENCE:

MAGAZINE READER (6,500 PER ISSUE)

AFFLUENT & EDUCATED

Over 85% Attended College | 64% Graduated
Over 25% with Master's Degree or Higher

84%
Earn over $60K/Year

53%
53% Earn over $100K+/Year

LOYALTY & RETENTION



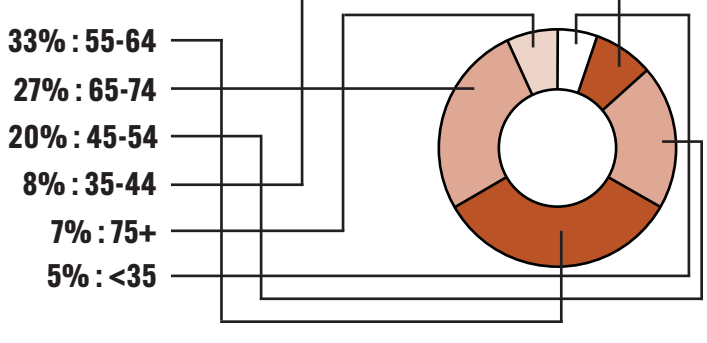
DEDICATED HUNTERS

76%
HUNT AT LEAST 16 DAYS/YR

43%
HUNT AT LEAST 31 DAYS/YR

OVER 60%
HUNT IN MULTIPLE STATES EVERY YEAR

AGE BREAKDOWN



DIGITAL AUDIENCE:

ONLINE ENGAGEMENT & GROWTH

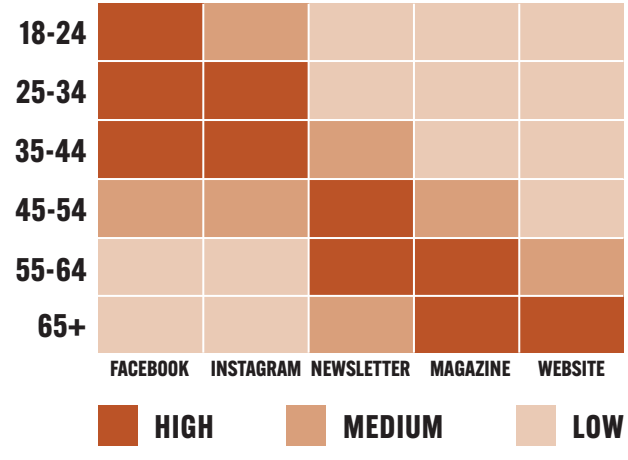
SURGING WEBSITE GROWTH

5.6 MILLION PAGE VIEWS
[47% INCREASE YOY]

2.1 MILLION UNIQUE VISITORS
[>100% YOY GROWTH RATE]

WWW.BOONE-CROCKETT.ORG PERFORMANCE

MULTI-PLATFORM REACH BY AGE



HIGHLY ENGAGED E-NEWSLETTER

205,000+
OPT-IN SUBSCRIBERS

IMPACT METRICS

20%
AVERAGE OPEN RATE

2%
AVERAGE CLICK-THROUGH RATE TO WEBSITE

IN THE FIELD
E-NEWSLETTER IMPACT

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

BOONE AND CROCKETT CLUB
TRAILBLAZERS
IN CONSERVATION

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 $20,000	GOLD $50,000	PLATINUM $75,000	DIAMOND $100,000+
Full-color, full-page ad in each issue of *Fair Chase* magazine (x4 annually)	✓	✓	✓	✓
Logo banner in each *In the Field* e-newsletter, plus one month as title sponsor (rotated)	✓	✓	✓	✓
Logo recognition and links in B&C communications, marketing, advertising, media and website	✓	✓	✓	✓
Banner on Club's website	✓	✓	✓	✓
Use of B&C name/logo and Trailblazer logo as conservation partner	✓	✓	✓	✓
Logo placement in all sponsor recognition	Standard	Prominent	High-level	Top-level
Dedicated social media posts (Facebook & Instagram) annually	3	4	5-6	7-8
B&C reshare of 1 sponsor-submitted post/year	✓	✓	✓	✓
Inclusion in annual Conservation Partners thank you carousel/Reel	✓	✓	✓	✓
Potential speaking opportunity at special event(s)	-	-	One event	Up to 2 events
Complimentary Fair Chase magazine subscriptions and access to Big Game Records Live 2.0	2	5	7	10

