



BUCKMASTERS™
2026 | MEDIA KIT



For 40 years, Buckmasters has been more than a name — it's been a trusted symbol of innovation, tradition, and authentic storytelling in the outdoor industry. As we approach our 40th anniversary in 2026, we're not just honoring the past — we're building the future.

- **Momentum & Growth:** Launching a new website, refreshed logo, and driving rapid expansion across digital platforms.
- **Multi-Channel Reach:** Connecting audiences through print, TV, podcasts, influencer partnerships, live events, and one of the industry's fastest-growing social media presences.
- **Partnership Opportunity:** A unique chance to align your brand with Buckmasters' legacy of trust and engage millions of passionate outdoorsmen through authentic, innovative campaigns.

[NEW WEBSITE PRESS RELEASE](#) | [LOGO REFRESH PRESS RELEASE](#)
[THE STORY BEHIND THE LOGO](#)



BUCKMASTERS™
OFFICIAL SCORING

The Buckmasters Full-Credit Scoring System is the only antler evaluation method that never deducts for symmetry.

Every inch of antler is measured and counted, so classification is determined by simple math — not subjective judgment.

- **Proven & Modernized:** Originating in 1982, adopted in the mid-1990s, and updated in 2025 with inside spread, it offers the clearest measure of total antler growth.
- **Objective & Inclusive:** Classification is based on straightforward math, not subjective judgment, ensuring every trophy is celebrated.
- **Brand & Storytelling Power:** By showcasing every inch of achievement, the system creates natural opportunities for contests, sponsorships, and authentic advertiser engagement.

SCORING SYSTEM PRESS RELEASE - 2025

SOCIAL MEDIA ADVERTISING

We showcase your products authentically and effectively through our social media platforms.

- Custom content creation & trusted ambassador advocacy
- Seasonal gift guides
- In-depth gear reviews

Plus, whitelisting opportunities across Buckmasters social media.

OUR SOCIAL COMMUNITY

Our social media audience has grown by over 27% in the trailing 12 months, surpassing 1 million followers across platforms.

