



**SCI**  
FIRST FOR HUNTERS®



**2024 Media Kit**

# Safari Club International

## The world's most influential pro-hunting organization

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For over 50 years, Safari Club International (SCI) has been the leader in defending the freedom to hunt and promoting wildlife conservation worldwide.

SCI is unique in the scope of our ability to defend and advance the freedom to hunt. SCI is the only hunting rights organization with a Washington, D.C. based national and international advocacy team and an all-species focus. SCI also mobilizes our 146 chapters and affiliate networks representing millions of hunters around the world. The conservation projects of SCI's sister organization, SCI Foundation (SCIF), support research, wildlife management, conservation projects, and rural community leadership in North America, Africa, and Central Asia. In addition, SCI's Annual Hunters' Convention is the world's ultimate sportsmen's market that celebrates our freedom to hunt with the world's premier outfitters, hunting celebrities, and more.

In the U.S., SCI's robust team of professional advocates provides the hunters' voice in commissions, U.S. state legislatures, U.S. Congress, and the U.S. Administration. SCI[FC1] Advocacy is on the frontlines of every issue facing the hunting community, from defending Pittman Robertson, no-net-loss of hunting access, state predator management, traditional ammunition use, Sunday hunting legislation, to trophy import bans, and much more. Through SCI's Hunter Advocacy Action Center (HAAC), SCI is able to educate and activate a sprawling network of hunter advocates on issues in their communities, states and countries. Supported by this grassroots army, SCI's political action committee (SCI-PAC), and the Hunter Action Fund (SCI's superPAC), SCI Advocacy works hand in hand with our champions in Congress and state legislatures. In addition, for more than two decades, SCI has been the major defender of hunters in courtrooms throughout the country, including litigating dozens of cases throughout the United States involving domestic and international hunting-related issues and filing seven U.S. Supreme Court briefs on wildlife law.

SCI's staff, partner organizations, and chapter networks are involved in advocacy on local and global hunting issues, particularly in opposing international hunting import bans, opposing firearms restrictions, supporting rural areas and community leadership, and more. SCI is active in Africa, Canada, and European Institutions – among them the European Council, European Parliament, and European Commission. In addition, SCI and SCIF lead in global organizations and conferences, such as CITES and SCIF's African Wildlife Consultative Forum, on behalf of hunters and communities advocating for the important role of sustainable use of wildlife in conservation. SCI's advocacy team is the only one among hunting rights organizations that defends all hunters for all species from around the world while amplifying local voices and supporting sustainable stewardship of wildlife.

SCI members are leaders in their communities and are dedicated to preserving our hunting heritage for current and future generations. Hunting access in the United States and around the world takes many forms; no matter what, where, or how you hunt, SCI defends your freedom as we stand First for Hunters.

# The Six Pillars of SCI

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## ADVOCACY

SCI is the leader in effectively representing the hunter's voice before legislators, regulators and judges across the globe.

## CONSERVATION

Since 2000, SCI Foundation has provided more than \$80 million to promote science-based conservation through wildlife research, capacity building in governments, youth and teacher education, and humanitarian programs that show the importance of the hunting community in society around the world.

## CONVENTION

The SCI Annual Hunters' Convention is the greatest hunting celebration on Earth. It brings together tens of thousands of hunters with outfitters, manufacturers of hunting gear and apparel, wildlife artists and hunters in support of freedom, conservation and the outdoors.

## MEMBERSHIP

SCI defends hunting and conserves wildlife through our tens of thousands of members and hunter-advocates, 146 chapters in 107 countries - for a combined strength of more than seven million hunters across the globe.

## CHAPTERS

SCI's successes through the years have been possible because of the organization's amazing Chapter network, which provides the money and manpower needed for SCI to accomplish its mission of protecting the freedom to hunt and promoting wildlife conservation worldwide.

## HUNTING

Hunting is what binds all of us together and to SCI. That's why we exist as an organization and that is what we are protecting around the world every day of the week, every week of the year and every year from here to eternity.

