

THE PUBLICATIONS OF SAFARI CLUB INTERNATIONAL

SAFARI Magazine & SAFARI TIMES



In North America, SCI Foundation supports scientific research into predator population dynamics, predator and prey relationships, and threats to maintaining sustainable populations of predator species.



Sensory Safari™ Utilizes thousands of donated and borrowed animal mounts, skins, skulls, horns, fish, reptiles and birds. Tens of thousands of visually impaired and disabled children and adults, through Sensory Safaris, have gained a "visual" perspective of wildlife. SCI member-volunteers escort participants, describing the animal's size, sounds, habitats and behaviors.

SAFARI Magazine

Takes Top Honors in National Competitions

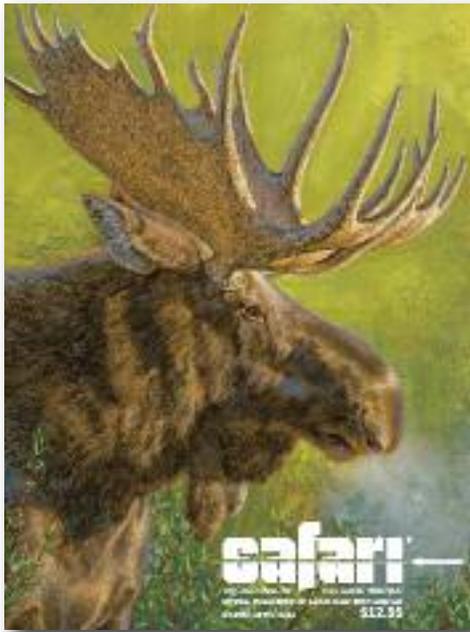


Safari Club International Publications has taken top honors in competitions that recognize outstanding work in the communications field around the world. In The Communicator Awards, SCI's bimonthly, members-only journal of big game hunting, *SAFARI*, received the Crystal Award of Excellence – the highest accolade given in the competition.

In the Mar-Com Awards, nearly 1,400 entries were judged, and *SAFARI* Magazine won the Platinum Award in the category for Creative (Magazine) – also the highest.

"These awards are prime indicators of the great effort Safari Club makes constantly to improve its already outstanding publication and other communication materials," said Steve Comus, SCI publications director. "When our peers tell us, as in this case, that we are doing a great job, then we know we are on the right track."

Safari Club International (SCI) is a global organization founded in 1972 and dedicated to worldwide conservation of wildlife, protection of ethical hunting as a proven wildlife management tool, and the education of people about wildlife, its needs, and its management. The nature of SCI attracts members who travel frequently worldwide and have unequalled buying power in outdoor sports and the affluent goods and services markets. SCI members have the wealth to enjoy their purchasing habits regardless of the economy and without taking necessary money away from any other aspect of their elevated lifestyles.



Sportsmen Against Hunger™
Since Safari Club International started the program in 1989, several million meals are provided annually. The SCI Sportsmen Against Hunger program is active in all 50 states, parts of Canada, and in several countries around the world.

SAFARI Magazine is an award-winning, four-color, perfect-bound, coffee table-style magazine, published seven times a year for SCI members. It presents a broad mix of articles from around the world about conservation, hunting, travel, equipment, education and membership news. Contributing authors include leading outdoor writers, wildlife biologists, government leaders and doctors, supported visually by unsurpassed photography from some of the world's preeminent wildlife photographers.

Ask your sales rep about our special sections in SAFARI Magazine. Advertisers are eligible to participate in the advertorial sections listed below.

SAFARI Magazine Special Sections

January/February closes November 1

Annual "Convention Exhibitors"
SCI Convention Exhibitors Only. Full page ads only.

March/April closes January 1

Annual "Fishing Destinations and Gear"
Full page, two-thirds & half horizontal page ads only.

May/June closes March 1

Annual "Resorts & Destinations" & "Optics"
Full page, two-thirds & half horizontal page ads only.

June Awards Issue closes April 1

Annual "Dangerous Game" & "Products & Services Preview"
Full page, two-thirds & half horizontal page ads only.

July/August closes May 1

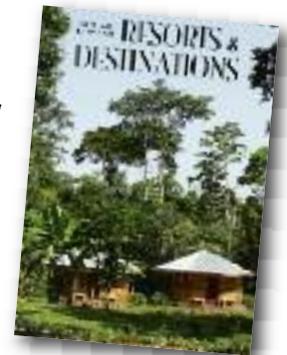
Annual "Safari Gourmet & Cutlery"
"Wingshooting/Shotgunning"
Full page, two-thirds & half horizontal page ads only.

