

**& HOOK  
BARREL<sup>®</sup>**  
MAGAZINE

MEDIA KIT // 2025

# Hi, we're Hook & Barrel Magazine.

Let us introduce you to the best audience, editorial product, and engagement opportunity on the market.

Hook & Barrel Magazine is an advertising opportunity like no other. Simply stated, no other magazine combines the outdoors with celebrities, award winning editors, and distribution to the customers of the world's largest retailer of outdoor and hunting goods.

## Industry leaders love it:

“ I LOOK FORWARD TO READING EACH ISSUE OF HOOK & BARREL. IT HAS GREAT CONTENT ON THE OUTDOOR LIFESTYLE, WHETHER IT HUNTING, FISHING, OR GENERAL OUTDOORS, FROM SOME CELEBRITIES THAT I WOULD NOT NORMALLY KNOW MUCH ABOUT.

– JASON VANDERBRINK, CEO, FEDERAL PREMIUM

## Industry legends praise it:

“ I CERTAINLY WANT TO PASS ALONG MY CONGRATULATIONS ON A JOB WELL DONE BY YOU AND YOUR STAFF. THE COPY WAS GREAT AND THE DESIGN AND IMAGES WERE WONDERFUL YOU'VE DEFINITELY SET THE BAR HIGH RIGHT OUT THE GATE.

– BILL DANCE

## Celebrities endorse it:

“ EVERYONE THAT LOVES THE OUTDOORS SHOULD CHECK OUT THIS GREAT NEW MAGAZINE. MY DREAM HAS ALWAYS BEEN MUSIC...THEIR DREAM WAS TO START A MAGAZINE AND THEY MADE IT HAPPEN! ALWAYS BELIEVE IN THE UNDERDOG!

– AARON WATSON



## AT A GLANCE:

2025 PRINT CIRCULATION

**510,000+**

(BIMONTHLY/6 ISSUES PER YEAR)

2025 DIGITAL COPIES  
NATIONWIDE

**1.35 million+**

ESTIMATED 2025 IMPRESSIONS\*

**72,000,000+**

PRIMARY POINTS OF  
PRINT DISTRIBUTION

**Bass Pro Shops,  
Cabela's, and  
other top-tier  
outdoor retailers  
across the U.S.**

\*Based on estimated store visitors, digital copies, social media and website

## » Who are our readers?

Educated consumers.  
Modern outdoorsmen.  
And **highly loyal.**

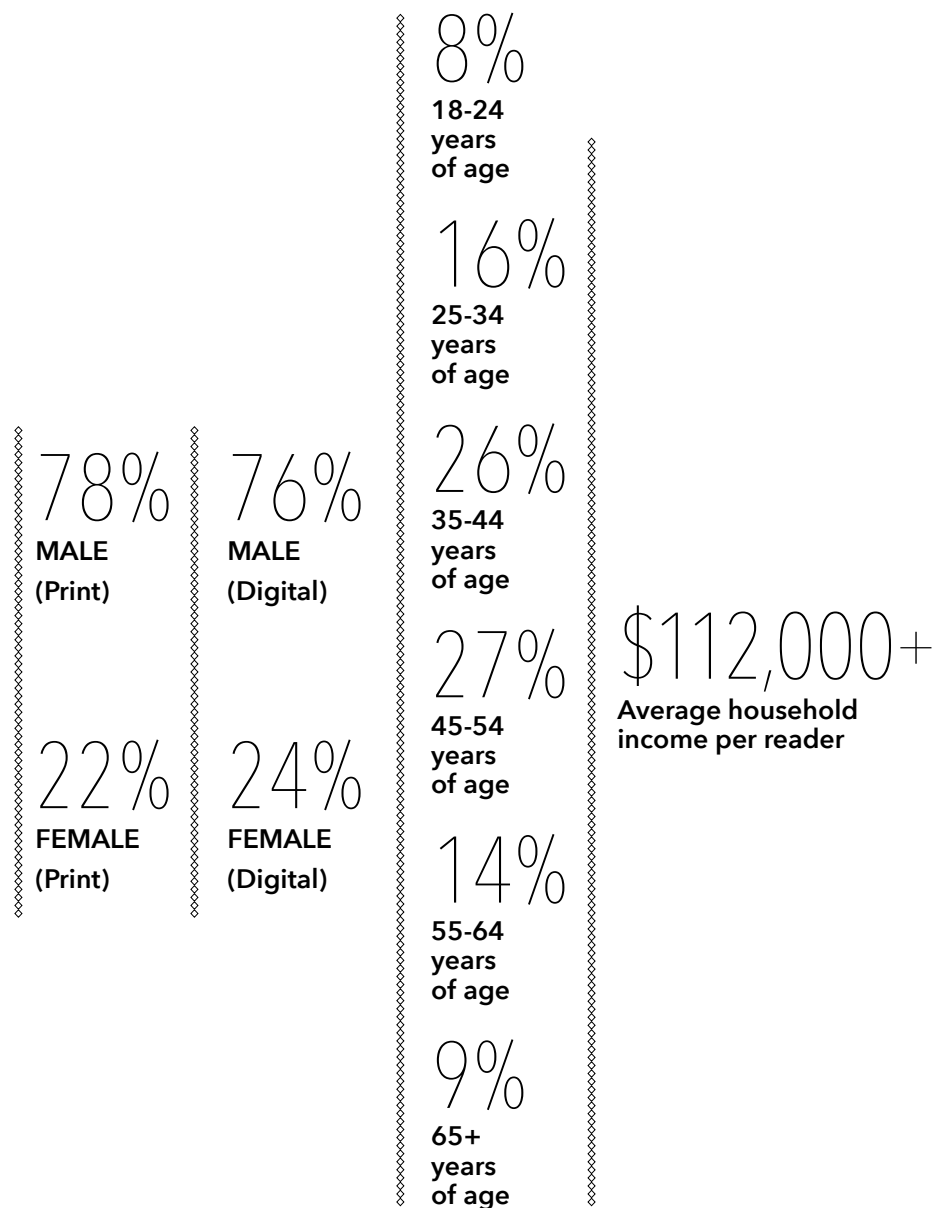
### Our audience is a marketer's dream.