# Fighting For You, Every Day

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- ✓ Through the Hunter Action Advocacy Center (HAAC), SCI educates and activates nearly 100,000 advocates around local, national and international issues being debated in legislatures.
- ✓ SCI successfully defended hunter education and archery in school programs against closures made by the Biden Administration.
- ✓ SCI is the leader in defending hunting access, holding the Biden Administration, U.S. Congress and state legislatures accountable to a no-net-loss policy for hunting and fishing access on public lands across the country.
- ✓ SCI led successful opposition to legislative amendments in the Interior Appropriations bills that would have effectively banned the importation of lion and elephant trophies. We continue fighting efforts to shut down leopard trophy imports; oppose a proposal by the U.S. Fish & Wildlife Service that will further restrict elephant imports; work with conservation partners in the UK to educate the public on how trophy import bans hurt conservation abroad; and oppose a petition to the European Parliament to ban all trophy imports to the EU. On the state level, SCI leadership and member advocacy was crucial in the defeat of several draconian trophy import and export bans in Connecticut, New York, and California.
- ✓ SCI is fighting hunting closures, efforts to eliminate traditional hunting methods and other obstructions to science-based management of bears, mountain lions, bobcats, and other predators. SCI has supported states where gray wolves have met recovery goals and should be removed from the U.S. Endangered Species List, opposed national bans on predator contests by the federal government, extensively supported bear hunting and management across the country (such as re-opening the New Jersey bear hunt), and secured the Washington game commission's support for science-based management of mountain lions to stop continuing elk herd declines.
- ✓ SCI has weighed in on efforts to restrict hunting opportunities for nonresident hunters in numerous states, from what would amount to a closure of bighorn sheep hunting for nonresidents in New Mexico to brown bear, caribou and sheep closures in Alaska. Conversely, we supported the governor of Georgia on signing no-net-loss legislation and the opening of Sunday hunting in various states.
- ✓ SCI actively confronted the proposed RETURN Act, which would gut all 50 states of conservation funding and negatively impact all hunting and fishing activities across the country.
- ✓ SCI's expanded delegation attended the CoP19 in Panama City, Panama, to make interventions and lobby Parties to vote in favor of sustainable use conservation and against proposals that are blatantly anti-use or that do not meet criteria for restriction in trade. SCI/SCIF created and distributed a voting guide supporting the scientific criteria for appropriate species listing status', best practice in trade regulation under the Convention text, and support for the direct participation of Indigenous Peoples and Local Communities (IPLCs) in CITES decisions. All attempts to deter hunting as a conservation tool were defeated.
- ✓ Firearm restrictions invariably hurt hunting, including recent legislation in California, Oregon, and Canada. SCI's Advocacy Team fights these bans and restrictions through grassroots campaigns and litigation, while also supporting state constitutional amendments recognizing the right to keep and bear arms in Iowa.
- ✓ SCI continues to oppose efforts by the Department of the Interior to ban lead ammo and fishing tackle on 2 million acres recently opened to hunting on National Wildlife Refuges. In response, a bill protecting access on public lands was introduced by SCI's champions in the House and Senate.

# Success In Courtrooms & Capitals

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- ✓ When anti-hunting groups challenged the U.S. Fish and Wildlife Service's issuance of import permits for sport-hunted leopards from Tanzania, Zambia and Zimbabwe, SCI intervened to defend the permits, many of which were issued to SCI members.
- ✓ As part of a decades long effort related to gray wolf management, SCI and the NRA intervened to defend the U.S. Fish and Wildlife Service's decision to remove gray wolves from the federal threatened and endangered species lists and to allow states to manage wolves through regulated hunting. SCI and NRA were the first parties to appeal the district court's decision that overturned the delisting.
- ✓ SCI advocates against restrictions on firearms advertising and ownership when they damage the interests of SCI and its members. For example, SCI sued the State of California to invalidate an unconstitutional ban on advertising firearms to minors that impacts our ability to promote youth hunting.
- ✓ When anti-hunting groups challenged the U.S. Fish and Wildlife Service's science-based decision to remove Louisiana black bears from the federal threatened species list and to allow Louisiana to manage black bears through regulated hunting as needed, SCI intervened on behalf of our members and all hunters and obtained a successful dismissal of the lawsuit.
- ✓ SCI filed multiple briefs in in the U.S. Supreme Court in support of hunters' rights and access to federal public lands in Alaska.
- ✓ SCI advocates against restrictions on the use of lead ammunition that would diminish hunting access on federal and state lands. For example, SCI and the NRA intervened in a suit by animal rights groups to ban the use of lead ammunition in the Kaibab National Forest.
- ✓ SCI sued the U.S. Fish and Wildlife Service and National Park Service over rules that prohibit certain hunting on National Wildlife Refuges and National Preserves in Alaska.
- ✓ SCI, the New Jersey Outdoor Alliance, and the Sportsmen's Alliance Foundation sued the New Jersey Department of Environmental Protection to reopen state public lands to black bear hunting. In 2022, the Governor of New Jersey reinstated the bear hunt—essentially admitting that the closure was in error.
- ✓ When anti-hunting organizations tried to access hunters' addresses and other personal information, SCI intervened, and SCI's arguments helped the U.S. Fish and Wildlife Service obtain a ruling that prevents disclosure.
- ✓ SCI and the NRA sued the U.S. Fish and Wildlife Service and won a case that prevents the Service from prohibiting imports of sport-hunted wildlife on a country-wide basis without warning. SCI and the NRA later intervened in defense against challenges from anti-hunting organizations to the Service's ability to issue import permits for sport-hunted elephants and lions.



