



HSCF[®]

WeHuntWeGive.org



HOUSTON SAFARI CLUB FOUNDATION
2025-2026 MEDIA KIT

WHO WE ARE

SINCE 1972



Preserving the
sport of
hunting through
education,
conservation
and the promotion
of our hunting
heritage.



Cover Photo:
Andrew Garay

ABOUT US

Houston Safari Club Foundation (HSCF) is a 501(c)(3) non-profit organization. Our mission is to safeguard the sport of hunting through impactful education, proactive conservation efforts, and the celebration of our hunting legacy.

Our diverse membership spans a wide array of backgrounds and interests, from hunting and fishing to various outdoor pursuits. What unites us all is a profound passion for the outdoors, a love of hunting, and an unwavering commitment to the responsible management of our natural resources, educating future generations, and the responsibilities that come with being hunter-conservationists.

We are a dedicated community of hunters who take immense pride in our role as stewards of wildlife and wild places. We are also unwavering advocates for the Second Amendment.

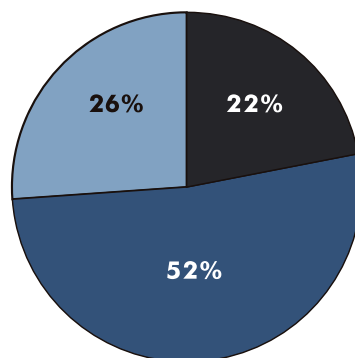
Scholarship: Since its inception, HSCF has awarded 697 scholarships, totaling an impressive \$3.2 million. Our recipients are not only distinguished by their academic excellence and dedication but also by their potential to drive meaningful change in the field of conservation.

Youth Education: Each year, we host over 200 local high school students at our annual convention, introducing them to outdoor-related professions; and we annually host nearly 50 students for conservation education, firearms safety and hunting and fishing trips.

Conservation Grants: HSCF has proudly invested over \$4 million in youth education, shooting sports, and conservation initiatives, reflecting our unwavering commitment to preserving the future of wildlife and outdoor traditions. Our extensive range of projects encompasses innovative research, sustainability efforts, wildlife management, and beyond.

We are HSCF. We Hunt. We Give.

HSCF OUTREACH PROGRAMS



- Scholarships
- Conservation & Shooting Sports Grants
- Youth Outdoor Education & Experiences

(*Based on 2022-2023 data)

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

713.623.8844 • info@wehuntwegive.org



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OUR MEMBERS

MEMBER DEMOGRAPHICS



Average HHI

\$200,000-\$500,000 with **18%** presenting an HHI of **\$500,000** or greater.



Average Net Worth

\$ 2.2 - 2.5M

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



Education

51% are college graduates with over **26%** having earned advanced degrees.



Career Status

21% of our members operate at the Executive Management level with **66%** of members being business owners.



Age

11% are **25-34**, **9%** are **35-44**,
26% are **45-54**, **52%** are **55+**



Gender

84 % MALE
16 % FEMALE

PURCHASING POWER



Reader Habits

Over **40%** of our members read **every** issue of our magazine, **cover to cover**, with over **67%** reading the magazine immediately upon receipt



Effectiveness

Over **42%** of our members have made 2 or more purchases from our advertisers.



Sharing Knowledge

90% of our members share knowledge about hunting and/or hunting products with 3 or more people, on a regular basis.



Residences

47% own 2 or more residences.



Acreage

50% own acreage with **52%** owning **100** acres or more.



Vehicle Ownership

Over **59%** own 3 or more vehicles.
89% own trucks, **72%** own cars,
48% own ATV's/UTV's, **18%** own boats
3% own airplanes.



Leisure/Vacation Trips

90% take 1-5 leisure/vacation trips annually.



Annual Hunting Expenditures

21% spend **\$5,000-\$10,000** annually with
55% spending **\$10,000** or more each year.



Hunting Trips

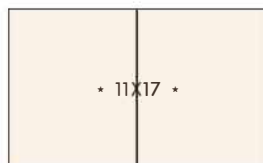
Over **43%** take 6 or more hunting trips annually.



PRINT & DIGITAL SPECS

HUNTER'S HORN®

QUARTERLY MAGAZINE PUBLICATION



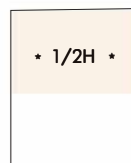
SPREAD

Bleed: 17.25"wx 11.25"h
No Bleed: 16.5"wx 10.5"h
Bleed Safety: 16.75"wx 10.75"h
Trim: 11"h x 17"w



FULL-PAGE

Bleed: 8.75"wx 11.25"h
Bleed Safety: 8.25"wx 10.75"h
No Bleed: 8"wx 10.5"h



1/2 PAGE HORIZONTAL

No Bleed: 8"wx 5.125"h

PUBLISHING DEADLINES

	Spring 2025	Summer 2025	Fall 2025	Winter/Convention
Space Reservation	FEB 07	MAY 09	AUG 01	OCT 21
Closing Date	FEB 14	MAY 16	AUG 08	OCT 28
Mail Date	MAR 31	JULY 1	SEP 25	DEC 16

AWARD WINNING PUBLICATION!

