

A man in outdoor gear, including a cap and a large backpack, is looking through binoculars. He is standing in a field of tall grass and shrubs. The background shows a sunset or sunrise over a hilly landscape. The sky is filled with soft, golden light.

# **& HOOK BARREL**

**MAGAZINE**

**MEDIA KIT // 2026**

# » Hi, we're Hook & Barrel Magazine.

**Let us introduce you to the best audience, content, 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:**

2026 PRINT CIRCULATION

**510,000+**

(BIMONTHLY/6 ISSUES PER YEAR)

2026 DIGITAL COPIES  
NATIONWIDE

**1.45 million+**

AND GROWING DAILY

ESTIMATED 2026 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

## »» **Hook & Barrel's Audience**

**Engaged Audience,  
Brilliant Distribution.**

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

- »» Discerning outdoorsmen and women
- »» Adventure-seekers
- »» Conservation-minded sportsmen
- »» Modern-day explorers
- »» Educated firearms enthusiasts
- »» Loyal brand advocates
- »» Cultural tastemakers
- »» Tradition-rooted, future-forward consumers
- »» Confident decision-makers

#### **SNAPSHOT:**

**80K+ unique users per month**  
**85K+ print circulation per issue**  
**245K+ digital subscribers**

### »» **Where can you get Hook & Barrel?**

- »» Direct Store Partnerships
- »» Custom Hook & Barrel Magazine stands at entrance/exit of each store
- »» Complimentary to the retailer's customer
- »» Merchandised every 7-14 days
- »» Also by paid subscription—both print and digital—coast to coast

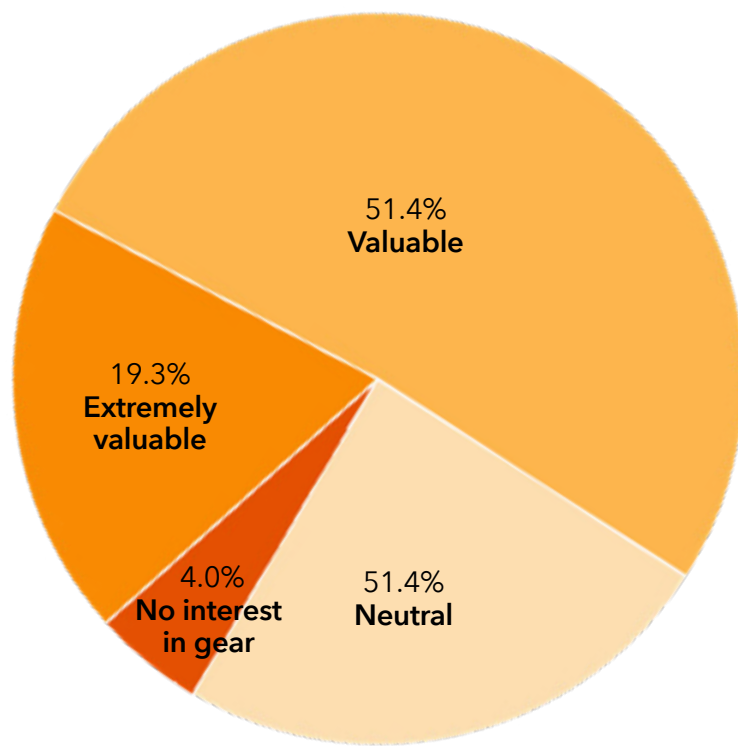
Whether they're picking up the magazine in any of our outdoor retailer partners, subscribing and having issues delivered to their door, perusing online, or engaging our social media, our audience can't get enough of Hook & Barrel Magazine.



