

MEDIA KIT

PARTNERSHIP & ADVERTISING OPPORTUNITIES FOR YOUR BRAND



Working toward a California with thriving waterfowl populations, vibrant wetland ecosystems and respected hunting communities.

There was nothing else like it.

California's first human inhabitants enjoyed a landscape rich with game, including perhaps the most spectacular network of wetlands on earth.



The central heart of the state was a stretch of perfect waterfowl habitat running for hundreds of unbroken miles, along with a coastline cobbled with innumerable estuaries and sloughs. The cliché of “clouds of birds” blotting out the sun was no cliché here, and a long line of Californians enjoyed incredible duck hunting.

By 1945, though, waterfowlers realized something was wrong. The wetlands had been systematically drained for over half a century, leaving just five percent of what had once existed, and waterfowl populations were under threat. To help shape regulations and policies to benefit waterfowl and waterfowl hunters, the Duck Hunters Association of California was founded, later becoming the California Waterfowl Association.

For the last three-quarters of a century, CWA has vigorously addressed issues facing waterfowl and hunters.

In the 1980s, it began partnering with the California Department of Fish and Wildlife to study the factors affecting ducks and geese along the Pacific Flyway.

Studies revealed that seventy percent of California's mallards were born and raised in the state, showing how critical its breeding habitat – not just wintering habitat – is to waterfowl populations.

In the 1990s, California Waterfowl confronted declining hunter numbers by instituting training programs for new hunters, young and old, and has helped stabilize the waterfowl hunting population. It also began substantial habitat restoration efforts, working to convert farmland back to natural marsh, and helping public and private wetland managers maximize the food value and water efficiency of their marshes – critical in a drought-prone state.

In 2009, CWA initiated its Hunt Program to open private lands to hunters, and starting in 2012, it began assuming ownership and management of several famed waterfowl clubs where the public can now hunt. And perhaps most important, it has a continuing education program to teach tomorrow's leaders the essential role wetlands play in California's environment, not just for waterfowl, but for clean water and carbon sequestration as well.

And California Waterfowl continues its original advocacy mission, with strategies on the state and federal levels to protect hunting and the wetlands that hunters and waterfowl depend upon, increase vital conservation efforts, grow hunting opportunities and expand hunter and conservation education.

California remains a unique waterfowl treasure, with some of the best waterfowl hunting in the nation. In a state once known for its gold, wetlands offer even greater and more sustainable riches, thanks to the work of California Waterfowl.

A sterling reputation.

There are no two ways about it: While California enjoys a rich hunting tradition and some of the most outstanding modern waterfowl hunting in the nation, its social and political environment is challenging. The vast majority of residents don't hunt, and many of them don't know why anyone would want to anymore. And the overwhelmingly urban population sees firearms more as instruments of terror than tools for putting meat on the dinner table.

Yet within this environment, California Waterfowl has earned respect in many spheres:

- Among hunters, it is known as the most effective force for defending hunting and hunters' gun rights at the state Capitol, and for increasing hunting opportunity on both public and private land.
- At the Capitol, it has earned respect on both sides of the aisle not just for its habitat conservation efforts, but for its level-headed efforts to educate lawmakers about hunting and the firearms hunters use.
- In the education community, its programs and field trips for school children – all of which make a point of highlighting hunter-supported conservation – are welcomed warmly by teachers.
- In the conservation community, it is known for working efficiently to improve habitat, maximizing public, private and member dollars to get the most out of California's remaining wetlands. And its waterfowl biologists are considered critical to research efforts that ensure hunting remains sustainable.

A reputation like this is no accident; it's the culmination of 75 years of tireless effort and dedication by a staff that's passionate about waterfowl, wetlands and hunting.

And for companies that operate in the hunting sphere, this carefully cultivated reputation presents exceptional opportunities for alignment.

California Waterfowl's media consumers respect companies that align with the organization's valued goals. And whether you're an advertiser or corporate partner, you know that in California Waterfowl, you have a conduit to a brighter future, both for your business and for the next generation of waterfowl hunters.