2023 Silver NYX/Marcom Award For Magazine Cover
2023 Platinum Marcom Award Publications/Magazine Non-Profit
2022 & 2023 Silver NYX/Marcom Award For Design Magazine
2022 Silver Davey Award - Consumer-Magazine
2022 Communicator Award Of Excellence
2020, 2021, & 2022 Gold Marcom Award For Nonprofit Print Magazine
2018, 2020, 2021, 2022 Communicator Award For Print Distinction
2019, 2020, 2021 American Graphic Design Award (GDUSA) for Publication Design
2021 Best Outdoor Publication, Texas Outdoor Writers Association
2021 Gold Davey Award - Consumer Magazine
2020 HM Folio: Eddie & Ozzie Awards For Single Magazine Issue/Association/Nonprofit/Charity

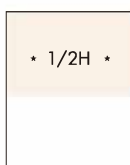


MEMBER DIRECTORY



FULL-PAGE

No Bleed: 8.5"wx 11"h



1/2 PAGE HORIZONTAL

No Bleed: 8.5"wx 5.5"h

PUBLISHING DEADLINE

Agreements & Print-Ready Ad/Art Files	SEPT 2
Publishing Date	OCT 16



Artwork Specifications

All artwork must be 300 dpi or better; formats accepted: .pdf, .jpg, .tiff, .eps, or .ai. 125 bleed (for full page ads)
MINIMUM .125 safety margin from the page edge/trim
Ideal safety .25 from the trim

We offer design services starting at \$100.00 for ad creation or to recreate/resize ads to meet specs.
Please email Carla at carla@wehuntwegive.org for more information.

713.623.8844 • info@wehuntwegive.org



PRINT & DIGITAL SPECS



PRESENTED BY HOUSTON SAFARI CLUB FOUNDATION

OUR DIGITAL NEWSLETTER PUBLISHED ONCE MONTHLY

586px X 120px

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

PUBLISHING DEADLINE

Agreements & Print-Ready Ad/Art Files	20th of month prior to advertising
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APPRECIATION ADS

SAY "THANK YOU" AND RECOGNIZE AN OUTFITTER, GUIDE OR PROFESSIONAL HUNTER WHO PROVIDED AMAZING SERVICE AND A ONCE-IN-A-LIFETIME HUNTING OR ANGLING EXPERIENCE.

<div>• FULL •</div>	FULL-PAGE Includes 4 photos	<div>• 1/2H •</div>	1/2 PAGE HORIZONTAL Includes 2 photos
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PUBLISHING DEADLINE

Agreements, Photos & Verbiage Due	OCT 18
Mailing Date	DEC 13

All ads are full color
All photos must be high resolution digital images (300 dpi)
No outfitter contact information or logos
**These ads are designed by HSCF, there is no fee for this*



Artwork Specifications

All artwork must be 300 dpi or better; formats accepted: .pdf, .jpg, .tiff, .eps, or .ai. .125 bleed (for full page ads)
MINIMUM .125 safety margin from the page edge/trim
Ideal safety .25 from the trim

We offer design services starting at \$100.00 for ad creation or to re-create/re-seize ads to meet specs.
Please email Carla at carla@wehuntwegive.org for more information.

RATE CARD

HUNTER'S HORN

	1 Issue	2-3 Issues	4 Issues
Outside Back Cover			\$1450
Inside Front Cover			\$1250
Inside Back Cover			\$1250
Two-Page Spread	\$1400	\$1350	\$1150
Premium Placements (Page 1 Opposite Inside Front Cover; Last Page Opposite Inside Back Cover)			\$1100
Full-Page	\$750	\$700	\$600
1/2 Page	\$630	\$580	\$480
5x9 2-Sided Insert	\$1300		
Video Add-On - Add a video to your ad! (advertiser to provide)	\$125	\$125	\$125

*All rates are per issue. A four issue commitment for all covers and premium placements is required.