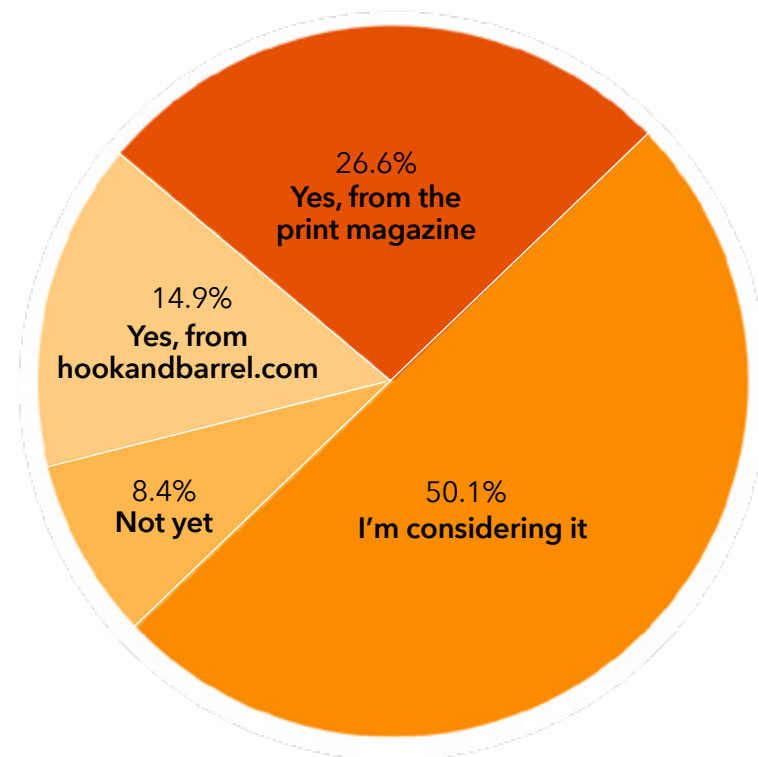
## » H&B Media Matters: Influencing Action

Hook & Barrel readers don't just see your ads and our content—they engage with them. Our exposure and coverage consistently influences our audience's purchasing decisions. And the results speak for themselves—our **Hook & Barrel Readers Survey** (August 2025) revealed impressive consumer behavior.

» How valuable do you find Hook & Barrel product reviews and recommendations?



» In the past 12 months, have you purchased any products that were featured or advertised in Hook & Barrel?



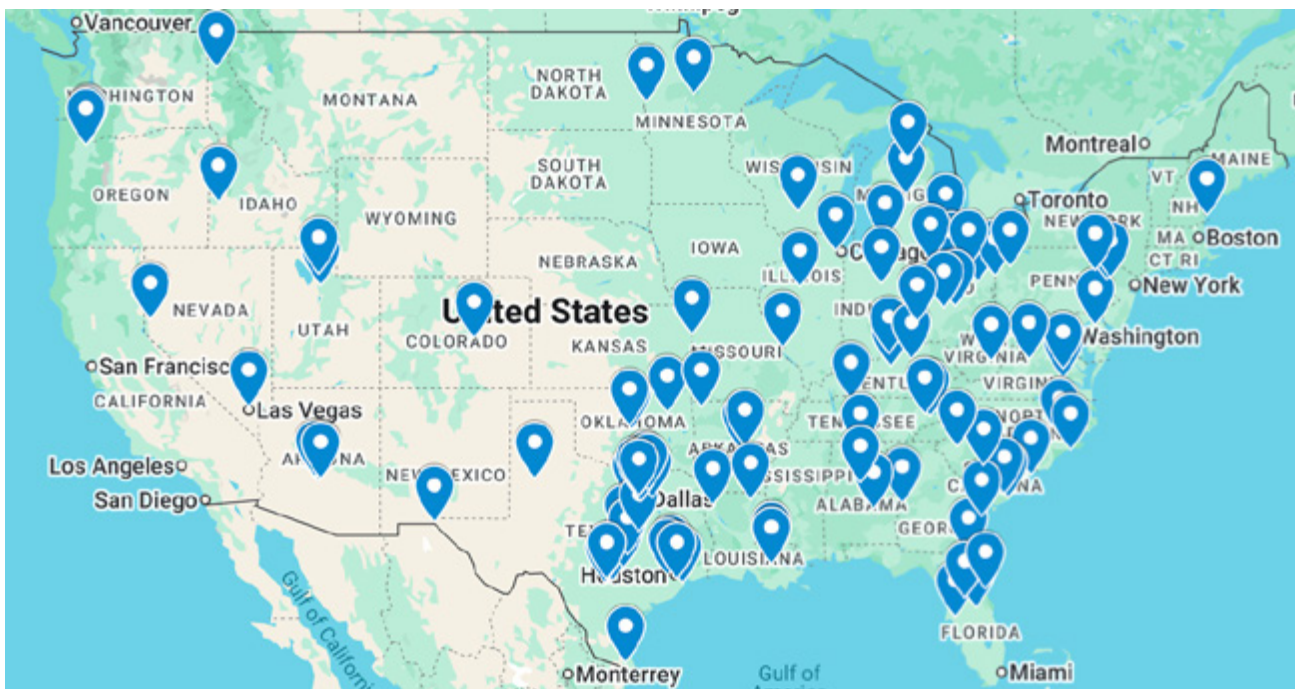
\*Results from Hook & Barrel's August 2025 Readers Survey