# 2024 SCI Nashville Convention Experience

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For 50-years SCI's world-renowned Annual Convention has set an international standard of excellence for all hunters, collectors of fine firearms and unbelievable artwork. The SCI Convention is the place to find just about anything a hunting family could ever dream of. Apart from its humble beginnings, the SCI Convention has always been held in Nevada. Until now. This new era of SCI where hunters are welcomed, embraced– and celebrated as true conservationists.

Widely considered the “Ultimate Sportsmen’s Market,” the SCI Annual Hunters’ Convention showcases hunting opportunities on six continents, world-class taxidermy, the finest wildlife art, and provides manufacturers a great opportunity to demonstrate new products directly to consumers.

When the exhibit halls close, the evening fun and excitement begins. Each night, members come together to celebrate the accomplishments of the organization and each other and to enjoy top entertainment and speakers. SCI's evening auctions offer exclusive firearms, once-in-a-lifetime hunts and adventures, the finest wildlife artwork and more. Every purchase provides crucial funds to help preserve our hunting heritage and fund conservation efforts worldwide.

Nashville welcomes SCI to the Music City Center, which is in the heart of its downtown metropolitan area. For 50% of the United States population, the booming city of Nashville is within driving distance and SCI has reserved 20 different hotels for attendees to this landmark event.



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## Music City Center

**DATE:** January 31st - February 3rd

**EXHIBIT SPACE:** 182,400 SQ FT

**EXHIBITORS ATTENDING:** 850

**ATTENDANCE:** 15,000+



## Bridgestone Arena

# Demographics

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## INCOME

An overwhelming majority of our readers either own their own businesses, or are professionals or executives.

- Average annual income is \$200,000+
- 40%+ earn in excess of \$250,000
- Approximately 10% earn \$750,000+
- Nearly 7% earn more than \$1 million
- 85% hold a four-year college degree

## LIFESTYLE

- SCI members own an average of 1.8 Homes
- 99% own rifles
- 92% own sporting shotguns
- 88% own trucks
- 81% own home defense handguns
- 71% own a bow
- 57% own ATV/UTVs
- 51% own modern sporting rifles (AR)
- 48% own hunting property
- 42% use private air services when traveling
- 38% own a ranch or farm
- 33% own hunting dogs
- 25% own fishing boats
- 22% own motorhomes and fifth-wheelers
- 9% hold a pilot's license and own planes

## TRAVEL

- On average SCI members travel more than 100 days and spend an average of \$61,000 per year. Of those who travel above economy class, nearly 33% fly first class, 63% business class.

## BUYING & INVESTING HABITS

- Members spend on average \$46,000+ a year on jewelry and furs
- 75% hire the services of a professional broker or investment firm to manage their wealth
- More than half of the members collect art, wine, stamps, or coins as investments
- Almost 20% collect antique duck decoys
- Nearly 14% collect antique firearms

## ACTIVITIES

### Hunting Type

94% Rifle  
37% Bow  
14% Handgun

### Fishing Type

52% inshore  
29% offshore  
25% bass / 24% fly

### Species

65% whitetail  
46% upland game  
31% mule deer  
28% elk  
24% African plains  
10% Big Five game

### Time Spent Annually

64% fish up to 20 days  
17% fish up to 50 days

### Time Spent Annually

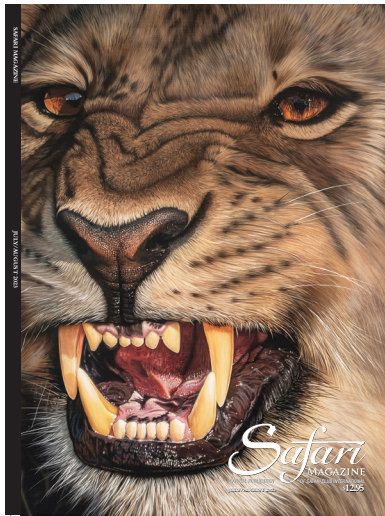
43% hunt up to 50 days  
42% hunt up to 20 days

## READING PRACTICES

- An impressive 88% spend an average of three hours reading each issue of SAFARI Magazine.