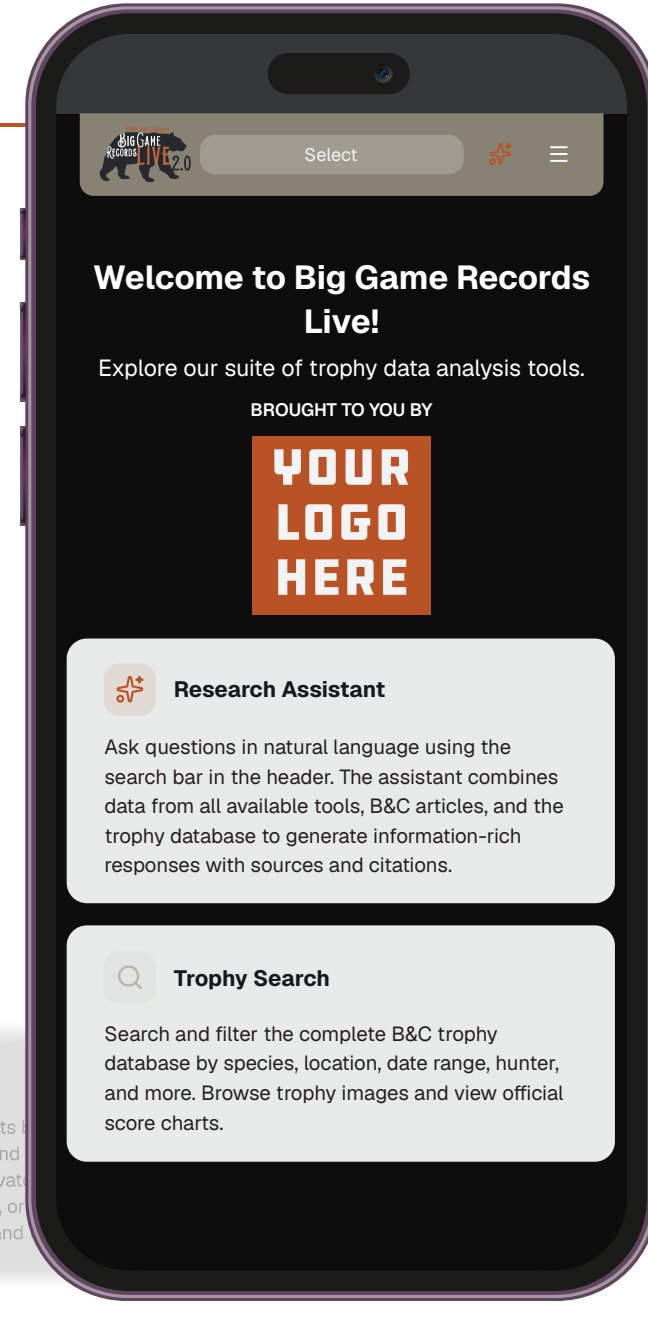
$20,000 – SIX-MONTH ENTRY PRICE (SEPT 2026-FEB 2027)

- Six-month term, timed to hunting season and Q1 trade show season
- First right of refusal on renewal
- Renewal pricing tied to a defined performance step-up

BGRL 2.0 is a ground-up relaunch of Boone and Crockett's records platform as a mobile-friendly website, providing AI-powered trophy stories, and interactive data - backed by a full marketing campaign. The Launch Partner is positioned as a limited, founding collaboration rather than a standard ad placement: exclusive presenting-sponsor branding across every channel of the application, at a deliberately conservative year-one price while usage data is still being established. The six-month Sept 2026-Feb 2027 term is timed to capture both fall hunting season, when app engagement peaks, and Q1 trade show season, when B&C is pushing BGRL 2.0 directly to consumers at Sheep Show and the Western Hunting & Conservation Expo.