## » What is our print reach?

With direct partnerships at top-tier retailers featuring H&B custom entry and exit displays, plus a coast-to-coast subscription reach, Hook & Barrel's distribution model is unrivaled.



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.**

Waste-Free Distribution.  
Sustainable Circulation.



85,000+ per issue



# » 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

245,000+

Email Frequency

Tuesdays +  
Thursdays

Average Open Rate  
(6 month average)

26%

## WEBSITE

Daily Traffic

2,300+

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

## SPONSORED CONTENT

Branded sponsored content gives brands an opportunity for external coverage, backlinks, a new audience, and a journalistic feel.

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

76,000+  
followers, growing at the  
industry standard of 6-8%

 31K+ Instagram

 35K+ Facebook

 5K+ X

 5K+ YouTube

Monthly Post Engagement:  
55,000+

Total Monthly Social Reach:  
600,000+

**SNAPSHOT:**  
**MONTHLY ORGANIC SEARCH IMPRESSIONS**  
2,000,000+

## » 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, and product reviews
- » Comprehensive packages - contact us for details and availability

### » THIS PAST YEAR:

- 166 brand-centered articles published
- 1.166 million views
- 3.655 million user interactions

# HOOK & BARREL

INSIDER

SIGSAUER

SPRINGFIELD ARMORY





## » 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.



## » Short Films

Hook & Barrel delivers powerful outdoor storytelling with cinematic quality and heart. More than just hunting videos, these films explore the deeper meaning behind each pursuit – blending stunning visuals with themes of resilience and connection to the land.



### » THE CHASE

Country musician Chase Rice sets out on a journey through one of Utah's largest and most majestic cattle ranches in pursuit of an elk. Along the way, the rugged terrain and sprawling vistas inspire him to reflect on his life, career and the connection between nature and his music. Set to a soundtrack of Rice's songs, the adventure comes full circle, ending with a stunning fireside acoustic set.



### » LIGHTS OUT: SKATE OR DIE

Skateboarding icon Jason Ellis drops into the ultimate Utah adventure where he skates by day and hunts coyotes by night. This action-fueled film dives deep into the wild ride of Jason's life—full of grit, redemption, and second chances—and proves it's never too late to rise from the wreckage.

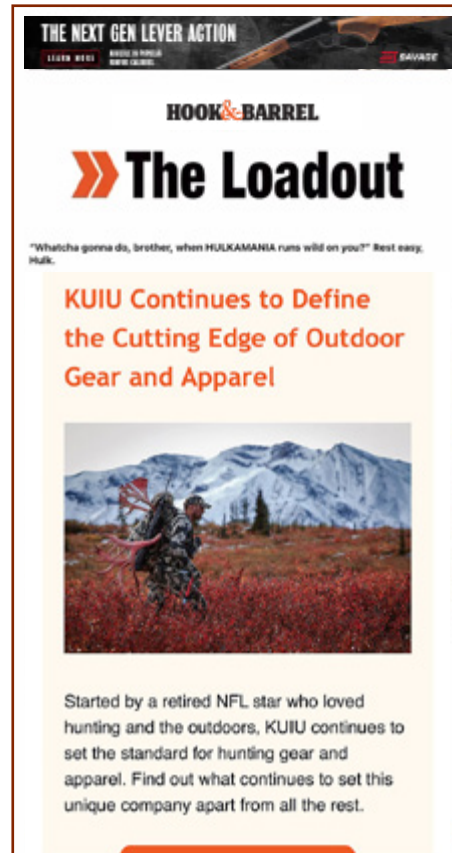
# » Email Campaigns

## Reach an Engaged, Passionate Audience.

Hook & Barrel's targeted email campaigns put your brand directly in front of hundreds of thousands of outdoor enthusiasts nationwide. With standout creative, a compelling editorial voice, and industry-leading engagement, our emails drive traffic, build awareness, and boost conversions – connecting you to readers who live and breathe the outdoor lifestyle.