Whether they are picking up the magazine in any of the outdoor retailer we are distributed in, subscribing to their door, perusing online, or engaging our social media, they can't get enough of Hook & Barrel Magazine.

**So let's introduce you, shall we?**

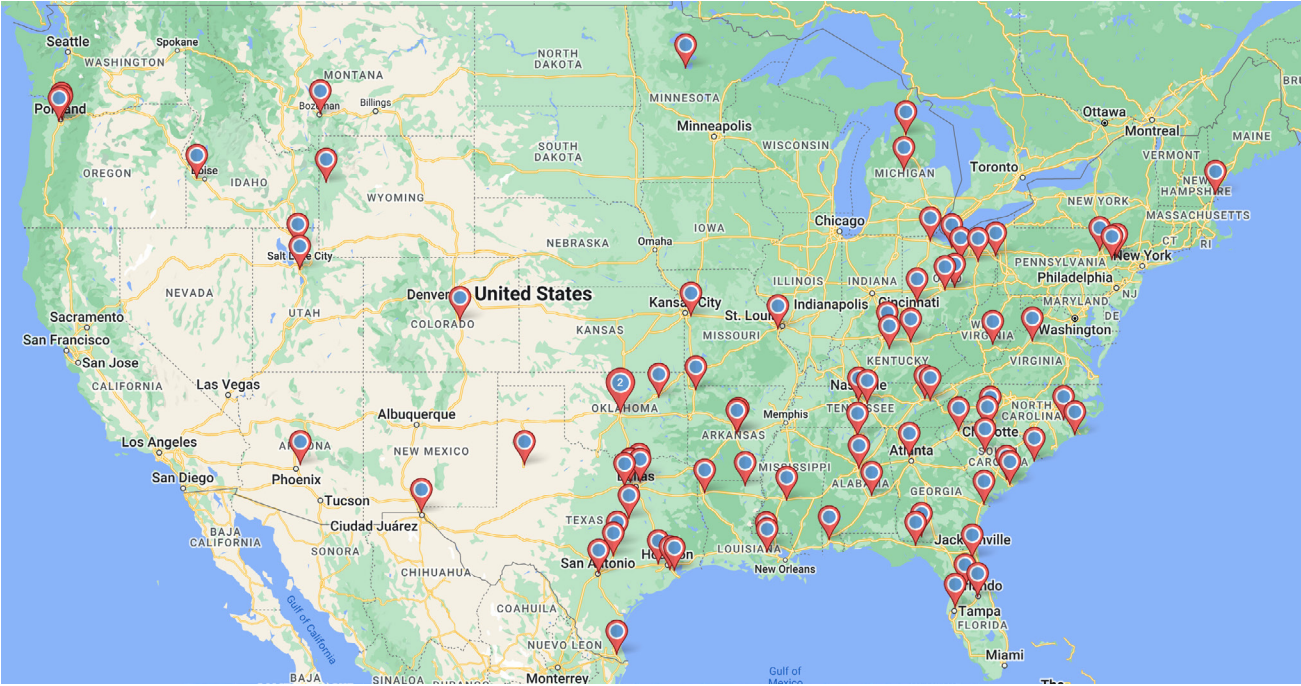
We are distributed at no cost to the customer in all of our retail locations. Our stand alone custom-built stands are located just beyond the cashiers. That means every single customer must walk past the Hook & Barrel stand as they exit the store.

+ by subscription coast to coast both print and digital.



