



**2026 Media Kit**

# Safari Club International

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

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**For more than 54 years, Safari Club International has been the leader in defending the freedom to hunt and promoting sustainable use wildlife conservation worldwide.**

Safari Club International (SCI) is the only hunting rights organization with a D.C.-based advocacy team focused on all species, both nationally and internationally. Backed by a worldwide network of chapters and affiliates, SCI reaches millions of hunters, leading efforts to protect hunting through legislation, litigation, and grassroots action. Its sister organization, SCI Foundation (SCIF), supports wildlife conservation, research, and rural leadership in North America, Africa, and Central Asia. SCI's Annual Hunters' Convention is the premier global event celebrating the freedom to hunt. In the U.S., SCI advocates on key issues like hunting access, predator management, traditional ammunition, and trophy import bans, while activating a vast network through the Hunter Advocacy Action Center (HAAC) and supporting pro-hunting lawmakers via SCI's Political Action Committee (SCI-PAC) and the Hunter Action Fund (SCI's superPAC).

Internationally, SCI fights import bans, firearm restrictions, and supports sustainable use of wildlife in conservation. Active across Africa, Canada, and Europe, SCI engages institutions like the EU and global forums such as CITES and SCIF's African Wildlife Consultative Forum. SCI uniquely defends all hunters for all species, everywhere, while amplifying local voices and promoting responsible stewardship. Its members are committed to preserving the hunting heritage for current and future generations. No matter how or where you hunt, SCI stands First for Hunters.

## The Six Pillars of SCI

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### ADVOCACY

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

### CONSERVATION

Supporting conservation through science-based research and programs that highlight the importance of the hunting community in society around the world.

### CONVENTION

The SCI Annual Hunters' Convention is the world's premier hunting celebration, uniting tens of thousands of hunters in support of freedom, conservation, and the outdoors.

### MEMBERSHIP

SCI defends hunting and conserves wildlife through chapters in 107 countries – for a combined strength of hunters across the globe.

### CHAPTERS

SCI's successes have been possible because of the organization's amazing Chapter network, which provides the money and manpower needed for SCI to accomplish its mission.

### HUNTING

Hunting is what we are protecting around the world every day. It is what binds all of us together and why SCI exists as an organization.

# Fighting For You, Every Day

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- ✓ Through the Hunter Advocacy Action Center (HAAC), SCI mobilizes over 100,000 advocates on hunting issues at local, national, and international levels.
- ✓ SCI invested over \$1.3 million through SCI-PAC and HAF to elect pro-hunting candidates and played key roles in passing Florida's right to fish and hunt amendment and defeating Colorado's hunting ban initiative.
- ✓ SCI successfully protected school hunter education and archery programs from government shutdowns.
- ✓ SCI leads in defending hunting access, holding officials accountable to a no-net-loss policy on public lands nationwide.
- ✓ SCI successfully blocked attempts in Congress to ban lion and elephant trophy imports and continues to fight efforts targeting leopard and elephant imports. Internationally, SCI works with partners to counter harmful trophy bans in the UK and EU. At the state level, SCI was key in defeating strict trophy import/export bans in Connecticut, New York, and California.
- ✓ SCI fights hunting closures and attacks on traditional methods, advocating for science-based predator management. This includes supporting delisting recovered gray wolves, opposing federal bans on predator contests, backing bear hunts nationwide (like in New Jersey), and securing support for mountain lion management in Washington to protect elk herds.
- ✓ SCI opposed efforts to limit nonresident hunting in states like New Mexico and Alaska, while supporting no-net-loss laws in Georgia and expanded Sunday hunting in other 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.
- ✓ At the CoP19 in Panama, SCI's expanded team successfully lobbied for sustainable use and against anti-hunting proposals. SCI/SCIF distributed a voting guide promoting science-based listings, sound trade regulations, and Indigenous Peoples and Local Communities (IPLC) participation. All efforts to undermine hunting as a conservation tool were defeated.
- ✓ SCI fights firearm restrictions that harm hunting—like those in California, Oregon, and Canada—through grassroots efforts, litigation, and support for gun rights amendments, such as in Iowa.
- ✓ SCI opposed the Biden Administration's lead ammo ban on 2 million acres of National Wildlife Refuges, prompting champions in Congress to introduce a bill protecting public land access.