## Opportunities

- » Banner Ad placement
- » Native Content
- » Sponsored Content
- » Weekly Highlight Callouts
- » Dedicated Emails



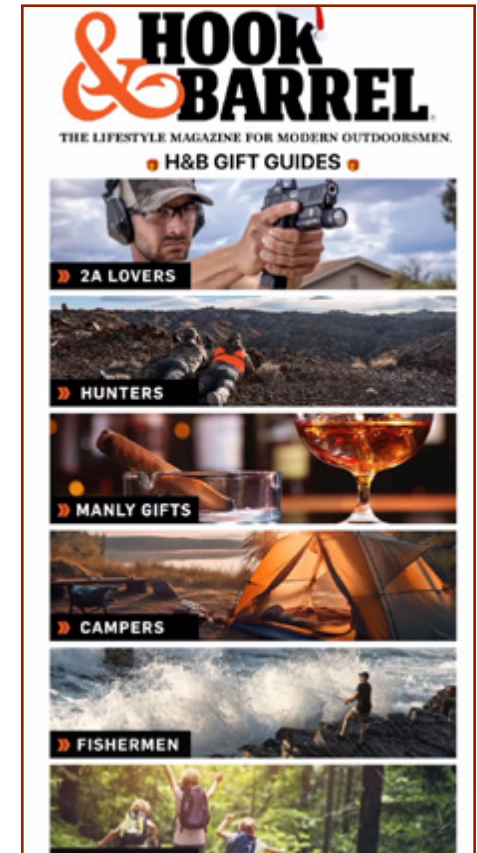
### » THE LOADOUT

The Loadout is our weekly email newsletter, full of the latest from our print and digital content. (Tuesdays)



### » INSIDER

As part of our INSIDER program, our weekly INSIDER email offers up the latest and greatest from our INSIDER brands. (Thursdays)



### » H&B GIFT GUIDES

A set of dedicated emails, set around the holiday season, showcasing curated gifts for your favorite outdoorsman.

# » 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

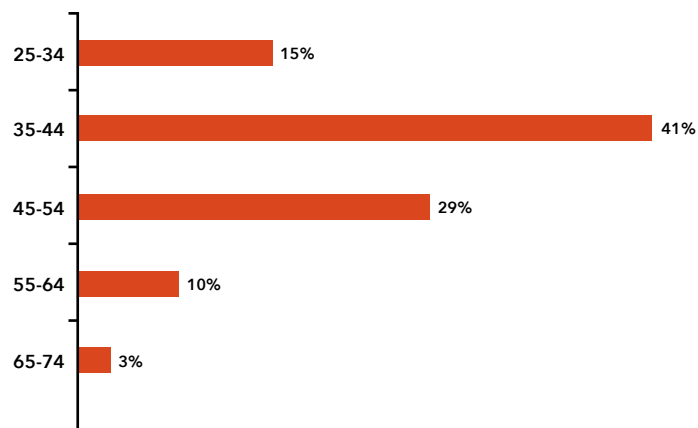
“THE FEEDBACK FROM THE CUSTOMERS HAS BEEN EXTREMELY POSITIVE. CUSTOMERS HAVE PERSONALLY TOLD ME HOW MUCH THEY ENJOY THE MAGAZINE AND IN PARTICULAR MENTION HOW THEY RELATE TO THE CONTENT. IT'S SOMETHING NEW, SOMETHING FRESH; THERE IS SOMETHING FOR EVERYONE - NOT JUST THE DIEHARD HUNTER OR FISHERMAN. DEFINITELY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

– BASS PRO SHOPS GENERAL MANAGER



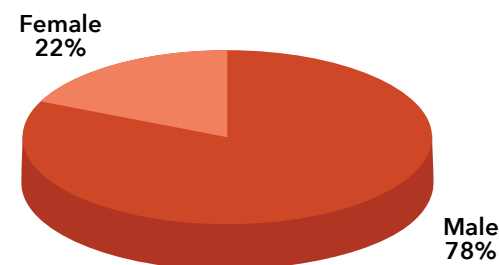
## » Let's take a look at our print readership.

