



2025 Media Kit

Safari Club International

The world's most influential pro-hunting organization

For over 53 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 over 153 chapters and affiliate networks representing millions of hunters around the world. The conservation projects of SCI's sister organization, SCI Foundation (SCIF), supports 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 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

ADVOCACY

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

CONSERVATION

Since 2000, the 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, 151 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

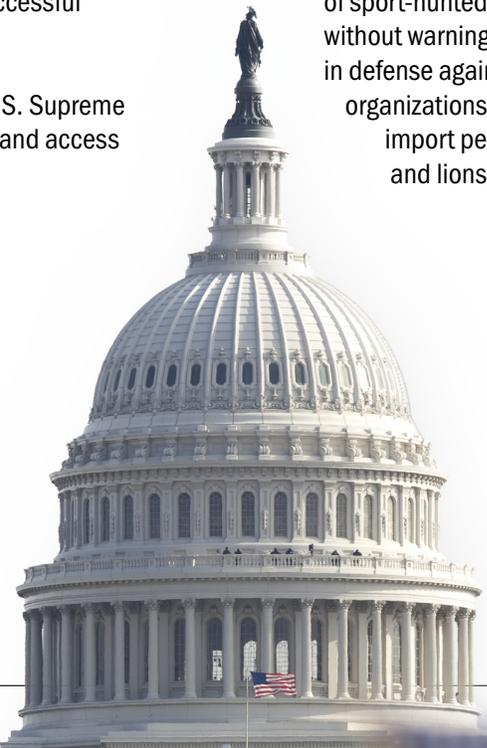
Hunting is what binds all of us together and to SCI. That's why we exist as an organization and that is what we are protecting around the world every day of the week, every week of the year and every year from here to eternity.

Fighting For You, Every Day

- ✓ Through the Hunter Action Advocacy Center (HAAC), SCI educates and activates over 100,000 advocates around local, national and international issues being debated in legislatures.
- ✓ SCI spent over \$1.3mil through SCI-PAC and HAF to elect pro-hunting candidates in the White House, U.S. Senate and U.S. House. In addition, SCI played a critical role in passing a right to fish and hunt constitutional amendment in Florida and in defeating a hunting ban ballot initiative in Colorado.
- ✓ SCI successfully defended hunter education and archery in school programs against closures made by government bureaucrats.
- ✓ SCI is the leader in defending hunting access, holding government officials, 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 opposed efforts by the Biden Administration's 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

- ✓ 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 Biden Administration's 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 Biden Administration's 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.



2025 SCI Convention

The 53rd 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 2025 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 2025 SCI Convention!!

MUSIC CITY CENTER

DATE: January 22nd - January 25th

EXHIBIT SPACE: 182,400 SQ FT

EXHIBITORS ATTENDING: 870

ATTENDANCE: 15,000+



THE HUNT STARTS HERE

THE 2025 SCI CONVENTION

JANUARY 22 - 25, 2025 IN NASHVILLE, TN AT THE MUSIC CITY CENTER

REGISTER TODAY AT [SAFARICLUB.ORG/CONVENTION](https://www.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.

- Earn more than \$1 Million: 7%
- Earn more than \$750K: 10%
- Earn more than \$200k: 38%
- \$150K to \$199K: 14%
- \$120K to \$149K: 12%
- \$100K to 119K: 10%

EDUCATION

- 34% - Bachelor's degrees
- 16% - Master's degrees
- 17% - Professional or doctorate degrees

AGE

- 65 or older: 53%
- 55 to 64: 25%
- 45 to 54: 12%
- 35 to 44: 6%
- 25 to 34: 2%
- 18 to 24: 1%

TRAVEL

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

- Fly Private – 8.4 times a year
- Yacht – 6.2 times a year
- Hotel – 14.4 times a year
- Car Rental – 7 times a year
- Private Travel Agency – 2.8 times a year

LIFESTYLE

- 93% hunt with a traditional rifle
- 82% own trucks
- 78% hunt with a shotgun
- 69% went fishing in the past year
- 61% use trail cameras
- 52% own their own hunting land
- 51% use a replaceable-blade knife for hunting
- 48% use a fixed blade knife
- 43% own a 4-wheeler
- 41% hunt with dogs
- 39% Reload their own ammo
- 38% own a side-by-side vehicle
- 38% have gone long-range target shooting
- 33% hunt in Europe several times a year
- 31% have gone long-range hunting
- 30% own fishing boats
- 28% use a silencer while hunting
- 25% went fishing outside their country
- 14% hunt in Africa several times a year

