

A person in camouflage gear is walking through a forest, carrying a bow. The scene is bathed in a warm, orange-red light, creating a hazy atmosphere. The person is positioned on the right side of the frame, moving towards the left. The forest floor is covered in pine needles, and the trees are tall and thin, creating a vertical pattern in the background.

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

MEDIA KIT // 2024

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

# Hi, we are 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:

2024 PRINT CIRCULATION

**450,000+**

(BIMONTHLY/6 ISSUES PER YEAR)

2024 DIGITAL COPIES  
NATIONWIDE

**1.26 million+**

ESTIMATED 2024 IMPRESSIONS\*

**60,000,000+**

PRIMARY POINTS OF  
PRINT DISTRIBUTION

**Bass Pro Shops,  
Cabela's,  
& 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 & digital.

78%  
MALE  
(Print)

22%  
FEMALE  
(Print)

76%  
MALE  
(Digital)

24%  
FEMALE  
(Digital)

8%  
18-24  
years  
of age

16%  
25-34  
years  
of age

26%  
35-44  
years  
of age

27%  
45-54  
years  
of age

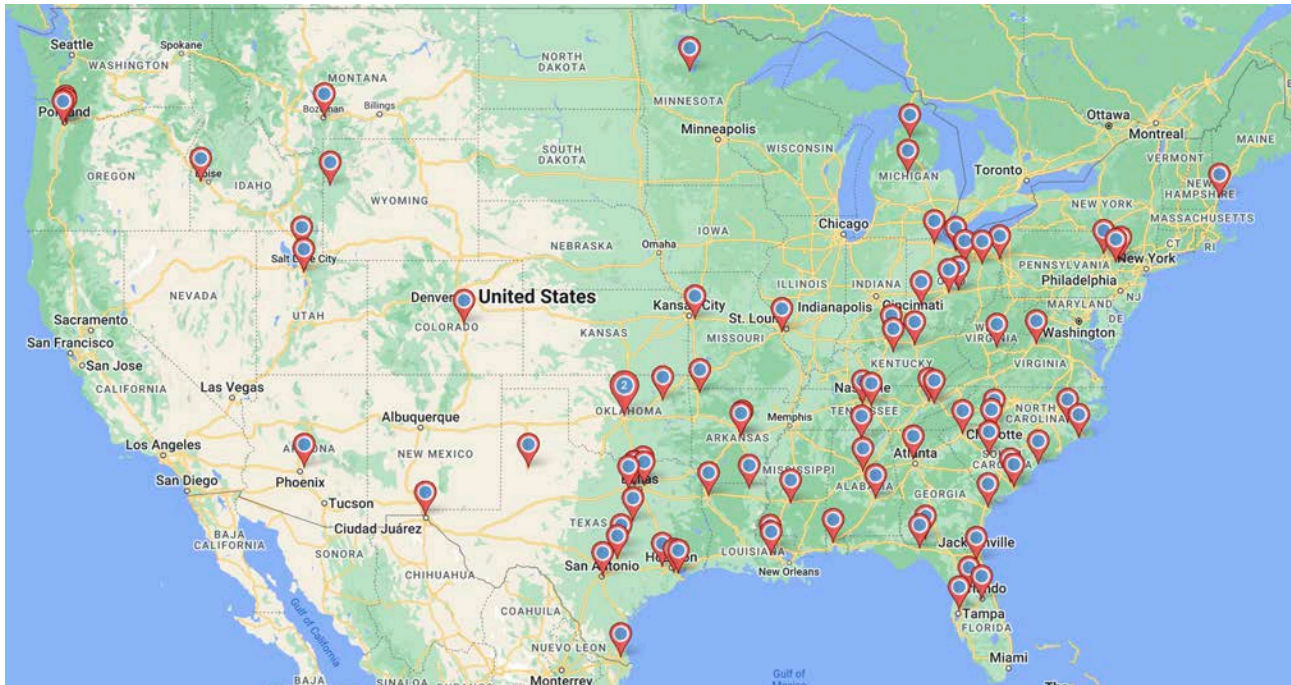
14%  
55-64  
years  
of age

9%  
65+  
years  
of age

\$112,000+  
Average household  
income per reader

# Where do we reach in print?

*Bass Pro Shops, Cabela's, & other top-tier independent outdoor retailers across the US + by Subscription coast to coast*