# Success In Courtrooms & Capitals

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- ✓ SCI defended U.S. Fish and Wildlife Service import permits for sport-hunted leopards from Tanzania, Zambia, and Zimbabwe against challenges by anti-hunting groups.
- ✓ SCI and the NRA defended the U.S. Fish and Wildlife Service's decision to delist gray wolves and allow state-managed hunting, and were the first to appeal a court ruling overturning that delisting.
- ✓ SCI opposes firearm advertising and ownership restrictions that harm its members, suing California to overturn an unconstitutional ban on advertising firearms to minors.
- ✓ SCI successfully intervened to defend the removal of Louisiana black bears from the endangered list and support regulated hunting, winning dismissal of the lawsuit.
- ✓ SCI filed multiple Supreme Court briefs supporting hunters' rights and access in Alaska and opposes lead ammo bans that restrict hunting, intervening with the NRA in a case against such a ban in Kaibab National Forest.
- ✓ SCI sued the Biden Administration over hunting bans on Alaska's National Wildlife Refuges and Preserves.
- ✓ SCI, the New Jersey Outdoor Alliance, and Sportsmen's Alliance Foundation sued to reopen black bear hunting on New Jersey public lands. In 2022, the governor reinstated the hunt, admitting the closure was a mistake.
- ✓ SCI intervened to protect hunters' personal information, helping secure a ruling that blocks its disclosure.
- ✓ SCI and the NRA sued the Biden Administration, winning a case that stops the U.S. Fish and Wildlife Service from banning sport-hunted wildlife imports nationwide without notice. They also defended import permits for sport-hunted elephants and lions against anti-hunting challenges.

# 2026 SCI Convention

The 54th annual SCI Convention in Nashville promises to be the benchmark in the industry for all hunters, collectors of fine firearms and art for any outdoors enthusiast. The SCI Convention is the place to find just about anything a hunting family could ever dream of. For 2026, the SCI Convention is embracing even more of the city of Nashville extending past the Music City Center to explore the heart of the downtown scene. These moments of exploration in famed buildings like the Ryman Theatre will create a once-in-a-lifetime memory for all attendees. The SCI Convention is truly a place where all hunters are welcomed, embraced-and celebrated as true conservationists.

Widely considered the “Ultimate Sportsman’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 hall closes, the evenings’ fun and excitement kicks into high gear! Members come together to celebrate the accomplishments of the organization with amazing food, drinks, and a world class production that keeps the audience engaged and delighted. SCI’s exclusive events also feature auction items, including collectable firearms, once-in-a-lifetime hunts, the finest wildlife artwork and more. Each night ends with a curated collective entertainment experience, from the electric air of Broadway to an exclusive night with one of country music’s top recording artists, members have a front row seat to extraordinary live performances.

SCI will once again take over downtown Nashville with over 24 hotels waiting to welcome members and guests. The city of Nashville is within driving distance for 50% of the United States population, making this convention a must-see year over year for all members. Nashville continues to extend a warm welcome to the SCI Convention, this city has it all – food, fun, music... The Hunt for your perfect adventure is found at the 2026 SCI Convention!