September/October closes July 1

Annual "Deer hunting" & "Beyond the Hunt"
(Home Protection, Home Defense and Concealed Carry)
Full page, two-thirds & half horizontal page ads only.

November/December closes September 1

Annual "Safari Inspired Art"
Full page, two-thirds & half horizontal page ads only.



Submission of editorial matter: 100 to 150 words plus 2 photos. All advertorial material is due on or before the materials due date for advertising. See rates page for schedule.

Advertorial for Special Sections is an added value opportunity for our clients. Advertorial materials received after materials deadline run the risk of not being included in the special section.



INCOME

- An overwhelming majority of SCI members either own their own businesses, or are professionals or executives.
- Average annual income is greater than \$200,000
- More than 40 percent earn in excess of \$250,000
- Approximately 10 percent earn more than \$750,000
- Nearly 7 percent earn more than \$1 million
- Nearly 70 percent are married, and 85 percent hold a four-year college degree.



LIFESTYLE

- SCI members own an average of 1.8 homes each and 38 percent own at least one ranch or farm.
- 75 percent own an average of two domestic automobiles.
- 34 percent own an average of two foreign automobiles.
- More than 70 percent own an average of two domestic trucks.
- More than half own a domestic SUV.
- Nearly half own an average of two ATVs.
- 38 percent own tractors and nearly half of those own an average of two tractors.
- 11 percent own planes and hold pilot's licenses.
- Members spend an average of \$7,000 a year on vehicle accessories.
- 27 percent own a fishing boat.
- Nearly five percent own yachts.
- More than 22 percent smoke cigars.
- More than 88 percent consume alcohol.



TRAVEL

- Members travel on average more than 100 days a year and spend an average of \$61,000.
- Of those who travel above economy class when flying, nearly 33 percent travel first class, while 63 percent travel in business class.



BUYING/INVESTING HABITS

- Members spend on average more than \$46,000 a year on jewelry and furs.
- 75 percent hire the services of a professional broker or investment firm to manage their wealth.
- More than half of the members collect art, wine, stamps, or coins as investments.
- Nearly 14 percent collect antique firearms.
- Almost 20 percent collect antique duck decoys.



OUTDOOR ACTIVITIES

- Members spend an average of 37 days a year hunting – 21 of those days are spent hunting outside the U.S.
- Members spend an average of nearly \$44,000 per year on hunting.
- Members spend an average of nearly \$10,000 per year on hunting and shooting-related equipment.
- More than 77 percent of members hunt waterfowl.
- More than 88 percent of members hunt upland game.
- One-fourth of the members have hunted with black powder during the past year.
- More than 36 percent of members own hunting dogs.
- More than 80 percent of members have shot competitive shotgunning, sporting clays or trap or skeet within the past 12 months.
- Nearly 60 percent of members own ammunition reloading equipment.
- Nearly 20 percent of members have reloaded shotshells in the past year, and more than 38 percent of members have reloaded centerfire ammunition in the past year.
- Members own an average of 36 firearms each.
- Average number of centerfire rifles owned per member is nearly 14.
- Average number of handguns owned per member is more than 7.
- Average number of rimfire rifles owned per member is 5.
- Average number of shotguns owned per member is nearly 10.
- 20 percent of all members collect firearms.
- Almost 28 percent play golf.
- More than 63 percent fish in saltwater.
- More than 77 percent fish in freshwater.

GIVING HABITS

- Each member contributes on average nearly \$50,000 a year to various charitable causes.
- More than 90 percent of SCI members contribute to political campaigns.



READING HABITS

- An impressive 88 percent of the members spend an average of three hours reading each issue of *SAFARI Magazine*.
- Nearly 82 percent of all members share this publication with others for a potential readership in excess of 100,000.

Safari Club International's Annual Hunters Convention attracts many members and generates millions of dollars each year. Ask your sales rep how to advertise in the SCI Convention Daily News.

Advertising Rates for SAFARI MAGAZINE

Published Bimonthly
Plus Annual Awards Issue

SAFARI Magazine is an award-winning, four-color bi-monthly that presents a broad mix of big game hunting articles from around the world. Regular features cover hunting conditions, equipment, wildlife conservation, hunter education, trophy awards and membership news. Contributing authors include prominent hunting authorities, leading outdoor writers, wildlife biologists and government leaders, supported visually by some of the world's preeminent wildlife photographers.