### 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

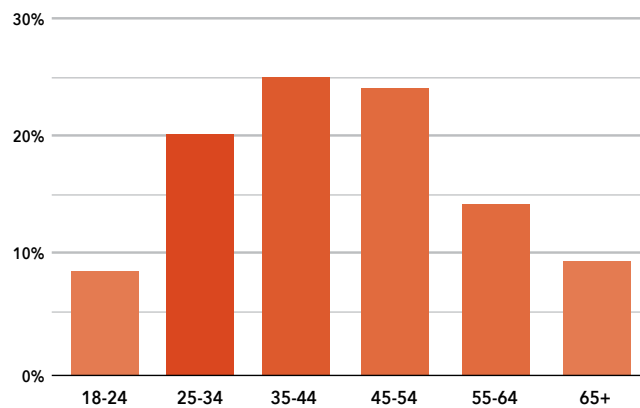


“THANK YOU FOR ALL THAT YOU DO TO PROMOTE OUR PRODUCTS AND CONSERVATION – FIRST CLASS IN EVERY WAY!  
– JOHNNY MORRIS, FOUNDER, BASS PRO SHOPS

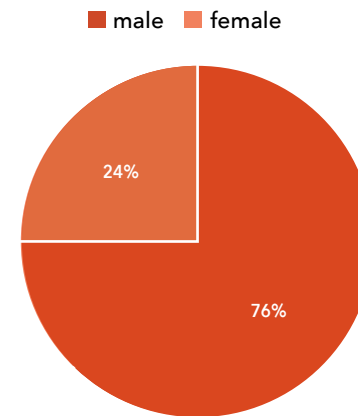


» **Let's take a look at our online readership.**

**AGE DEMOGRAPHICS OF ONLINE READER**



**GENDER BREAKDOWN OF ONLINE READER**

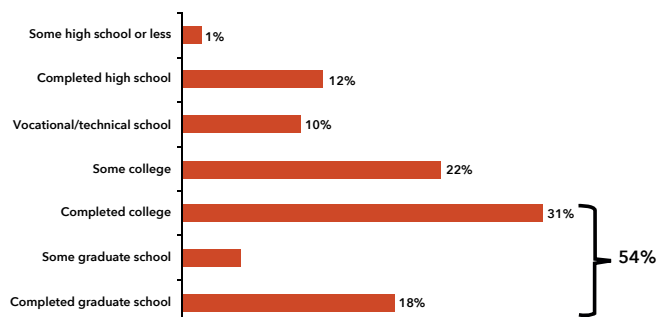


“EVERY TIME AN ISSUE COMES OUT, I THINK IT'S THE BEST ONE YET. THEN, THE NEXT ONE TOPS IT. NOT TO MENTION, I CAN'T KEEP UP WITH THE INQUIRIES FROM OUR ADS.  
– BRANDON CHOATE, LONE ELM WHISKEY



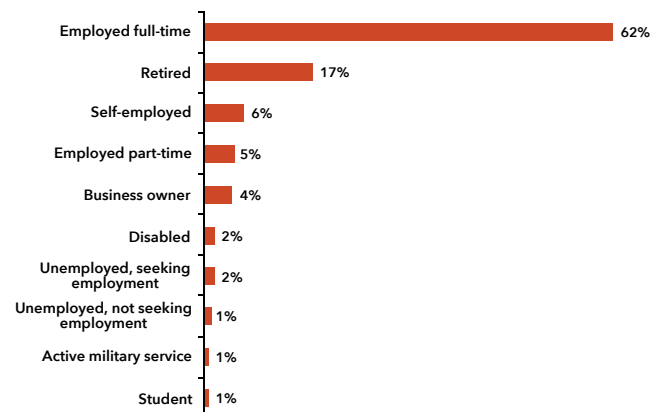
# » Our readers are educated earners.

## EDUCATION LEVELS



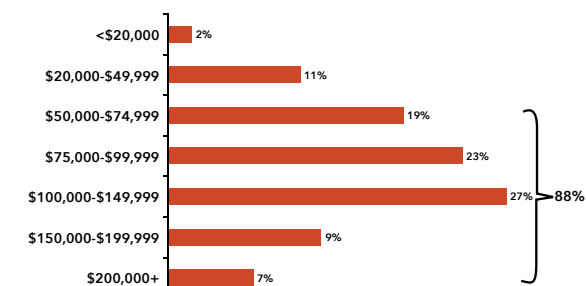
- 54% of Hook & Barrel readers have a college degree or higher.
- One-third of the adult population in the U.S. has a bachelor's degree or higher.