BUYING & INVESTING HABITS

- \$31,000 – Spend on a single hunting trip to Africa
- \$21,000 – Spend on international hunting
- \$5,000 – Hotels per year
- \$2,000 – Car rentals per year
- \$1,700 – Art or artwork
- \$1,200 - Spend an average on clothing and footwear for hunting
- 61% use a Financial service for their investments

Demographics

ACTIVITIES

Hunting Type

- 93% Rifle
- 78% Shotgun
- 30% Muzzleloader
- 27% Bow
- 26% Crossbow
- 22% Handgun
- 17% Modern Sporting Rifle or AR 15

SPECIES

- 81% Deer
- 50% Upland/migratory birds
- 43% Wild turkey
- 38% Waterfowl
- 36% Elk
- 34% Small game/furbearers
- 30% Bear
- 28% Antelope
- 18% Buffalo
- 12% Boar
- 4% Elephant
- 4% Lion
- 3% Rhino

DREAM HUNT SPECIES

- #1 - Sheep/ram/goats
- #2 - Buffalo/bison
- #3 - Elk
- #4 - Moose

FISHING TYPE

- 61% Fresh water
- 39% Salt water

TIME SPENT ANNUALLY

- 47% spent 1-5 days hunting waterfowl (mean average 10.3 Days)
- 41% spent 31-100 days hunting (mean average 46.8 Days)
- 29% Spent 6-10 days hunting deer (mean average 16 Days)

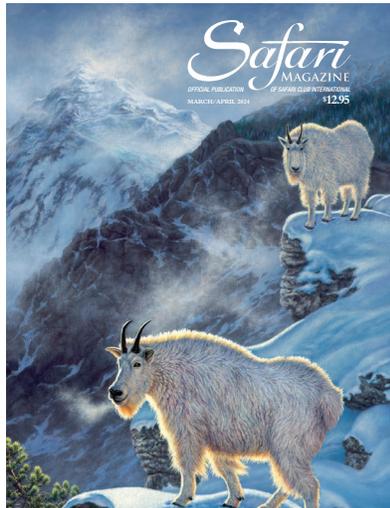
ACTIVITIES (OUTSIDE OF HUNTING)

- 42% - Camping
- 34% - Boating
- 27% - Golf
- 21% - Fishing
- 21% - Canoeing or kayaking
- 17% - Hiking
- 14% - Horseback riding
- 12% - Skiing
- 10% - Mountain Biking
- 9% - Sport Shooting
- 4% - Pickleball
- 3% - Tennis
- 2% - Sailing
- 2% - Snowboarding

ALCOHOLIC BEVERAGES

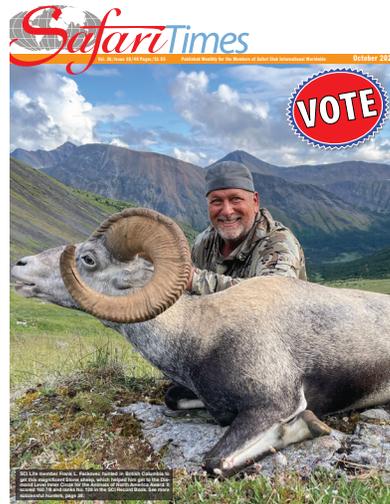
- 60% Beer
- 50% Wine
- 41% Cocktails/mixed drinks
- 38% Scotch
- 30% Bourbon
- 23% Vodka
- 17% Tequila
- 16% Gin
- 15% Rum

Print Opportunities



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 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

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

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

• Fishing 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

• 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.

Circulation rate: 42,003 | Domestic number: 36,413 | Abroad Number: 5,590

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

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

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.

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
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1000x250 Banner	\$1,200 per week NET
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1000 x 250

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+



600 x 300px

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.