## MUSIC CITY CENTER

**DATE:** February 18 – 21, 2026

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

**EXHIBITORS ATTENDING:** 950+

**ATTENDANCE:** 18,000+

**REGISTER TODAY AT**

**SAFARICLUB.ORG/CONVENTION**

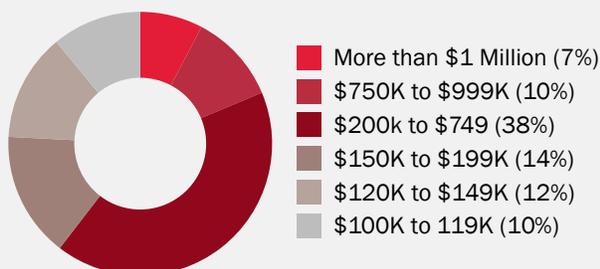
or call + 1 (888) 746-9724



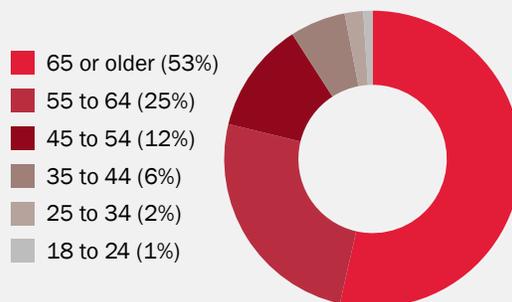
# Demographics

## INCOME

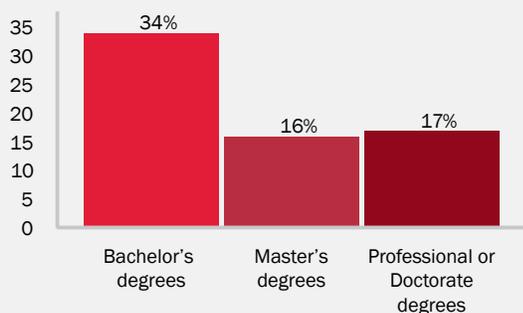
An overwhelming majority of our readers either own their own businesses, or are professionals or executives.



## AGE



## EDUCATION

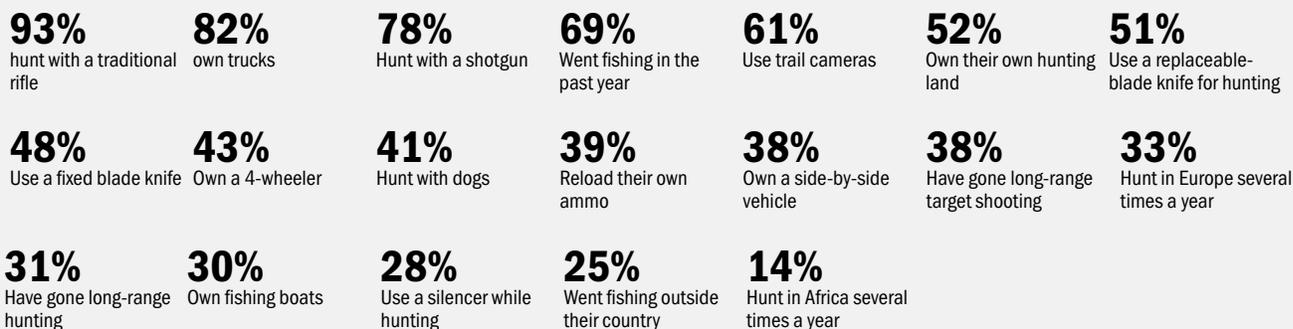


## TRAVEL

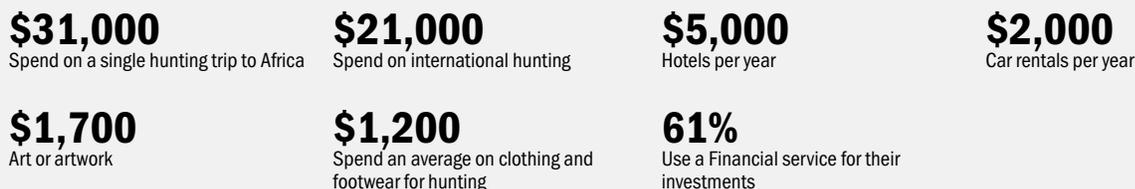
On average SCI members travel 32 days with 1 trip overseas per year and spend an average of \$18,000+