ORDERING INFORMATION:

Space will be sold on a first-come, first-served basis with priority given to advertisers on contract for three or more insertions. All rates are in USD.

Note 1: Verbal orders are not binding. All orders and instructions, whether for contracts or single insertions, **MUST BE RECEIVED IN WRITING PRIOR TO CLOSING DATE.**

Note 2: No multiple-insertion discounts given without multiple-insertion order contracts on file.(**)

Magazine Advertising Rates

COVERS

2nd or 3rd	\$4,016	Contracted on 7 issues only.
4th	\$4,588	Contracted on 7 issues only.

COLOR RATES

Size	1 Issue	**3 Issues	**6 Issues
Full Page	\$3,750	\$3,566	\$3,347
2/3 Page	\$2,910	\$2,718	\$2,593
1/2 Page	\$2,240	\$2,140	\$1,924
1/3 Page	\$1,550	\$1,448	\$1,392
1/4 Page	\$1,125	\$1,042	\$ 984
1/6 Page	\$ 750	\$ 701	\$ 650

Custom ad sizes and bleeds may be accepted on a case by case basis.

BLACK & WHITE RATES

Size	1 Issue	**3 Issues	**6 Issues
Full Page	\$2,590	\$2,480	\$2,398
2/3 Page	\$1,915	\$1,845	\$1,740
1/2 Page	\$1,450	\$1,374	\$1,298
1/3 Page	\$ 960	\$ 905	\$ 816
1/4 Page	\$ 740	\$ 703	\$ 667
1/6 Page	\$ 485	\$ 459	\$ 434

WHERE TO GO (CLASSIFIEDS) RATES

A special advertising section for outfitters, guides and booking agents. Space charges as follows:

1" - \$115 2" - \$225 3" - \$335.

Minimum orders 6 issues. No discounts apply.

Minimum size is 1", maximum size is 3". Payment must accompany order. Non-commissionable and no cash discounts apply. Column width is 2-1/8".

SPECIFIC AD PLACEMENT CHARGE 15% OF SPACE RATE

SAFARI MAGAZINE CLOSING DATES

ISSUE	CLOSES	MATERIALS DUE
JANUARY/FEBRUARY	November 1	November 5
MARCH/APRIL	January 1	January 5
MAY/JUNE	March 1	March 5
AWARDS ISSUE	April 1	April 5
JULY/AUGUST	May 1	May 5
SEPTEMBER/OCTOBER	July 1	July 5
NOVEMBER/DECEMBER	September 1	September 5

CANCELLATIONS: Orders may not be cancelled after closing date.

PRINTING SPECIFICATIONS:

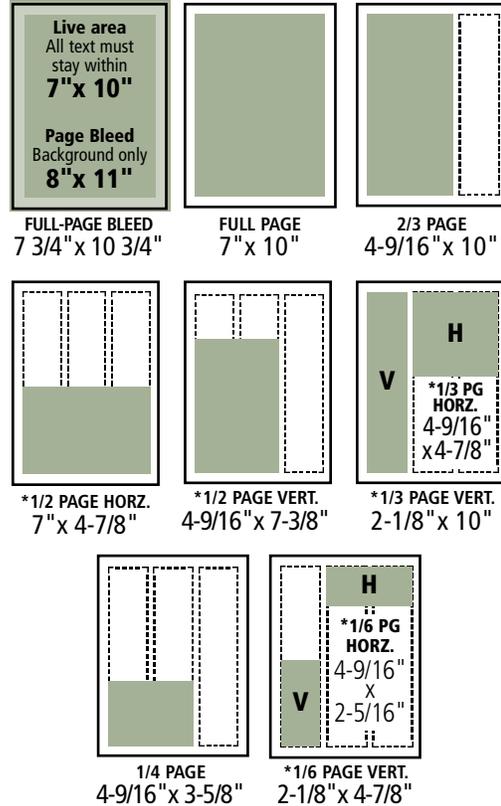
AAAA/MPA/ABP Offset Standard
Specifications apply.
B&W SCREEN: 150 LPI
B&W DENSITY: Max. 100%.
4C SCREEN: 150 LPI
4C DENSITY: Max. 280%;
Y 70%; M 70%; C 75%; K 65%.
ROTATION OF COLORS:
Black, cyan, magenta, yellow

MECHANICAL REQUIREMENTS:

Printing: Web Press
Binding: Perfect Bound
Trim Size: 7-3/4" x 10-3/4"
Live Matter 7" x 10"

INSERTS:

Call for information/request form.



