

BUCKMASTERS

WHITETAIL
MAGAZINE



Packed with science-based biology, deer management and hunting how-to articles, *Buckmasters* is the largest, most informative and most popular publication in the industry.

In five issues per year — Preseason, Early Season, Pre-Rut, Rut and Post-Rut — Buckmasters Whitetail Magazine entertains and educates deer hunters with current strategies and biology from the most respected experts in the field. Article categories include how-to, member spotlight, deer biology, management, new product reports, giant buck stories and more. Our field editors are household names in the deer-hunting industry: Wayne van Zwoell, P.J. Reilly and Bob Humphrey to name a few. Our regular contributors are among the most widely read in the hunting community, and our editorial staff the most experienced. In addition, we frequently publish deer hunting success stories written by our members and feature their photos in our popular Trophy Gallery.

All weapons categories are covered throughout the publishing season, with special emphasis on bowhunting in the Summer and Early-Season issues. Our Gear for Deer section spotlights our advertisers' and sponsors' latest and greatest products. When possible, our editors field-test products, and their reviews also appear in Gear for Deer.

As the leading deer hunting publication in North America, Buckmasters Whitetail Magazine seeks to promote hunting as an effective wildlife management tool while educating our readers with topics on all aspects of hunting white-tailed deer.

2024 PRODUCTION DATES

2024 estimated dates.

Issue	Closing Dates	Material Due	In-Home
Preseason	May 1	May 23	July 1
Early Season ...	June 4	June 20	August 5
Pre-Rut	July 9	August 8	September 16
Rut	August 21	September 12 ...	October 21
Post-Rut	September 24	October 10	November 18



BUCKMASTERS™

CREATIVE REQUIREMENTS

AD SIZES & MARGIN SPECS

Magazine Trim Size: 7.75" x 10.5"

Page Size	Style	Width	Depth
Full Page	Trim Size* Bleed Size**	7.75" 8"	10.5" 10.75"
Full 2-Page Spread	Trim Size* Bleed Size**	15.5" 15.75"	10.5" 10.75"
2/3 Page Vertical	Standard Size Bleed Size**	4.375" 5.125"	9.625" 10.75"
1/2 Page Vertical	Standard Size Bleed Size**	4.375" 5.125"	7.25" 8.125"
1/2 Page Horizontal	Standard Size Bleed Size**	6.75" 8"	4.625" 5.5"
1/2 Page Horiz. Spread	Standard Size Bleed Size**	14.5" 15.75"	4.625" 5.5"
1/3 Page Vertical	Standard Size Bleed Size**	2.125" 3"	9.625" 10.75"
1/3 Page Square	Standard Size Only	4.375"	4.625"
1/4 Page Horizontal	Standard Size Only	4.375"	3.5"
1/6 Page Vertical	Standard Size Only	2.125"	4.625"
1/6 Page Horizontal	Standard Size Only	4.375"	2.125"

*Maintain .375" margin inside the trim on all ads. **Maintain .5" margin inside the bleed size on bleed ads.

QUESTIONS

Advertising & Media Coordinator — Dawn Singleton

800.240.3337 ext. 240 • dsingleton@buckmasters.com

FILE SUBMISSION

Email — dsingleton@buckmasters.com



Digital File Requirements:

- Adobe PDF/X-1a compatible
- CMYK (No SPOT colors)
- No less than 300 dpi
- Fonts must be embedded
- Flatten transparencies
- Color density no greater than 280%
- Printer marks .125 outside bleed

It is the responsibility of the advertiser/agency to ensure correctness of all submissions. Corrections made by the publisher are subject to production charges. The publisher and printer hold no responsibility for improperly created ad materials. **Improperly executed PDF files may be returned, or converted to flat TIFF format.**

Insert specifications will be supplied upon request.



BUCKMASTERS™