



HOUSTON
SAFARI ★ CLUB
FOUNDATION™



HOUSTON SAFARI CLUB FOUNDATION
2018-2019 MEDIA KIT



MEDIA KIT

SINCE
1972



**Preserving the sport of
hunting through
education, conservation
and the protection of
hunters' rights.**



ABOUT US

Houston Safari Club (HSC) has a strong, successful 45+ year history of implementing its mission statement: education, conservation and the protection of hunters' rights. In 2018, the Houston Safari Club Foundation (HSCF), a 501(c)(3) non-profit organization, was formed to provide a more focused effort towards making our mission even more impactful. Under our new structure, the Foundation's primary concentration is education and conservation. Membership, operations and fundraising for non-legislative efforts reside within the Foundation. HSC, a 501(c)(4) organization, is dedicated to legislative and policy initiatives that may affect the future of hunting.

Our members come from a diverse background and have a wide variety of hunting, fishing, outdoor and non-endemic interests. But they all have these things in common-their passion for the outdoors, a love of hunting, a commitment to the responsible management of our national resources, the education of future generations and the protection of our rights and legacy as hunter-conservationists. From this media kit, you will learn more about us and our members. We also provide information on our media channels through which we strive to educate, inform and keep alive the art of storytelling. **We hope you will join us.**

To learn more, visit our website at hscfdn.org or call 713.623.8844.

WHY ADVERTISE WITH US?

We know your ROI depends on the ability to target consumers effectively. HSCF offers a variety of ways to reach your buying audience. We work to position your ad in combination with relevant editorial content, allowing for a rich and focused engagement experience. Most importantly, advertising with HSCF helps support our mission statement.

For more information, please contact our advertising department:
advertising@hscfdn.org

Houston Safari Club Foundation • 9432 Katy Freeway, Suite 350
Houston, Texas 77055 • P: 713.623.8844 • F: 713.623.8866



EDUCATION

HSCF proudly provides one of the largest scholarship programs of its kind. Students who participate in hunting and are involved in the study of wildlife, range management and other conservation-related majors are eligible. **500 scholarships** have been awarded, totaling over **2.1 million dollars**. HSCF also provides programs which introduce a new generation of young people to the outdoors. These programs provide interactive experiences in the classroom, in the field and on the water.



CONSERVATION

HSCF provides support for wildlife preservation and habitat protection initiatives, research and management programs, and many organizations that share our mission. HSCF has provided over **\$3.7 million in grants** to support conservation, anti-poaching, hunters' rights, youth education, hunters' safety and more. HSC has worked with and supported groups including the Congressional Sportsmen's Foundation, National Rifle Association, American Wildlife Conservation Partners, Conservation Force, Texas Parks and Wildlife, Texas Wildlife Association, Operation Game Thief, Boy Scouts of America and hundreds of other worthy organizations.



HUNTERS' RIGHTS

Functioning as a separate entity, Houston Safari Club, a 501(c)(4) directly supports initiatives which protect and preserve the tradition of hunting and hunters' rights worldwide. HSC takes an active role in efforts to effect policies, protocols and legislation which promote the future of conservation and hunting.

OUR MEMBERS

Houston Safari Club Foundation is comprised of passionate people dedicated to preserving the future of the outdoors. Our membership is a diverse network of affluent professionals, with strong purchasing power, engaging in many aspects of life including hunting, watersports, luxury travel, property ownership and more.

HSCF MARKET SURVEY Member Demographics

MEMBERS FOR OVER 20 YRS

Many of our members have been members of HSCF for over 20 years but a large section of our membership includes newer members, having joined within the last 5 years.★



Education

78% are college graduates with over 30% having earned advanced degrees.



Career Status

65% of our membership are Vice President level or above with over 40% being business owners.



Residences

38% own 2 or more residences.



Vehicle Ownership Types

68% own SUVs
Over **55%** own 2 or more vehicles.



Most of our members attend at least
**3 MEMBERSHIP
EVENTS EACH
YEAR.**



Average HHI

\$200,000-\$500,000 with **22%** presenting
an HHI of **\$500,000** or greater.



Acreage

48% own acreage with **24%** owning
100-1,000 acres.