75,000+ per issue

- Allen, TX
- Ashland, OH
- Ashland, VA
- Bardstown, KY
- Bastrip, 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.**

*That is what makes us different and ultimately what we are doing best!*

## EMAIL

Digital Subscribers

210,000+

Eblast Frequency

4x/mo

Average Open Rate  
(6 month average)

34%

## WEBSITE

Daily Traffic

1200-2000+  
unique users per day

Page Views

500,000\*

Interactions

970,000\*

## 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

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

54,000+  
followers, growing at the industry standard of 6-8%

 21K+ Instagram

 33K+ Facebook

Post reach per month:

200,000+

Post Engagement per month:

18,000+

**AUGUST 2023 HIGHLIGHT:**

530,000+  
Accounts Reached!



## Meet the *INSIDER* Program, Launched July 2023

### Hook & Barrel's Comprehensive Digital Package Offering, and 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
- > MONTH 1:
  - \*68 brand-centered articles published
  - \*15,000+ Unique users...
  - \*40,000+ user interactions...

**CONTACT FOR PACKAGE  
DETAILS & AVAILABILITY**



# 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**

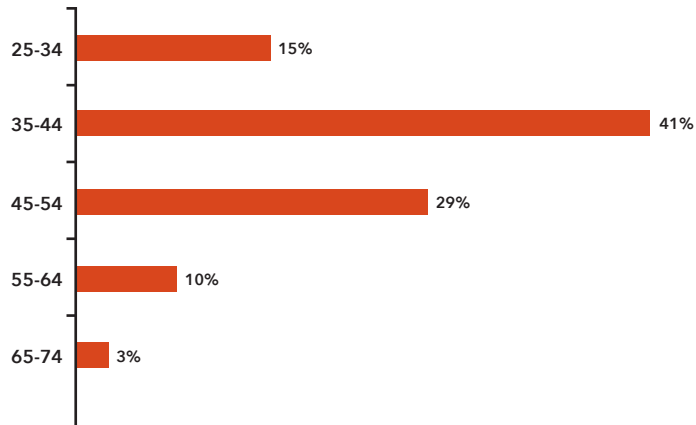
- Magazines, books, and DVDs..... 0.2 billion
- Membership dues and contributions..... 0.2 billion
- Land leasing and ownership ..... 2.9 billion
- Licenses, stamps, tags, and permits ..... 0.8 billion
- Plantings..... .02 billion

“ 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

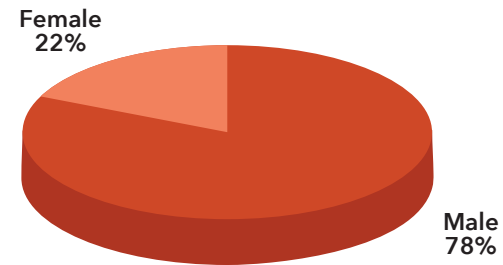
# Let's take a look at our print readership.

