SAFARI CLUB INTERNATIONAL

RATE CARD
& Technical Specifications

Safari Magazine
Digital Solutions

Safari Times
We Put You In Front Of Affluent Hunters In Every Way Possible.

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 affluent outdoorsmen and women containing a broad mix of hunting, fishing, gun and product reviews, wildlife art, international travel and more.

SAFARI AWARDS ISSUE
This special annual issue of SAFARI Magazine is for everyone who is or aspires to be a recognized big game hunter. In addition to featuring the world’s most accomplished hunters, the Awards issue guides readers down the path of documenting their hunting heritage.

SAFARI TIMES
This monthly tabloid-size color newspaper presents important and timely information concerning hunters’ rights, national and international legislation and club news. Local SCI Chapter activities are featured, as well as education, conservation and wildlife management efforts.

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.

E-NEWSLETTER
SCI News is SCI’s bi-weekly e-newsletter. Distribution includes SCI Members plus opt-ins. SCI News has an average open rate between 25-30%.

DIGITAL
SCI continues to add new and exclusive digital advertising opportunities including native articles. SCI will continue unveiling innovative and targeted digital opportunities marketing your products and services to our highly affluent audience.

SCI CORPORATE SPONSORSHIPS
Tailor a marketing solution specific to your needs. Combine components such as conventional and digital advertising, special event and location sponsorships during the SCI Convention, Record Book award sponsorships, mailings, promotion of your brand to all SCI members and more.

MERCHANDISE LICENSING/SCI ONLINE STORE
Brand your gear with the respected and iconic SCI logo or place your items for sale on our website. Contact Forrest Cheek directly for pricing options: 520-306-0181; email FCheek@safariclub.org.

See accompanying details or ask your Account Executive.
Be sure to inquire about earning Convention Points for advertising.
**Reader Demographics**

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

**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
- Nearly 14% collect antique firearms
- Almost 20% collect antique duck decoys

**Activities**

<table>
<thead>
<tr>
<th>Hunting Type</th>
<th>Time Spent Annually</th>
</tr>
</thead>
<tbody>
<tr>
<td>94% Rifle</td>
<td>42% hunt up to 20 days</td>
</tr>
<tr>
<td>37% Bow</td>
<td>43% hunt up to 50 days</td>
</tr>
<tr>
<td>14% Handgun</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Species</th>
<th>Time Spent Annually</th>
</tr>
</thead>
<tbody>
<tr>
<td>65% whitetail</td>
<td>46% upland game</td>
</tr>
<tr>
<td>31% mule deer</td>
<td>28% elk</td>
</tr>
<tr>
<td>24% African plains game</td>
<td>10% Big Five</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fishing Type</th>
<th>Time Spent Annually</th>
</tr>
</thead>
<tbody>
<tr>
<td>52% inshore</td>
<td>64% fish up to 20 days</td>
</tr>
<tr>
<td>29% offshore</td>
<td>17% fish up to 50 days</td>
</tr>
<tr>
<td>25% bass / 24% fly</td>
<td></td>
</tr>
</tbody>
</table>

**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.

**Reading Practices**
An impressive 88% spend an average of three hours reading each issue of SAFARI Magazine.
SAFARI is the premier magazine enjoyed by the international hunting community. It is where hunters turn to read about each other’s exciting hunts and to gain authoritative insight on premium destinations, services and equipment. Because SAFARI is a membership magazine, its readers have self-identified the high end hunting industry as an important and integral part of their lives.

Word of mouth is an important byproduct of your advertising investment and SCI Members are leading purchase influencers. Fully 82% of our readers share SAFARI Magazine and hunting information with fellow hunters.

SAFARI Magazine is consistently recognized for its high standard of excellence and serves as a benchmark for the industry.

SAFARI is a lavishly illustrated, perfect-bound, coffee table-style magazine. Published on heavy, glossy stock, SAFARI has an enduring shelf life.

EDITORIAL CALENDAR

JANUARY/FEBRUARY
“Convention Exhibitors”
Immediately precedes the Ultimate Hunters’ Market® with extra coverage on the goods and services exhibited at the SCI Annual Convention.