Marital Status

**OVER 77%
ARE MARRIED**



Age

75% ARE 45+



Gender

90% MALE



Average Net Worth

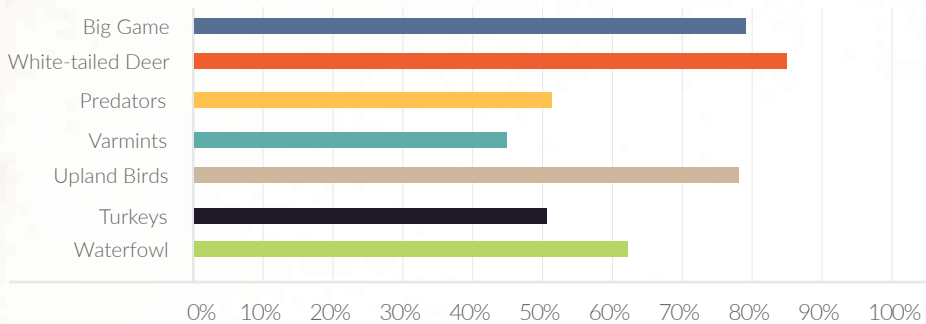
\$2.2-2.5M
With **23%** presenting an ANW of **\$5M**
or greater.

For more information, please contact our advertising department:

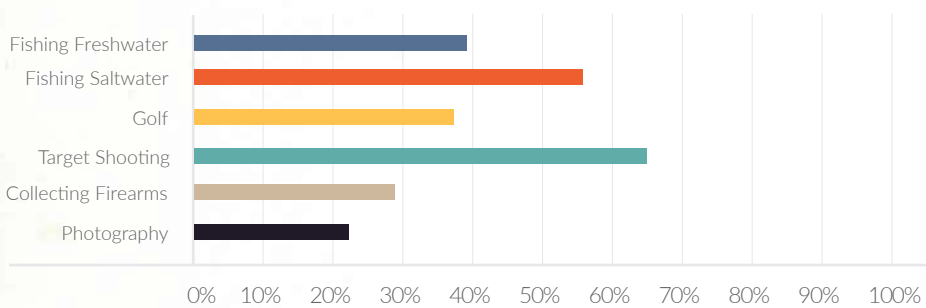
advertising@hscfdn.org

OUR MEMBERS

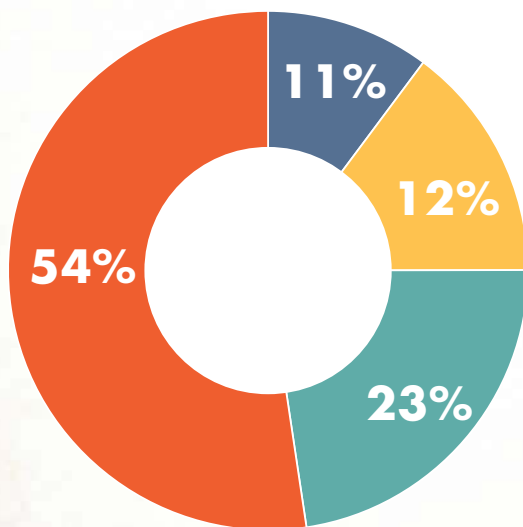
Hunting by Game Type



Activity Participation Outside of Hunting



HOW DOES HSCF SPEND ITS MONEY?



- Scholarships
- Youth
- Veterans
- Conservation

(*Based on 2016-2018 data)



Leisure/Vacation Trips

89% take 1-5 leisure/vacation trips annually.



Annual Hunting Expenditures

28% spend **\$5,000-\$10,000** annually with **40%** spending **\$20,000** or more each year.



Purchasing Habits

Over **43%** of our members have made 2 or more purchases from our advertisers.



Hunting Trips

Over **45%** take 6 or more hunting trips annually.



Method of Take

Over **96%** use a rifle.



Reader Habits

Over **70%** of our members read **every** issue of our magazine, **cover to cover**, with over **75%** reading the magazine the day they receive it in the mail.