# Print Opportunities

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## SAFARI MAGAZINE

SCI's award-winning, flagship publication delivers the most amazing hunting stories from around the world to SCI Members six times a year. SAFARI is packed with additional articles and columns reflecting the overall lifestyle of active outdoorsmen and women containing a broad mix of hunting, fishing, gun and product reviews, wildlife art, international travel and more. SAFARI is a lavishly illustrated, perfect-bound, coffee table style magazine. Published on heavy, glossy stock, SAFARI has an enduring shelf life.



## SAFARI TIMES

This monthly tabloid-size color newspaper presents important and timely information concerning hunters' rights, national and international legislation, key information on travel for hunting and transportation of firearms, and club news. Local SCI chapter activities are featured, as well as education, conservation and wildlife management efforts.



## SCI CONVENTION DAILY NEWS

A new issue is published each day of SCI's award-winning Convention and hand-delivered to every attendee. Exhibitors' products and services are highlighted along with Show specials and coverage of daily Convention events and ceremonies.



## CONVENTION DIRECTORY

This annual special publication is the member's complete guide to SCI's award-winning Convention and includes the schedule of events, exhibitor listings, floor map, seminar descriptions and more.

# Safari Magazine (Bi-Monthly)

| Covers     |         |     |         |
|------------|---------|-----|---------|
| 2nd or 3rd | \$4,217 | 4th | \$4,818 |

| Color Rates |         |          |          |
|-------------|---------|----------|----------|
| Size        | 1 Issue | 3 Issues | 6 Issues |
| Full Page   | \$3,938 | \$3,745  | \$3,515  |
| 2/3 Page    | \$3,067 | \$2,854  | \$2,723  |
| 1/2 Page    | \$2,352 | \$2,247  | \$2,021  |
| 1/3 Page    | \$1,628 | \$1,521  | \$1,462  |
| 1/4 Page    | \$1,182 | \$1,095  | \$1,034  |
| 1/6 Page    | \$788   | \$737    | \$683    |

| Black & White Rates |         |          |          |
|---------------------|---------|----------|----------|
| Size                | 1 Issue | 3 Issues | 6 Issues |
| Full Page           | \$2,720 | \$2,604  | \$2,518  |
| 2/3 Page            | \$2,011 | \$1,938  | \$1,827  |
| 1/2 Page            | \$1,523 | \$1,443  | \$1,363  |
| 1/3 Page            | \$1,008 | \$951    | \$857    |
| 1/4 Page            | \$777   | \$739    | \$701    |
| 1/6 Page            | \$510   | \$482    | \$456    |

| Classifieds  |           |           |           |
|--|-----------|-----------|-----------|
| Minimum 6-issue order. No discounts. Prepayment of full schedule required. |           |           |           |
| Color  | 1": \$174 | 2": \$289 | 3": \$405 |
| B&W  | 1": \$121 | 2": \$237 | 3": \$352 |

| Design Charges                                 |       |             |       |
|--|-------|-------------|-------|
| For each photo scanned there is a \$15 charge. |       |             |       |
| Full Page                                      | \$347 | 1/3 Page    | \$229 |
| 2/3 Page                                       | \$305 | 1/4 Page    | \$187 |
| 1/2 Page                                       | \$263 | 1/6 Page    | \$161 |
|  |       | 3" x 2 1/8" | \$58  |
|  |       | 1" x 2 1/8" | \$58  |
|  |       | 2" X 2 1/8" | \$58  |

| Ad Size                 |                   |                   |               |
|-------------------------|-------------------|-------------------|---------------|
| Size                    | Live Area         | Trim Area         | Bleed Area    |
| Two Page spread w/Bleed | 14 3/4" x 10"     | 15 1/2" x 10 3/4" | 15 3/4" x 11" |
| Full Page w/Bleed       | 7" x 10"          | 7 3/4" x 10 3/4"  | 8" x 11"      |
| Full Page (no Bleed)    | 7" x 10"          |                   |               |
| 2/3 Page Vertical       | 4 9/16" x 10"     |                   |               |
| 1/2 Page Horizontal     | 7" x 4 7/8"       | 8" x 5 3/8"       | 8" x 5 1/2"   |
| 1/2 Page Vertical       | 4 9/16" x 7 3/8"  |                   |               |
| 1/3 Page Vertical       | 2 1/8" x 10"      |                   |               |
| 1/3 Page Horizontal     | 4 9/16" x 4 7/8"  |                   |               |
| 1/4 Page                | 4 9/16" x 3 5/8"  |                   |               |
| 1/6 Page Vertical       | 2 1/8" x 4 7/8"   |                   |               |
| 1/6 Page Horizontal     | 4 9/16" x 2 5/16" |                   |               |

Measurements are width x height in inches

## Ordering Information:

Space will be sold on a first-come, first-serve basis with priority given to advertisers on contract for three or more insertions. All rates are in USD.

