



HSCF[®]
WeHuntWeGive.org



HOUSTON SAFARI CLUB FOUNDATION
2026-2027 MEDIA KIT

WHO WE ARE

SINCE
1972



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



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.

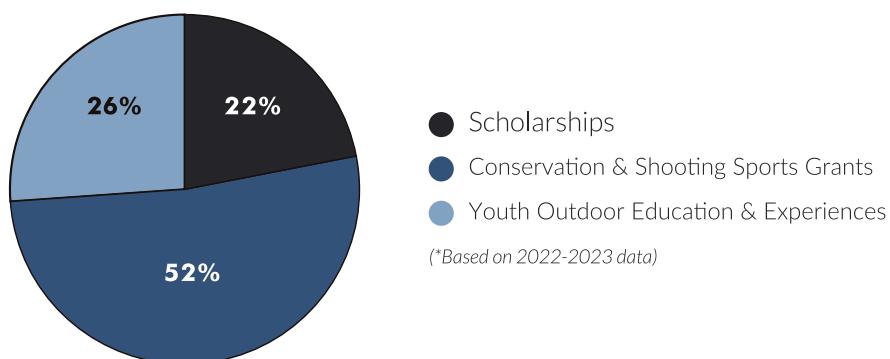
Scholarship: Since its inception, HSCF has awarded 722 scholarships, totaling an impressive \$3.38 million. Our recipients are not only distinguished by their academic excellence and dedication but also by their potential to drive meaningful change in the field of conservation.

Youth Education: Over 1,300 youth directly engaged in outdoor education, field programs, and firearms safety training.

Conservation Grants: Over 300 organizations supported, addressing habitat restoration, species management, anti-poaching, shooting sports, and more. HSCF has provided over \$4 million in grants, funding almost 290 projects.

We are HSCF. We Hunt. We Give.

HSCF OUTREACH PROGRAMS



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

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 - 2.5 M

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



Education

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



Age

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



Gender

84 % MALE
16 % FEMALE



Career Status

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

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.



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.



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.



Hunting Trips

Over 43% take 6 or more hunting trips annually.



PRINT & DIGITAL SPECS

HUNTER'S HORN®

QUARTERLY MAGAZINE PUBLICATION



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



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



1/2 PAGE HORIZONTAL

No Bleed: 8" w x 5.125" h



PUBLISHING DEADLINES

Spring 2026 Summer 2026 Fall 2026 Winter/Convention

| | | | | |
|-------------------|--------|--------|--------|--------|
| Space Reservation | FEB 06 | MAY 08 | AUG 03 | OCT 21 |
| Artwork Due | FEB 06 | MAY 08 | AUG 03 | OCT 21 |
| Mail Date | MAR 30 | JULY 1 | SEP 29 | DEC 21 |

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

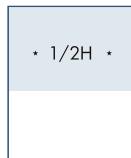


MEMBER DIRECTORY



FULL-PAGE

No Bleed: 8.5" w x 11" h

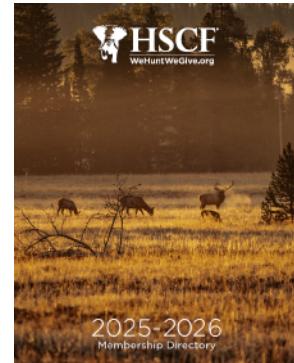


1/2 PAGE HORIZONTAL

No Bleed: 8.5" w x 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

BUSH TELEGRAPH

PRESENTED BY HOUSTON SAFARI CLUB FOUNDATION

OUR DIGITAL NEWSLETTER PUBLISHED ONCE MONTHLY

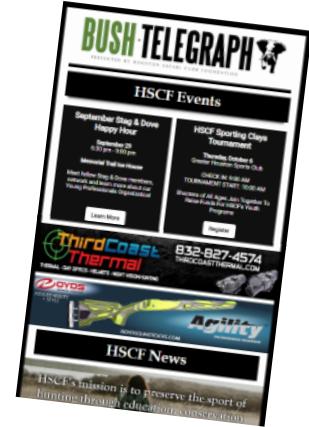
586px X 120px

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

PUBLISHING DEADLINE

Agreements & Print-Ready Ad/Art Files

20th of month prior to advertising

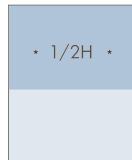


APPRECIATION ADS

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.



FULL-PAGE
Includes 4 photos



1/2 PAGE HORIZONTAL
Includes 2 photos

PUBLISHING DEADLINES

| | Spring 2026 | Summer 2026 | Fall 2026 | Winter/Convention |
|-------------------------------|-------------|-------------|-----------|-------------------|
| Agreements, Photos & Verbiage | JAN 23 | APR 24 | JUL 20 | OCT 07 |
| Mail Date | MAR 30 | JULY 1 | SEP 29 | DEC 21 |

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 |
|---------------------------|-------------|

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.

713.623.8844 • info@wehuntwegive.org



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 Outside Back Cover Inside Back Cover
 Full Page Half Page

\$

SUBTOTAL

BUSH TELEGRAPH DIGITAL NEWSLETTER

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

\$

SUBTOTAL

APPRECIATION ADS

ISSUE (S):

Spring _____ Fall _____
 Summer _____ Convention/Winter _____

AD SIZE:

Full Page ½ Page

\$

SUBTOTAL

MULTIMEDIA PACKAGES

Platinum Gold Silver

\$

TOTAL

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

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 Hunting Matters is the official, award-winning podcast of Houston Safari Club Foundation. Featuring hunters, conservationists, outdoor professionals, and thought leaders, each episode dives deep into the stories that shape the future of wildlife and hunting heritage. Available in audio on all major podcast platforms, video on HSCF's YouTube channel and Spotify, and the HSCF website.

Title Sponsor: \$800/month

- Exclusive "Presented by [Your Company]" mention
- Logo and link featured on all show notes and video descriptions
- 30-second pre-roll and mid-roll ads (audio + video)
- 6-month commitment required

Standard Sponsor: \$500/month

- 30-second pre-roll ad (audio + video)
- Logo and link featured on show notes and video descriptions
- 3-month minimum commitment

Supporting Sponsor: \$300/month

- 30-second mid-roll ad (audio + video)
- Logo and link featured on show notes and video descriptions
- 3-month minimum commitment

Add-Ons (Optional with the purchase of one of the tiers noted above)

- Social media mention (Facebook, X, Instagram, LinkedIn): \$100/post
- YouTube overlay logo placement: \$75/episode

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 Standard Supporting

\$

ADD-ONS

Social Media YouTube

\$

SCHEDULE DATES

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

\$

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

ADVERTISER/AGENCY INFORMATION

Name of Business:

Contact Name:

E-mail Address:

Address:

City: State: Zip:

Phone: Fax:

Website:

Agency: (if applicable)

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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:

BILLING INFORMATION

VISA AMEX Mastercard Discover

Card #:

CCV #: Exp. Date:

Name on Card:

Rate:

Discount:

Other:

Total: