



BUCKMASTERS™
2025

OUR LEGACY

Our roots may be in print and television, but we've evolved significantly over the years. As we enter our 40th year, Buckmasters continues to lead the way in outdoor media, renowned for our commitment to authentic storytelling and education. In addition to our traditional platforms, we've expanded our portfolio to include social media, influencer partnerships, email campaigns, and custom content creation. This evolution allows us to connect with audiences in more dynamic and engaging ways, ensuring we remain relevant in today's ever-changing media landscape while building on the foundation that made Buckmasters strong.

950K+ FOLLOWERS ON SOCIAL MEDIA

350K EMAIL SUBSCRIBERS

394K+ BUCKMASTERS MAGAZINE READERS PER ISSUE

2.5M IMPRESSIONS FROM BUCKMASTERS EVENTS

SERVING **17.5M+** HOUSEHOLDS THROUGH LINEAR TELEVISION



"Working with Buckmasters has contributed to our brand's **value**, which has been well worth the investment.

In the past year, we have seen a notable **increase in website traffic and sales** through our partnership. In social and digital marketing, finding a partner that provides **excellent authentic content** and financial value for your brand can be challenging.

However, Buckmasters' content creators help **bring our brand to life** and tell our product story through the eyes of men and women who hunt, fish, and enjoy the outdoors."

- Miriam Perkins

WILEY X

SOCIAL MEDIA OPPORTUNITIES

PACKAGES START AT \$3K

CUSTOM CONTENT CREATION

INFLUENCER ADVOCACY

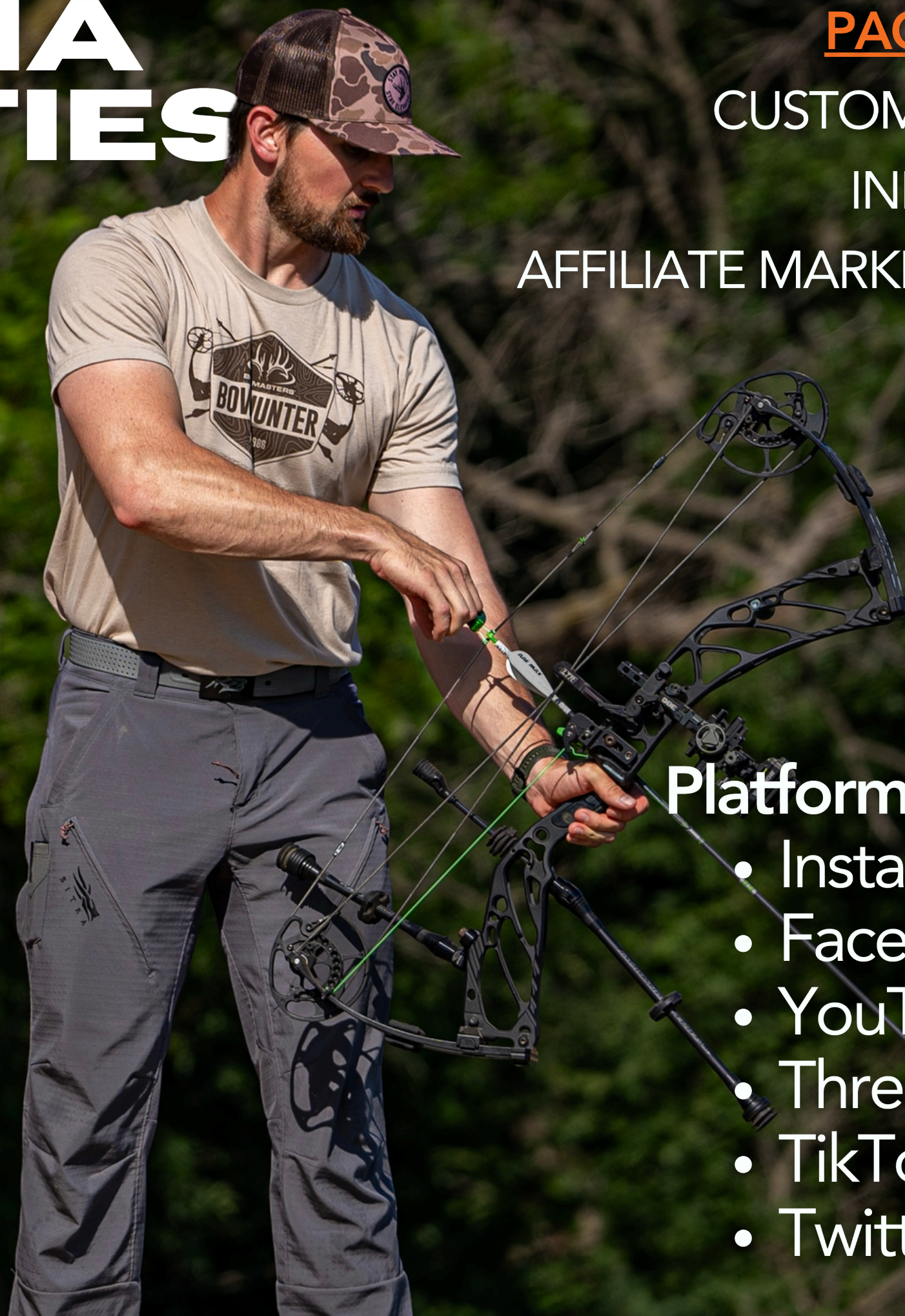
AFFILIATE MARKETING OPPORTUNITIES

Quick snapshot of our reach (YTD):