2022 Magazine Advertising Rates

PRODUCTION SCHEDULE

	Ad Close	Camera-Ready Due	Release
Spring	Jan 5	Jan 15	March 1
Summer	April 5	April 15	June 1
Fall	July 5	July 15	September 1
Winter	Oct 5	Oct 15	December 1

Classifieds: Classified advertising is \$50/column inch. All classified materials are due by ad close and cannot be canceled after the camera-ready date. Contact Melissa King at 312-350-8807, or mking@brandintelligent.com to place a classified ad.

Ad Format: Submit high-resolution CMYK PDF, or Illustrator or InDesign files with fonts submitted in addition to the ad. All other formats require prior approval.

Ad Production: Complete ad production services are available and will be invoiced to the advertiser in addition to the space rate. Advertisers will be invoiced for charges incurred for ad changes and other production expenses necessary to make ads comply with required specifications.

COLOR	1X	2X	4X
Full Page	\$1,730	\$1,555	\$1,390
2/3 Page	1,415	1,275	1,150
1/2 Page	1,100	1,000	900
1/3 Page	830	755	695
1/4 Page	650	575	520
1/6 Page	455	410	365
1/2 Page Spread	1,985	1,800	1,625
Business Card	285	255	230
Full Spread	3,115	2,810	2,540

COVER POSITIONS	1X	2X	4X
Cover 2 (inside front)	\$1,925	\$1,735	\$1,580
Cover 3 (inside back)	1,870	1,680	1,510
Cover 4 (back)	1,950	1,755	1,600



32% of readers hunted waterfowl
21 or more days in the 2019-20 season



The majority of readers also
love to hunt big game, turkey,
dove & pheasant

2 Page Spread Bleed 17" x 11-1/8"	Full Page Bleed 8-5/8" x 11-1/8"	Full Page 7-1/2" x 9-7/8"	2/3 Page V 4-7/8" x 9-7/8"	2/3 Page H 7-1/2" x 6-3/8"
1/2 Page V 3-5/8" x 9-7/8"	1/2 Page H 7-1/2" x 4-3/4"	1/3 Page V 2-1/3" x 9-7/8"	1/3 Page S 4-7/8" x 4-3/4"	1/3 Page H 7-1/2" x 3-1/8"
1/4 Page 3-5/8" x 4-3/4"	1/4 Page H 7-1/2" x 2-1/4"	1/6 Page V 2-1/3" x 4-3/4"	1/6 Page H 4-7/8" x 2-1/4"	Business Card 3-1/2" x 2"

UNIT SIZES	Width	Height
2 Page Spread Bleed	17"	x 11-1/8"
Full Page Bleed	8-5/8"	x 11-1/8"
Full Page	7-1/2"	x 9-7/8"
2/3 Page V	4-7/8"	x 9-7/8"
2/3 Page H	7-1/2"	x 6-3/8"
1/2 Page V	3-5/8"	x 9-7/8"
1/2 Page H	7-1/2"	x 4-3/4"
1/3 Page V	2-1/3"	x 9-7/8"
1/3 Page S	4-7/8"	x 4-3/4"
1/3 Page H	7-1/2"	x 3-1/8"
1/4 Page V	3-5/8"	x 4-3/4"
1/4 Page H	7-1/2"	x 2-1/4"
1/6 Page V	2-1/3"	x 4-3/4"
1/6 Page H	4-7/8"	x 2-1/4"
Business Card	3-1/2"	x 2"

TO PLACE ADS: Display ads: John DePalma
303-552-8454
jdepalma@brandintelligent.com

Display and
Classified ads: Melissa King
312-350-8807
mking@brandintelligent.com
(national & local)

California Waterfowl members are my target audience – every clubhouse I’ve ever been in has the CWA magazine. I get three to five new jobs out of every ad in the magazine. It probably doubles my workload every year. It’s the best advertising I’ve ever done.”

–Wes Woolery,
Archers Pest Control



“My target audience”

A Ripe Consumer

California’s waterfowl hunting is first-rate, and so is its premier waterfowling magazine, *California Waterfowl*.