## 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

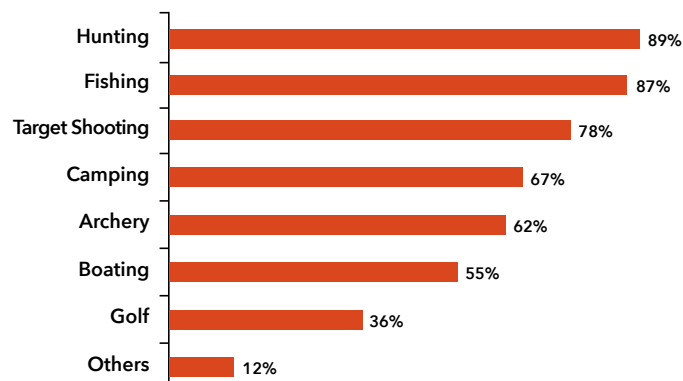
“ I LOOK FORWARD TO YOUR GEAR SECTION EACH ISSUE. TELL YOUR STAFF THAT READERS LIKE ME LOVE THE SECTION AND THAT WE BUY STUFF WE SEE IN THERE!  
 – READER, BIRMINGHAM, ALABAMA



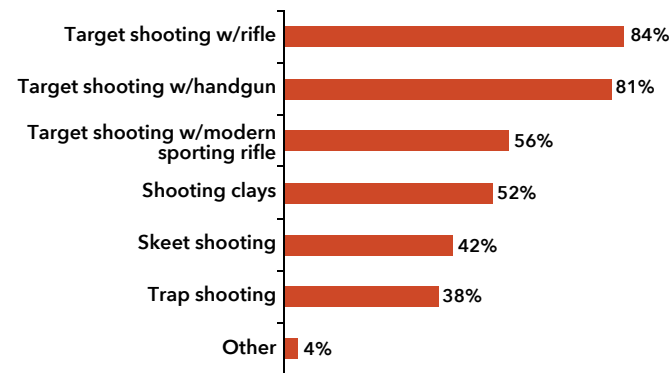


# » Our readers are outdoor enthusiasts.

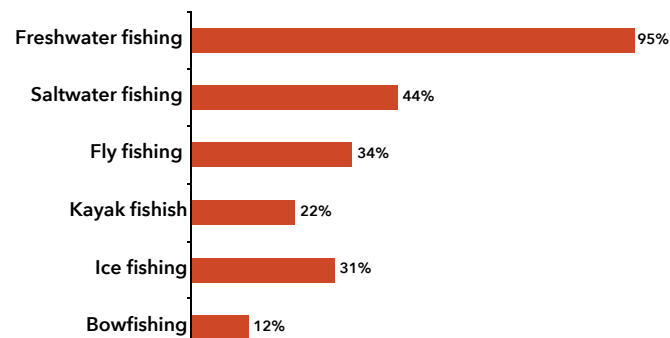
## WHAT DO THEY DO OUTSIDE?



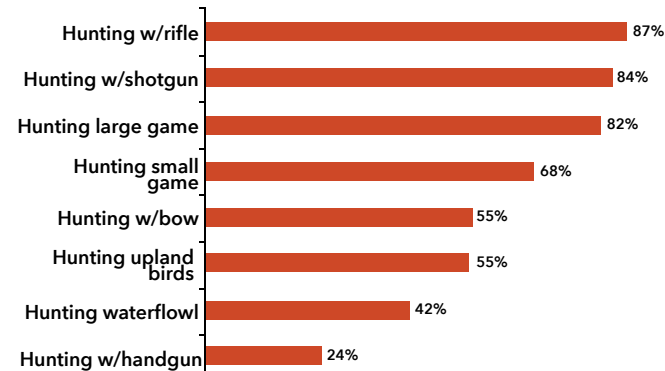
## WHAT SHOOTING SPORTS DO THEY LIKE?



## HOW DO THEY FISH?



## HOW DO THEY HUNT?





## Leverage the hottest magazine in the outdoors space.

510,000+  
2026 PRINT CIRCULATION  
(BIMONTHLY/6 ISSUES PER YEAR)

72,000,000+\*

2026 EST. IMPRESSIONS

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

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

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.