## LIFESTYLE



## BUYING & INVESTING HABITS



# Demographics

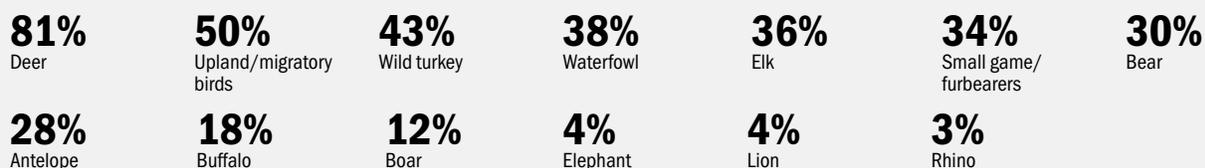
## ACTIVITIES - HUNTING TYPE



## TIME SPENT ANNUALLY



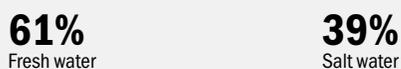
## SPECIES



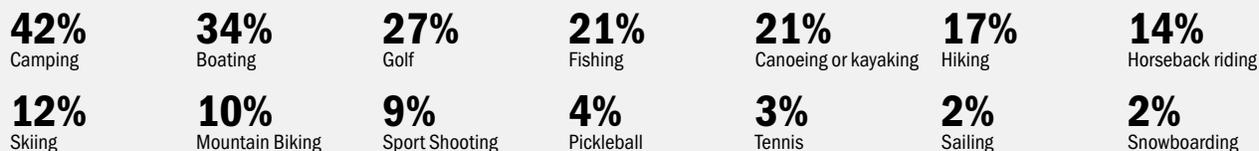
## DREAM HUNT SPECIES



## FISHING TYPE



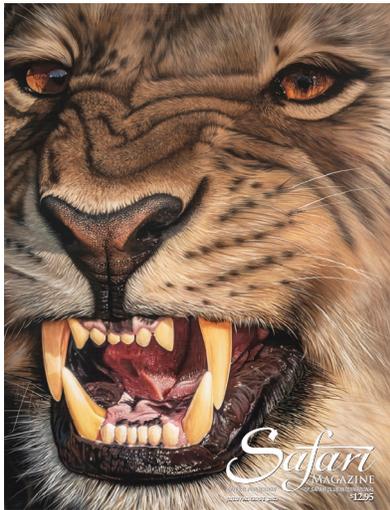
## ACTIVITIES - OUTSIDE OF HUNTING



## ALCOHOLIC BEVERAGES

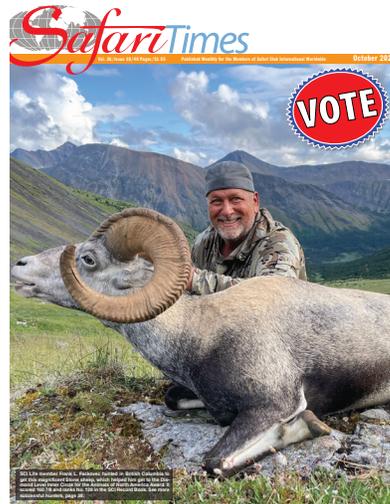


# Print Opportunities



## SAFARI MAGAZINE

SCI's award-winning, flagship publication delivers the most amazing hunting stories from around the world to SCI members seven times a year. SAFARI is packed with articles and columns reflecting 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, seminar descriptions and more.

# Safari Magazine (Bi-Monthly)

## Covers

2nd or 3rd	\$4,217	4th	\$4,818
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## 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	3" x 2 1/8"	\$58
2/3 Page	\$305	1/4 Page	\$187	1" x 2 1/8"	\$58
1/2 Page	\$263	1/6 Page	\$161	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 3/8" x 10 1/4"	7.7" x 10.5"
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 5/8"	8" x 5 1/2"
1/2 Page Vertical	4 9/16" x 7 7/8"		
1/3 Page Vertical	2 7/8" 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 7/8" x 4 7/8"		
1/6 Page Horizontal	4 9/16" x 2 7/16"		

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

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

**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

### • Hunting Optics Special Section

The latest binos, rifle scopes, spotting scopes, rangefinders and tips to use them like a pro.

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

### • The Deer Issue

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

### • Wingshooting Special Section

Explore the world's best waterfowl 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.

## 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"

**CIRCULATION RATE: 43,261 | DOMESTIC NUMBER: 37,449 | ABROAD NUMBER: 5,812**

## 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".

**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.

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

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

### Website Banners

- We offer 1 banner that will rotate on our Home Page.
- Size 1000 by 250
- Cost = \$1,200 per week

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
1000x250 Banner	\$1,200 per week NET



File Format: PNG or JPEG

## 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

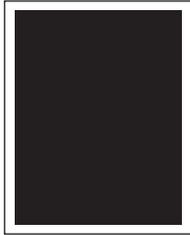
### Here are the current dates for the E-Newsletter.