# »» What is our print reach?

**Bass Pro Shops, Cabela's, and many other top-tier independent outdoor retailers across the US and by subscription coast to coast**



85,000+ per issue

- Allen, TX
- Ashland, OH
- Ashland, VA
- Bardstown, KY
- Bastrop, LA
- Bossier City, LA
- Bozeman, MT
- Brandon, MS
- Brodheads ville, PA
- Broken Arrow, OK
- Buda, TX
- Canton, OH
- Cedar Point, NC
- Charleston, SC
- Charlotte, NC
- Clare, MI
- Colorado Springs, CO
- Denham Springs, LA
- El Paso, TX
- Fenton, MO
- Fishersville, VA
- Fort Worth, TX
- Franklin, TN
- Garland, TX
- Gaylord, MI
- Gonzales, LA
- Grapevine, TX
- Green Cove Springs, FL
- Greenville, SC
- Harlingen, TX
- Hebron, OH
- Jackson, WY
- Katy Mills, TX
- Kinston, NC
- Kittery, ME
- League City, TX
- Lebanon, OH
- Lee's Summit, MO
- Lexington, KY
- Little Rock, AR
- Louisville, KY
- Lubbock, TX
- Madison, AL
- Milan, OH
- Mobile, AL
- Montgomery, AL
- Murfreesboro, TN
- Myrtle Beach, SC
- Nampa, ID
- Obetz, OH
- Ogden, UT
- Oklahoma City, OK
- Oregon City, OR
- Orlando, FL
- Pearland, TX
- Portland, OR
- Rainelle, WV
- Rock Hill, SC
- Rogers, AR
- Rossford, OH
- Round Rock, TX
- San Antonio, TX
- Savannah, GA
- Scottsdale, AZ
- Sevierville, TN
- Sherwood, AR
- Smyrna, GA
- Stroudsburg, PA
- Summerville, SC
- Tallahassee, FL
- Tampa, FL
- The Villages, FL
- Thomasville, GA
- Tigard, OR
- Vestavia Hills, AL
- Youngstown, OH
- Waco, TX
- Walker, MN
- West Jordan, UT
- Wilkes Barre, PA

98%

**Our average pull rate in a 10-day period with more than half of the stores 100% out at time of re-stock. Readers also subscribe and have the magazine delivered to their mailbox. We never have uncirculated magazines.**

# Who do we reach online?

We are reaching a **more diversified LIFESTYLE-driven outdoorsman.**

This is what makes us different and ultimately **THE BEST!**

## EMAIL

Digital Subscribers  
225,000+

Eblast Frequency  
4-6x/mo

Average Open Rate  
(6 month average)  
34%

## WEBSITE

Daily Traffic  
2,100\*  
unique users per day

Monthly Page Views  
210,000\*

Monthly Interactions  
407,000\*

## AFFILIATE OFFERINGS

We currently have  
150+ Affiliate  
Brand Partners  
and adding more weekly

Open to building  
Branded  
Content  
that is specific to your  
affiliate goals

## SNAPSHOT:

MONTHLY ORGANIC SEARCH IMPRESSIONS

2,000,000+

## SPONSORED CONTENT

> Branded sponsored content gives brands an opportunity for

external coverage, backlinks, a new audience, and a journalistic feel for planned articles.

> We'll provide a series of pitches with ideas that will include the following options:

**An educational series** with integrated product placement

**Features** on founders, ambassadors, field personnel, product designers that tell deeper brand stories

**Stories/reviews** written by H&B staff/writers utilizing gear from an experiential standpoint

## SOCIAL MEDIA

68,000+  
followers, growing at the industry standard of 6-8%

 26K+ Instagram

 35K+ Facebook

 3K+ X

 4K+ YouTube

Monthly Post Engagement:  
30,000+

Total Monthly Social Reach:  
334,000+



## » Meet the *INSIDER* Program.

Hook & Barrel's Comprehensive Digital Package Offering is a PR DREAM for your brand.

- > A trusted space for Top-Tier Brands
- > A customized, interactive spotlight, INSIDER page within our site
- > Provides our reader/ your consumer a one stop shop page for your brand
- > Let's them be the FIRST to know new releases and product launch offerings
- > Utilizes best practices for SEO, Backlinking, Imagery, & Product Reviews
- > Comprehensive Package

> **THIS PAST YEAR:**

- 162 brand-centered articles published
- 745,000 views
- 1,500,500 user interactions

**CONTACT FOR PACKAGE  
DETAILS AND AVAILABILITY**

# HOOK & BARREL

INSIDER

SIGSAUER



RUGER

FEDERAL



PULSAR



SIGHTMARK

TAURUS

SPRINGFIELD  
ARMORY

Kimber

WALTHER

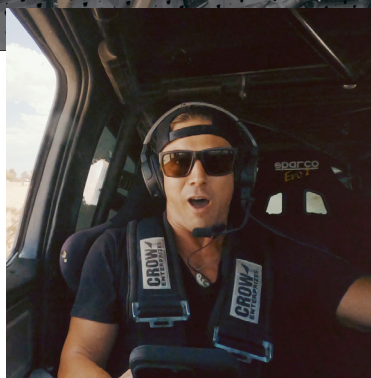
NEBO  
ARMS

EOTECH

CHRISTENSEN

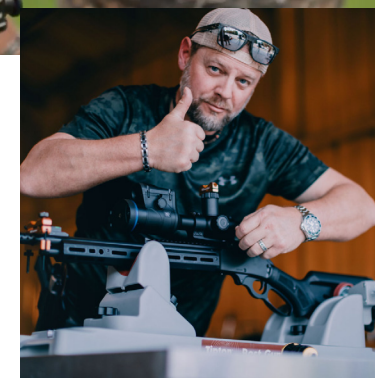
## » Video series... with a twist!