AD SIZE	Live area Width by Height	Trim area Width by Height	Bleed Width by Height
Full Spread	14-3/4" x 10"	15-1/2" x 10-3/4"	15-3/4" x 11"
Full Page	7" x 10"	7-3/4" x 10-3/4"	8" x 11"
2/3 Page	4-9/16" x 10"	NA	NA
1/2 Page Horiz.	7" x 4-7/8"	8" x 5-3/8"	8" x 5-1/2"
1/2 Page Vert.	4-9/16" x 7-3/8"	NA	NA
1/3 Page Horiz.	4-9/16" x 4-7/8"	NA	NA
1/3 Page Vert.	2-1/8" x 10"	NA	NA
1/4 Page	4-9/16" x 3-5/8"	NA	NA
1/6 Page Horiz.	4-9/16" x 2-5/16"	NA	NA
1/6 Page Vert.	2-1/8" x 4-7/8"	NA	NA

*1/2, 1/3, 1/6 page ad orders must specify horizontal or vertical.

SCI'S FULL DESIGN STUDIO IS AVAILABLE TO PREPARE YOUR AD

Design, layout, typesetting, scanning and other ad production services are available from our in-house design staff.

Design charges include the price of production of one ad with one proof and one additional proof confirming first round of edits. Any additional edits and proofs will incur a minimum charge of \$35 each.

Revisions to existing ads will be charged on the basis of work done by a ratio not to exceed the cost of a new ad.

SCI DESIGN CHARGES: For most layouts, design, type:

Full Page	\$330	1/6 Page	\$153
2/3 Page	\$290	3" x 2-1/8"	\$ 55
1/2 Page	\$250	2" x 2-1/8"	\$ 55
1/3 Page	\$218	1" x 2-1/8"	\$ 55
1/4 Page	\$178		

For each photo scanned there is a \$15 charge.

Advertising Rates for *SAFARI TIMES*

Published Monthly

SAFARI TIMES is the news arm of SCI, presenting timely information of interest and importance to the organization's members. In addition to big game hunting, SCI members are involved in conservation projects, wildlife management, outdoor education and local, national and international legislation concerning wildlife and hunters' rights. Regular columnists include SCI officers, outdoor writers and legislative experts.

ORDERING INFORMATION

Display advertising space in *SAFARI TIMES* will be sold on a first-come, first-served basis. All rates are in USD.

Note 1: Verbal orders are not binding. All orders and instructions, whether for contracts or single insertions, **MUST BE RECEIVED IN WRITING PRIOR TO CLOSING DATE.**

Note 2: No multiple-insertion discounts given without multiple-insertion order contracts on file.

Talk to your Advertising Sales Representative about advertising in special sections throughout the year.

Newspaper Advertising Rates

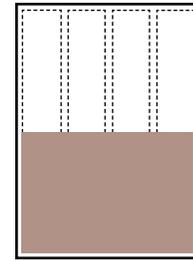
GENERAL DISPLAY RATES FOR BLACK & WHITE AND 4/COLOR ADS

SAFARI TIMES advertising space is sold by the column inch.

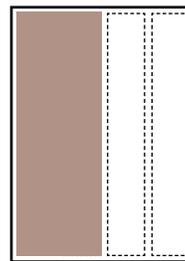
Size	Per Issue – B/W	Per Issue – 4/C
Full Page	\$2,246	\$2,948
1/2 Page	\$1,148	\$1,507
1/4 Page	\$ 587	\$ 770
1 Col Inch	\$ 48	\$ 63



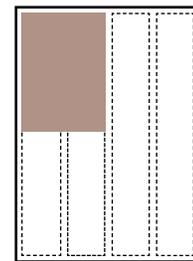
FULL PAGE
4 Columns x 13"
(10-1/8" x 13")



1/2 PAGE HORIZ.
4 Columns x 6-1/2"
(10-1/8" x 6-1/2")



1/2 PAGE VERT.
2 Columns x 13"
(5" x 13")



1/4 PAGE
2 Columns x 6-1/2"
(5" x 6-1/2")

SPECIFIC AD PLACEMENT CHARGE 15% OF SPACE RATE

SAFARI TIMES NEWSPAPER CLOSING DATES

ISSUE	CLOSES	MATERIALS DUE
JANUARY	December 1	December 5
FEBRUARY	January 1	January 5
MARCH	February 1	February 5
APRIL	March 1	March 5
MAY	April 1	April 5
JUNE	May 1	May 5
JULY	June 1	June 5
AUGUST	July 1	July 5
SEPTEMBER	August 1	August 5
OCTOBER	September 1	September 5
NOVEMBER	October 1	October 5
DECEMBER	November 1	November 5

CANCELLATIONS: Orders may not be cancelled after closing date.

