



MEDIA KIT // 2019

Hi, we are Hook & Barrel Magazine.

Let us introduce you to the best audience, editorial product, and engagement opportunity, new to 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:

“HOOK & BARREL IS A BREATH OF FRESH AIR. FOR YEARS, I READ THE SAME OLD STORIES IN HUNTING AND FISHING JOURNALS - HOOK & BARREL NOW HAS ME WAITING FOR THE NEXT ISSUE. I CAN'T GET ENOUGH.
- WAYNE BISBEE

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:

2018 COPIES PRINTED
SINCE JULY 1

60,000

(BIMONTHLY/6 ISSUES PER YEAR)

2018 DIGITAL COPIES
SINCE JULY 1

120,000

DISTRIBUTION IN TEXAS

**Bass Pro Shops,
Cabela's & others**

ESTIMATED 2018 IMPRESSIONS:

8.5 million**

**2019 will see expansion into additional states.*

***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 Bass Pro Shops, perusing online, or engaging our social media, they can't get enough of Hook & Barrel Magazine. **So let's introduce you, shall we?**

The reader and the demographic is the Bass Pro Shops customer. We are distributed at no cost to the customer and located just beyond the cashiers. That means every single customer must walk past the Hook & Barrel stand as they exit the store.

68%
MALE

32%
FEMALE

30%
25-34
years
of age

29%
35-44
years
of age

28%
45-54
years
of age

13%
55-64
years
of age

\$79,200
Average income
per reader*

Where do we reach?

“HOOK & BARREL IS AN OPPORTUNITY FOR ADVERTISERS REACH READERS WITHOUT ENTERING TOO FAR INTO THE SPECIFIC CATEGORIES OF HUNTING AND FISHING - IT IS THE PERFECT GENERAL INTEREST OUTDOORS MAGAZINE.

– JOHN RADZWILLA , EDITOR-IN-CHIEF

85%

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.

PRINT

25,000

average circulation per issue

Allen, TX
Buda, TX
El Paso, TX
Fort Worth, TX
Garland, TX
Grapevine, TX
Harlingen, TX
Katy Mills, TX
League City, TX
Lubbock, TX
Pearland, TX
Round Rock, TX
San Antonio, TX
Waco, TX

EXPANSION

Broken Arrow, OK
Oklahoma City, OK
Little Rock, AR
Rogers, AR
Bossier City, LA
Denham Springs, LA
Gonzales, LA

DIGITAL

40,000

average digital copies sent per issue

WEBSITE*

20,000

page views

2,000

unique users

7.64

pages per session

2:30

average time on site

40,000

average email database

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



Leverage the newest print product in the outdoors space.

200,000
2019 PRINT CIRCULATION
(BIMONTHLY/6 ISSUES PER YEAR)



21,000,000*
2019 EST. IMPRESSIONS

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



Since our launch, Hook & Barrel has served as the new standard in the outdoors publication arena. Spanning from must have gear, clothing, and outdoor accessories to celebrity interviews, food and drink recipes, unique travel destinations and music spotlights, readers are up to date on all the 'life' the outdoor lifestyle provides during and between the hunting and fishing trips.

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

DID YOU KNOW?

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

Editorial Calendar

2019



Every issue will feature:

- Celebrity cover story*
- Gear guide and Editor's Picks
- Field trip (*travel section*)
- Food and drink recipes
- Celebrity musician feature
- The Trophy Room (*Instagram Influencer*)

In addition to that we will feature general human-interest articles and profiles pertaining to the following:

		NEWS STAND	AD CLOSE	ART DUE
JAN/FEB	A LOOK INTO THE MODERN RIFLE WORLD AS IT APPLIES TO HUNTING Ad Sections: Sport Shooting - Interview with Taran Butler; Predator Hunting; Helicopter Hog Hunting	JAN 1	NOV 30	DEC 3
MAR/APR	A FRESH LOOK INTO BLOSSOMING SPRING ACTIVITIES Ad Sections: Fly Fishing - Interview with Michael Keaton; Spring Turkey; Exotic Game Hunting	MAR 1	JAN 31	FEB 1
MAY/JUN	TAKING FISHING TO NEW EXTREMES AND CREATING LEGACIES Ad Sections: Bass Fishing - Interview with Pamela Dance; Bow Fishing; Camping/ Backpacking; Memorial Day Feature with Chris Kyle's family	MAY 1	MAR 29	APR 1
JUL/AUG	THINGS ARE HEATING UP WITH OUR SUMMER ISSUE Ad Sections: Offshore Fishing - Interview with Wayne Bisbee; Beat the Heat Travel Guide; Night Hunting	JUL 1	MAY 31	JUN 3
SEP/OCT	HUNTING SEASON IS HERE - GET READY Ad Sections: Dove Hunting; Bow Hunting; Striped Bass Fishing	SEP 1	JUL 31	AUG 1
NOV/DEC	FILL THE FREEZER AND CELEBRATE THE HOLIDAYS Ad Sections: Deer; Duck; Turkey; GIFT GUIDE	NOV 1	SEP 30	OCT 1

*Feature stories and celebrity covers are TBD



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

We have the audience, the offerings and innovations, and 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.