MARCH/APRIL
“Fishing Destinations and Gear”
Not every fisherman hunts, but almost every hunter fishes. Bonus coverage in this issue on worldwide big game fishing.

MAY/JUNE
“Resorts & Destinations,” “Optics”
Find the ultimate place to relax and rejuvenate after an intense hunting season and learn what you need to know when it comes to choosing premium hunting optics for the upcoming season.

JUNE AWARDS
“Dangerous Game,” “Products & Services Preview”
The excitement of dangerous game fills this issue as well as previews of those new products and services important to SCI Members.

JULY/AUGUST
“Wingshooting & Shotgunning”
Find the world’s best wingshooting and learn about the guns, loads and shooting techniques that make you a better wing shot.

SEPTEMBER/OCTOBER
“Deer Hunting,” “Beyond the Hunt”
Focused coverage on hunting the many types of deer found all around the world. Bonus coverage on personal protection, home defense and concealed carry.

NOVEMBER/DECEMBER
“Safari Inspired Art”
Not just paintings—coverage in this issue includes the finest sculpture, paintings, taxidermy, engraving, leatherworking, jewelry and more.
Safari Magazine Ad Rates & Specifications

Ordering Information:
Space is sold on a first-come, first-served basis with priority given to advertisers on contract for three or more insertions. All rates are in USD.

Note 1: Verbal orders are not binding.
All orders & instructions, whether for contracts or single insertions, MUST BE RECEIVED PRIOR TO CLOSING DATE.

Note 2: No multiple-insertion discounts given without multiple-insertion order contracts on file.

Note 3: SPECIFIC AD PLACEMENT CHARGE 15% OF SPACE RATE

Ad Deadlines: Issue Closes Materials Due
January/February November 1 November 5
March/April January 1 January 5
May/June March 1 March 5
Awards Issue April 1 April 5
July/August May 1 May 5
September/October July 1 July 5
November/December September 1 September 5

Cancellations: Orders may not be canceled after closing date.

Magazine Advertising Rates

COVERS
2nd or 3rd 4th
Issue $4,016 $4,588 Contracted on 7 issues only. Contracted on 7 issues only.

Color Rates
Size 1 Issue 3 Issues 6 Issues

Black & White Rates
Size 1 Issue 3 Issues 6 Issues

WHERE TO GO (CLASSIFIEDS) RATES
Space charges as follows: B&W - 1": $115, 2": $225, 3": $335.
Color - 1": $165, 2": $275, 3": $385.
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.
4C SCREEN: 150 LPI, 4C DENSITY: Max. 280%.
COLOR: Black, cyan, magenta, yellow.
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**

**IMPORTANT NEWS FOR ALL HUNTERS.**

*Safari Times* is the news arm of SCI, presenting timely information of interest and importance to the organization’s members and all hunters. In addition to hunting, SCI Members are actively involved in local, national and international conservation projects, anti-poaching, wildlife management, outdoor education and legislation concerning wildlife and hunters’ rights. *Safari Times* brings information on those subjects to SCI Members every month in a full-color tabloid-size format. Ads in *Safari Times* reach the most passionate hunters.

Special advertorial sections are an added value opportunity for clients running full or half-page color ads on products or services consistent with the theme of the special section. Advertorial material should consist of 100 words plus 2 photos. All advertorial material is due on or before the advertising materials due date. Advertorial materials received after the materials deadline will not be included in the Special Section. *Safari Times* reserves the right to edit advertorial material.

**EDITORIAL CALENDAR***

As a true newspaper, the editorial calendar is whatever is important in the world of hunting, wildlife conservation and advocacy at any given moment, assuring your ads are seen by the most engaged hunters.

**Special Advertorial Sections**

**JUNE**

“Fishing”
See where to hook-up with the greatest catch.

**JULY**

“Texas Hunting”
Everything’s bigger in Texas, and this is one of the biggest Special Sections in Safari Times.

**AUGUST**

“Canada Hunting”
From sea to sea, Canada offers SCI Members some of the most diverse hunting, travel and adventure opportunities

**OCTOBER**

“Deer Hunting”
Find out where to get the biggest bucks..

