



WILD SHEEP[®]

the journal of the mountain hunter and committed conservationist

Official publication of the Wild Sheep Foundation[®]



2025-26 RATE CARD & MEDIA KIT

Wild Sheep Magazine Print & Digital Editions
Digital Advertising with WSF





Wild Sheep® is the official publication of the Wild Sheep Foundation (WSF). Founded in 1977, WSF is widely recognized as the leading authority on the hunting and science-informed conservation and management of mountain game species around the globe, especially wild sheep.

The pursuit of mountain sheep is the pinnacle of big game hunting in North America, Europe, and Central Asia. Our core readership, therefore, represents a unique segment of the most loyal, active, affluent, and committed traveling sportsmen. Sheep hunting is also one of the most aspirational activities within the hunting community, with a dedicated following of young enthusiasts still accumulating the necessary gear and equipment, whether they are sheep hunters today, or plan to be in the future.

From a brand and marketing perspective, our advertising partners are capitalizing on the fact that if it's good enough for sheep hunting, it's good enough for all big game.

If you offer products and services for today's big game hunter, there is no better place to advertise than *Wild Sheep*® magazine.

PRODUCTION SPECIFICATIONS

TRIM SIZE:

8.5"W X 11"H

SAFETY FROM TRIM:

1/2"

BLEED:

1/8" on all sides

BINDING:

Perfect Bound

LINE SCREEN:

150



MEMBER/READER INFORMATION

- Circulation: 11,000 Member/Subscribers
- 69% of our members share their copy of *Wild Sheep*® with 2 or more people
- Most members are men aged 35–65 years
- Majority of readers either own their own business or are employed at upper management and executive levels
- 66% of WSF members have a household income over \$100,000, with over 31% earning in excess of \$200,000
- 98% hunt big game
- 82% hunt upland birds
- 64% archery hunt
- 67% shoot trap, skeet, and/or sporting clays
- 91% fish
- 80% of members live in the West
- Top 10 Membership states/provinces are: California, Texas, Wyoming, Nevada, Alberta, Montana, Colorado, Pennsylvania, Alaska and British Columbia

FOR MORE INFORMATION (AD SALES)

Call the Wild Sheep Foundation at 406-404-8750 or 800-OK-FNAWS or send email to info@wildsheepfoundation.org



MATERIAL SPECIFICATIONS

WildSheep® magazine is printed direct-to-plate and requires digital files. No film will be accepted.

• **ACCEPTABLE FILE FORMATS:** PDF/X-1a, PDF, EPS. Line screen is 150. Ink density maximum is 300%. Be sure to embed all fonts.

• **RESOLUTION REQUIREMENTS:** All 4/C images must be supplied as high-resolution (300 dpi), CMYK files. Additional charges will be incurred to make corrections (time is charged at \$65.00/hour).

• **LIVE SAFETY AREA:** Any type or image beyond this measurement runs the risk of being cropped off in the binding process. No type should be less than 1/8" from the edge of the non-bleed size of an ad or 1/2" from the edge of the trim size for an ad with bleed.

• **BLEED ALLOWANCE:** Add 1/8" on each side. This allowance is trimmed off in the binding process. Keep all type and images 1/2" inside the trim size.

• **FILE NAMING:** Advertiser name and issue date. Please include contact name, phone number, and email address.

• **FILE SUBMISSION:**

Send files to: Terry Ziehl, TZiehl@wildsheepfoundation.org

Send files on CD to: Wild Sheep Foundation, 1285 Sheridan Ave. Suite 260, Cody, WY 82414

PRODUCTION

The Wild Sheep Foundation staff and the staff of Morrison Creative Co. are available to assist you in creating your ad. Design and production art will be charged at \$65.00 an hour.