- |                                                                                                                |                                                                                                                |
|----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <b>01/4/2026</b> – Materials due: 12/23/25<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 1, 3  | <b>07/05/2026</b> – Materials due: 06/23/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 1, 3 |
| <b>01/18/2026</b> – Materials due: 01/06/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 1, 3 | <b>07/19/2026</b> – Materials due: 07/07/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 1, 3 |
| <b>02/01/2026</b> – Materials due: 01/20/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 1, 3 | <b>08/02/2026</b> – Materials due: 07/21/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 1, 3 |
| <b>02/15/2026</b> – Materials due: 02/03/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 1, 3 | <b>08/16/2026</b> – Materials due: 08/04/26<br>600 x 300 & URL - Banner 4<br>600 x 300 w text - Banner 1, 3    |
| <b>03/1/2026</b> – Material due: 02/17/26<br>600 x 300 & URL - Banner 4<br>600 x 300 w text - Banner 1, 3      | <b>08/30/2026</b> – Materials due: 08/18/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 1, 3 |
| <b>03/15/2026</b> – Materials due: 03/03/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 1, 3 | <b>09/13/2026</b> – Materials due: 08/30/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 1, 3 |
| <b>03/29/2026</b> – Materials due: 03/17/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 1, 3 | <b>09/27/2026</b> – Materials due: 09/13/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 1, 3 |
| <b>04/12/2026</b> – Materials due: 03/31/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 1, 3 | <b>10/11/2026</b> – Materials due: 09/27/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 1, 3 |
| <b>04/26/2026</b> – Materials due: 04/14/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 1, 3 | <b>10/25/2026</b> – Materials due: 10/13/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 1, 3 |
| <b>05/10/2026</b> – Materials due: 04/28/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 3    | <b>11/08/2026</b> – Materials due: 10/27/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 3    |
| <b>05/24/2026</b> – Materials due: 05/12/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 1, 3 | <b>11/22/2026</b> – Materials due: 11/10/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 1, 3 |
| <b>06/07/2026</b> – Materials due: 05/26/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 1, 3 | <b>12/06/2026</b> – Materials due: 11/24/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 1, 3 |
| <b>06/21/2026</b> – Materials due: 06/09/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 1, 3 | <b>12/20/2026</b> – Materials due: 12/08/26<br>600 x 300 & URL - Banner 2, 4<br>600 x 300 w text - Banner 1, 3 |

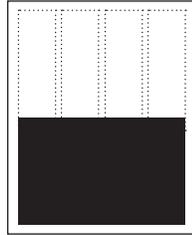
# Convention Dailies

- Reach 15,000+ SCI Convention Attendees through the pages of our Dailies. The Dailies are four daily newspapers, produced at Convention, distributed by hand each morning at the entrances of the exhibit hall and to exhibitor booths.

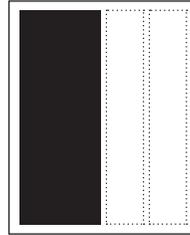
- Costs are the following: (Note: Day 1, Day 2, Day 3, and Day 4) Cost below are PER DAY.
- Closing Date December 15
- Materials Due December 29



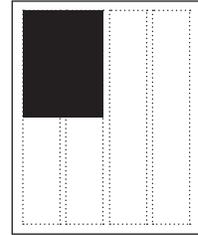
**Full Page**  
 Color: \$2,700  
 B&W: \$1,990  
 Specs: 4 Col x 13"  
 or 10 1/8" wide



**1/2 Page Horz**  
 Color: \$1,360  
 B&W: \$1,000  
 Specs: 4 Col x 6 1/2"  
 or 10 1/8" wide



**1/2 Page Vertical**  
 Color: \$1,360  
 B&W: \$1,000  
 Specs: 2 Col x 13"  
 or 5 inches wide



**1/4 Page**  
 Color: \$840  
 B&W: \$502  
 Specs: 2 Col x 6 1/2"  
 or 5 inches wide

## TIPS FOR DESIGNING ADS FOR NEWSPRINT

**Designing for newsprint is different than other mediums because the final outcome depends on designing for highly absorbent paper.**

- Allow for a dot gain of up to 30%
- Do not convert color ads to black and white, design the ad in black and white
- Lighten mid-tones in images
- Do not use fonts smaller than 10pt
- Avoid reversed type smaller than 10pt san-serif and 18pt serif or light font

## ACCEPTABLE SOFTWARE APPLICATIONS

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

**Name your ad by your company name and send an e-mail to [publicationads@safariclub.org](mailto:publicationads@safariclub.org), with the name of the file you uploaded to confirm the ad has been uploaded and received.**

## DESIGN SERVICES

Advertisers who need layout, design, typesetting, halftones, or other ad production services required for printing may have their ads designed for the following charges.