## 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 BREAK DOWN OF PRINT READER

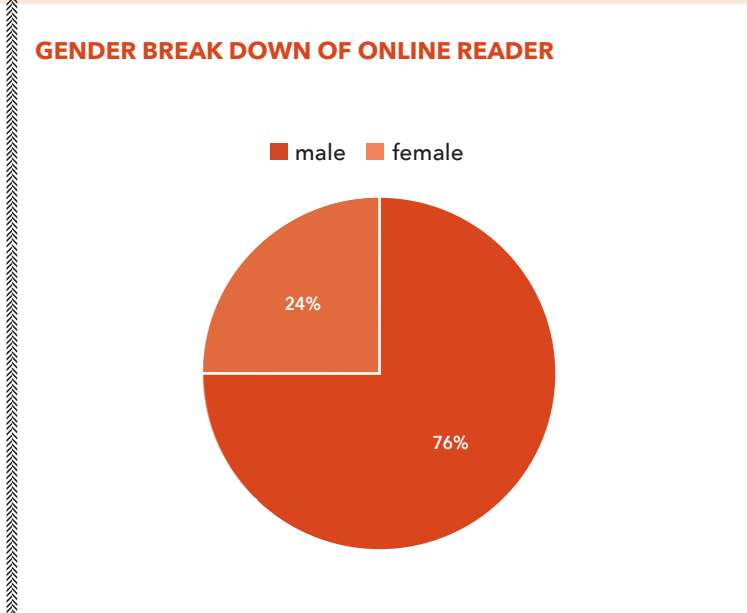
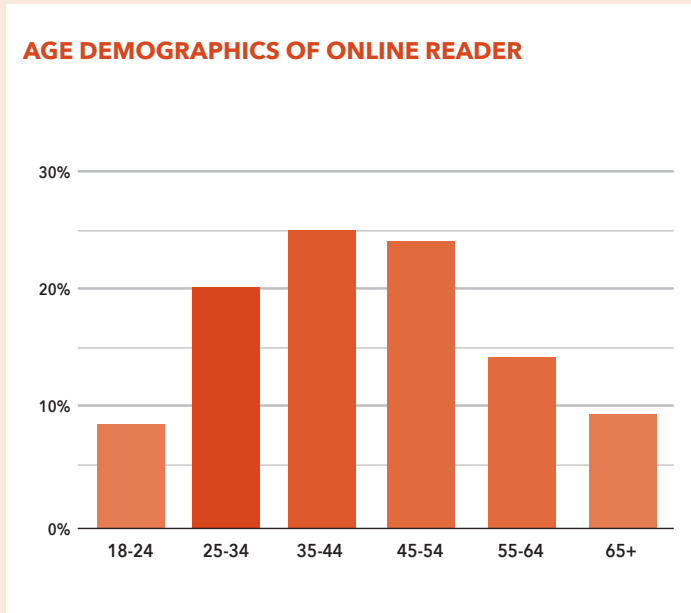


“ THANK YOU FOR ALL THAT YOU DO TO PROMOTE OUR PRODUCTS AND CONSERVATION - FIRST CLASS IN EVERY WAY!  
 – JOHNNY MORRIS, FOUNDER, BASS PRO SHOPS





# Let's take a look at our online readers.

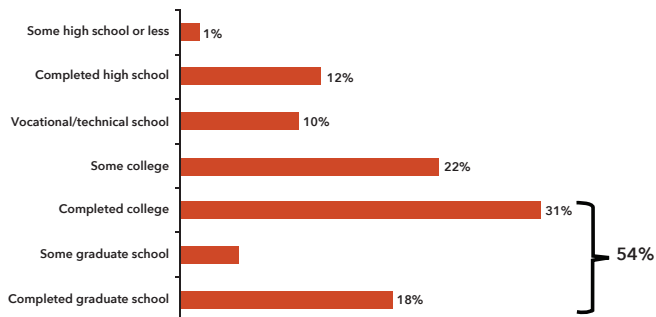


“ EVERY TIME AN ISSUE COMES OUT, I THINK IT'S THE BEST ONE YET. THEN, THE NEXT ONE TOPS IT. NOT TO MENTION, I CAN'T KEEP UP WITH THE INQUIRES FROM OUR ADS.  
– BRANDON CHOATE, LONE ELM WHISKEY



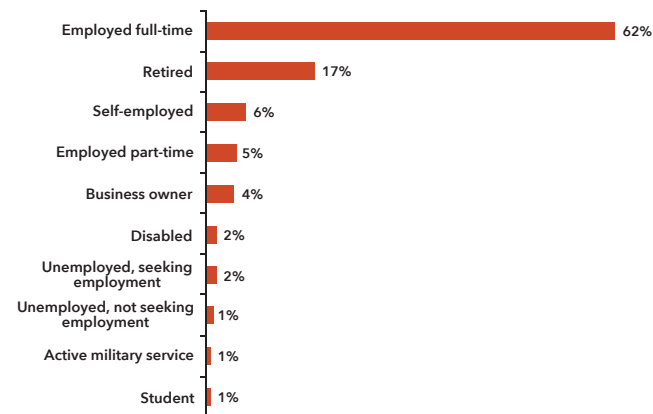
# Hook & Barrel readers are earners and are educated.