DISPLAY AD SIZES	Non-Bleed (trim size)	Bleed (trim size) (Plus bleed allowance)	Live Safety Area
Inside Front Cover	7.5"W x 9.875"H	8.5"W x 11"H	7.5"W x 9.875"H
Inside Back Cover	7.5"W x 9.875"H	8.5"W x 11"H	7.5"W x 9.875"H
Back Cover	7.5"W x 9.875"H	8.5"W x 11"H	7.5"W x 9.875"H
Full Page	7.5"W x 9.875"H	8.5"W x 11"H	7.5"W x 9.875"H
2/3 Page (vertical)	4.9"W x 9.875"H	5.4"W x 11"H	4.9"W x 9.875"H
1/2 Page (horizontal)	7.5"W x 4.875"H	8.5"W x 5.5"H	7.5"W x 4.875"H
1/3 Page (vertical)	2.33"W x 9.875"H	2.83"W x 11"H	2.33"W x 9.875"H
1/3 Page (square)	4.9"W x 4.875"H	—	4.9"W x 4.875"H
1/4 Page (vertical)	3.625"W x 4.875"H	—	3.625"W x 4.875"H
1/6 Page (vertical)	2.33"W x 4.875"H	—	2.33"W x 4.875"H

2024-25 RATE CARD

Display Ad Rates

CATALOG RIDE ALONGS/INSERTS

- Available for domestic US mailing only 8,100 pieces
- Flat rate of \$5,500 per issue covers the advertising, postage overage, and fulfillment costs
- Materials need to be to our printers by the published ad materials deadlines

4-COLOR	1x Rate	2x-3x Rate	4x Rate
Inside Front Cover	\$2,266.00	\$2,266.00	\$2,008
Inside Back Cover	\$2,493.00	\$2,493.00	\$2,008
Back Cover	\$2,630.00	\$2,574.00	\$2,343.00
Full Page	\$1,672.00	\$1,617.00	\$1,480.00
2/3 Page	\$1,249.00	\$1,227.00	\$1,111.00
1/2 Page	\$1,144.00	\$1,111.00	\$1,007.00
1/3 Page	\$787.00	\$765.00	\$704.00
1/4 Page	\$649.00	\$638.00	\$567.00
1/6 Page	\$567.00	\$545.00	\$495.00

BLACK & WHITE

Full Page	\$1,210.00	\$1,177.00	\$1,067.00
2/3 Page	\$1,210.00	\$1,062.00	\$968.00
1/2 Page	\$820.00	\$809.00	\$737.00
1/3 Page	\$693.00	\$671.00	\$589.00
1/4 Page	\$545.00	\$534.00	\$484.00
1/6 Page	\$484.00	\$473.00	\$440.00

Travel & Gear Section — Ad Sizes and Rates

Used as a resource for finding hunts, expeditions, outfitters, guides, the latest in gear and services.

4-COLOR	SIZE	1x Rate	2x-3x Rate	4x Rate
1/4 Page - vertical	3.625"W x 4.75"H	\$567.00	\$556.00	\$523.00
1/4 Page - horizontal	7.5"W x 2.25"H	\$567.00	\$556.00	\$523.00
1/8 Page - horizontal	3.625"W x 2.25"H	\$429.00	\$407.00	\$369.00

BLACK & WHITE

1/4 Page - vertical	3.625"W x 4.75"H	\$389.00	\$369.00	\$325.00
1/4 Page - horizontal	7.5"W x 2.25"H	\$389.00	\$369.00	\$325.00
1/8 Page - horizontal	3.625"W x 2.25"H	\$231.00	\$209.00	\$187.00

	Summer 2025	Fall 2025	Winter 2025/2026	Spring 2026
Ad Closing Dates	June 2	August 18	October 13	March 2
Print-ready Art Due	June 9	August 25	October 20	March 9

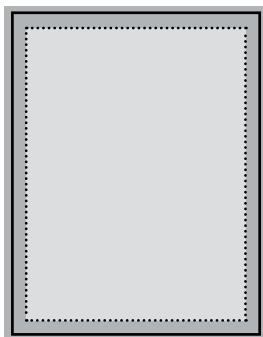
FOR INFORMATION ABOUT AD SALES:

Call the Wild Sheep Foundation at
406-404-8750 or 800-OK-FNAWS or
send email to info@wildsheepfoundation.org
412 Pronghorn Trail • Bozeman, MT 59178

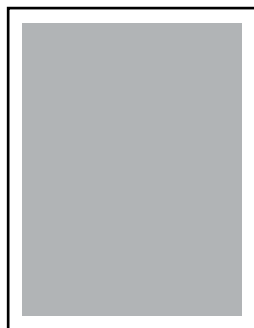
The official publication of



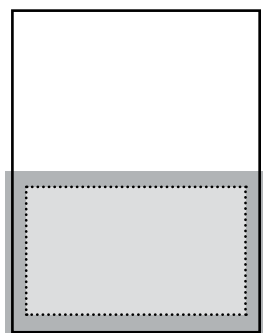
DISPLAY AD SIZES



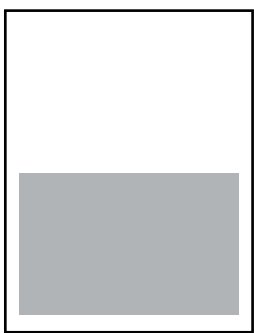
FULL PAGE – Bleed
8.5"W x 11"H
PLUS 1/8" bleed
on all sides
LIVE SAFETY AREA
7.5"W x 9.875"H