01/5/2025 – Materials due: 12/23/24 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 1, 3	07/06/2025 – Materials due: 06/23/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 1, 3
01/19/2025 – Materials due: 01/06/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 1, 3	07/20/2025 – Materials due: 07/07/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 1, 3
02/02/2025 – Materials due: 01/20/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 1, 3	08/03/2025 – Materials due: 07/21/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 1, 3
02/16/2025 – Materials due: 02/03/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 1, 3	08/17/2025 – Materials due: 08/04/25 600 x 300 & URL - Banner 4 600 x 300 w text - Banner 1, 3
03/2/2025 – Material due: 02/17/25 600 x 300 & URL - Banner 4 600 x 300 w text - Banner 1, 3	08/31/2025 – Materials due: 08/18/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 1, 3
03/16/2025 – Materials due: 03/03/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 1, 3	09/14/2025 – Materials due: 08/30/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 1, 3
03/30/2025 – Materials due: 03/17/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 1, 3	09/28/2025 – Materials due: 09/13/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 1, 3
04/13/2025 – Materials due: 03/31/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 1, 3	10/12/2025 – Materials due: 09/27/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 1, 3
04/27/2025 – Materials due: 04/14/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 1, 3	10/26/2025 – Materials due: 10/13/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 1, 3
05/11/2025 – Materials due: 04/28/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 3	11/09/2025 – Materials due: 10/27/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 3
05/25/2025 – Materials due: 05/12/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 1, 3	11/23/2025 – Materials due: 11/10/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 1, 3
06/08/2025 – Materials due: 05/26/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 1, 3	12/07/2025 – Materials due: 11/24/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 1, 3
06/22/2025 – Materials due: 06/09/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 1, 3	12/21/2025 – Materials due: 12/08/25 600 x 300 & URL - Banner 2, 4 600 x 300 w text - Banner 1, 3



SCI e-Newsletter

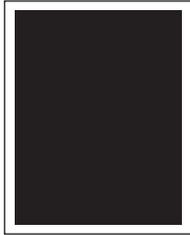
Cost

600 x300 Banner w/ link	\$1,300 NET
600 x 300 Banner w/ 150 word writeup	\$1,600 NET

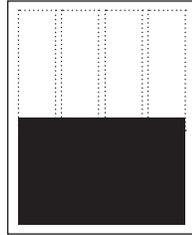
Convention Dailies

- 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.

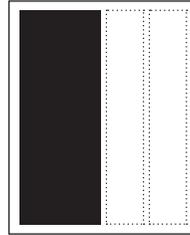
- Costs are the following: (Note: Day 1, Day 2, Day 3, and Day 4) Cost below are PER DAY.
- Closing Date December 15
- Materials Due December 29



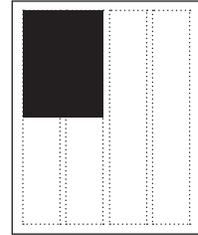
Full Page
 Color: \$2,700
 B&W: \$1,990
 Specs: 4 Col x 13"
 or 10 1/8" wide



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, 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, 2024
- Material Due Date: December 4th
- Space is sold on a first-come, First-served basis
- Limited advertising space is available



Full Page Ad
with bleeds

Live Area:
7" x 10"
Bleed Size:
8" x 11"

Full Page

Color: \$2,025
B&W: \$1,400

Specs: Full Page ad with
Bleed (Live area: 7"x10")
Bleed size 8"x11"



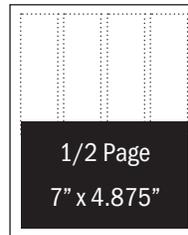
Full Page Ad
no bleeds

7" x 10"

Full Page

Color: \$2,025
B&W: \$1,400

Specs: Full Page ad no Bleed
7"x10"



1/2 Page

7" x 4.875"

1/2 Page

Color: \$1,155
B&W: \$900

Specs: 7"x4.875"

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

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

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

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

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

David Hawkey, Director of Sales

Office: (210) 767-9731

dhawkey@scifirstforhunters.org

Dan Rabaja, Advertising Sales Manager

Office: (210) 767-9739

drabaja@scifirstforhunters.org

Dan Swenson, Advertising Sales Manager

Office: (210) 512-8058

dswenson@scifirstforhunters.org

Lisa Neely, Advertising Sales Manager

Office: (210) 512-8214

lneely@scifirstforhunters.org

Jason Unger, Advertising Sales Manager

Office: (210) 512-8047

junger@SCIFirstForHunters.org

Jaime Rodriguez,

Corporate Sponsorship Administrator

Office: (210) 767-9744

jrodriguez@scifirstforhunters.org

Marisa Garcia, Production Administrator

Office: (520) 798-4898

mgarcia@scifirstforhunters.org