Many think of Texas or Arkansas as the top waterfowl states, not realizing that California often leads the nation in waterfowl harvest and days afield. Beyond the numbers, there are none more dedicated or invested than the Golden State’s waterfowlers, and California Waterfowl delivers a high-quality magazine worthy of their passion. California Waterfowl members don’t just read CWA’s quarterly magazine; they devour it, cover to cover, knowing they’ll come away from it intrigued, informed and entertained. And they have the enthusiasm and financial means for products and services they read about in the magazine. On the surface, California may look like a small pool of waterfowl hunters, but for advertisers wanting to target the most receptive market for their goods and services, while associating their brands with a great and continuing hunting tradition, it is a pool that runs to great depths.



Nearly half of members expect to buy decoys and decoy equipment this year



33% of members will buy hunting clothing like boots, waders and jackets this year



Over 30% of members will buy a shotgun this year



The majority of members have purchased a product seen in the magazine

Timing is Everything

SPRING ISSUE: Spring goose seasons and pheasant clubs are open for action. Many CWA members are thinking about camping and fishing. They’re also taking stock of their hunting gear and determining what needs to be replaced. This issue contains the annual California Wood Duck Program report, which details the good work of the nation’s largest citizen-science program.

SUMMER ISSUE: This is the prime issue for advertising the latest gear. Hunters are chomping at the bit to gear up and get ready for the upcoming season. They’re on the lookout for Canada hunting opportunities, too, plus land and club purchases and leases. Readers will see a detailed report of public-land hunting in California. This section is devoured by hunters who are eager to compare the stats to their own experiences and plan future adventures.

FALL ISSUE: Want to reach readers who are making last-minute purchases, closing on leases and starting to hunt the early openers? Being a part of this issue will put you right in front of them. Doves, early ducks and geese, and club pheasants are happening now. This issue contains the must-read Fall Gear Guide. Plus, readers look forward to the insightful Fall Flight Forecast. The report details the health of California’s waterfowl breeding populations and looks ahead to the coming seasons. The issue also contains the well-read Honor Roll listing of the organization’s influential movers and shakers.

WINTER ISSUE: Ducks are in full swing, and the best of the season is yet to come. The Winter Gear Guide delivers what readers need to know to make the most of what lies ahead. Advertisers who have sent new products for review by CWA’s dedicated staff of hunters get valuable coverage and credibility, not to mention online exposure.

E-Newsletter Sponsorships

California Waterfowl's quarterly magazine is only one way of reaching the association's highly committed membership. CWA also sends a monthly eNews to members, as well as occasional blasts to members about individual events or opportunities.

Members who opt to receive eNews learn about upcoming private-land hunting opportunities with CWA's Hunt Program, read about the organization's work in Sacramento and Washington, D.C., and check out photos from duck banding efforts, special hunts, hunter ed camps and other events.

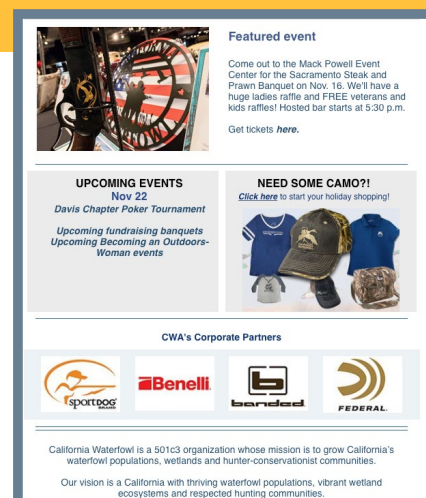
For \$1,000 per issue, the eNews sponsor has the chance to stake out the coveted lead banner brought-to-you-by position, including a hyperlink to your preferred URL or social-media site. Measurements of this banner ad are 530 x 250 pixels laid out horizontally. We offer one of these per issue. Refer to a diagram at bottom of page to see sizing. Note: deadline 2 weeks before the first Thursday of the month to commit to an ad, 1 week before to get the ad in our hands.

