

# MEDIA KIT



Partnership & advertising opportunities for your brand  
Since 1945



CWFA  
CALIFORNIA  
WATERFOWL  
ASSOCIATION



WATERFOWL | WETLANDS | HUNTING | EDUCATION | ADVOCACY



# California - The 5th Largest Economy in the World

**T**he 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.

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.

## A Ripe Consumer

California is the 5th largest economy in the world and California Waterfowl is a premium conservation organization where you will find ripe consumers. 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.

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.



California Waterfowl’s goal is to engage 1,000 youth, women and veterans each month.



# 2024 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](mailto: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 2022-2023 season



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

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](mailto:jdepalma@brandintelligent.com)

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

# Magazine | Social Media | eNews | Internet | Podcast



**Magazine:** 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.



**Social Media:** CWA offers a comprehensive social media approach. At present, we reach 130,000 users on our website; 34,000 followers on Facebook; 1,200 on LinkedIn; 21,000 on Instagram; 4,000 on YouTube and 1,500 X followers, 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.



**eNews:** 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.



**Internet:** California Waterfowl's web attracts legions of conservationists and waterfowl hunters. Users average 2.5 pages per session and spend an average of 1:24 on each page they visit



**Podcast:** A targeted audience predisposed to buying your products are reached via our weekly podcast. They average 500 downloads each with an average of 750 views per episode on YouTube. Monthly title sponsorships are available at \$1,500 and include the following value-added elements: lead title position for the month; 3 billboards per episode; 2, 30 second live commercial reads per episode; 1 sponsor segment per month; 2 California Waterfowl social posts per month averaging 10,000 views each. Reach out to our John DePalma and Melissa King for more information on this exciting new venture certain to expose your brand to our rabid waterfowlers seeking information on numerous topics and information on your brand!

# Corporate Partnership | Banquets & Events

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

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

**BANNERS, PROGRAMS, BRAND PULL-UPS:** Your logo will appear on programs for nearly 100 annual fundraising banquets and on banners and branded pull-ups used at a variety of field events, for a reach of more than 35,000 people.

**LIVE AUCTION, ONLINE AUCTION AND HIGH END GEAR VIDEO SERIES:** We offer corporate sponsors the opportunity to partake in live auctions at 100 banquets per year, bi-weekly online auctions and an annual video gear guide.



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



**Since 1991**, we have hatched over 950,000 wood ducks in CWA nest boxes.



**We reached over 20,000 youth & families** with conservation education messages in 2023.



**CALIFORNIA  
WATERFOWL**

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



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[www.calwaterfowl.org](http://www.calwaterfowl.org)