Hook & Barrel's exclusive video series are like no other! Whether it's hunting, shooting, or adventuring, our unique spin always offers a fresh and exciting perspective.



### » SAFE SPACE

Invalidate your favorite celebrities' SAFE SPACES. Go behind the scenes of their homes, ranches and ranges to find out which guns and gear they love. It's always a fun adventure when we invade celebs' safe spaces!



### » THE HOOK

Embark on a fun-filled hunting adventure with Hook & Barrel. Showcasing the latest in cutting-edge thermal optics, guns and gear, paired with music from H&B's favorite bands, this series is a fun and wild ride!

» Hook & Barrel's creative team can even customize a video series around your brand.

# » Buying Power.

\$156.9 billion

## Total Wildlife-Related Recreation Expenditures

### TOTAL WILDLIFE-WATCHING EXPENDITURES

**Total wildlife-watching expenditures ..... \$75.9 billion**

**Total trip-related..... \$11.6 billion**

Food and lodging ..... 6.1 billion  
 Transportation ..... 4.2 billion  
 Other trip costs..... 1.3 billion

**Total equipment expenditures..... \$55.1 billion**

Wildlife-watching equipment..... 12.1 billion  
 Auxiliary equipment ..... 1.0 billion  
 Special equipment..... 41.9 billion

**Total other expenses ..... \$9.2 billion**

Land leasing and owning..... 4.2 billion  
 Plantings..... 0.9 billion  
 Membership dues and contributions..... 3.8 billion  
 Magazines, books, and DVDs..... 0.2 billion

### TOTAL FISHING EXPENDITURES

**Total fishing expenditures..... \$46.1 billion**

**Total trip-related expenditures ..... \$21.7 billion**

Food and lodging ..... 7.8 billion  
 Transportation ..... 5.0 billion  
 Other trip costs..... 8.8 billion

**Total equipment expenditures..... \$21.1 billion**

Fishing equipment..... 7.4 billion  
 Auxiliary equipment ..... 3.2 billion  
 Special equipment..... 10.5 billion

**Total other fishing expenditures ..... \$3.3 billion**

Magazines, books, and DVDs..... 0.1 billion  
 Membership dues and contributions..... 0.2 billion  
 Land leasing and ownership ..... 2.4 billion  
 Licenses, stamps, tags, and permits ..... 0.6 billion

### TOTAL HUNTING EXPENDITURES

**Total hunting expenditures ..... \$26.2 billion**

**Total trip-related expenditures ..... \$9.2 billion**

Food and lodging ..... 3.1 billion  
 Transportation ..... 3.2 billion  
 Other trip costs..... 2.9 billion

**Total equipment expenditures..... \$12.8 billion**

Hunting equipment ..... 7.4 billion  
 Auxiliary equipment ..... 2.0 billion  
 Special equipment..... 3.4 billion

**Total other hunting expenditures ..... \$4.2 billion**

Magazines, books, and DVDs..... 0.2 billion  
 Membership dues and contributions..... 0.2 billion  
 Land leasing and ownership ..... 2.9 billion  
 Licenses, stamps, tags, and permits ..... 0.8 billion  
 Plantings..... .02 billion

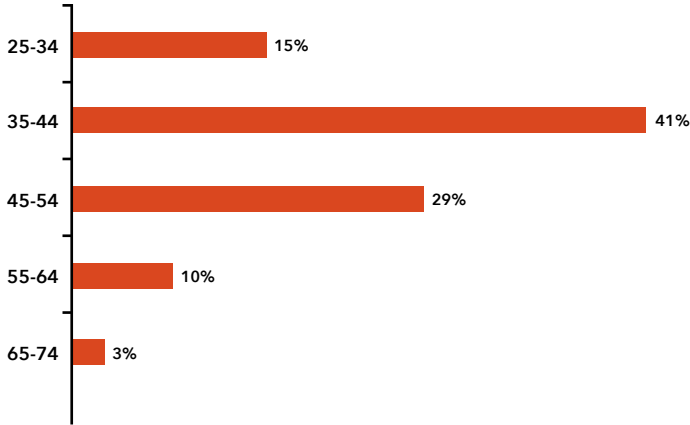
“ THE FEEDBACK FROM THE CUSTOMERS HAS BEEN EXTREMELY POSITIVE. CUSTOMERS HAVE PERSONALLY TOLD ME HOW MUCH THEY ENJOY THE MAGAZINE AND IN PARTICULAR MENTION HOW THEY RELATE TO THE CONTENT. IT’S SOMETHING NEW, SOMETHING FRESH; THERE IS SOMETHING FOR EVERYONE - NOT JUST THE DIEHARD HUNTER OR FISHERMAN. DEFINITELY DIFFERENT THAN ANY OTHER MAGAZINE OUT THERE RIGHT NOW.