PRINTING SPECIFICATIONS

B&W SCREEN: 85 LPI
B&W DENSITY: Max. 100%.
4C SCREEN: 85 LPI
4C DENSITY: Max. 260%
Dot gain: 33%

MECHANICAL REQUIREMENTS:

Printing: Web Press

TIPS FOR DESIGNING FOR NEWSPRINT:

- Avoid reversed type smaller than 10 point san-serif and 18 point serif or light.
- Avoid colored type smaller than 10 point san-serif and 18 point serif or light.
- No "Rich" or 4 color black.
- Color type and graphics reproduce best when mixing only 2 or 3 colors never use all four.
- Avoid large solid areas of color and keep total ink coverage below 260%.

STANDARD NEWSPAPER AD SIZES:

WIDTH BY HEIGHT

Full Page	4 columns x 13"
1/2 Page Horiz.	4 columns x 6-1/2"
1/2 Page Vert.	2 columns x 13"
1/4 Page	2 columns x 6-1/2"

Column Width:

One Column	2-3/8"
Two Columns	5"
Three Columns	7-1/2"
Four Columns	10-1/8"

Column Depth:

Full Column	13" deep
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Full Page Maximum Size: 10-1/8" by 13"

Bleeds: Bleed ads will not be accepted for SAFARI TIMES.

SCI's FULL DESIGN STUDIO IS AVAILABLE TO PREPARE YOUR AD

Design, layout, typesetting, scanning and other ad production services are available from our in-house design staff.

Design charges include the price of production of one ad with one proof and one additional proof confirming first round of edits. Any additional edits and proofs will incur a minimum charge of \$35 each.

Revisions to existing ads will be charged on the basis of work done by a ratio not to exceed the cost of a new ad.

SCI DESIGN CHARGES: For most layouts, design, type:

Full Page	\$330	5 inches	\$153
1/2 Page	\$250	3 inches	\$ 55
1/4 Page	\$178	2 inches	\$ 55
		1 inch	\$ 55

For each photo scanned there is a \$15 charge.

AD MATERIAL SPECIFICATIONS

Safari Publications accepts PDF and JPG files only. Any other format will be reviewed on per request basis and may require additional charges. **PDF/X-1a compliant files are preferred. Safari Publications no longer accepts film, artboards or native files.**

ACCEPTABLE TRANSFER METHODS

- CD-ROM
- DVD-ROM
- FTP transfer available.
FTP Address: FTP.SAFARICLUB.ORG
Username: UserFTP Password: Z1b2*4Gg9
The username and password are case sensitive.
Place your ad in the folder marked "dropbox."
Name your ad by your company name and send an e-mail to publicationads@safariclub.org, with the name of the file you uploaded to confirm the ad has been uploaded and received.

ACCEPTABLE SOFTWARE APPLICATIONS

- Acrobat PDF/X-1a compliant files preferred
Save as Acrobat 4.0 PDF 1.3 embed all fonts
- Adobe Photoshop flattened jpg files

FILE NAMING PROCEDURES

- Name files in such a way to be clearly identifiable by issue of publication and customer name.
Examples:
11JF_CompanyName.pdf
- Do not use special characters in file name.
examples / * ' # ,
- File names should be kept as short as possible and include the program extension.

PROCEDURES

- Provide a printout of ad.
- Four-color ads should include an advertiser approved accurate color proof.
- Scan at 300 DPI used at 100%.
- Color ads must be CMYK. All publications are printed in CMYK. No spot colors will be accepted. RGB and spot colors shift when converted to CMYK. There is no guarantee of color accuracy. Convert any RGB or spot colors to CMYK prior to submitting artwork.
- Non-bleed ads do not require crop marks. Please set document to actual ad size.
- Bleed ads need to be made at the bleed size. Check ad sizes for the correct measurements.

Ad duplications for other publications require written permission from the client and are subject to processing fees starting at \$45.00. Only ads generated by SCI's Art Department will be sent. SCI will not duplicate ads generated and produced by outside agents. Those agents should be contacted directly. All requests must be made at least one week in advance of the date required by the publication, and are subject to SCI's production schedule. Rush ads will incur extra fees.

