

Media Kit NEBRASKAland

Magazine Overview ATTACHMENT B

NEBRASKAland Magazine, published by Nebraska Game and Parks since 1926, is filled with award winning, breathtaking photographs of the landscapes and wildlife that make Nebraska unique. Readers enjoy informative, entertaining articles about Nebraska's outdoor activities, history, parklands, people and wildlife. Each issue includes a wealth of outdoor news and details on events happening across the state.

Circulation & Readership

- Distribution (per issue): 25,000
- Readership (per issue): 100,000
- Mailed to subscribers
- State parks and recreation areas
- Game and Parks district offices
- Magazine retailers
- Medical practices

General Information

- Frequency: Monthly, 10 issues
- Trim Size: 8.125" x 10.875"
- Color: Full Color (4 Color CMYK)
- Cover Price: \$4.95
- Renewal Rate: 98.4%
- Publisher: Nebraska Game and Parks Commission
- Website affiliate: www.NebraskalandMagazine.com

Who Are Our Readers?

Wildlife enthusiasts	Tent and RV campers
History lovers	Hunters
Anglers	Boaters
Tourists	Conservationists
Outdoor enthusiasts	Nebraska families

Demographics

Income: \$60-\$120 K	Median Age: 45-54
Education: College degree	Male: 60% / Female: 40%

Advertising Sales Manager

Shane G. Gilster
Phone: 402-742-0125
Fax: 402-742-0028
Email: shanegilster@gmail.com



Want to view the latest issue of the magazine?

Check out the free Digital Replica issue on the following two websites....

GoOutdoorsNE.com
NebraskalandMagazine.com

Each ad in the digital version is linked to its respected website!



ADVERTISING RATES

Size	1x	3x	6x	10x
Double Truck	\$2,000	\$1,900	\$1,800	\$1,550
IFC, PG 3, IBC	\$1,300	\$1,250	\$1,200	\$1,050
Full Page	\$1,000	\$950	\$900	\$750
Half Page	\$600	\$575	\$525	\$450
Quarter Page	\$400	\$375	\$325	\$300
*One-Sixth Page	\$300	\$275	\$225	\$200

*One-Sixth Page is only reserved for special sections of the magazine such as the "Wine & Dine Guide" and "Hunting & Fishing Guide".

AD DIMENSIONS

Double Truck	Full Bleed: 16.5" x 11.125" Live Area: 16.25" x 10.875"
Full Page	Full Bleed: 8.375" x 11.125" Live Area: 8.125" x 10.875"
Half Page (Hor.)	7.031" x 4.562"
Half Page (Vert.)	3.364" x 9.414"
Quarter Page	3.364" x 4.562"
One-Sixth Page	2.25" x 4.562"

SCHEDULE / DEADLINES

Issue	Reservation	Distributed
January/February	November 1	December
March	January 1	February
April	February 1	March
May	March 1	April
June	April 1	May
July	May 1	June
August/September	June 1	July
October	August 1	September
November	September 1	October
December	October 1	November

Ad creative is due 14 days after the Reservation date

Note: The Nebraska Game and Parks Commission reserves the right to refuse any paid ad for any reason.

NEBRASKA Guide Books



Media Kit

Guide Book Overview

Published by the Nebraska Game and Parks Commission, the Hunt and Fish Guides are distributed to Nebraska resident and nonresident hunters and anglers. These guide books have a long shelf life, lasting prior to and during the entire season!

Check out the digital versions on the Nebraska Game and Parks website:

OutdoorNebraska.org

Circulation (Printed Copies)

- Fish Guide (1-year) – 225,000
- Big Game Guide (1-year) – 110,000
- Hunt Guide (1-year) – 105,000
- Waterfowl Guide (1-year) – 90,000
- Turkey Guide (1-year) – 70,000

Distribution Locations

- Game and parks offices
- State parks and recreation areas
- Hunting and fishing permit agents
- Sport shows
- Hunting and fishing stores

Demographics

Income: \$50-\$110 K

Median Age: 45-69

Education: College degree

Male: 78% / Female: 22%



Advertising Rates

Page Size	1x	2x	3-4x	5x
IFC, IBC, BC	\$1,500	\$1,475	\$1,450	\$1,400
Full	\$900	\$875	\$850	\$800
Two-Thirds	\$650	\$625	\$600	\$550
Half Page	\$500	\$475	\$450	\$400
One-Third	\$300	\$275	\$250	\$225

Ad Dimensions

Cover	5.75" x 8.75" (Bleed)
Full Page	5" x 8"
Two-Thirds (Hor.)	5" x 5.33"
Half Page (Hor.)	5" x 4"
One-Third (Hor.)	5" x 2.66"

Email your ad as a high resolution PDF to:
shanegilster@gmail.com

Publishing Schedule / Deadlines

Issue	Reservation	Distributed
Big Game Guide	February 1 st	May
Waterfowl Guide	May 1 st	July
Hunt Guide	June 1 st	August
Fishing Guide	September 1 st	December
Turkey Guide	September 1 st	December

Ad creative is due 14 days after the reservation

Note: The Nebraska Game and Parks Commission reserves the right to refuse any paid ad for any reason.

Bonus Digital Version

Your ad will also be viewed for free and linked to your website in our digital version!

Advertising Sales Manager

Shane G. Gilster

Phone: 402-742-0125 • Email: shanegilster@gmail.com

ATTACHMENT B

NGPC WEEKLY

Overview

- NGPC Weekly is a weekly e-newsletter
- Delivered to more than 100,000 households
- An email open rate to nearly 30%

Subscribers

- Hunting, fishing, and park permit holders

Advertising Rates

- 560 x 93 Ad Banner - \$300 per week

Banners must be delivered in high resolution gif or jpg file format

Advertiser must provide URL for site to link to banner

Advertiser must provide file and link information five (5) days prior to start of campaign

NebraskaLandMagazine.com

Unique Monthly Users: 127 K
Monthly Page Views: 670 K

Based on Google Analytics (Average)

Banner A - 468 x 60 (\$300 per month)
Placed in stories

Banner B - 300 x 250 (\$275 per month)
Placed top right column of every page

Banner C - 728 x 90 (\$250 per month)
Placed at bottom of every page

Banner D - 300 x 100 (\$200 per month)
Middle right column of every page

Banners must be delivered in high resolution gif or jpg file format

Advertiser must provide URL for site to link to banner

Advertiser must provide file and link information five (5) days prior to start of campaign