– BASS PRO SHOPS, GENERAL MANAGER



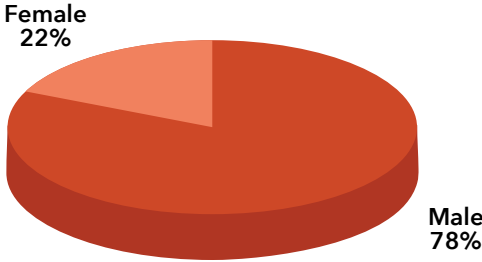
# Let's take a look at our print readership.

## AGE DEMOGRAPHICS OF PRINT READER



- 72% of Hook & Barrel readers are between the ages of 25 and 54
- The median age of Hook & Barrel readers is 38 years
- The median age of U.S. adults is 47.7 (2017)

## GENDER BREAKDOWN OF PRINT READER

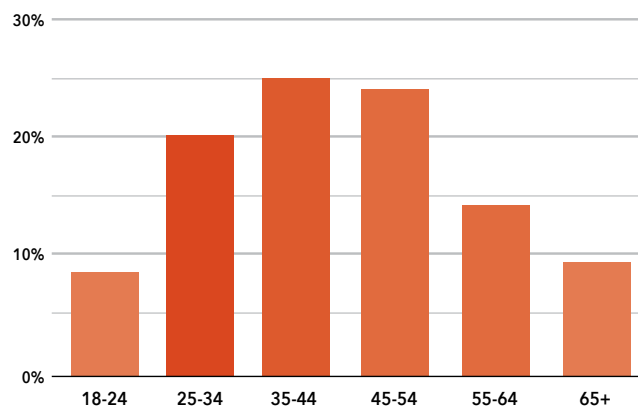


“ THANK YOU FOR ALL THAT YOU DO TO PROMOTE OUR PRODUCTS AND CONSERVATION - FIRST CLASS IN EVERY WAY!  
- JOHNNY MORRIS, FOUNDER, BASS PRO SHOPS

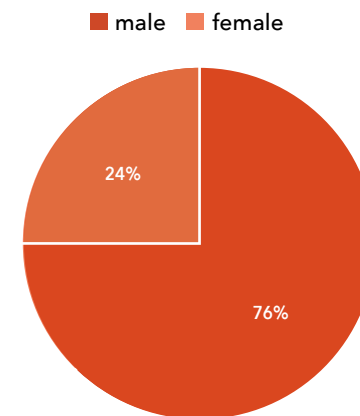


»» **Let's take a look at our online readership.**

**AGE DEMOGRAPHICS OF ONLINE READER**



**GENDER BREAKDOWN OF ONLINE READER**



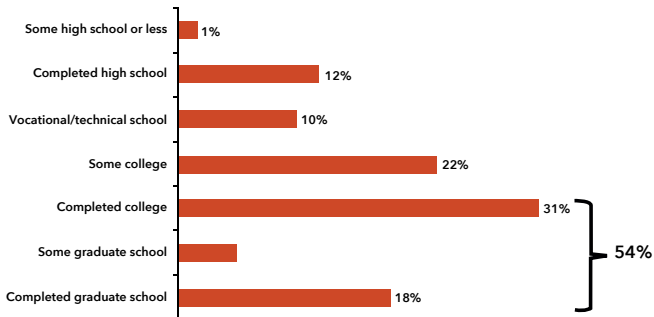
“ EVERY TIME AN ISSUE COMES OUT, I THINK IT'S THE BEST ONE YET. THEN, THE NEXT ONE TOPS IT. NOT TO MENTION, I CAN'T KEEP UP WITH THE INQUIRES FROM OUR ADS.

– BRANDON CHOATE, LONE ELM WHISKEY



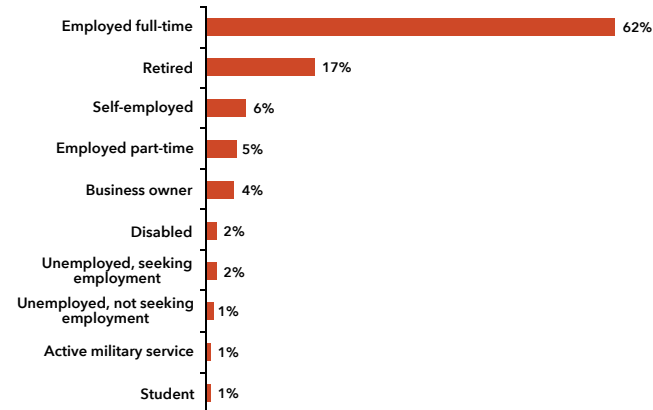
# »» Our readers are educated earners.