## EDUCATION LEVELS



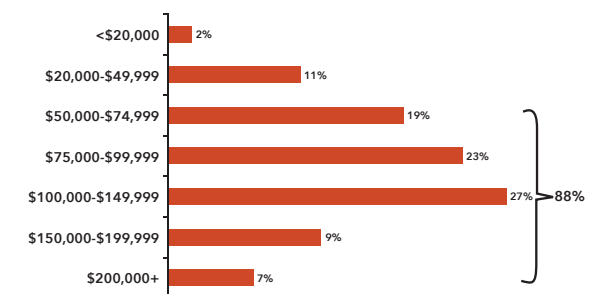
- 54% of Hook & Barrel readers have a college degree or higher.
- One-third of the adult population in the U.S. has a bachelor's degree or higher.

## EMPLOYMENT STATUS



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

## INCOME BREAK DOWN



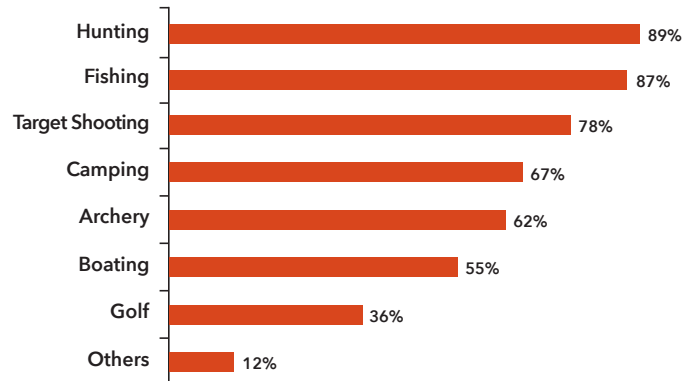
- 88% of Hook & Barrel readers earn \$50,000 or higher.
- The median HHI of Hook & Barrel readers is \$112,200.
- The U.S. June 2018 median HHI was \$62,175

“ 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

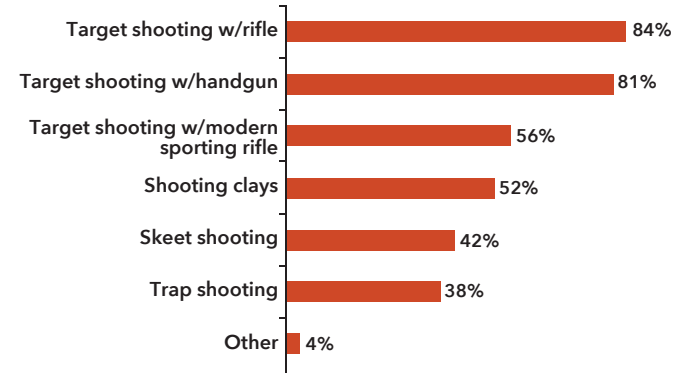


# Our readers' interests outdoors.

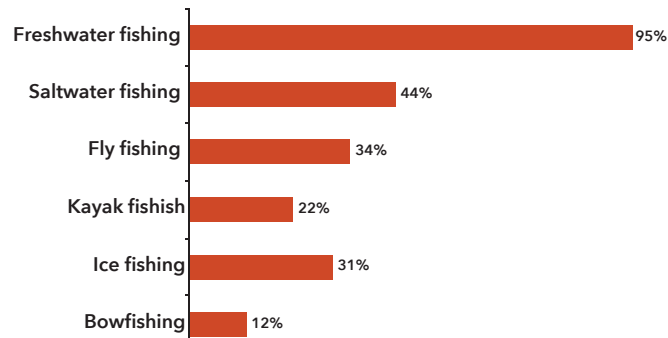
## WHAT DO THEY DO OUTSIDE?