OUR FOLLOWING

FACEBOOK: 443K

INSTAGRAM: 229K

THREADS: 31K

TIK TOK: 101.2K

X FOLLOWING: 109.1K

YOUTUBE: 60.5K

PINTEREST: 35K

LINKEDIN: 1.5K

OUR REACH

FACEBOOK REACH: 35.5M

INSTAGRAM REACH: 25.2M

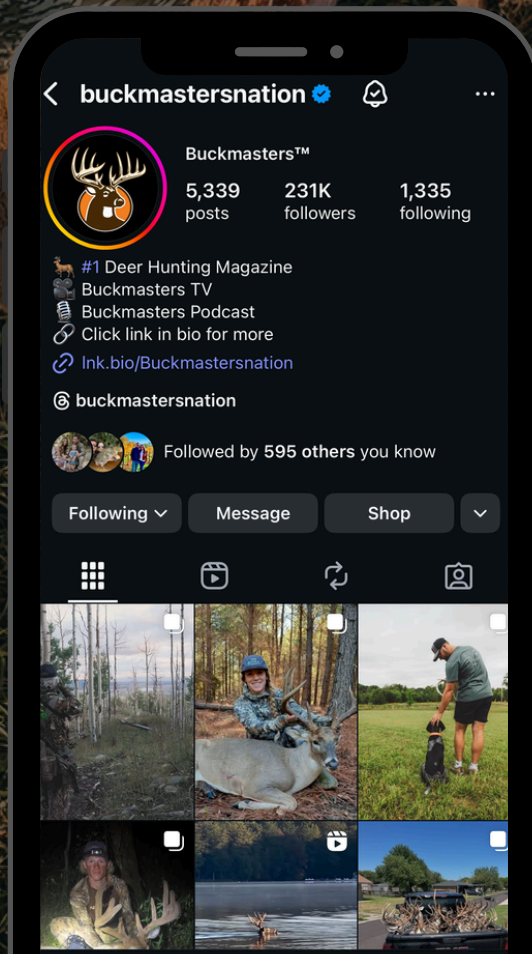
TIK TOK POST VIEWS: 18M

X REACH: 12.6M

YOUTUBE: 20.1M VIEWS

All figures represent trailing 12-month (T12) data, when applicable

PACKAGES START AT
\$2,400



BUCKMASTERS *ON THE ROAD TEAM*

Today's consumers don't just buy products — they buy into brands, shaped by the communities they join and the sense of belonging they gain after purchase.

Buckmasters makes it simple for your brand to meet that need with our “On The Road” team:

- Aligns your brand with trusted outdoor content creators
- Manages campaigns from start to finish
- Delivers ready-to-use content straight to you

With Buckmasters “On the Road” Team, you get authentic storytelling, measurable results, and streamlined content solutions — making your marketing more impactful, efficient, and budget-friendly.



PACKAGES START AT
\$2,500

EMAIL CAMPAIGNS

Reaching one of the most loyal and engaged audiences in the outdoor space, the Buckmasters Newsletter connects directly with passionate hunters and outdoor enthusiasts.

Delivered straight to over 150K subscribers' inboxes, it offers advertisers a targeted way to reach consumers who are highly invested in hunting, gear, and outdoor lifestyle brands.

NEWSLETTER AD: \$1,250

- One ad placement in our weekly newsletter, featuring big buck stories, outdoor tips, wild game recipes, engaging conversations, and the latest industry news
- Subscriber list size average of 150K
- Avg. open rate of 53%

BUCK ALERT SPONSORSHIP: \$1,500

- Inclusion in our weekly newsletter
- Dedicated Social Media Post on Buckmasters IG and FB
- See example

DEDICATED BRAND EMAIL: \$3,000

- List size of 175K
- Avg open rate of 47%

PODCAST SERIES



**BIG BUCK
BLUEPRINT**
PRESENTED BY BUCKMASTERS

The Big Buck Blueprint podcast series showcases in-depth stories from hunters across the nation, detailing their experiences pursuing and harvesting remarkable free-range whitetails. Each episode features interviews with hunters who share their strategies, challenges, and the unique narratives behind their successful hunts.

**BUCKMASTERS
OUTDOORS
PODCAST**



The Buckmasters Outdoor Podcast delivers hunting insights, expert interviews, gear reviews, and inspiring stories from the field—with a strong focus on whitetail deer. Covering everything from record-book bucks to property management strategies, the show connects listeners with the passion and expertise of the hunting community.

**PODCASTS ARE AVAILABLE ON YOUTUBE, SPOTIFY,
APPLE PODCASTS, OUTDOOR AMERICA AND MORE**

**300K+
LISTENS
T12**



**AVG 25K+
LISTENS
PER MONTH**

**PACKAGES START AT
\$4,000**

VIDEO SERIES

Producer: SUB7 Media

BUCKMASTERS (TRADITIONAL)

*Distributed on Outdoor Channel
and MOTV*

BUCKMASTERS ON THE ROAD

*Distributed on Just Shot, YouTube,
Outdoor America*

LEGENDARY WHITETAILS WITH BUCKMASTERS

*Distributed on YouTube and
Outdoor America*

BUCKMASTERS UNCUT

*Distributed on YouTube, Facebook,
Outdoor America*

**ADVERTISING IS AVAILABLE THROUGH PRODUCT USAGE,
COMMERCIALS, BILLBOARDS AND CUSTOM SEGMENTS**



**OUTDOOR CHANNEL: 344K AVG HOUSEHOLDS/MONTH
OUTDOOR AMERICA: 457K AVG IND. IP ADDRESSES/MONTH
YOUTUBE: 1.6M AVG MONTHLY VIEWS**

**PACKAGES START AT
\$6,000**

BUCKMASTERS WHITETAIL MAGAZINE

Buckmasters Whitetail Magazine has been the trusted voice for whitetail enthusiasts for decades, delivering unmatched hunting stories, expert insights, and content that speaks to the passion of our readers.

