

TRAPPER & PREDATOR CALLER



2011 Media Kit

Rate Card #40



Our average reader ...

- Spends \$681 per year on trapping and predator calling equipment!
- Owns 173 traps!
- Has been trapping for more than 24 years!

INSIDE ... How we can expand your business! }



*Readers BUY ...
then they BUY MORE!*

Trapper & Predator Caller subscribers are incredibly active outdoorsmen. Whether trapping, predator hunting, or big game or small game hunting, our readers have the disposable income and the passion and enthusiasm to spend heavily on their outdoor pursuits!

80% SPENT MONEY
WITH OUR ADVERTISERS

88% OF OUR SUBSCRIBERS
ARE MAIL-ORDER BUYERS

www.trapperpredatorcaller.com

888-457-2873



Trapper & Predator Caller

DELIVERS YOUR CORE AUDIENCE!

Our readers are considered by friends, family and others in their communities, as the trapping and predator hunting experts. Others respect their opinions and perspectives. When your advertising influences our readers, they will influence the buying decisions of dozens of additional customers!

Opinion leaders

- Average trapping experience of more than 24 years! Spent \$444 on trapping during the past 12 months!
- Each reader introduces a new person to trapping every year!
- Each reader has an average of more than 4 trapping buddies!

The Most Serious Trapping Audience ...

TRAPPING DAYS*

150 or more.....	5.4%
75-149	23.1%
40-74	30.5%
20-39	26.2%
Less than 20.....	14.8%

** Number of days spent trapping during the past 12 months*

TRAP OWNERSHIP*

400 or more.....	12.1%
200-399	19.4%
100-199	21.8%
Less than 100.....	45.7%

** The average reader owns 173 traps!*

\$59,678 average household income!

Professional Editorial Package ...

More reader involvement, more bang for your buck!

Trapper & Predator Caller features informative columns in every issue by noted experts in their field.

- “Market Report”
- “Answer Men” (Q&A with our panel of 10 experts)
- “Furbearer Behavior”
- “Make This Set”
- “End of the Line”
- “School Days”
- “New Products”
- “Calendar of Events”
- “Association News”
- “Editor’s Call”



FEATURE ARTICLES

Each issue of *Trapper & Predator Caller* includes several full-length articles from top outdoor writers. Articles help readers trap and hunt better, examine new trapping equipment, analyze news and trends in the trapping and fur market world and introduce readers to current and past trapping legends.

NEW PRODUCTS

In every issue, we cover the best new trapping and predator hunting-related products. Whether you're interested in traps, supplies, scents, or predator hunting calls, guns and optics, you'll find it here.

INDUSTRY NEWS

Each issue of *Trapper & Predator Caller* features the latest, most comprehensive industry news and fur market reports from around North America.



Trapping Market

T&PC TRAPPERS TRAP THESE SPECIES

- 78% Raccoon
- 65.8% Coyote
- 62.3% Red Fox
- 56.8% Muskrat
- 54.9% Beaver
- 53.9% Mink
- 45.1% Gray Fox
- 30% Bobcat
- 24.1% Opossum
- 23.1% Otter
- 21.6% Skunk
- 14% Fisher
- 33.6% Do Nuisance Animal Control Work

Predator Hunting Market

T&PC TRAPPERS HUNT THESE SPECIES

- 90.5% Coyote
- 54.1% Red Fox
- 42.5% Gray Fox
- 30.3% Bobcat
- 26.3% Raccoon
- 4.6% Cougar
- 2.3% Wolf
- 1.4% Lynx

Varmint Hunting Market

T&PC TRAPPERS HUNT THESE SPECIES

- 57.1% Woodchuck
- 24% Ground Squirrel
- 19.9% Gopher
- 17.8% Prairie Dog

Big Game and Small Game Hunting Market

T&PC TRAPPERS HUNT THESE SPECIES

- 85% White-tailed Deer
- 49.6% Turkeys
- 20.9% Bear
- 14.6% Mule Deer
- 12.5% Elk
- 57.4% Squirrel
- 56% Rabbit
- 42.1% Quail/Grouse/Partridge
- 35.8% Pheasant
- 30.4% Goose/Duck
- 26.1% Crow

A Committed, Captive Audience!

Our average reader has subscribed to Trapper & Predator Caller for almost 10 years!

The average reader spends nearly 4 hours reading each issue!

Rate Card #40

DISPLAY ADVERTISING RATES

NOTE: Frequency discounts based on consecutive issues.

BLACK & WHITE	1x	3x	6x	10x
Full Page	\$875	\$835	\$792	\$735
2/3 Vertical	\$788	\$747	\$721	\$670
1/2 Horizontal	\$525	\$505	\$475	\$435
1/2 Vertical	\$525	\$505	\$475	\$435
1/2 Island	\$525	\$505	\$475	\$435
1/3 Vertical	\$405	\$376	\$350	\$335
1/3 Square	\$405	\$376	\$350	\$335
1/4 Square	\$270	\$250	\$235	\$225
1/4 Horizontal	\$270	\$250	\$235	\$225
1/4 Vertical	\$270	\$250	\$235	\$225
1/6 Horizontal	\$195	\$190	\$185	\$180
1/6 Vertical	\$195	\$190	\$185	\$180

MARKETPLACE (bw)	1x	3x	6x	10x
3 in. x 1 col.	\$135	\$134	\$120	\$113
2 in. x 1 col.	\$95	\$88	\$85	\$72
1 in. x 1 col.	\$75	\$67	\$63	\$57