For \$500 per issue, the eNews advertiser has the opportunity to place a product banner, including a hyperlink to your preferred URL or social-media site. Measurements of this product ad are 250 x 250 pixels. We offer six of these per issue.

Being a supporter of CWA is an invaluable credential for any business involved with California's waterfowlers. And for national brands, the word of that support does not stay locked up behind the state lines. From a practical marketing standpoint, there are even more reasons that are unbeatable.

The eNews with your brand name is being sent to members of CWA who specifically requested to receive it. That already establishes a targeted, dedicated audience, the majority of which, reader-surveys indicate, intend to purchase the products of CWA sponsors.

A targeted audience predisposed to buying your products, monthly publication right to the member's computer or device, and positive name recognition as a supporter of the ongoing work of CWA. That's what you stand to gain. What do you have to lose?



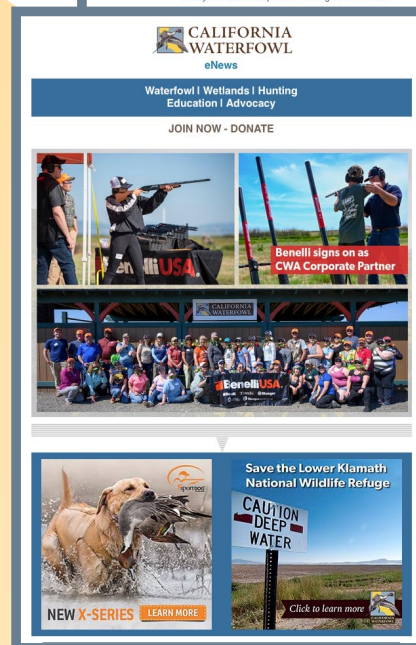
Featured event
Come out to the Mack Powell Event Center for the Sacramento Steak and Prawn Banquet on Nov. 16. We'll have a huge ladies raffle and FREE veterans and kids raffles! Hosted bar starts at 5:30 p.m. Get tickets [here](#).

UPCOMING EVENTS
Nov 22
Davis Chapter Poker Tournament
Upcoming fundraising banquets
Upcoming Becoming an Outdoors-Woman events

NEED SOME CAMO?!
[Click here](#) to start your holiday shopping!

CWA's Corporate Partners
SportDOG, Benelli, Berded, FEDERAL.

California Waterfowl is a 501(c)3 organization whose mission is to grow California's waterfowl populations, wetlands and hunter-conservationist communities.
Our vision is a California with thriving waterfowl populations, vibrant wetland ecosystems and respected hunting communities.



CALIFORNIA WATERFOWL eNews
Waterfowl | Wetlands | Hunting Education | Advocacy
JOIN NOW - DONATE

Benelli signs on as CWA Corporate Partner

Save the Lower Klamath National Wildlife Refuge
CAUTION DEEP WATER
Click to learn more

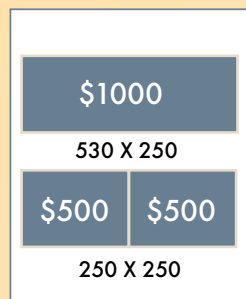
NEW X-SERIES LEARN MORE



A plurality of members hunted 21 days or more in the 2020-21 season.



The majority of CWA members hunted "more" or the "same" number of days in 2020-21 as the year before.



BROUGHT-TO-YOU-BY BANNER

PRODUCT BANNER

Note: deadline 2 weeks before the first Thursday of the month to commit to an ad, 1 week before to get the ad in our hands.



Gretchen Goodson, SportDOG®

SportDOG® Brand has been proudly supporting California Waterfowl since 2015. By partnering with grassroots organizations like California Waterfowl through our SportDOG® Brand Conservation Fund, we are able to help conserve wild game populations and critical habitats that wildlife depend on as well as ensuring hunters will have places to hunt for generations to come.



CWA's internet site is a complement to its print magazine. Your consumers can not only find information on your goods and services in print, they can now also find important information on your brand online.