# » Print Editorial Calendar 2026

## Every issue features:

- > Hunting
- > Shooting sports
- > Fishing
- > Celebrity-focused lifestyle articles
- > Gear & Tech
- > 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 12	NOV 19	NOV 24	DEC 26	DEC 16
<b>MAR/APR</b>	LUNKER LIST/ TURKEY GEAR	JAN 16	JAN 23	JAN 28	FEB 23	FEB 17
<b>MAY/JUN</b>	PERSONAL DEFENSE/ SALTWATER FISHING	MAR 16	MAR 20	MAR 25	APR 27	APR 16
<b>JUL/AUG</b>	GUN SHOW/ AMERICANA	MAY 15	MAY 20	MAY 25	JUN 23	JUN 16
<b>SEP/OCT</b>	BIG GAME/ ARCHERY/ FLY FISHING	JUL 17	JUL 22	JUL 27	AUG 24	AUG 18
<b>NOV/DEC</b>	WHITETAIL/ WATERFOWL/ HOLIDAY GIFT GUIDE	SEP 16	SEP 19	SEP 23	OCT 27	OCT 15
<b>JAN/FEB '27</b>	GUN SHOW/ PREDATOR HUNTING/	NOV 13	NOV 18	NOV 20	DEC 22	DEC 17



## 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".

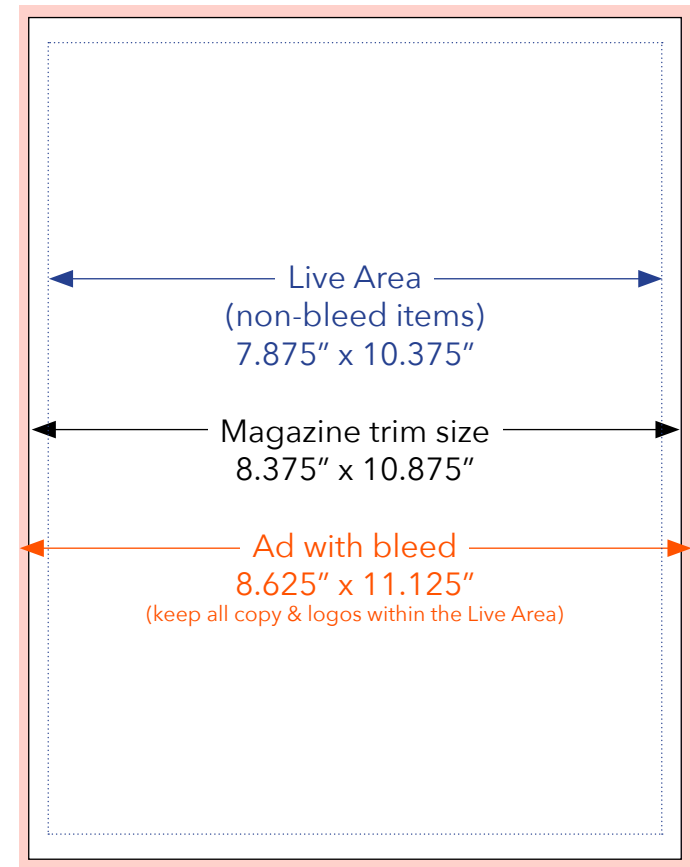
## Ad submission guidelines

### EMAIL

Email ads to amy@hookandbarrel.com and 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.



Spread Trim Size:  
16.75" x 10.875"

Spread with bleed  
17" x 11.125"

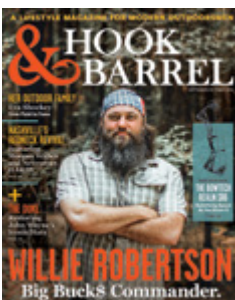
Full page  
with bleed

Full page  
non-bleed

Half page  
non-bleed

Half page  
non-bleed







The logo for Hook & Barrel Magazine is centered at the top. It features a large, stylized orange ampersand (&) to the left of the word "HOOK" in white, bold, sans-serif capital letters. Below "HOOK" is the word "BARREL" in the same white, bold, sans-serif capital letters. To the right of "BARREL" is a small registered trademark symbol (®). Below "BARREL" is the word "MAGAZINE" in a smaller, white, sans-serif capital font. The background is a dark, moody photograph of a forest with many thin tree trunks 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)