**SCI’S FULL DESIGN STUDIO IS AVAILABLE TO PREPARE YOUR AD**

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.

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>SCI DESIGN CHARGES:</th>
<th>For most layouts, design, type:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$330</td>
<td>$55</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$290</td>
<td>$55</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$250</td>
<td>$55</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$178</td>
<td>$55</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$153</td>
<td>$55</td>
</tr>
<tr>
<td>3” x 2-1/8”</td>
<td>$55</td>
<td>$55</td>
</tr>
<tr>
<td>2” x 2-1/8”</td>
<td>$55</td>
<td>$55</td>
</tr>
</tbody>
</table>

For each photo scanned there is a $15 charge.

*Ask your account executive about our special advertorial sections in each issue.*

See accompanying details or ask your Account Executive.
Be sure to inquire about earning Convention Points for advertising.
**Safari Times Ad Rates & Specifications**

*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 & local, national & international legislation concerning wildlife & hunters' rights. Regular columnists include SCI officers, outdoor writers & legislative experts.

### Ordering Information:

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

**Note 1:** Verbal orders are not binding. All orders & instructions, whether for contracts or single insertions, **MUST BE RECEIVED IN WRITING PRIOR TO CLOSING DATE.**

**Note 2:** No multiple-insertion discounts given.

**Note 3:** SPECIFIC AD PLACEMENT CHARGE 15% OF SPACE RATE

### SAFARI TIMES NEWSPAPER CLOSING DATES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CLOSES</th>
<th>MATERIALS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>December 1</td>
<td>December 5</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>January 1</td>
<td>January 5</td>
</tr>
<tr>
<td>MARCH</td>
<td>February 1</td>
<td>February 5</td>
</tr>
<tr>
<td>APRIL</td>
<td>March 1</td>
<td>March 5</td>
</tr>
<tr>
<td>MAY</td>
<td>April 1</td>
<td>April 5</td>
</tr>
<tr>
<td>JUNE</td>
<td>May 1</td>
<td>May 5</td>
</tr>
<tr>
<td>JULY</td>
<td>June 1</td>
<td>June 5</td>
</tr>
<tr>
<td>AUGUST</td>
<td>July 1</td>
<td>July 5</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>August 1</td>
<td>August 5</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>September 1</td>
<td>September 5</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>October 1</td>
<td>October 5</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>November 1</td>
<td>November 5</td>
</tr>
</tbody>
</table>

Cancellations: Orders may not be canceled after closing date.

**NEWSADVERTISING RATES**

**GENERAL DISPLAY RATES FOR BLACK and WHITE and 4/COLOR ADS**

SAFARI TIMES advertising space is sold by the column inch.

### Color Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Per Issue – B/W</th>
<th>Per Issue – 4/C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,246</td>
<td>$2,948</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,148</td>
<td>$1,507</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$587</td>
<td>$770</td>
</tr>
<tr>
<td>1 Col Inch</td>
<td>$48</td>
<td>$63</td>
</tr>
</tbody>
</table>

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%.

**Mechanical Requirements:** Printing: Web Press

Talk to your Advertising Sales Representative about advertising in special sections throughout the year.
Safari Publications accepts PDF & JPG files only. Any other format will be reviewed on per request basis & may require additional charges. PDF/X-1a compliant files are preferred. Safari Publications no longer accepts film, artboards or native files.

**Advertising Material Specifications**

*Ad duplications for other publications require written permission from the client & are subject to processing fees starting at $45.00. Only ads generated by SCI's Art Department will be sent. SCI will not duplicate ads generated & produced by outside agents. Those agents should be contacted directly. All requests must be made at least one week in advance of the date required by the publication, & are subject to SCI's production schedule. Rush ads will incur extra fees.*

**ACCEPTABLE TRANSFER METHODS**
- WeTransfer.com, Drop box, 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 embed all fonts
- Adobe Photoshop flattened jpg files

**FILE NAMING PROCEDURES**
- Name files in such a way to be clearly identifiable by issue of publication & customer name. Examples: 14F_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**
- Provide a printout of ad.
- Scan at 300 DPI used at 100%.
- Color ads must be CMYK. All publications are printed in CMYK. No spot colors will be accepted. RGB & spot colors shift when converted to CMYK. There is no guarantee of color accuracy. Convert any RGB or spot colors to CMYK prior to submitting artwork.
- Non-bleed ads do not require crop marks. Please set document to actual ad size.
- Bleed ads need to be made at the bleed size. Check ad sizes for the correct measurements.
- S.W.O.P. certified proof must be submitted for color-matching printing.

