

Want to hook your target?

MEDIA PLANNER



PRINT ADVERTISING | WEB ADVERTISING

The hook and bullet publication that targets your consumer directly from the fields and waters of Wisconsin

Pro Line has been advertising with On Wisconsin Outdoors for over a year now and we couldn't be more pleased. They offer so many different ways to get our product seen throughout the paper. We have been able to take advantage of the no cost banner ads and submitted items for the Product 6-Pack. We were also lucky enough to have an article written about our products which worked out just great. This has been a good fit for Pro Line to advertise in and introduce our product to consumers who may not have been familiar with the Pro Line name.

–Ellen Campbell, Marketing Director
Pro Line Manufacturing



On Wisconsin Outdoors is published by syndicated outdoor columnist and field photographer Dick Ellis. He is a seven time national award winner since 2004 in Outdoor Writers Association of America (OWAA) competition, including three first place awards in the humor and technical categories. His column is produced weekly from the field without exception and is carried by 45 Wisconsin newspapers. A network of more than 60 outdoor professionals makes OWO a must read for the Wisconsin outdoor hook and bullet enthusiast.

“Thanks to Dick Ellis (On Wisconsin Outdoors magazine) and his excitement driven writing style, that reaches the hearts, and intrigues the minds of sportsmen and sportswomen across the country, I am experiencing endless money making opportunities that showcase my talents. Take it from me ... if you have a sports related item to sell, or a hunting or fishing event to advertise you cannot go wrong putting it in OWO. I love the heightened exposure I get from my ongoing advertising. Customers call me every day from this ad!”

–Bob J. Mercier, Author/Inventor/Instructor
DOMINANCE IS EVERYTHING ... To a Monster Whitetail Buck!



PRINT ADVERTISING DISPLAY AD RATES

		BW	4C
Inside Front Cover	9.25" x 11"	n/a	\$1650
Inside Back Cover	9.25" x 11"	n/a	\$1650
Outside Back Cover	9.25" x 11"	n/a	\$1650
Full Page	9.25" x 11"	\$1100	\$1250
3/4 Page	6.875" x 11"	\$ 950	\$1050
1/2 vertical	4.5" x 11"	\$ 650	\$ 725
1/2 horizontal	9.25" x 5.5"	\$ 650	\$ 725
1/4 vertical	4.5" x 5.5"	\$ 350	\$ 400
1/4 vertical tall	2.125" x 11"	\$ 350	\$ 400
1/4 horizontal	9.25" x 2.75"	\$ 350	\$ 400
1/8 vertical	2.125" x 5.5"	\$ 200	\$ 250
1/8 horizontal	4.5" x 2.75"	\$ 200	\$ 250

Total Circulation 50,000
Bi-monthly publication
Page size = 10.75" wide x 12.5" tall

For specific production requirements, go to www.onwisconsinoutdoors.com or contact the Advertising & Production Department
E-mail ads@onwisconsinoutdoors.com

OnWisconsinOutdoors.com

Explore Wisconsin

placing the tourism spotlight
on your business for **\$50/mo.**

Your Explore Wisconsin partnership includes:

Web Link

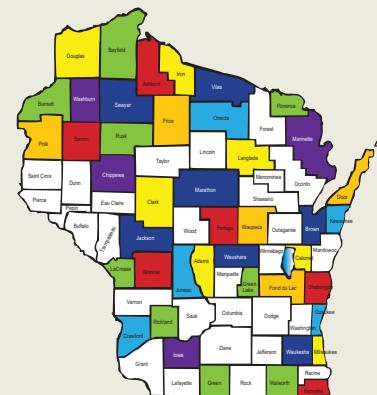
Pick your county. A web listing and link is created from our tourism and travel page to your website.

“Teaser” Print Listing

Get a “teaser” listing in our bi-monthly outdoor newspaper to invite our readers to your website. Highlight your upcoming events and seasonal activities in our travel section.

50,000 copies of this free newspaper are distributed in 650 locations throughout Wisconsin and northern Illinois. We boast a 97% pickup rate.

ONLINE & PRINT ADVERTISING “EXPLORE WISCONSIN” PARTNERSHIP



50% Off Display Advertising

Enjoy 50% off all display ad rates in the On Wisconsin Outdoors newspaper.

Professional Outdoor Writers

Our professional outdoor writers and guides produce stories from our advertisers’ counties to promote your business throughout Wisconsin.



Wisconsin boasts **1.4 million** hunting and fishing license holders—
allow us to introduce you to them!

On Wisconsin Outdoors targets your consumer directly from the fields and waters of Wisconsin ...

On Wisconsin Outdoors is a high-quality outdoor newspaper and website produced by professional outdoor writers, guides, and photographers targeting the outdoorsmen and women who love to hunt and fish.

We are Wisconsin's hunting-fishing-trapping-travel-and-outdoor-humor newspaper delivered at no cost to your consumer. 50,000 copies of each issue of OWO are distributed throughout Wisconsin and northern Illinois. Fifteen Gander Mountain stores spearhead that distribution effort, but more than 650 other Wisconsin businesses carry OWO too. With a 97 percent pick-up rate, it's no secret that having OWO on the shelf invites consumers in the door.

On Wisconsin Outdoors provides our readers with quality outdoor writing and photography that allows them to step into the field ... even when they're in the office.

Quality is a sales "gimmick" that works. On Wisconsin Outdoors will work for you.