ADVERTISING CONTENT GUIDELINES

Safari Publications will not publish advertising:

- Containing phrases with **100% success (unless attached to a past season/year, i.e., 100% success in 2010)**
- **No kill, no pay**
- **Raffles & giveaways (Unless an SCI promotion)**
- **Live animals with scores**
- **Guaranteed Hunt, Guaranteed Kill**

Among the types of advertising that are rejected:

- Ads offering hunting trophies for sale.
- Ads offering a hunt for specific / individual animal (File photos and stock photos of a specific animal are acceptable. However, specific animals that are still alive and for which specific hunts can be booked will not be accepted).
- Ads promoting membership in organizations that compete with SCI for funding or are in conflict with its goals.
- Ads that might discredit SCI, hunters or the sport of hunting.
- Ads for services or products that are illegal or are believed by Safari Club to be unethical.
- Ads that might appear to be disrespectful of wildlife.
- Ads publicizing any contest or activity where cash or merchandise is awarded as prizes for killing wildlife.
- Ads that might be falsely construed as inferring the endorsement of SCI.
- Ads that imply specific ranking for a trophy animal in an SCI Record Book before the entries for that book are closed. (Only trophies actually listed in current Record Books can be advertised as No. 1.)
- Advertising that makes false claims, or is vulgar, suggestive or offensive.
- Advertising that might be libelous or an attack on the character of individuals or the goods, services or activities offered by others.
- Advertising for hunting companies owned or operated by persons charged with or convicted of game law violations.

RATE POLICIES FOR SAFARI MAGAZINE AND SAFARI TIMES

TERMS, DISCOUNTS

No credit extended to first-time advertisers. All advertising costs must be paid in full before ad will run. A 2% discount is available for established advertisers when payment of entire ad run is paid before first insertion. Otherwise, payment is due NET 30 days from date of invoice.

AGENCY COMMISSION

15% discount goes to recognized advertising agencies submitting standard agency insertion order forms plus digital art. Additional 2% cash discount on net for payment sent with order.

DELINQUENT ACCOUNTS

Advertisers whose accounts with SAFARI Publications are 90 days past billing cannot advertise in either publication until their account has been brought to a zero balance and cash is presented for the next issue's advertisement.

Accounts 120 days past billing are automatically turned over to a collection agency. Future advertising will not be accepted until the entire account (including all costs for the newly submitted ad) has been paid. Advertisers whose accounts have been turned over to a collection agency are permanently placed on a cash-only basis. In addition,

these advertisers will not exhibit at Safari Club International conventions until their advertising account is paid in full. Interest of 1.5% per month (18% annually) is charged on accounts 30 days past billing.

COPY and CONTRACT PROVISIONS

All advertisements are accepted and published by the Publisher on the representation that the advertisers and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or advertising agency will indemnify and hold the Publisher harmless from and against any loss expense or other liability resulting from any claims or suits that may arise out of the publication of such advertisements.

Publisher assumes no responsibility for insertion of incorrect key number or incorrect advertisement or omission of any advertisement.

Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of the rate card.

SAFARI Publications reserves the right to decline or reject any advertising for any reason, at any time without liability, even though previously acknowledged or accepted.

FOR MORE INFORMATION CONTACT SAFARI PUBLICATIONS

Angelia Sagi, Advertising Sales Director

phone: 520 620 1220 ext. 239 • fax: 520 618 3555 • direct phone: 910 875 8781 • direct fax: 954 862 3067
angelias@safariclub.org or asagi@embarqmail.com

Jack Mitchell
Special Projects Coordinator
phone: 770-599-8919
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jmitche7@bellsouth.net

Alan Soderman
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fax: 520-292-0002
asoderman@safariclub.org

Jim Lenhart
Advertising Account Executive
phone: 707-277-0923
fax: 707-277-0924
jlenhart@safariclub.org

Teresa Deuel
Advertising Account Executive
phone: 520-579-6762
fax: 520-744-2203
tdeuel@safariclub.org

SEND AD MATERIALS TO Advertising Coordinator

4800 West Gates Pass Road, Tucson, Arizona 85745-9490 USA
phone: 520-620-1220 ext. 287 • fax: 520-618-3555
e-mail: PublicationAds@safariclub.org • FTP site: FTP.SAFARICLUB.ORG