### For most layouts, design and type:

Full Page	\$330.00	5 inches	\$153.00
1/2 Page	\$250.00	3 inches	\$55.00
1/4 Page	\$178.00	2 inches	\$55.00
1 inch	\$55.00		

Ask for quotes on other sizes and complicated ads. Charges for photographic work (color conversions to black & white or retouching) and copywriting are in addition to production charges. 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.

Convention daily news cannot be held responsible for returning materials provided for production.

# Convention Directory

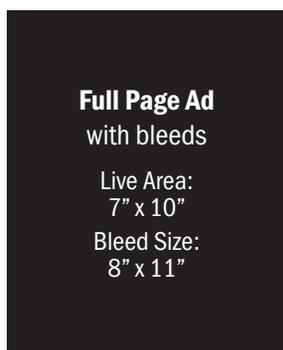
- Reach 15,000+ SCI Attendees through the Directory. This annual special publication is the member's complete guide to SCI's award-winning Convention and includes the schedule of events, exhibitor listings, floor map, seminar descriptions and more.
- Ad Closing Date: November 20th, 2025
- Material Due Date: December 4th
- Space is sold on a first-come, First-served basis
- Limited advertising space is available

## MECHANICAL REQUIREMENTS

- Binding: Saddle stitch Trim Size: 7 3/4" x 10 3/4"
- BLEEDS ON FULL PAGE ADS ONLY

## PREFERRED MATERIALS

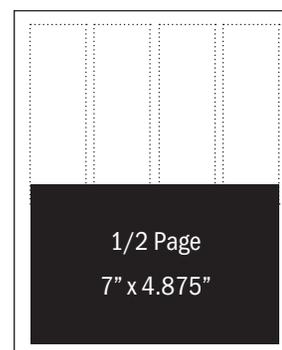
- PDF/X-1a compliant files
- NO ARTBOARDS, FILM OR NATIVE FILES ARE ACCEPTED**



**Full Page**  
Color: \$2,025  
B&W: \$1,400  
Specs: Full Page ad with  
Bleed (Live area: 7"x10")  
Bleed size 8"x11"



**Full Page**  
Color: \$2,025  
B&W: \$1,400  
Specs: Full Page ad no Bleed  
7"x10"



**1/2 Page**  
Color: \$1,155  
B&W: \$900  
Specs: 7"x4.875"

## VERBAL ORDERS ARE NOT BINDING

All orders and instructions MUST BE RECEIVED IN WRITING ALONG WITH PREPAYMENT PRIOR TO CLOSING DATE. NO SPECIAL POSITION REQUESTS ACCEPTED

## CANCELLATIONS

Orders may not be cancelled after closing date.

## AD PREPARATION COSTS

Advertisers needing layout, design, type, photo halftones or any other service required to prepare their ad for printing are subject to the following charges.

**For most layouts, design and type:**

**Full Page: \$400 1/2 Page: \$250**

Revisions to existing ads are charged on the basis of work done by a ratio not to exceed the cost of a new ad space. Minimum charge is \$35. Publisher cannot be held responsible for returning materials provided for production.

## COPY AND 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 and 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 which conflict with provisions of the rate card. Publisher reserves the right to decline or reject any advertising for any reason, at any time without liability, even though previously acknowledged or accepted.

# 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

## 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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We're ready to dig in and find the Safari Club International sponsorship opportunity that delivers real impact for you.

**David Hawkey**, Director of Sales  
Office: (210) 767-9731  
[dhawkey@scifirstforhunters.org](mailto:dhawkey@scifirstforhunters.org)

**Dan Rabaja**, Advertising Sales Manager  
Office: (210) 767-9739  
[drabaja@scifirstforhunters.org](mailto:drabaja@scifirstforhunters.org)

**Dan Swenson**, Advertising Sales Manager  
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**Lisa Neely**, Advertising Sales Manager  
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**Jason Unger**, Advertising Sales Manager  
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**Jaime Rodriguez**,  
Corporate Sponsorship Administrator  
Office: (210) 767-9744  
[jrodriguez@scifirstforhunters.org](mailto:jrodriguez@scifirstforhunters.org)

**Marisa Garcia**, Production Administrator  
Office: (520) 798-4898  
[mgarcia@scifirstforhunters.org](mailto:mgarcia@scifirstforhunters.org)