**Advertising Content Guidelines**

*Safari Publications will not publish advertising:
- specific hunts can be booked will not be accepted).
- Ads promoting membership in organizations that compete with SCI for funding or are in conflict with its goals.
- Ads that might discredit SCI, hunters or the sport of hunting.
- Ads for services or products that are illegal or are believed by Safari Club to be unethical.
- Ads that might appear to be disrespectful of wildlife.
- Ads publicizing any contest or activity where cash or merchandise is awarded as prizes for killing wildlife.
- Ads that might be falsely construed as inferring the endorsement of SCI.
- Ads that imply 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.)
- Advertising that makes false claims, or is vulgar, suggestive or offensive.
- Advertising that might be libelous or an attack on the character of individuals or the goods, services or activities offered by others.
- Advertising for hunting companies owned or operated by persons charged with or convicted of game law violations.
- Advertising hunts for captive bred lions.

**Rate Policies for Safari Magazine & Safari Times**

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 & 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 & hold the Publisher harmless from & against any loss expense or other liability resulting from any claims or suits that may arise out of the publication of such advertisements.

**TERMS, DISCOUNTS**

No credit extended to first-time advertisers. All advertising costs must be paid in full before ad will run. A 2% discount is available for established advertisers when payment of entire ad run is paid before first insertion. 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. Additional 2% cash discount on net for payment sent with order.

**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 & cash is presented for the next issue's advertisement.

**Publications reserves the right to decline or reject any advertising for any reason, at any time without liability, even though previously acknowledged or accepted.**
## Accolades

Our publications are internationally recognized for our commitment to quality.

<table>
<thead>
<tr>
<th><strong>MarCom Platinum Award</strong></th>
<th><strong>Communicator Award</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>2019 <em>Safari</em> Magazine</td>
<td>2016 Award for Print Magazine Ad</td>
</tr>
<tr>
<td>2014 <em>Safari</em> Magazine</td>
<td>2016 SCI Official Group Facebook Page</td>
</tr>
<tr>
<td>2014 <em>Hunt Now! e-newsletter</em></td>
<td>Overall Design Award,</td>
</tr>
<tr>
<td></td>
<td>2015 <em>Safari</em> Magazine</td>
</tr>
<tr>
<td>2006 <em>Safari</em> Magazine</td>
<td>Excellence Award,</td>
</tr>
<tr>
<td>2005 <em>Safari</em> Magazine</td>
<td>2006 <em>Safari</em> Magazine</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th><strong>Hermes Award</strong></th>
<th><strong>Communicator Award</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hermes Award,</td>
<td>Overall Design Award,</td>
</tr>
<tr>
<td>2015 <em>Hunt Now! e-newsletter</em></td>
<td>2015 <em>Safari</em> Magazine</td>
</tr>
<tr>
<td>Platinum Award,</td>
<td>Excellence Award,</td>
</tr>
<tr>
<td>2007 <em>Safari</em> Magazine</td>
<td>2006 <em>Safari</em> Magazine</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Media Achievement Award</strong></th>
<th><strong>Communicator Award</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Award of Distinction,</td>
<td>Overall Design Award,</td>
</tr>
<tr>
<td>2007 <em>Safari</em> Magazine</td>
<td>2015 <em>Safari</em> Magazine</td>
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</tbody>
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<table>
<thead>
<tr>
<th><strong>AVA Digital Gold Award</strong></th>
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<tbody>
<tr>
<td>2015 <em>Hunt Forever</em> Blog</td>
</tr>
</tbody>
</table>
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