On the web, content drives impressions, and California Waterfowl has key web pages that attract legions of readers seeking vital information about hunting opportunities, hunter training events and hunting regulations. Users average 2.22 pages per session and spend an average of 1:27 on each page they visit.

At present, CWA reaches 200,508 users on its website, 32,000 followers on Facebook, 12,500 on Instagram and 1,350 on Twitter, all of them motivated and aligned with the goals of CWA, and destined only to grow in number. And because content is king, CWA has some exclusive opportunities for brands to partner with it on its web and social media pages.

On the CWA website, calwaterfowl.org, a limited number of brands will be able to sponsor high-traffic pages, with their names prominently shown at the top of the page and links leading readers back to the brands' preferred landing pages. Sponsor opportunities include the Hunt Program and Regulations pages. Page sponsorships are offered at \$500 per month.

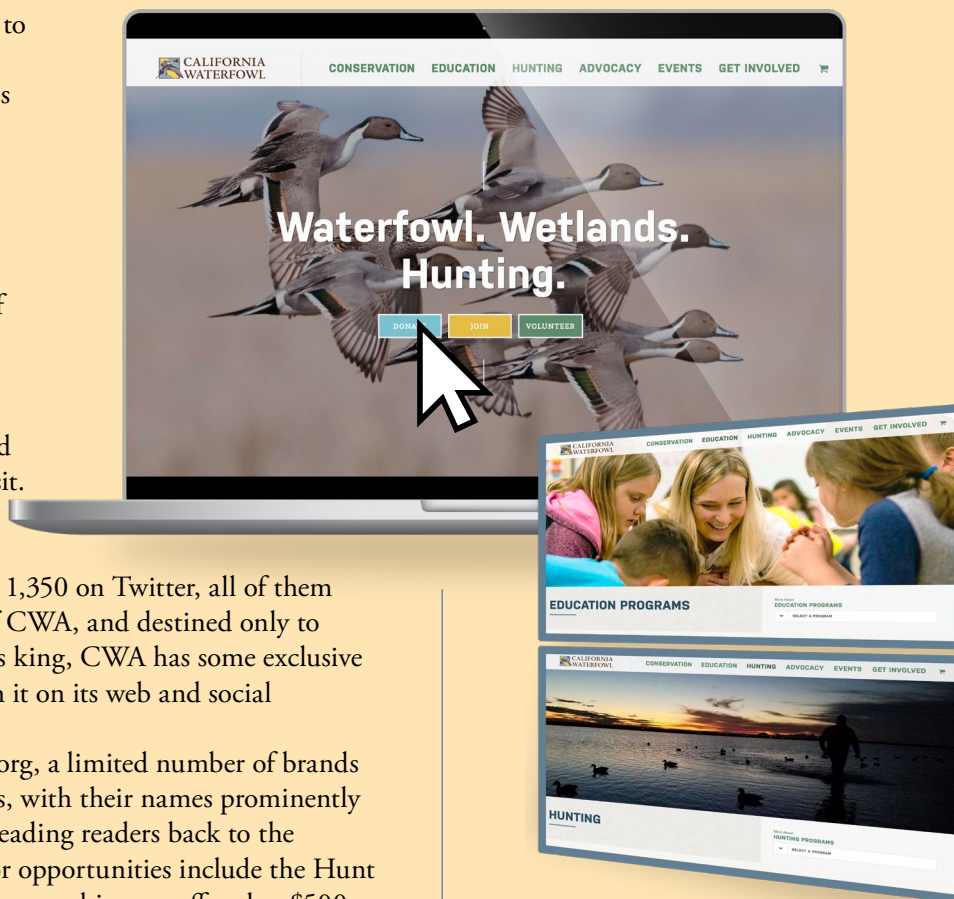
HUNT PROGRAM:

<https://www.calwaterfowl.org/hunt-program/>

REGULATIONS PAGE:

<https://www.calwaterfowl.org/regulations/>

On CWA social media, a limited number of posts are available - content created by either CWA or the client brand that incorporates conservation-themed messaging. These limited posts are available on a case by case basis. You and John can discuss both availability and brand strategy.