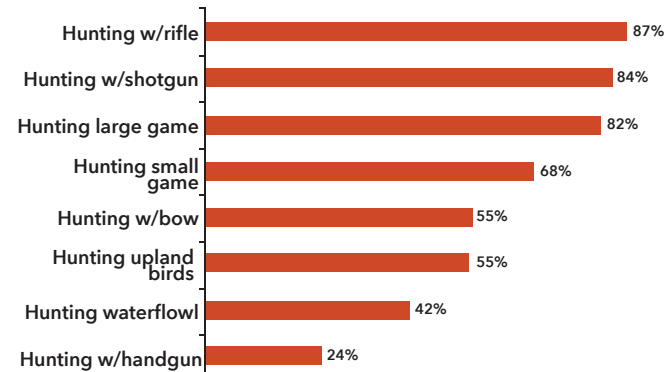
## WHAT SHOOTING SPORTS DO THEY LIKE?



## HOW DO THEY FISH?



## HOW DO THEY HUNT?





# Leverage the hottest magazine in the outdoors space.

450,000+  
2024 PRINT CIRCULATION  
(BIMONTHLY/6 ISSUES PER YEAR)

60,000,000+\*  
2024 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. 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

## 2024

### Every issue features:

- > Hunting
- > Shooting sports
- > Fishing
- > Lifestyle Articles Surrounding Celebrities
- > Gear
- > Travel/Destination
- > Food & Drink
- > Music
- > General Human Interest Articles & 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
JAN/FEB	GUN SHOW	NOV 17	NOV 20	NOV 24	JAN 1
MAR/APR	LUNKER LIST	JAN 16	JAN 19	JAN 25	MAR 1
MAY/JUN		MAR 15	MAR 19	MAR 25	MAY 1
JUL/AUG	GUN SHOW	MAY 17	MAY 20	MAY 24	JUL 1
SEP/OCT		JUL 17	JUL 19	JUL 25	SEP 1
NOV/DEC	HOLIDAY GIFT GUIDE	SEP 16	SEP 20	SEP 25	NOV 1
JAN/FEB '25	GUN SHOW	NOV 15	NOV 19	NOV 25	JAN 1

# Ad submission guide.

## 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.

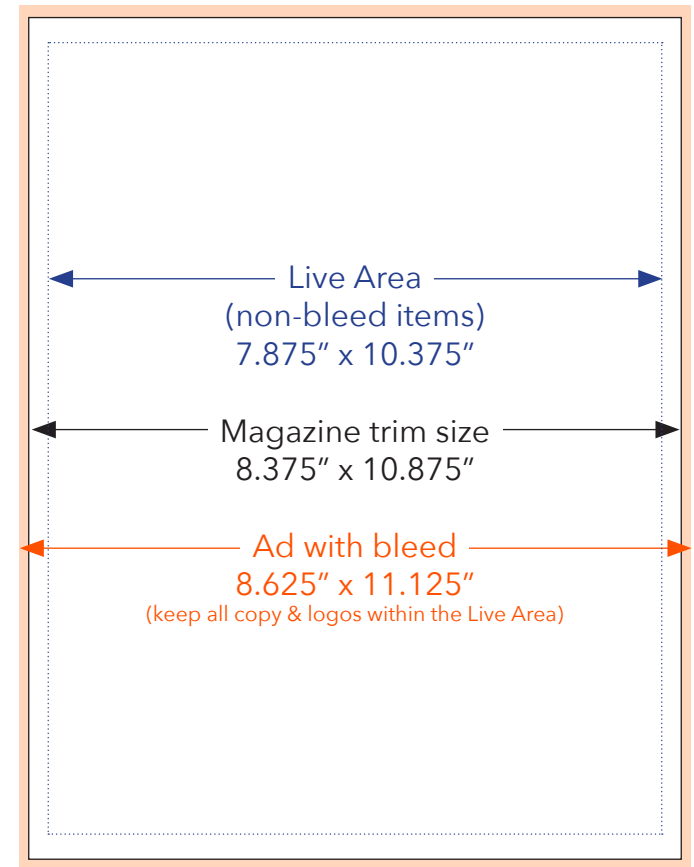
## Ad creation

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



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

# OUR COVERS



# & 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.

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