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 houstonsafariclub.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.
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.
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@houstonsafariclub.org

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

Hunting by Game Type

- **Big Game**: 50%
- **White-tailed Deer**: 45%
- **Predators**: 40%
- **Varmints**: 35%
- **Upland Birds**: 30%
- **Turkeys**: 25%
- **Waterfowl**: 20%

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.

Hunting Trips by Game Type

- **Big Game**: 60%
- **Predators**: 50%
- **Varmints**: 45%
- **Upland Birds**: 40%
- **Turkeys**: 35%
- **Waterfowl**: 30%
- **Fishing Freshwater**: 25%
- **Fishing Saltwater**: 20%
- **Golf**: 15%
- **Target Shooting**: 10%
- **Collecting Firearms**: 5%
- **Photography**: 0%

Activity Participation Outside of Hunting

- **Fishing Freshwater**: 60%
- **Fishing Saltwater**: 55%
- **Golf**: 50%
- **Target Shooting**: 45%
- **Collecting Firearms**: 40%
- **Photography**: 35%

How Does HSCF Spend Its Money?

- **Scholarships**: 54%
- **Youth**: 11%
- **Veterans**: 12%
- **Conservation**: 23%

(*Based on 2016-2018 data*)
MEDIA OPPORTUNITIES

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: advertising@houstonsafariclub.org
**MEDIA OPPORTUNITIES**

**HUNTER’S HORN**

**QUARTERLY MAGAZINE PUBLICATION**

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

*Hunter’s Horn accepts color ads only please.*

**PUBLISHING DEADLINES**

<table>
<thead>
<tr>
<th></th>
<th>Spring</th>
<th>Summer</th>
<th>Fall</th>
<th>Convention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space Reservation</td>
<td>FEB 7</td>
<td>MAY 9</td>
<td>AUG 1</td>
<td>NOV 1</td>
</tr>
<tr>
<td>Closing Date</td>
<td>FEB 14</td>
<td>MAY 16</td>
<td>AUG 8</td>
<td>NOV 8</td>
</tr>
<tr>
<td>Mail Date</td>
<td>MAR 26</td>
<td>JUN 25</td>
<td>SEP 17</td>
<td>DEC 17</td>
</tr>
</tbody>
</table>

**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.
ADVERTISING SPECS

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 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.
MEDIA OPPORTUNITIES

MEMBER DIRECTORY

<table>
<thead>
<tr>
<th>Placement</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half-Page</td>
<td>$275</td>
</tr>
<tr>
<td>Full-Page</td>
<td>$490</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$700</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$600</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$950</td>
</tr>
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</table>

PUBLISHING DEADLINES

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agreements &amp; Print-Ready Ad/Art Files</td>
<td>JUL 1</td>
</tr>
<tr>
<td>Published</td>
<td>AUG 15</td>
</tr>
</tbody>
</table>

CONVENTION AUCTION CATALOG

<table>
<thead>
<tr>
<th>Placement</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auction Catalog Title Sponsor</td>
<td>$7,500</td>
</tr>
<tr>
<td>Three (3) full-page ads &amp; logo on cover</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

Individual Cover Placements: Full-Page

<table>
<thead>
<tr>
<th>Placement</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover Full-Page</td>
<td>$2,000</td>
</tr>
<tr>
<td>Inside Back Cover Full-Page</td>
<td>$1,000</td>
</tr>
<tr>
<td>Outside Back Cover Full-Page</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Placement</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Ads: Full-Page</td>
<td>$775</td>
</tr>
<tr>
<td>Standard Ads: Half-Page</td>
<td>$610</td>
</tr>
</tbody>
</table>

PUBLISHING DEADLINES

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agreements &amp; Print-Ready Ad/Art Files</td>
<td>NOV 1</td>
</tr>
</tbody>
</table>

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.
MEDIA OPPORTUNITIES

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

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!

- Logo and link to HSCF’s “Partners in Conservation” page in 12 issues of Bush Telegraph
- Half-page ad in 4 issues of Hunter’s Horn

BENEFACtor

Investment: $3,750 Advertising Value $7,500!

- Full-page ad in 4 issues of Hunter’s Horn
- 5 x 9 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
- Half-page ad in HSCF Member Directory
- Press release: national and to email database
- 12 social media promotions
- Targeted membership promotion
- Full-page ad in annual Convention Auction Catalog

GUARDIAN

Investment: $7,500 Advertising Value $15,000!

- Full-page ad in 4 issues of Hunter’s Horn
- 8.5 x 11 two-sided Insert in one issue of Hunter’s Horn
- Company logo on HSCF’s “Partners in Conservation” page
- Full-page ad in HSCF Member Directory
- Press release: national and to email database
- 12 social media promotions
- Feature sponsor story in Hunter’s Horn
- Full-page ad in annual Convention Auction Catalog

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

Houston Safari Club Foundation • 9432 Katy Freeway, Suite 350
Houston, Texas 77055 • P: 713.623.8844 • F: 713.623.8866
## ADVERTISING INSERTION ORDER & AGREEMENT

### HUNTER’S HORN

<table>
<thead>
<tr>
<th>ISSUE(S):</th>
<th>MATERIALS DUE:</th>
<th>MATERIALS:</th>
<th>AD SIZE: *Special Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring (Mail Date: Mar)</td>
<td>February 7</td>
<td>New</td>
<td>Full Page</td>
</tr>
<tr>
<td>Summer (Mail Date: Jun)</td>
<td>May 9</td>
<td>Pick Up</td>
<td>Inside Front Cover*</td>
</tr>
<tr>
<td>Fall (Mail Date: Sept)</td>
<td>August 5</td>
<td></td>
<td>Inside Back Cover*</td>
</tr>
<tr>
<td>Convention (Mail Date: Dec)</td>
<td>November 1</td>
<td></td>
<td>Outside Back Cover*</td>
</tr>
</tbody>
</table>

### BUSH TELEGRAPH DIGITAL NEWSLETTER

<table>
<thead>
<tr>
<th>Issue</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>$2,500</td>
</tr>
<tr>
<td>Feb</td>
<td>$2,500</td>
</tr>
<tr>
<td>Mar</td>
<td>$2,500</td>
</tr>
<tr>
<td>Apr</td>
<td>$2,500</td>
</tr>
<tr>
<td>May</td>
<td>$2,500</td>
</tr>
<tr>
<td>Jun</td>
<td>$2,500</td>
</tr>
<tr>
<td>Jul</td>
<td>$2,500</td>
</tr>
<tr>
<td>Aug</td>
<td>$2,500</td>
</tr>
<tr>
<td>Sep</td>
<td>$2,500</td>
</tr>
<tr>
<td>Oct</td>
<td>$2,500</td>
</tr>
<tr>
<td>Nov</td>
<td>$2,500</td>
</tr>
<tr>
<td>Dec</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

### MEMBERSHIP DIRECTORY (DIGITAL)

<table>
<thead>
<tr>
<th>Placement</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover; Color</td>
<td>$5,000</td>
</tr>
<tr>
<td>Inside Back Cover; Color</td>
<td>$5,000</td>
</tr>
<tr>
<td>Full Page; Color</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

### AUCTION CATALOG

**AUCTION CATALOG TITLE SPONSOR**

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

### INDIVIDUAL PLACEMENTS

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

### 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)

### 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.

All ad materials should be sent to: Charlotte Betar charlotte@houstonsafariclub.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 severely 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, not affiliated with Safari Club International (SCI) or its affiliates and is not a chapter or affiliate of any other organization.

Signature: ________________________________ Date: __________________