## EDUCATION LEVELS



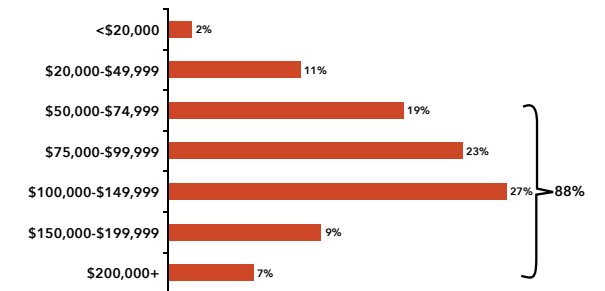
- 54% of Hook & Barrel readers have a college degree or higher.
- One-third of the adult population in the U.S. has a bachelor's degree or higher.

## EMPLOYMENT STATUS



- 72% of Hook & Barrel readers are employed full time.
- 60.7% of the U.S. working-age population is employed.

## INCOME BREAKDOWN



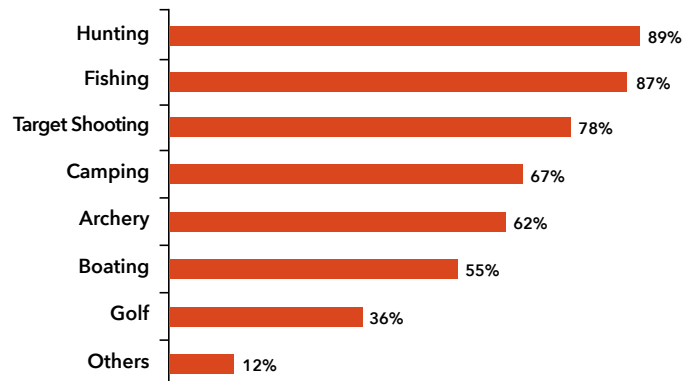
- 88% of Hook & Barrel readers earn \$50,000 or higher.
- The median HHI of Hook & Barrel readers is \$112,200.
- The U.S. June 2018 median HHI was \$62,175

“ I LOOK FORWARD TO YOUR GEAR SECTION EACH ISSUE. TELL YOUR STAFF THAT READERS LIKE ME LOVE THE SECTION AND THAT WE BUY STUFF WE SEE IN THERE!  
 – READER, BIRMINGHAM, ALABAMA

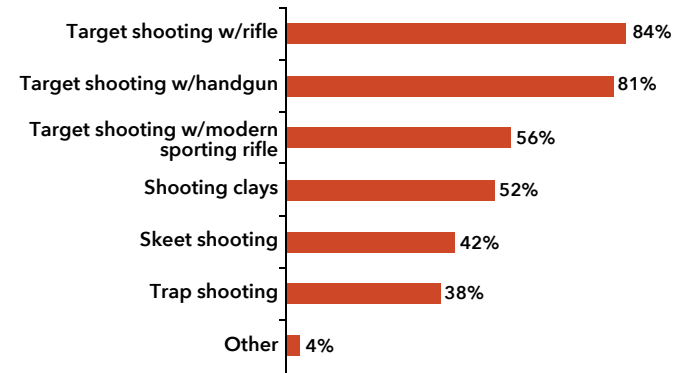


# »» Our readers are outdoor enthusiasts.

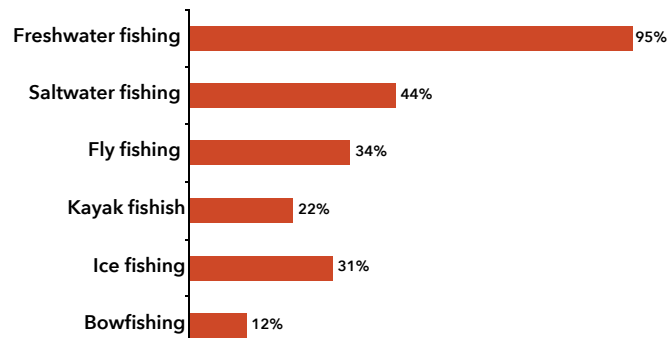
## WHAT DO THEY DO OUTSIDE?



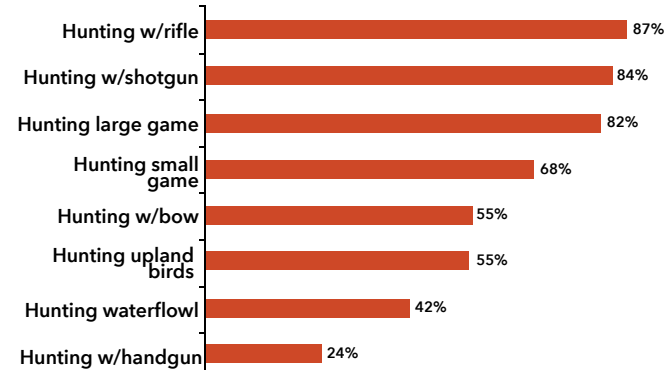
## WHAT SHOOTING SPORTS DO THEY LIKE?



## HOW DO THEY FISH?



## HOW DO THEY HUNT?





# Leverage the hottest magazine in the outdoors space.

510,000+  
2025 PRINT CIRCULATION  
(BIMONTHLY/6 ISSUES PER YEAR)

72,000,000+\*  
2025 EST. IMPRESSIONS

\*Based on estimated store visitors, digital copies, social media and website



Since our launch in July 2018, Hook & Barrel has served as the new standard in the outdoors publication arena. From must-have gear, clothing, and outdoor accessories to celebrity interviews, food and drink, unique travel destinations and adventures and music spotlights, readers are up to date on all the 'life' the outdoor lifestyle provides.

Aligning your brand with Hook & Barrel, the only magazine of its kind, will ensure that you stay top of mind among our coveted audience.

“ 82%\* OF U.S. INTERNET USERS SAY THEY TRUST PRINT THE MOST OUT OF ALL MEDIA. — MARKETING SHERPA 2017



# Editorial Calendar 2025

**Every issue features:**

- > Hunting
- > Shooting Sports
- > Fishing
- > Lifestyle articles surrounding celebrities
- > Gear
- > Travel & Destination
- > Food & Drink
- > Music
- > General Human Interest articles and profiles
- > Conservation, and more!

**Each issue's editorial plan**

is fluid based upon new trends, rising talents, industry news, debuting products, and overall opportunities that present themselves in the moment. Hook & Barrel is special in the sense that we maintain flexibility to capture the most intriguing and engaging content as it presents itself, rather than get fixated on a set calendar. Not to worry, though—each issue has a seasonal theme around hunting, fishing, and shooting; activities that are prevalent at that time in society, holidays, and of course, the latest and greatest gear.

-JOHN J. RADZWILLA  
EDITOR-IN-CHIEF

	SPECIAL SECTIONS CONFIRMED	AD CLOSE	ART DUE	MAX DEADLINE	ISSUE RELEASE DATE	ONLINE ISSUE RELEASE DATE
<b>JAN/FEB</b>	GUN SHOW	NOV 13	NOV 18	NOV 22	DEC 26	DEC 16
<b>MAR/APR</b>	LUNKER LIST	JAN 17	JAN 20	JAN 24	FEB 24	FEB 14
<b>MAY/JUN</b>	CONCEALED CARRY	MAR 17	MAR 21	MAR 25	APR 25	APR 15
<b>JUL/AUG</b>	GUN SHOW	MAY 16	MAY 19	MAY 23	JUN 23	JUN 13
<b>SEP/OCT</b>		JUL 18	JUL 21	JUL 25	AUG 25	AUG 14
<b>NOV/DEC</b>		SEP 16	SEP 19	SEP 23	OCT 27	OCT 15
<b>JAN/FEB '26</b>	GUN SHOW	NOV 14	NOV 17	NOV 21	DEC 26	DEC 15

## Ad sizes

AD DIMENSIONS	WIDTH		HEIGHT
Spread with bleed	17"	x	11.125"
Full page with bleed	8.625"	x	11.125"
Full page non-bleed	7.875"	x	10.375"
Half page non-bleed	7.875"	x	5.0625"

## File formatting requirements

### FILE FORMAT

Files should be sent as high resolution PDFs. Preferable format is PDF/X-1a. Packaged InDesign files are not preferred but acceptable if need be.

### IMAGE RESOLUTION/COLOR

Images must have a resolution of at least 300 DPI when at 100%. All colors and images must be in the CMYK color space. Any ads submitted not in CMYK will be converted in-house and color accuracy cannot be guaranteed.

### FULL PAGE REQUIREMENTS (PLEASE REFER TO GRAPHIC ON RIGHT)

**Live Area:** Keep non-bleed images, logos and copy .5" inside the magazine trim size.

(Printer does not guarantee elements outside the Live Area.)

**Bleed:** Elements intended to bleed off the page must extend a minimum of .125" beyond the trim. Keep all copy and logos within the live area.

**Export Settings:** Do not use crop marks. If they are used, an offset of .25" or greater is required. Define document bleed settings at .125".

## Ad submission guidelines

### EMAIL

Email ads to natalie@hookandbarrel.com. Limit 5 MB file size.

Please include name of advertiser in email.

### UPLOAD

WeTransfer, Dropbox, Google Drive or any other file sharing service is acceptable.

Receipt of ad materials will be acknowledged within two business days. For ad design services please allow up to five working days for a proof to be sent to you.