For more information, please contact our advertising department:
advertising@hscfdn.org

HUNTER'S HORN

Hunter's Horn is our official publication. From paper and ink, adventurous pursuits from around the world, come to life. *Hunter's Horn* is one of the most elegant outdoor publications available. Featuring your product or service in our publication is one of the smartest investments you can make today. We publish both print and digital versions quarterly. *Hunter's Horn* reaches the affluent, active reader with the desire to pursue life's experiences and the means to do so.

AWARDS



SPRING Wingshooting

Fishing, clay shooting, shotguns, South American hunting (dove/duck/quail), HSCF Sporting Clays Tournament preview, HSCF Convention wrap-up, Convention awards/honors.



SUMMER African Safari

African safari: dangerous game, plains game, big bore rifles, HSCF Sporting Clays Tournament.



FALL North American Hunting

North American hunting: white-tailed deer, mule deer, bear, sheep, goats, elk, Texas hunting, deer rifles, bow hunting, long-range shooting, introduction of the President's Rifle.



CONVENTION HSCF

World Hunting, Convention highlights and information, President's Rifle, HSCF Artist of the Year, ACES/Dan L Duncan scholarship recipients, annual Hunting and Photography Award winners.

For more information, please contact our advertising department:
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HUNTER'S HORN QUARTERLY MAGAZINE PUBLICATION

	Single Issue	2 Issues	4 Issues
Outside Back Cover	\$1000	\$965	\$937
Inside Front Cover	\$950	\$913	\$889
Inside Back Cover	\$900	\$864	\$843
Center Spread (Full-Page)	\$1559	\$1371	\$1181
Spread	\$1370	\$1204	\$1038
Full-Page	\$825	\$796	\$767
1/2 Page	\$644	\$611	\$599
1/3 Page	\$487	\$472	\$463
1/4 Page	\$446	\$429	\$417
1/8 Page	\$223	\$218	\$210
5x9 One Sided Insert	\$1,000		
5x9 Two Sided Insert	\$1,500		
8.5x11 One Sided Insert	\$1,200		
8.5x11 Two Sided Insert	\$1,700		

* Hunter's Horn accepts color ads only please.

PUBLISHING DEADLINES

	Spring	Summer	Fall	Convention
Space Reservation	FEB 7	MAY 9	AUG 1	NOV 1
Closing Date	FEB 14	MAY 16	AUG 8	NOV 8
Mail Date	MAR 26	JUN 25	SEP 17	DEC 17

Artwork Specifications

- All artwork must be 300 dpi or better; formats accepted: .pdf, .jpg, .tiff, .eps, or .ai.
- Rates are based on print-ready artwork. Additional charges will apply for ad design if print-ready artwork is not provided.

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HUNTER'S★HORN

DIMENSIONS IN INCHES



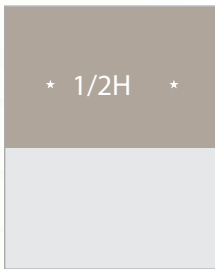
SPREAD

Bleed: 17.25"w x 11.25"h

No Bleed: 16.5"w x 10.5"h

Bleed Safety: 16.75"w x 10.75"h

Trim: 11"h x 17"w



1/2 PAGE HORIZONTAL

No Bleed: 8"w x 5.125"h

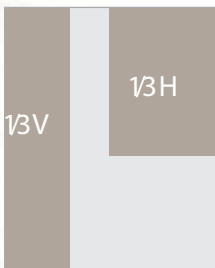


FULL-PAGE

Bleed: 8.75"w x 11.25"h

Bleed Safety: 8.25"w x 10.75"h

No Bleed: 8"w x 10.5"h

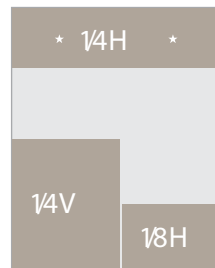


1/3 PAGE VERTICAL

No Bleed: 2.5"w x 10"h

1/3 PAGE HORIZONTAL

No Bleed: 5"w x 5.125"h



1/4 PAGE HORIZONTAL

No Bleed: 8"w x 2.375"h

1/4 PAGE VERTICAL

No Bleed: 3.875"w x 5.125"h

1/8 PAGE HORIZONTAL

No Bleed: 3.875"w x 2.5"h

★ MAGAZINE INSERTS ★

5"x9" or 8.5"x11" inserts mailed with *Hunter's Horn*. These inserts will not be attached or inserted, but placed within the magazine's protective plastic wrap. This opportunity gives advertisers a highly visible and unique presence. **Limited to only one per magazine issue.**

Artwork Specifications

- All artwork must be 300 dpi or better; formats accepted: .pdf, .jpg, .tiff, .eps, or .ai.