- Verbal orders are not binding. All orders & instructions, whether for contracts or single insertions, MUST BE RECEIVED IN WRITING PRIOR TO CLOSING DATE.
- SPECIFIC AD PLACEMENT CHARGE 15% OF SPACE RATE

**January/February** | Closes: 11/1 Materials Due: 11/5

• **Convention Exhibitors Special Section**  
Coincides with extra coverage on the goods and services exhibited.

**March/April** | Closes: 1/1 Materials Due: 1/5

• **Destinations and Gear Special Section**  
Exciting stories about world fishing destinations, as well as gear to go with. Not every angler hunts but almost every hunter is an angler.

**May/June** | Closes: 3/1 Materials Due: 3/5

**June Awards** | Closes: 4/1 Materials Due: 4/5

**July/August** | Closes: 5/1 Materials Due: 5/5

• **Glass Special Section**  
The latest binos, riflescopes, spotting scopes, rangefinders and tips to use them like a pro.

**September/October** | Closes: 7/1 Materials Due: 7/5

• **Bucks Special Section**  
The gear and tactics for those who hunt the deer of the world: whitetail, mule deer, red deer and others.

**November/December** | Closes: 9/1 Materials Due: 9/5

• **Uplands Special Section**  
Explore the world's best upland bird hunting destinations, plus the dogs, gear and tactics to succeed.

## SCI's Full Design Studio Is Available To You

Design, layout, typesetting, scanning, and other ad production services are available from our in-house design staff. Design charges include the price of production of one ad with one proof and one additional proof confirming first round of edits. Any additional edits and proofs will incur a minimum charge of \$35 each. Revisions to existing ads will be charged on the basis of work done by a ratio not to exceed the cost of a new ad.

**Circulation rate: 40,067 | Domestic number: 34,970 | Abroad Number: 5,097**

### WHERE TO GO (CLASSIFIEDS) RATES

Space charges as follows: **B&W:** 1" \$121 | 2" \$237 | 3" \$352 **Color:** 1" \$174 | 2" \$289 | 3" \$405  
Minimum orders 6 issues | No discounts apply | Minimum size is 1", maximum size is 3" | Payment must accompany order  
Non-commissionable & no cash discounts apply | Column width is 2-1/8".

**PRINTING SPECIFICATIONS:** AAAA/MPA/ABP Offset Standard Specifications apply. | B&W SCREEN: 150 LPI, B&W DENSITY: Max. 100%  
4C SCREEN: 150 LPI | 4C DENSITY: Max. 280%; Y 70%; M 70%; C 75%; K 65%. | ROTATION OF COLORS: Black, Cyan, Magenta, Yellow

**MECHANICAL REQUIREMENTS:** Printing: Web Press. | Binding: Perfect Bound | Trim Size: 7 3/4" x 10 3/4" | Live Matter 7" x 10"

**INSERTS:** Call for information/request form.

# Safari Times (Monthly) 12 issues per year

## PRINT

SAFARI TIMES is the news arm of SCI, presenting timely information of interest and importance to the organization's members. In addition to big game hunting, SCI members are involved in conservation projects, wildlife management, outdoor education and local, national and international legislation concerning wildlife and hunters' rights. Regular columnists include SCI officers, outdoor writers and legislative experts.

| Color Rates (Per Issue) |         |                |
|-------------------------|---------|----------------|
| Size                    | B&W     | Color          |
| Full Page               | \$2,359 | \$3,096        |
| 1/2 Page                | \$1,206 | \$1,583        |
| 1/4 Page                | \$617   | \$809          |
| 1 Col Inch              | \$51    | \$67           |
| Cover 1 below the fold  |         | \$4,000.00 NET |
| Cover 2                 |         | \$3,561.00 NET |
| Cover 3                 |         | \$3,561.00 NET |
| Cover 4                 |         | \$3,800.00 NET |

### Tips for designing for Newsprint

- Avoid reversed type smaller than 10 point san-serif & 18 point serif or light.
- Avoid colored type smaller than 10 point san-serif & 18 point serif or light.
- No "Rich" or 4 color black.
- Color type & graphics reproduce best when mixing only 2 or 3 colors never use all four.
- Avoid large solid areas of color & keep total ink coverage below 260%.