FOUR-COLOR	1x	3x	6x	10x
Full Page	\$2,150	\$2,040	\$1,940	\$1,840
2/3 Vertical	\$1,505	\$1,430	\$1,355	\$1,290
1/2 Horizontal	\$1,288	\$1,226	\$1,165	\$1,105
1/2 Vertical	\$1,288	\$1,226	\$1,165	\$1,105
1/2 Island	\$1,288	\$1,226	\$1,165	\$1,105

COVERS*	1x	3x	6x	10x
Back	\$2,680	\$2,545	\$2,415	\$2,300
Inside Back	\$2,365	\$2,245	\$2,135	\$2,025
Inside Front	\$2,570	\$2,445	\$2,320	\$2,205

* Call for availability

PUBLISHING SCHEDULE 2011-2012

Published 10 times annually

COVER DATE	MATERIALS DEADLINE	ON-SALE DATE
November 2010	October 5	October 26
December 2010	November 2	November 23
January 2011	November 30	December 28
February 2011	January 4	January 25
March 2011	February 1	February 22
April/May 2011	March 8	March 29
June/July 2011	May 3	May 24
August 2011	July 5	July 26
September 2011	August 2	August 23
October 2011	September 6	September 27
November 2011	October 4	October 25
December 2011	November 1	November 22

Call TODAY to advertise in the world's foremost trapping & predator hunting authority!

DISPLAY ADVERTISING SIZES

Trim Size: 8" x 10.75"; Live Area: 7" x 10"

Full Page
7" x 10"

2/3 Vertical
4.625" x 10"

1/2 Horizontal
7" x 4.75"

1/2 Vertical
3.4375" x 10"

1/2 Island
4.625" x 7"

1/3 Vertical
2.25" x 10"

1/3 Square
4.625" x 4.75"

1/4 Square
4.625" x 3.375"

1/4 Horizontal
7" x 2.25"

1/4 Vertical
3.4375" x 4.75"

1/6 Horizontal
4.625" x 2.25"

1/6 Vertical
2.25" x 4.75"

MARKETPLACE

3"
2.25" x 3"

2"
2.25" x 2"

1"
2.25" x 1"

AD SUBMISSION

Accepted advertising file formats:

Application Files (mac or PC):

- Adobe Creative Suite v4 (*Illustrator, InDesign, Photoshop*)
- QuarkXpress v8
- PDF (*Version 9.0, PDFX-1a format or 300dpi resolution CMYK color format, fonts embedded*)
- TIFF (*300dpi, CMYK, fonts embedded*)
- EPS (*300dpi, CMYK, fonts embedded*)

For Ad creation:

Word/Excel (*type used only*)

Images:

- Jpg, tiff, png, eps formats
- 300dpi minimum resolution for continuous tone
- 600dpi minimum resolution for line art
- Any other formats not shown should be approved in advance by your sales representative.

FTP instructions:

- If you are on a MAC
ftp.krause.com
User ID: type the word "anonymous"
Password: is your email
Inbound folder
Then look for folder of publication you are submitting for.
- If you are on a PC
ftp://ftp.krause.com

TOLL-FREE 888-457-2873

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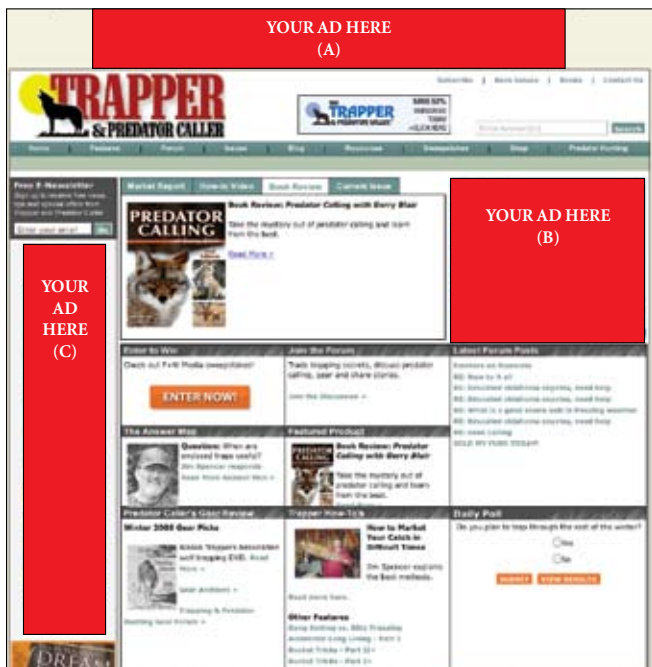
TrapperPredatorCaller.com

Online Ad Types, Positions & Special Opportunities

Web Rates

\$10/10,000 impressions

1 cent per ad for the most-qualified trappers and predator hunters you'll find anywhere on the web



Ad Positions

Leaderboard (A) 728 x 90

Box (B) 300 x 250

Skyscraper (C) 160 x 600

Demographics

- 7,000-9,000 unique visitors per month. Serious trappers and hunters only.
- More than 65,000 unique visitors in 2009, up 30% from 2008.
- Quality over quantity. Almost all website ads are sold per 1,000 views. Don't waste your money with unqualified surfers on mediocre sites. Make sure your ads are seen by TrapperPredatorCaller.com's serious outdoors enthusiasts.

www.trapperpredatorcaller.com

888-457-2873



eNewsletter

Reach 7,200 trappers and predator hunters (15% increase during 2009) in their inbox in one of three ways.

- 1) Sponsor the bi-weekly editorial email newsletter. Our best stories and advice, with your promotions alongside.
- 2) New product story in our email newsletter. Get your product into the newsletter for only \$150.
- 3) Dedicated Email Broadcast: Rent the list for only \$300 and get immediate web traffic and sales.