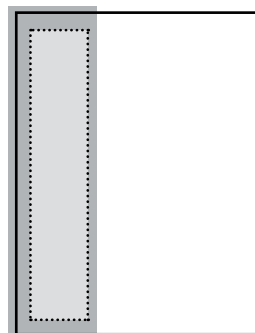
FULL PAGE – Non-bleed
7.5"W x 9.875"H



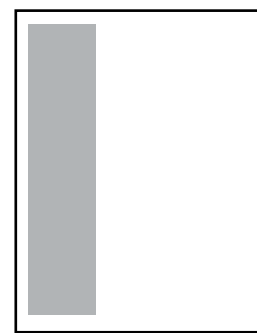
HALF PAGE – Bleed
8.5"W x 5.5"H
PLUS 1/8" bleed
on bleed sides
LIVE SAFETY AREA
7.5"W x 4.875"H



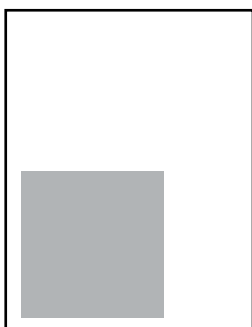
HALF PAGE – Non-bleed
7.5"W x 4.875"H



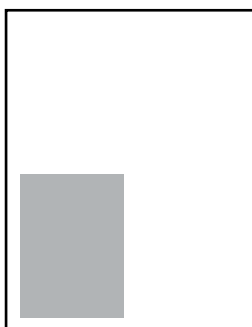
1/3 PAGE – Bleed
VERTICAL
2.83"W x 11"H
PLUS 1/8" bleed
on bleed sides
LIVE SAFETY AREA
2.33"W x 9.875"H



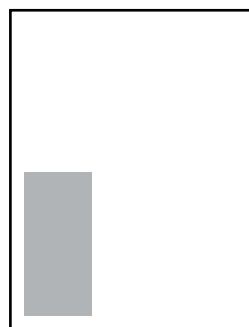
1/3 PAGE – Non-bleed
VERTICAL
2.33"W x 9.875"H



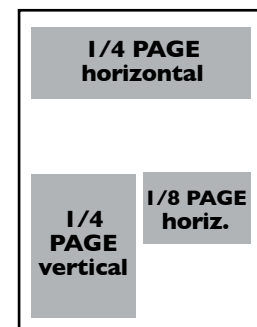
1/3 PAGE – Non-bleed
square
4.9"W x 4.875"H



1/4 PAGE – Non-bleed
3.625"W x 4.875"H



1/6 PAGE – Non-bleed
2.33"W x 4.875"H



**TRAVEL SECTIONS
& TRADING POST**
(see previous page
for dimensions)

FOR TECHNICAL INFORMATION & QUESTIONS

Please contact: scott@morrisoncreative.com

Scott Morrison ~ Morrison Creative Co., Inc.
307-250-6240 • www.morrisoncreative.com

WILD SHEEP[®]
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Mountain Minutes e-newsletter

Published monthly • Subscribers: 28,300

Presenting Sponsor (annual)

Leaderboard banner \$10,000

Full Curl Banner 400x400 pixels

TALK UP YOUR BRAND Provide a brief commentary to accompany an image or graphic of your product or offer that will lead to content housed on your website.



Leica Sport Optics is proud to unveil the newest member of the Geovid Pro family, Geovid Pro 42. This light gathering beast of a unit offers a level of optical performance previously known only from specialty binoculars.

- Designed for unmatched low light performance
- Best-in-class field of view
- World-leading Applied Ballistics® software and Leica ProTrack.
- Incomparable light transmission, resolution and contrast.

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NEWS



Dedicated Branded Content Eblasts

Distribution: 9,700 WSF members • \$1,500

For information on digital media Contact Keith Balfourd at keith@wildsheepfoundation.org