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MEMBER DIRECTORY

Half-Page	\$275
Full-Page	\$490
Inside Front Cover	\$700
Inside Back Cover	\$600
Outside Back Cover	\$950

PUBLISHING DEADLINES

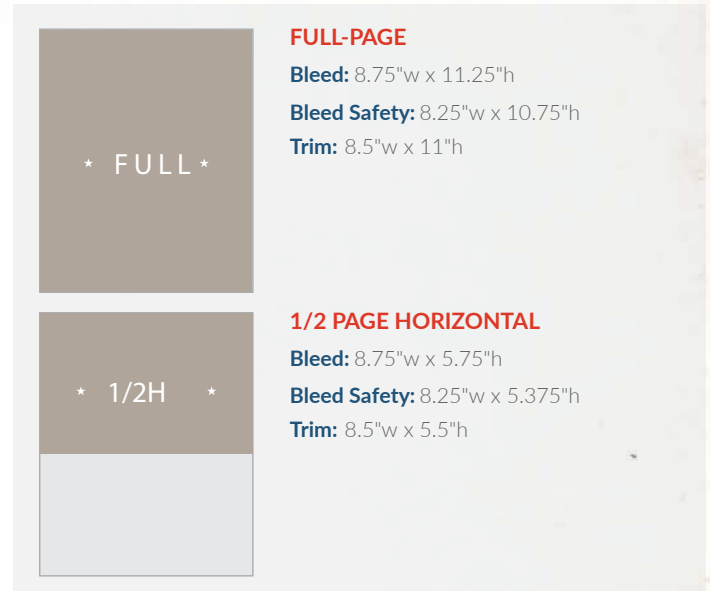
Agreements & Print-Ready Ad/Art Files	SEPT 1
Mailed Out	OCT 15

CONVENTION AUCTION CATALOG

Auction Catalog Title Sponsor	
Three (3) full-page ads & logo on cover: \$7,500	
Individual Cover Placements: Full-Page	
Inside Front Cover Full-Page:	\$2,000
Inside Back Cover Full-Page:	\$1,000
Outside Back Cover Full-Page:	\$3,000
Standard Ads: Full-Page	\$775
Standard Ads: Half-Page	\$610

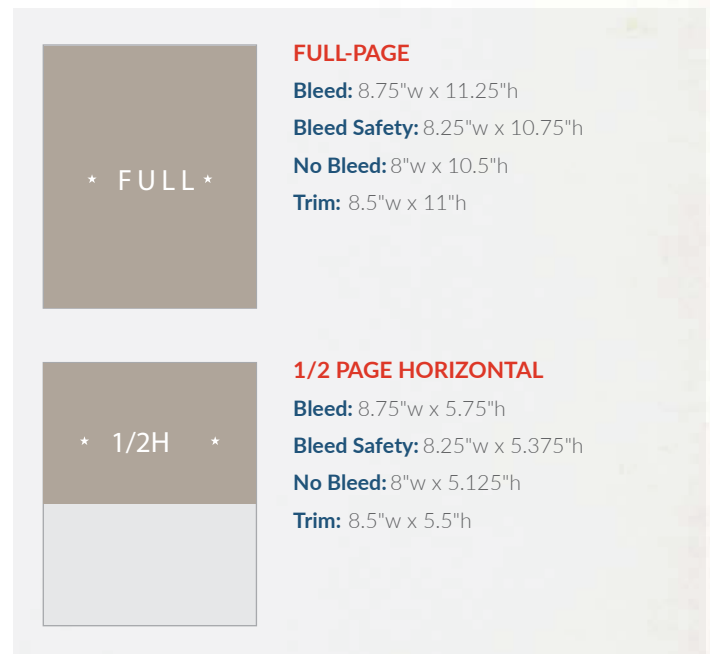
PUBLISHING DEADLINES

Agreements & Print-Ready Ad/Art Files	NOV 1
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FULL-PAGE
Bleed: 8.75"w x 11.25"h
Bleed Safety: 8.25"w x 10.75"h
Trim: 8.5"w x 11"h