WHAT'S INCLUDED

- Presenting sponsor branding across the full BGRL 2.0 relaunch campaign, including: (e.g. BGRL Brought to you by SPONSOR)
  - *In the Field* e-newsletter banner presence: approximately 2 rotations during contract period (standalone rate-card value: ~$5,000)
  - Website skyscraper banner rotation - 6 months (standalone rate-card value: ~$4,200)
  - Inclusion across 3 standalone list blasts to B&C's 200,000-contact email list
  - Presenting sponsor branding across the 4-email transition/expiration sequence, reaching all four subscriber cohorts
  - Presence in BGRL 2.0 social video push - app demo reel, feature spotlight shorts, and the recurring "did you know" data series
  - Sponsor Logo inclusion on BGRL 2.0 signs and print collateral at two major consumer shows that fall inside the six-month sponsor term



Method Visualizer

Discover the most popular hunting methods and calibers across 38+ trophy categories. Research what gear successful hunters are using for your target species, or validate your equipment choices against proven results.

Shot Distance Tool

Analyze shot distances by species, weapon type, and geographic region. Use this to practice at realistic ranges, choose appropriate optics, or understand how terrain affects typical shot opportunities.

Land Report

Compare trophy harvests
private land by region and
whether to invest in privat
productive public areas, or
quality differences by land

CONSERVATION PARTNER PACKAGES

Our Conservation Partner packages give you a real foothold with Boone and Crockett's audience through print, digital, and social exposure. Choose **Conservation Partner Print, Digital & Social** for year-round presence across all three channels, or **Conservation Digital Only** for a lighter, digital-first commitment. Either way, it's the right starting point for companies building a relationship with the Club, with a clear path to Trailblazers in Conservation status as your partnership grows.

	Conservation Partner Print, Digital & Social $10,000	Conservation Partner Digital Only $5,000
Full-color, full-page ad in each issue of *Fair Chase* magazine	2 issues/year	None (digital only)
Website skyscraper banner (300x600, ROS)	6 months	3 months
***In the Field* e-newsletter banner (600x150)**	3 months	3 months
Logo placement in general recognition	✓	✓
Dedicated social media posts (Facebook & Instagram)	2/year	1/year
Approximate retail value	$11,750	$5,900



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 entries 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 - $10,000

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 - $10,000

VINTAGE HUNTING ALBUM - WEB AND PRINT

Old hunting photos are a special window into a bygone era. Hours of research go 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% average
- Click through rates to webpage: 18.4% average
- www.boone-crockett.org:
  - 4.1 million page visits 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

PRINT & WEB
À LA CARTE OPTIONS

DIGITAL

Website Banners	Frequency Discounts			Newsletter Banner	Frequency Discounts		
	1 month	3 months	6 months		1 month	3 months	6 months
Skyscraper (300x600 pixels)	$800	$2,250	$4,200	**600x150 pixels**	$1,000	$2,750	$5,000
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				**Banner Specifications** Acceptable file formats: JPEG or GIF Advertiser to Provide: Link URL, alternative text			