PRINTING SPECIFICATIONS: B&W SCREEN: 85 LPI, B&W DENSITY: Max. 100%. 4C SCREEN: 85 LPI, 4C DENSITY: Max. 260%, Dot gain: 33%.

| Ad Size             |                    |                  |
|---------------------|--------------------|------------------|
| Size                | Width x Height     | Image Area       |
| Full Page           | 4 Columns x 13"    | 10 1/8" x 13"    |
| 1/2 Page Horizontal | 4 Columns x 6 1/2" | 10 1/8" x 6 1/2" |
| 1/2 Page Vertical   | 2 Columns x 13"    | 5" x 13"         |
| 1/4 Page            | 2 Columns x 6 1/2" | 5" x 6 1/2"      |
| Column Width        | One Column         | 2 1/8"           |
|                     | Two Columns        | 5"               |
|                     | Three Columns      | 7 1/2"           |
|                     | Four Columns       | 10 1/8"          |
| Column Depth        | Full Column        | 13" Deep         |
|                     | Max Full Page Size | 10 1/8" x 13"    |

1/2 Page ad order must specify horizontal or vertical.

| Safari Times Newspaper Closing Dates |             |               |
|--------------------------------------|-------------|---------------|
| ISSUE                                | CLOSES      | MATERIALS DUE |
| January                              | December 1  | December 5    |
| February                             | January 1   | January 5     |
| March                                | February 1  | February 5    |
| April                                | March 1     | March 5       |
| May                                  | April 1     | April 5       |
| June                                 | May 1       | May 5         |
| July                                 | June 1      | June 5        |
| August                               | July 1      | July 5        |
| September                            | August 1    | August 5      |
| October                              | September 1 | September 5   |
| November                             | October 1   | October 5     |
| December                             | November 1  | November 5    |

Bleed ads will not be accepted for the Safari Times. Orders may not be cancelled after closing date.

### SCI's Full Design Studio Is Available To You

Design, layout, typesetting, scanning, and other ad production services are available from our in-house design staff. Design charges include the price of production of one ad with one proof and one additional proof confirming first round of edits. Any additional edits and proofs will incur a minimum charge of \$35 each. Revisions to existing ads will be charged on the basis of work done by a ratio not to exceed the cost of a new ad.

### Ordering Information:

Display advertising space in **SAFARI TIMES** is sold on a first-come, first-served basis. All rates are in USD.

- Verbal orders are not binding. All orders & instructions, whether for contracts or single insertions, MUST BE RECEIVED IN WRITING PRIOR TO CLOSING DATE.
- No multiple-insertion discounts given without multiple-insertion order contracts on file.
- SPECIFIC AD PLACEMENT CHARGE 15% OF SPACE RATE

**Talk to your Advertising Sales Representative about advertising in special sections throughout the year.**

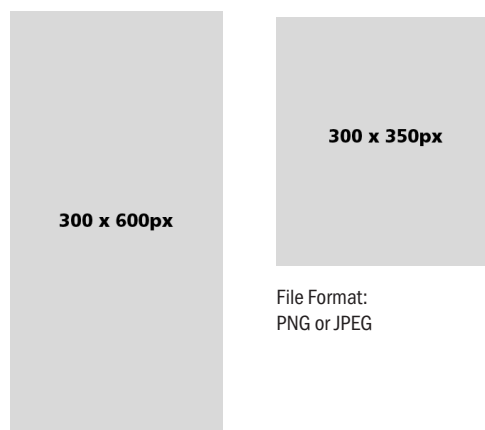
# Digital Opportunities

## Website Offerings:

We sell web banners on a weekly basis

- **Unique Visitors per Month:** 40,000+
- **Time Spent Range:** 2:20-3:00 minutes

| Website Banners  | Cost                 |
|------------------|----------------------|
| 300 x 350 Banner | \$800 per week NET   |
| 300 x 600 Banner | \$1,000 per week NET |



## Social Media:

Sponsored posts on SCI's social channels reach a highly engaged audience tuned in to the latest news and gear that affect their love of the outdoors. A following of 200,000 avid hunters and conservationists across Facebook, Instagram, Twitter and Youtube are thirsty for great outdoor content.

| Social Media | Cost        | Followers |
|--------------|-------------|-----------|
| Facebook     | \$2,000 NET | 187,000+  |
| Instagram    | \$500 NET   | 31,300+   |
| Twitter      | \$100 NET   | 10,700+   |
| Youtube      | \$300 NET   | 8,500+    |



File Format: PNG or JPEG

## SCI BI Weekly E Newsletter:

Subscribers love the clean format and limited advertising means your banner stands out.