MEMBER DIRECTORY

Outside Back Cover	\$700
Inside Front Cover	\$500
Inside Back Cover	\$500
Full-Page	\$300
1/2 Page	\$150

BUSH TELEGRAPH

Banner Ad x 1 Issue/Month	\$275/MONTH
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APPRECIATION ADS

Full-Page	\$350
1/2 Page	\$175



MULTIMEDIA PACKAGES

PLATINUM

\$6,000

Hunter's Horn	Full Page x 4 Issues
Member Directory	Full Page
Bush Telegraph	1 Year
Logo & Link: HSCF Website	1 Year
Three (3) Targeted E-Blasts	1 Year
Pre-Roll 30-Second Weekly Podcast Commercial	1 Year

GOLD

\$3,500

Hunter's Horn	Full Page x 2 Issues
Member Directory	Half Page
Bush Telegraph	6 Months
Logo & Link: HSCF Website	6 Months
Two (2) Targeted E-Blasts	6 Months
Mid-Roll 30-Second Weekly Podcast Commercial	6 Months

SILVER

\$2,000

Hunter's Horn	Full Page x 1 Issue
Member Directory	Half Page
Bush Telegraph	3 Months
Logo & Link: HSCF Website	3 Months
One (1) Targeted E-Blast	3 Months
Mid-Roll 30-Second Weekly Podcast Commercial	3 Months

Payment for multimedia packages may be remitted quarterly.



HSCF ADVERTISING AGREEMENT

HUNTER'S HORN

ISSUE(S):

- ☐ Spring _____
☐ Summer _____
☐ Fall _____
☐ Convention/Winter _____

MATERIALS:

- ☐ New
☐ Pick Up

AD SIZE:

- ☐ Full Page
☐ ½ Page
☐ 2-Page Spread
☐ Video Add-On
☐ 5"x9" Double Sided Insert
- ☐ Inside Front Cover
☐ Inside Back Cover
☐ Outside Back Cover
☐ Premium Placement: Front
☐ Premium Placement: Back

\$ SUBTOTAL

Materials Due: Spring: Feb. 14; Summer: May 16; Fall: Aug. 10; Convention/Winter: Oct. 25

Mail Dates: Spring: March 27; Summer: June 26; Fall: September 18; Convention/Winter: December 16

MEMBERSHIP DIRECTORY

- ☐ Inside Front Cover
☐ Full Page
- ☐ Outside Back Cover
☐ Half Page
- ☐ Inside Back Cover

\$ SUBTOTAL

BUSH TELEGRAPH DIGITAL NEWSLETTER

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

\$ SUBTOTAL

APPRECIATION ADS

- ☐ Full Page ☐ ½ Page

\$ SUBTOTAL

MULTIMEDIA PACKAGES

- ☐ Platinum ☐ Gold ☐ Silver

\$ SUBTOTAL

All ad materials should be sent to: joe@wehuntwegive.org

\$ TOTAL

ADVERTISER/AGENCY INFORMATION

Name of Business:

Contact Name:

E-mail Address:

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:



HUNTING MATTERS PODCAST



An acclaimed weekly podcast celebrating the wonders of the great outdoors. Join host Joe Betar, Executive Director of Houston Safari Club Foundation, as he delves into captivating discussions with a diverse array of guests. From hunting and fishing to sport shooting, conservation, policy, and even culinary arts, this podcast covers it all. Available in audio on all major podcast platforms and the HSCF website and in video format on HSCF's YouTube channel and Spotify.

Title Sponsor: \$800/month

- Noted as featured title sponsor
- Pre-roll 30-second ad per weekly audio episode
- Mid-roll 30-second ad per weekly audio episode
- Featured on show notes page with logo and link to your website
- 6-month commitment required

Option 1: \$500/month

- Pre-roll 30-second ad per weekly audio episode
- Featured on show notes page with logo and link to your website
- 3-month commitment required

Option 2: \$300/month

- Mid-roll 30-second ad per weekly audio episode
 - Featured on show notes page with logo and link to your website
 - 3-month commitment required
-

AWARDS

2022 AVA Digital awards Gold Winner

Category: Audio Production / Radio | Audio Production/Radio | Podcast

2022 NYX/Marcom Silver Winner

Category: Non-Profit/Podcast

2022 Marcom Gold Winner

Category: VIDEO/AUDIO | AUDIO/RADIO | PODCAST

2022 Davey Award Gold Winner

Category: Podcast General/Education

2023 NYX/Marcom Silver Winner

Category: Non-Profit/Podcast

2023 AIVA W3 Awards Winner

Gold: Podcast/Associations; Silver: Podcast/Best Co-Hosts

2023 Davey Award Silver Winner

Category: Features-Branded – Series; Features-Best Co-Hosts: Silver
Podcast Series-Educational: Silver

2024 AVA Gold Winner

Category: Audio Production/Radio/Podcast



HUNTING MATTERS ADVERTISING AGREEMENT



PLAN LEVEL

☐ Title ☐ Option 1 ☐ Option 2

\$ SUBTOTAL

SCHEDULE DATES

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

\$ SUBTOTAL

All ad materials should be sent to: joe@wehuntwegive.org

\$ TOTAL

ADVERTISER/AGENCY INFORMATION

Name of Business:

Contact Name:

E-mail Address:

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:

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