In May 2026, we are proud to celebrate our 40th Anniversary with a special custom edition. This nostalgic issue will showcase the very best stories from the past 40 years, designed with a commemorative template that pays tribute to the magazine's legacy.

- 5 Issues per Year
- 180,000+ Readers per Issue
- 40th Anniversary Special Edition – May 2026
- Editorial Calendar available upon request



RATES:

4 COLOR AD

1 page	\$4854
2/3 page	\$3879
1/2 page	\$3202
1/3 page	\$2435

*15% MULTI-MEDIA DISCOUNT AVAIL

ADDITIONAL EDITORIAL INFORMATION

OUR EVENTS



BUCKMASTERS EXPO

[Read the 2025 Expo Press Release](#)

The Buckmasters Expo brings in 18,000+ attendees to Alabama each year — delivering big visibility for brands while supporting local nonprofits with more than 130,000 meals provided in 2025.



BULLS & BUCKMASTERS

[Read the 2025 Bulls + Buckmasters Press Release](#)

Held in conjunction with the expo, Bulls & Buckmasters brings over 7,000 fans together for one of the Expo's most exciting attractions — two nights of pro bull riding that create prime visibility and sponsorship opportunities.



BUCKMASTERS GOLF TOURNAMENT

[2025 Golf Tournament Press Release](#)

Launched in 2025, the first annual Buckmasters & Realtree Charity Golf Tournament raised over \$30,000 for Big Dreams Outdoors. Filmed for social and YouTube, the event creates strong visibility and diverse sponsorship opportunities.



EVENTS CONTINUED



BUCKMASTERS LIFE HUNT

[Watch the Life Hunt Playlist](#)

The Buckmasters Life Hunt gives seriously ill and disabled children and young adults the chance to experience the hunt of a lifetime, creating memories and celebrating the power of the outdoors.



SQUIRREL MASTER CLASSIC

[Watch the 2025 SMC Video](#)

The Squirrel Master Classic pairs outdoor personalities with youth hunters and squirrel dogs for a fast-paced, one-of-a-kind small-game competition.

PROUD SPONSORS



Remington



LEGENDARY WHITETAILS



FEDERAL



BARNETT
SEND IT



SIGSAUER

The **FIRMINATOR**
By Ranews Outdoor Equipment



U.S. ARMY

**FARMERS
INSURANCE**



A woman with long blonde hair, wearing a grey long-sleeved shirt and camouflage pants, is leaning over the side of a truck. She is tying a black laced boot on the truck's step. A large black bag is visible on the truck bed behind her. The background is a field of green grass and wildflowers under a clear sky.

PARTNER TESTIMONIAL

Our partnership with Buckmasters has been an incredible experience from day one. Jackie and the entire team have welcomed us like family, and it's clear how deeply they care about protecting and growing the future of hunting. Their passion and authenticity shine through in every event they host, and that makes being a sponsor truly meaningful. We're proud to stand alongside Buckmasters and look forward to continuing this relationship for years to come.

– **SHELBY LOWE | ROCKY BOOTS**



LICENSING OPPORTUNITIES

For decades, leading companies in the outdoor industry have partnered with Buckmasters to license our trusted name and marks. These collaborations allow brands to leverage the strength, recognition, and credibility that Buckmasters has built with hunters and outdoor enthusiasts nationwide.

Our licensing partners have successfully aligned their products with the Buckmasters brand to increase visibility, build consumer confidence, and connect with one of the most loyal audiences in the outdoor market.

In 2026, we are proud to introduce two new licensing collaborations that expand the Buckmasters name into exciting new categories — further strengthening our reach and impact while delivering fresh opportunities for our partners.

With Buckmasters, licensing isn't just a label...
it's a stamp of authenticity.