- 135,000 SCI Members, 41% open rate, 2.6% click-thru rate.
- Banner positions 1 & 3 = 600x300 banner with 150 words of text and URL Banner 2 & 4 = 600w x 300h and URL

### Here are the current dates for the E-Newsletter.

- |   |  |
|---|--|
| <b>03/17/24</b> – Materials due: 3/4/24<br>600 x 300 & URL – Banner 2<br>600 x 300 w text – Banner 3        | <b>08/18/24</b> – Materials due: 8/12/24<br>600 x 300 & URL – Banner 2<br>600 x 300 w text – Banner 1        |
| <b>03/31/24</b> – Materials due: 3/18/24<br>600 x 300 & URL – Banner 2, 4<br>600 x 300 w text – Banner 1, 3 | <b>09/07/24</b> – Materials due: 9/2/24<br>600 x 300 & URL – Banner 2, 4<br>600 x 300 w text – Banner 1, 3   |
| <b>04/14/24</b> – Materials due: 3/26/24<br>600 x 300 & URL – Banner 2, 4<br>600 x 300 w text – Banner 3    | <b>09/21/24</b> – Materials due: 9/9/24<br>600 x 300 & URL – Banner 2, 4<br>600 x 300 w text – Banner 1, 3   |
| <b>04/28/24</b> – Materials due: 4/22/24<br>600 x 300 & URL – Banner 4<br>600 x 300 w text – Banner 3       | <b>10/05/24</b> – Materials due: 9/25/24<br>600 x 300 & URL – Banner 4<br>600 x 300 w text – Banner 1, 3     |
| <b>05/12/24</b> – Materials due: 5/6/24<br>600 x 300 & URL – Banner 4<br>600 x 300 w text – Banner 1, 3     | <b>10/19/24</b> – Materials due: 10/7/24<br>600 x 300 & URL – Banner 2, 4<br>600 x 300 w text – Banner 1, 3  |
| <b>05/26/24</b> – Materials due: 5/20/24<br>600 x 300 & URL – Banner 2, 4<br>600 x 300 w text – Banner 1    | <b>11/02/24</b> – Materials due: 10/25/24<br>600 x 300 & URL – Banner 2, 4<br>600 x 300 w text – Banner 1, 3 |
| <b>06/09/24</b> – Materials due: 5/27/24<br>600 x 300 & URL – Banner 2<br>600 x 300 w text – Banner 3       | <b>11/16/24</b> – Materials due: 11/4/24<br>600 x 300 & URL – Banner 4<br>600 x 300 w text – Banner 1        |
| <b>06/23/24</b> – Materials due: 6/17/24<br>600 x 300 w text – Banner 1, 3                                  | <b>11/30/24</b> – Materials due: 11/20/24<br>600 x 300 & URL – Banner 2, 4<br>600 x 300 w text – Banner 1, 3 |
| <b>07/07/24</b> – Materials due: 6/24/24<br>600 x 300 & URL – Banner 2, 4<br>600 x 300 w text – Banner 1, 3 | <b>12/07/24</b> – Materials due: 11/29/24<br>600 x 300 w text – Banner 1, 3                                  |
| <b>07/21/24</b> – Materials due: 7/15/24<br>600 x 300 & URL – Banner 4<br>600 x 300 w text – Banner 1, 3    | <b>12/21/24</b> – Materials due: 12/9/24<br>600 x 300 & URL – Banner 2, 4<br>600 x 300 w text – Banner 1, 3  |
| <b>08/04/24</b> – Materials due: 7/29/24<br>600 x 300 w text – Banner 1, 3                                  |  |



| SCI e-Newsletter                     | Cost        |
|--------------------------------------|-------------|
| 600 x300 Banner w/ link              | \$1,300 NET |
| 600 x 300 Banner w/ 150 word writeup | \$1,600 NET |

# Advertising Content Guidelines

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## Safari Publications will not publish advertising that:

- Contains the following phrases:
  - “100% success” (Unless attached to a past season/year, i.e., “100% success in 2018”)
  - “No kill, no pay”
  - “Guaranteed hunt”
  - “Guaranteed kill”
- Sells primate hunts or hunts for captive bred lions
- Offers hunting trophies for sale or live animals with scores
- Promotes raffles and giveaways (Unless an SCI promotion)
- Features hunts for a specific/individual animal (File photos and stock photos of a specific animal are acceptable. However, specific animals that are still alive & for which specific hunts can be booked will not be accepted)
- Solicits membership to organizations that compete with SCI for funding or are in conflict with SCI goals
- Might discredit SCI, hunters or the sport of hunting
- Sells services or products that are illegal or are believed by SCI to be unethical
- Appears to be disrespectful to wildlife
- Publicizes any contest or activity where cash or merchandise is awarded as prizes for killing wildlife
- Might be falsely construed as inferring the endorsement of SCI
- Implies specific ranking for a trophy animal in an SCI Record Book before the entries for that book are closed. (Only trophies actually listed in current Record Books can be advertised as No. 1)
- Makes false claims or is offensive
- Might be libelous or an attack on the character of individual or the goods, services or activities offered by others
- Promotes hunting companies owned or operated by persons charged with or convicted of game law violations