PRINT

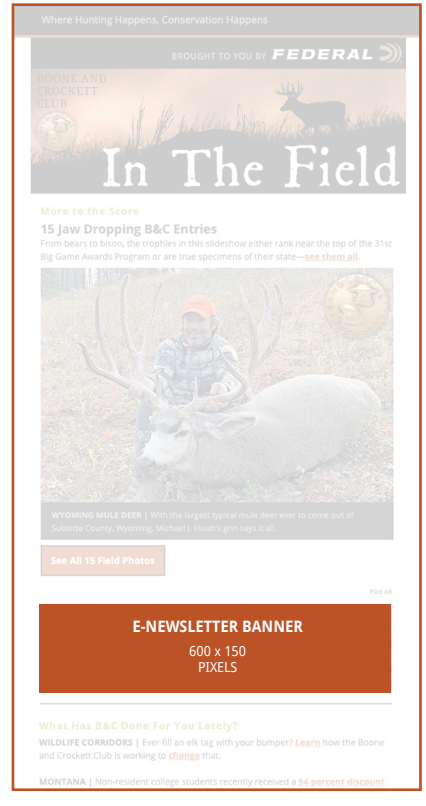
Ad Size (*Fair Chase* Magazine)	Frequency Discounts		
	1X	2X	4X
Inside Front Cover	$2,300	$2,300	$1,700
Inside Back Cover	$2,300	$2,000	$1,700
Back Cover	$3,000	$2,750	$2,500
Full Page	$1,750	$1,500	$1,400
Half Page	$1,000	$900	$800
Polybag Insert	$2,500	-	-

PRINT & DIGITAL SPECS

WEB + PRINT + SOCIAL + E-NEWSLETTER

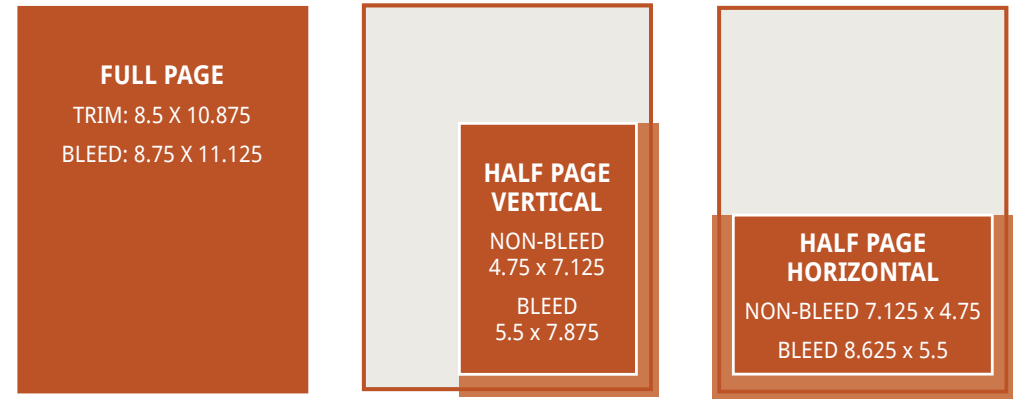
DIGITAL





- **Growing Website Traffic and Content:** The Boone-Crockett.org website sees increasing traffic every year by offering top-quality conservation news and factual history articles.
- ***In the Field* E-Newsletter:** This bimonthly newsletter keeps over 200,000 organically grown subscribers informed and connected on conservation and big game hunting.

PRINT



- **Publication Content:** The quarterly, 4-color glossy magazine covers Club news, conservation, hunting advocacy, wildlife science, and policy. It features historical and future perspectives on big game, stories from the field, and recent Boone and Crockett trophy listings.
- **Ad Material Requirements:** Advertisers must submit actual-size, high-resolution process color composite PDFs via email to Sales@Boone-Crockett.org. The Club reserves the right to resize or refuse incorrect submissions.
- **Payment Terms:** Established accounts receive net 30 terms, while new accounts must pay in advance. Unpaid balances may result in a hold on future ads.
- **Cancellations:** Ads cannot be canceled unless confirmed in writing 60 days prior to the printing date.

Issue	Closing	Art Due	Distribution
Spring 27	December 25	January 1	Mid-February
Summer 27	March 24	April 1	Mid-May
Fall 27	June 25	July 1	Mid-August
Winter 27	September 24	October 1	Mid-November

BE PART OF THE LEGACY

Don't just take our word for it. Take a tour through the numbers about our audience. 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 state and federal conservation policy 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.
- Protect and advocate for public lands and recreation—and access to those public lands.

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
920-342-9281
Sales@Boone-Crockett.org

Jodi Stemler
703-915-1386
Sales@Boone-Crockett.org