1/2 PAGE HORIZONTAL
Bleed: 8.75"w x 5.75"h
Bleed Safety: 8.25"w x 5.375"h
Trim: 8.5"w x 5.5"h



FULL-PAGE
Bleed: 8.75"w x 11.25"h
Bleed Safety: 8.25"w x 10.75"h
No Bleed: 8"w x 10.5"h
Trim: 8.5"w x 11"h

1/2 PAGE HORIZONTAL
Bleed: 8.75"w x 5.75"h
Bleed Safety: 8.25"w x 5.375"h
No Bleed: 8"w x 5.125"h
Trim: 8.5"w x 5.5"h

Artwork Specifications

- All artwork must be 300 dpi or better; formats accepted: .pdf, .jpg, .tiff, .eps, or .ai.
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DIGITAL NEWSLETTER PUBLISHED TWICE MONTHLY

Logo & Text	\$100
Banner Style	\$350

PUBLISHING DEADLINES

Agreements & Print-Ready Ad/Art Files	20th of month prior to advertising
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280px X 215px

Logo and Text: High resolution logo of less than 280x215 pixels in .jpg format, hyperlink and less than 30 words of text.

586px X 120px

Banner Style Ad: High resolution image that is no smaller or larger than 586 x 120pixels in .gif or .jpg format.

FOUNDATION PARTNERSHIP

As an HSCF Partner, you directly support our mission statement and the programs we implement to help preserve the sport of hunting through education, conservation and the promotion of our hunting heritage. These exclusive offerings have been created just for you. Print, Digital and Social marketing in one effective package!

PATRON	Investment: \$1,500	Advertising Value \$3,000!
<ul style="list-style-type: none"> • 1/3-page ad in 4 issues of Hunter's Horn • Logo and link to HSCF's "Partners in Conservation" page in 12 issues of Bush Telegraph 		<ul style="list-style-type: none"> • Company logo on HSCF's "Partners in Conservation" page • Half-page ad in HSCF Member Directory • 3 social media promotions
BENEFACTOR	Investment: \$3,750	Advertising Value \$7,500!
<ul style="list-style-type: none"> • Half-page ad in 4 issues of Hunter's Horn • 5 x 9 two-sided Insert in one issue of Hunter's Horn • 280 x 215 pixel logo/text in 24 issues of Bush Telegraph • Company logo on HSCF's "Partners in Conservation" page • Half-page ad in HSCF Member Directory 		<ul style="list-style-type: none"> • Press release: national and to email database • 6 social media promotions • Targeted membership promotion • Half-page ad in annual Convention Auction Catalog
GUARDIAN	Investment: \$7,500	Advertising Value \$15,000!
<ul style="list-style-type: none"> • Full-page ad in 4 issues of Hunter's Horn: • 8.5 x 11 two-sided Insert in one issue of Hunter's Horn • 586 x 120 pixel banner ad in 24 issues of Bush Telegraph • Company logo on HSCF's "Partners in Conservation" page • Full-page ad in HSCF Member Directory 		<ul style="list-style-type: none"> • Press release: national and to email database • 12 social media promotions • Targeted membership promotion • Feature sponsor story In Hunter's Horn • Full-page ad in annual Convention Auction Catalog

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ADVERTISING INSERTION ORDER & AGREEMENT

HUNTER'S HORN

ISSUE(S):

- Spring (Mail Date: Mar)
- Summer (Mail Date: Jun)
- Fall (Mail Date: Sept)
- Convention (Mail Date: Dec)

MATERIALS DUE:

- February 7
- May 9
- August 5
- November 1

MATERIALS:

- New
- Pick Up

AD SIZE: *Special Placement

- Full Page
- ½ Page Horizontal
- ¼ Page Horizontal
- ¼ Page Vertical
- ½ Page Vertical
- Inside Front Cover*
- Inside Back Cover*
- Outside Back Cover*
- Center Spread (Full Pages)*
- 2-Page Spread*
- 5"x9" Insert (single sided)
- 8.5"x11" Insert (single sided)
- 5"x9" Insert (double sided)
- 8.5"x11" Insert (double sided)