## Rate Policies for Safari Magazine & Safari Times

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### TERMS

No credit extended to first-time advertisers. All advertising costs must be paid in full before ad will run. Otherwise, payment is due NET 30 days from date of invoice.

### AGENCY COMMISSION

15% discount goes to recognized advertising agencies submitting standard agency insertion order forms plus digital art.

### DELINQUENT ACCOUNTS

Advertisers whose accounts with SAFARI Publications are 90 days past billing cannot advertise in either publication until their account has been brought to a zero balance and cash is presented for the next issue's advertisement. Accounts 120 days past billing are automatically turned over to a collection agency. Future advertising will not be accepted until the entire account (including all costs for the newly submitted ad) has been paid. Advertisers whose accounts have been turned over to a collection agency are permanently placed on a cash-only basis. In addition, these advertisers will not exhibit at Safari Club International conventions until their advertising account is paid in full. Interest of 1.5% per month (18% annually) is charged on accounts 30 days past billing.

### COPY & CONTRACT PROVISIONS

All advertisements are accepted and published by the Publisher on the representation that the advertisers and/or advertising agency are properly authorized to publish the entire contents & subject matter thereof. It is understood that the advertiser and/or advertising agency will indemnify and hold the Publisher harmless from and against any loss expense or other liability resulting from any claims or suits that may arise out of the publication of such advertisements. Publisher assumes no responsibility for insertion of incorrect key number or incorrect advertisement or omission of any advertisement. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of the rate card. SAFARI Publications reserves the right to decline or reject any advertising for any reason, at any time without liability, even though previously acknowledged or accepted.

# Advertising Material Specifications

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Ad duplications for other publications require written permission from the client & are subject to processing fees starting at \$45. Only ads generated by SCI's Art Department will be sent. SCI will not duplicate ads generated & produced by outside agents, whose agents should be contacted directly. All requests must be made at least one week in advance of the date required by the publication and are subject to SCI's production schedule. Rush ads will incur additional fees.

## ACCEPTABLE FORMATS

- Safari Publications accepts PDF & JPG files **only**
- Any other format will be reviewed on a per request basis & may require additional charges PDF/X-1a compliant files are preferred

## ACCEPTABLE TRANSFER METHODS

- WeTransfer.com, Dropbox, or email
- CD-ROM, DVD-ROM or any standard USB thumb drive

## ACCEPTABLE SOFTWARE APPLICATIONS

- Acrobat PDF/X-1a compliant files preferred. Save as Acrobat 4.0 PDF 1.3 and embed all fonts
- Adobe Photoshop flattened .jpg files

## FILE NAMING

- Name files in such a way to be clearly identifiable by issue of publication & customer name.  
Example: **14JF\_CompanyName.pdf**
- Do not use special characters in file name.  
Examples: / \* ' # ,
- File names should be kept as short as possible & include the program extension

## PROCEDURES

- Include a printout or .jpg of ad
- Scan at 300 DPI at 100%
- Color ads must be CMYK. NO spot colors accepted
- RGB and spot colors shift when converted to CMYK. There is no guarantee of color accuracy. Convert any RGB to spot colors or CMYK prior to submitting artwork.
- Non-bleed ads do not require crop marks.
- Set document to actual size
- Set bleed ads to the bleed size
- S.W.O.P.-certified proof must be submitted for color-matching printing

## SAFARI MAGAZINE PRINTING SPECIFICATIONS

- AAAA/MPA/ABP Offset Standard Specifications apply
- B&W SCREEN: 150 LPI, B&W DENSITY: Max. 100%
- 4C SCREEN: 150 LPI, 4C DENSITY: Max. 280%;  
Y 70% / M 70% / C 75% / K 65%
- ROTATION OF COLORS: Black, cyan, magenta, yellow

## MECHANICAL REQUIREMENTS

- Printing: Web Press
- Binding: Perfect Bound
- Trim Size: 7-3/4" x 10-3/4" / Live Matter 7" x 10"

# Contact

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