Rhett Strickland, AVES

With marketing strategies and techniques rapidly changing and becoming more digital, working with California Waterfowl has been like a breath of fresh air! Their passion, commitment and love for waterfowl is why we at AVES will continue to work directly with them.

**California Waterfowl has been like
a breath of fresh air!"**

Corporate Partnership

Why become a Corporate Partner of California Waterfowl?

The marketing reasons are clear: As the only California-based waterfowl organization, CWA is your direct line to the state's duck and goose hunters. But more than that, it's a way to acknowledge and support hunters who endure the most challenging political and social conditions in the nation – they know the meaning of dedication and perseverance well beyond the marsh!

The details of corporate partnership are tailored to the needs and resources of each partner, but all partnerships include:

MAGAZINE ANNOUNCEMENT: Your partnership and each subsequent renewal will be announced in CWA's acclaimed quarterly magazine, which goes to 20,000 members and leaders in the waterfowling community.

WEBSITE PLACEMENT: CWA will put your logo, information about your company and a link to your company on its Corporate Partner page.

<https://www.calwaterfowl.org/corporate-partnership/>

BANNERS AND PROGRAMS: Your logo will appear on programs for nearly 100 annual fundraising banquets, as well as on banners used at a variety of field events, for a reach of more than 35,000 people.

Beyond what becoming a partner of California Waterfowl can do for a corporation, there is what partnership allows a corporation to do for CWA and California wildlands. Two-thirds of California's managed wetlands are on private land, primarily duck clubs, leaving it to hunters to do the heavy lifting of waterfowl conservation in the state. And the pressure on land that has not been plowed, subdivided, or paved is unrelenting. California Waterfowl is a safety valve sustaining that land in a state that supports not only waterfowl, but all wetland-dependent species, and supporting hunting in the Golden State. Partnership offers the opportunity to become a recognized part of this vital task, and you can't put a price on that.



Federal Premium Ammunition

At Federal Premium Ammunition we think of conservation as investments in the wild places and wild things that our customers are passionate about, and when we partner with conservation



organizations we look for that same passion. California Waterfowl has that passion, and they demonstrate it by working hard every day to protect wetlands and

water, recruiting new conservationists to our ranks, and standing up for these things in Sacramento. When we invest our resources in California Waterfowl programs, we know that they are spending those resources wisely and effectively, putting more conservation acres on the landscape, more birds in the air and more hunters in the blinds. We would encourage anyone concerned about wetlands and conservation in California to join us in supporting California Waterfowl.



Banquets & Events



BenelliUSA has enjoyed a longstanding relationship with CWA. We have worked closely

together to offer CWA members and event attendees the opportunity to get closer to the hunting experience by setting up shooting booths at many of their events/clinics. The staff is ALWAYS great to work with, the events are well attended and done right, and most importantly those participating get to indulge in a wonderful outdoor experience.

Ken Brown, BenelliUSA

Across the state and throughout the year, California Waterfowl holds scores of events: fundraising banquets, hunter education camps and clinics for youth and adults, mentored hunts and fishing trips, veteran events and mentored fun shoots. All these events provide a variety of ways for companies in the outdoor sphere to get their brands and products in front of their target audience.

California Waterfowl is committed to working with companies in ways that advance its mission, serve its members and benefit companies like yours, with opportunities tailored to individual companies and events.

Examples of some opportunities include:

PRODUCT DONATIONS: CWA fundraising events include raffles, silent auctions and live auctions, and your donated items are tax deductible. One winner walks away with your product, but hundreds of attendees will have seen and touched it before the event is over, making them more likely to purchase it in the future.

FUNDRAISING EVENT TABLES: CWA fundraising events attract hundreds of avid waterfowlers, and setting up a table at one or more events provides you the opportunity to interact directly with potential consumers, asking questions and signing them up for products, services or email lists. This is a supremely relaxed environment with music, food and beer – ideal for connecting with people.