On Wisconsin Outdoors— as diverse as our seasons

Each issue focuses on hunting, fishing, shooting, guns, dog training, outdoor-based travel, outdoor product reviews, kids in the field and a little humor.

Product 6-Pack. Introduces new field products from America's established and fledgling outdoor companies.

Recipes by Suzette. So good, and enough to make any successful hunter or angler reach for OWO. By Gourmet Wildlife Chef Suzette Curtis.

Cub's Corner. Professional Outdoor Journalist Tom Carpenter makes introducing that young person in your life to hunting and fishing easy, fun, and successful.

Fly Fishing Wisconsin. By Professional outdoor journalist and fly fishing expert Jerry Kiesow.

Dog Talk. By dog training expert, book author and magazine canine editor Kevin Michalowski.

Surplus Firearms. By award-winning Wisconsin journalist S. Wilkerson.

Bruce Cochran Cartoons. Outdoor humor from the brain of nationally acclaimed cartoonist and author Cochran.

On Wisconsin Outdoors. Written by traveling syndicated outdoor columnist Dick Ellis.

On Wisconsin Waters. By Professional Outdoor Writer Terry Bitz.

Shore Bets. Don't have a boat? Catch lots of fish with Dave Sura, a true expert on inland lakes, Great Lakes Harbor, and tributary fishing.

Women of the Outdoors. Our team of women columnists brings a new perspective to a large and growing audience.

A network of more than 60 outdoor professionals guides, among the very best in Wisconsin, make OWO a must read for the outdoor hook & bullet enthusiast. To meet our hunting and fishing experts or to read every issue we've ever published, connect with OnWisconsinOutdoors.com.

"On Wisconsin Outdoors delivers an excellent targeted audience for the statewide network of Suzuki Motorcycle and ATV dealers. The Wisconsin based nature of the stories written by Wisconsin journalists and guides reaches a large consumer market. Highlighting the many ATV trails and promoting all the outdoor activities available in Wisconsin definitely helps sales and maintains Suzuki's position as 'First on 4 Wheels.'"

—Ron Klimcke, Sr. Asst. Regional Sales Manager
American Suzuki Motor Corp.

EDITORIAL CALENDAR

The themes and regular features by our columnists and professional guides correlate with the Wisconsin hunting seasons to meet the needs of your advertising campaign.

JANUARY-FEBRUARY

Sticking It To Them: Winnebago sturgeon spearing

Perch Platter: If you want jumbo fish ... use a jumbo lure

Without A Paddle: Hike in duck hunts something to plan for in 2011

Four Legged Heroes: Recover that deer with blood trailing dogs

Fast And Furious: Southern Wisconsin's best bluegill waters

On Wisconsin Rivers: Don't put that walleye boat away yet

MARCH-APRIL

Trophy Whitetail: Pre green-up scouting starts now

15,000 Wisconsin Lakes: Battle strategies for fishing new water

Surplus Firearms: Don't tread on me

Dog Talk: And the best hunting dog is ... yours

Not Just Walleye: Tips for boating sauger

Product Pack: Great gear for the woods, fields and waterways

MAY-JUNE

Food Plot Plans: Plant now to cultivate fall bucks

Small Water Muskies: Less territory, big fish results

The Morel Of This Story: Finding and preparing a mushroom delicacy

Perch Secrets: Rappin' for Jumbos

Tagging Tom Twice: Shooting gobblers with gun, game-cam

Invasive Species: Attacking the Attackers

JULY-AUGUST

The Hunt for Snaggle Tooth: Will the tag be fixed to the monster bear of Bayfield County?

River Flathead Frenzy: Secrets for quality cats and lots of 'em

Rowing The Deep: Trolling brings big walleyes, muskies

Nocturnal Lake Michigan Salmon Assault: Now that's a shore bet

Good Mourning! Dove hunt means great early dog work

Invasion Of The Terrestrial: Flyfishing timing, presentation essential to success

SEPTEMBER-OCTOBER

Early Goose Season: Head north, young man and lose the competition

Fall Sturgeon: Giant returns on hook & line

Harboring Fall Browns: Corral that monster trout

A Wisconsin Bear Camp: Will yet another 600-pounder show?

Tagging The Biggest Buck in Town: Deer dominance revisited

Fall Back To Surface Baits: Muskies on top

NOVEMBER-DECEMBER

The Frozen Jungle: More lessons from a veteran trapper

The Suburban Whitetail Rut: Swingsets, swimming pools and big bucks

The Hike-in Duck Hunt: Up a creek without a paddle

Gun Season Deer Forecast: 650,000 hunters set to invade Wisconsin

Cold Weather, Trophy Pike: Open water northern

Fishing the Edge: Secrets for Green Bay's monster muskies

.....
"As an advertiser, we find On Wisconsin Outdoors to be a well presented publication. There are always excellent informative stories. Customers enjoy picking up the issues to see what's new and look for tips. Dick and his people are great to work with and try to help us out whenever they can.
.....

—Dave Kahler, Owner
Dave's Turf & Marine

CONTACT US TODAY TO PLACE YOUR ADVERTISING

ADVERTISING:

PHONE: 262.251.1614 EMAIL: ads@onwisconsinoutdoors.com

Dick Ellis, Publisher

MAIN OFFICE: 20240 W. Rustic Ridge Drive, New Berlin, WI 53146

PHONE: 262.549.5550 EMAIL: ellis@onwisconsinoutdoors.com

OnWisconsinOutdoors.com