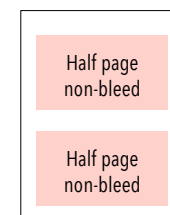
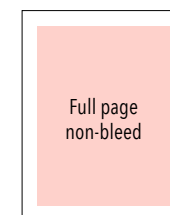
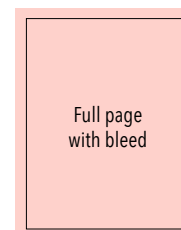
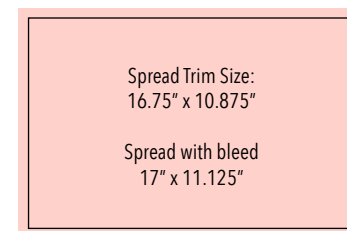
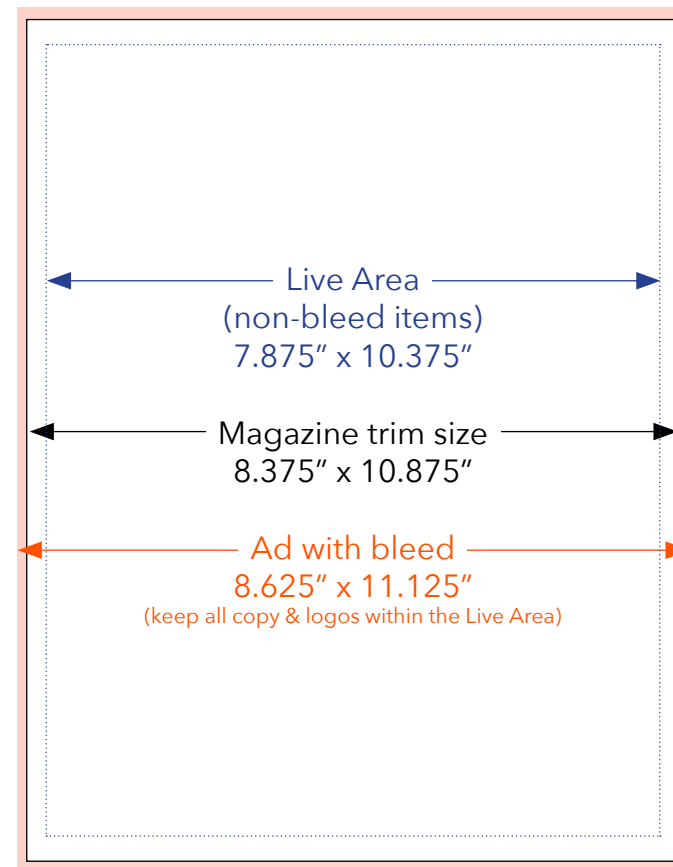
## Ad creation

INCLUDES TYPE WITH ONE LOGO AND ONE IMAGE

**Spread:** \$400

**Full page:** \$300

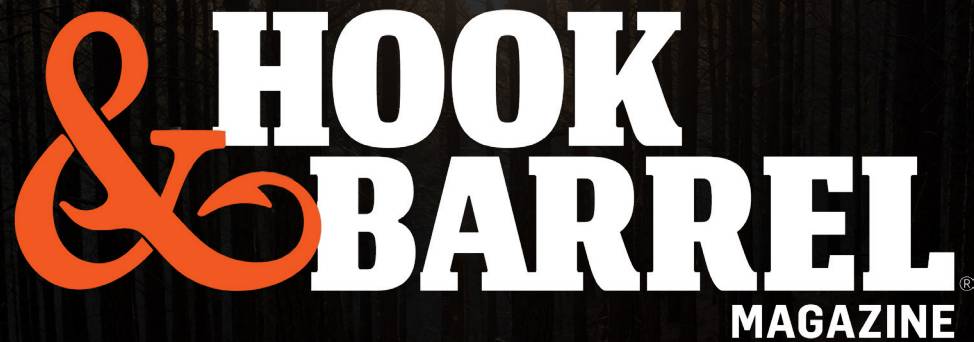
- Creation of ads includes one round of proofing changes.
- An additional \$50 will be charged per change after initial proofing.
- An additional \$100 will be charged for changes made after approval.
- An additional \$100 will be charged for ad materials received after deadline.
- Additional charges will be incurred for resizing, type changes, scans and other changes



# » OUR COVERS





The logo for Hook & Barrel Magazine is centered at the top. It features a large, stylized orange ampersand (&) on the left. To its right, the word "HOOK" is written in a bold, white, sans-serif font. Below "HOOK", the word "BARREL" is written in a larger, bold, white, sans-serif font. To the right of "BARREL", the word "MAGAZINE" is written in a smaller, bold, white, sans-serif font. A small registered trademark symbol (®) is located to the right of "MAGAZINE". The background of the entire page is a dark, atmospheric photograph of a forest with tall, thin trees and a path leading into the distance.

# HOOK & BARREL<sup>®</sup> MAGAZINE

Whether it's impactful brand alignment in *Hook & Barrel Magazine*, strategic content and engagement programs on [hookandbarrel.com](http://hookandbarrel.com), or social media influence, we are here to help you grow your business.

**We have the audience, the offerings and innovations, and are one of the most upcoming brands in the outdoors publication market.**

We can't wait to see how we can help your brand, and together showcase the outdoors lifestyle in a **fresh**, modern way.

Inquiries can be made to  
[advertising@hookandbarrel.com](mailto:advertising@hookandbarrel.com)