- **20M+** reached on Facebook
- **6.6M+** reached on Instagram
- **10.9M** Views on YouTube
- **12M** Views on Tik Tok

Platform Growth (YTD):

- Instagram: ↑ 13.51%
- Facebook: ↑ 11.68%
- YouTube: ↑ 36.30%
- Threads: ↑ 56.45%
- TikTok: ↑ 42.35%
- Twitter/X: ↑ 20.95%



OUR SOCIAL COMMUNITY

TOTAL FOLLOWING: 950K+

INSTAGRAM

FOLLOWERS: 221K

REACH YTD: 6.6M

GROWTH YTD: +11K

FACEBOOK

FOLLOWERS: 437K

REACH YTD: 20M

GROWTH YTD: +12K

TWITTER

FOLLOWERS: 109.1K

IMPRESSIONS: 1.7M

GROWTH YTD: +2K

TIKTOK

FOLLOWERS: 98.3K

REACH YTD: 19M

GROWTH: +4K

YOUTUBE

SUBSCRIBERS: 56.3K

HOURS WATCHED: 65.5K

TOTAL VIEWS: 5.3M

GROWTH YTD: +8K

LAST UPDATED 7/22/25

BUCKMASTERS ON THE ROAD

Partner with our talented team of outdoor influencers, each specializing in their own niche and thriving in a variety of outdoor activities. These experts, skilled in photography, videography, and advocacy, reach millions across social media. They bring a genuine passion for the outdoors and authentically promote reputable brands like yours, while building engaged, like-minded communities.

LEARN MORE ABOUT THIS PROGRAM



EMAIL CAMPAIGNS

175K SUBSCRIBER LIST

MULTIPLE DIRECT E-MAIL
OPPORTUNITIES TO OUR GROWING
LIST OF SUBSCRIBERS, SEGMENTED
FOR YOUR BRANDS SUCCESS

WEEKLY NEWSLETTERS
ADVERTISING OPPORTUNITIES
DIGITAL ARTICLE ADVERTISING
OPPORTUNITIES

BTR BUCK ALERT ADVERTISING
OPPORTUNITIES



AVAILABLE SINCE EVER ADVANCE

Newsletter Ad: \$750-1500

- One ad in our weekly newsletter
- (2 ad spots per newsletter)
- Subscriber list size average of 125K
- Avg. open rate of 25%

Website ROS Ad: \$10 average CPM

BTR Buck Alert Sponsorship

- Included in BB411 email and own social post
- \$2000-\$3000 per BTR Buck Alert sponsorship
- Minimum of 4

Dedicated Emails: \$3,000

- List size of 175K



YOUTUBE CONTENT SERIES

BIG BUCK BLUEPRINT
PODCAST

BUCKMASTERS
OUTDOOR PODCAST

PODCASTS STREAM ON MULTIPLE PLATFORMS
INCLUDING APPLE PODCASTS AND SPOTIFY



BUCKMASTERS WHITETAIL MAGAZINE

THE WORLD'S LARGEST WHITETAIL HUNTING MAGAZINE

- 5 ISSUES PER YEAR
- 330K+ READERS PER ISSUE

RATES:

4 COLOR AD	<u>1X</u>	<u>5X</u>
1 page	\$6471	\$4854
2/3 page	\$5511	\$3879
1/2 page	\$4270	\$3202
1/3 page	\$3247	\$2435

*ALL RATES LISTED ARE NET RATES



[CLICK HERE TO VIEW
PRODUCTION SCHEDULE AND
MATERIAL SPECS](#)



BUCKMASTERS ON THE OUTDOOR CHANNEL



ADVERTISING AVAILABLE THROUGH:

- Commercials
- Billboards
- Product Usage
- Segment Sponsorships

IMPRESSIONS YTD: 914.K+



LEGENDARY WHITETAILS WITH BUCKMASTERS ON OUTDOOR AMERICA

ADVERTISING AVAILABLE THROUGH:

- Commercials
- Product Usage
- Segment Sponsorships

IN JUNE ALONE, OUR OUTDOOR AMERICA BLOCK REACHED:

- 478,863 unique IP addresses
- 66,417 total hours of view time



**OUTDOOR
AMERICA**

PROUD PARTNERS

Remington





**LICENSING + AFFILIATE
MARKETING
OPPORTUNITIES**

BUCKMASTERS EVENTS



BUCKMASTERS EXPO
BULLS & BUCKMASTERS
SQUIRREL MASTER CLASSIC
BUCKMASTERS LIFE HUNT

Head
Heart
Hands
Health

extension



At Buckmasters, we create **effective** and **efficient** custom advertising solutions tailored to your brand's goals. With nearly 40 years of experience and a loyal, engaged audience, we activate a range of marketing channels to deliver the **best results in the market**. Let's work together to build a package that meets your needs and sets you up for success.