\$ SUBTOTAL

BUSH TELEGRAPH DIGITAL NEWSLETTER

- Jan
- Feb
- Mar
- Apr
- May
- Jun
- Jul
- Aug
- Sep
- Oct
- Nov
- Dec

\$ SUBTOTAL

MEMBERSHIP DIRECTORY (DIGITAL)

- Inside Front Cover: Color
- Inside Back Cover: Color
- Outside Back Cover: Color
- Full Page: Color
- ½ Page: Color

\$ SUBTOTAL

AUCTION CATALOG

AUCTION CATALOG TITLE SPONSOR

- 3 Full Page Ads; Inside Front Cover; Inside Back Cover; Outside Back Cover, and logo on cover.

\$ SUBTOTAL

INDIVIDUAL PLACEMENTS

- Inside Front Cover (Full Page)
- Inside Back Cover (Full Page)
- Outside Back Cover (Full Page)
- Full Page
- ½ Page Horizontal

FOUNDATION PARTNERSHIP

- Patron
- Benefactor
- Guardian

\$ SUBTOTAL

MEMBERSHIP

- I'd like to have my logo and a link to my website represented on the HSCF website – please sign me up for a Corporate Membership for \$350 (membership also includes two (2) individual memberships)

\$ SUBTOTAL

DONATE

Houston Safari Club Foundation (HSCF) is a 501(c)(3) organization committed to education, conservation and the promotion of our hunting heritage. Your donation makes it possible for HSCF to provide scholarships, implement outdoor, hunting and shooting sports education programs and execute conservation projects at home and abroad. Donate now to help us continue our mission to preserve the future of hunting.

\$ SUBTOTAL

\$ TOTAL

All ad materials should be sent to: Charlotte Betar charlotte@hscfdn.org

ADVERTISER/AGENCY INFORMATION

Name of Business:

Contact Name:

Address:

E-mail Address:

City: State: Zip:

Phone: Fax:

Website:

Agency: (if applicable)

BILLING INFORMATION

VISA AMEX Mastercard Discover

Card #:

CCV #: Exp. Date:

Name on Card:

Rate:

Discount:

Other:

Total:

TERMS OF CONTRACT

Funds are payable to Houston Safari Club Foundation, at the below address. Advertising materials must be sent by the issue closing date. Advertiser and/or Agency agree to abide by the terms of the current advertising rate card. Publisher has the right to revise rates herein upon 30-day notice to the Advertiser. Advertiser agrees to furnish advertisements within the Publisher's deadlines, to meet payment schedules, and to hold Publisher harmless from all liability. Publisher agrees to run advertisements per this contract for Advertiser, repeating the last published advertisement unless a new advertisement is furnished by Advertiser and/or Agency within Publisher's deadlines. Publisher reserves the right to hold Advertiser and/or its Advertising Agency jointly and severally liable for payment due the Publisher. If necessary to turn an account over to attorneys or a collection agency for payment, the Advertiser will be responsible for paying any fees resulting from such action. Advertiser agrees that any dispute shall be governed by the laws of the State of Texas, and Advertiser hereby submits to the jurisdiction of the State of Texas. Payment Terms: All invoices are net 30 days. Advertiser must have valid credit card information on file to place an ad. Payment may be made via check or credit card. HSCF can also set up an automatic payment via credit card if the advertiser desires. Outstanding balances over 30 days will result in a service charge to the card on file. If a card is declined, the advertisement will be withdrawn from the publication. Houston Safari Club Foundation (HSCF) is a non-profit organization, exempt from federal income tax, under section 501(c)(3) of the United States Internal Revenue Code. The charitable deduction for contributions to HSCF is the cash amount of the contribution, less the value of goods and services received, to the extent permitted by law. Please check with your tax advisor: HSCF EIN 74-2177975. HSCF is an independent organization, is not affiliated with Safari Club International (SCI) or its affiliates and is not a chapter or affiliate of any other organization.

HSCF reserves the right to refuse any advertisement believed to be incompatible with our mission or deemed competitive or contrary to the best interests of HSCF.

Signature: Date:

For more information, please contact our advertising department:

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