OUTDOOR EVENT BOOTHS: CWA holds dozens of hunter education camps and fun shoots where you can set up a booth or station where potential consumers can actually try your product – firearms, ammunition, decoys, clothing, you name it! It happens over and over: People who get to try a product in a field setting often turn around and buy that product, or that brand. When it's a new hunter who's doing the buying, you might have just earned a loyal customer for life.

Companies that participate in CWA events can truthfully say they don't just appear to contribute to CWA – they are in fact contributing. By working with CWA, they give material support that helps make it possible for the association to carry out its mission. Partnering with CWA means working for waterfowl and wetlands, helping attract new hunters and reinvigorate lapsed hunters, and lobbying to keep hunting strong in California. Eliminate a single one of those and you threaten the rest. And without all of those, you as an outdoor-product maker risk the disappearance of your overall market. That makes partnering with CWA just good business.

Become a sponsor at a CWA event and tap directly into the heart of California waterfowling.

Please contact us directly to discuss event sponsorship opportunities.

To start exploring opportunities for your company at California Waterfowl events, contact Scott Mueller at smueller@calwaterfowl.org, or 916-648-1406 ext. 142.

Program Highlights



We performed work on **9,422 acres** of wetland, riparian and grassland habitats in 2021.



We spent **\$3.6 million** on habitat across California in 2021.



Since **1991**, we have hatched over 1 million wood ducks in CWA nest boxes.



We reached over **20,000 youth & families** with conservation education messages in 2021.

20,000
members **strong!**



Over **65 fundraising events** were held in 2021.



We work vigorously to recruit & retain new hunters through our youth camps, Becoming an Outdoors-Woman Program, Hunt Program and Veteran Hunt Program.



Our current **Corporate Partners** include Banded Brands, BenelliUSA, Federal Premium Ammunition, Jack Daniels, Yeti and SportDOG®.



We have a **full-time advocacy team** that works at all levels of government.



96% of every dollar raised goes toward waterfowl/wetlands and program needs. Only 4% goes to administrative needs.





Jennifer Barton, DVM

It has only taken a couple years for me to become completely addicted to duck hunting, and I want to share my passion for waterfowl with all my friends. I am inspired by the women I have met associated with CWA's Becoming an Outdoors-Woman Program, and have referred many friends to sign up for the experience. CWA has also helped open doors for multiple volunteering opportunities. Giving back to the ducks and helping educate the public will hopefully ensure we can enjoy our lifestyle for many years to come. I am proud to be a Life Member of CWA.

Earl "Bud" Culver

Two years ago I started contemplating giving up the sport I love so much. Last year, I explored the CWA Hunt Program, applied for a few hunts and was successful. I hunted both Grizzly Ranch and Staten Island, and found them both to be very enjoyable and productive. I enjoyed it so much that I decided to continue pursuing hunting, but only with the CWA Hunt Program. So thank YOU CWA for renewing my passion for the sport, and keeping this old man in the field. Now I truly understand why I have been a CWA member for so many years!



banded.

Banded

At Banded, we are passionate and dedicated waterfowl hunters, as well as makers of innovative hunting products, so upholding our waterfowling heritage and ensuring our sport is around for generations to come is imperative. California Waterfowl shares our passion for conservation, education and programs dedicated to women and youth, so it only makes sense to support CWA. They have an outstanding group of leaders and staff who are unselfish in their commitment to protecting our rights as hunters and conservationists – the decision to support and partner with CWA is merely a no-brainer.

Matt Wilkerson

I've chosen to support California Waterfowl because they do so much work on many frontiers. I know with every hour I volunteer with California Waterfowl, I'm helping to restore and conserve habitat, educate youth and introduce new hunters to our culture in a comfortable environment regardless of gender or age. So much of what California Waterfowl does hits close to my heart, so in turn I give back all I can.



We envision a California with thriving waterfowl populations, vibrant wetland ecosystems and respected hunting communities.

WATERFOWL | WETLANDS | HUNTING | EDUCATION | ADVOCACY

www.calwaterfowl.org