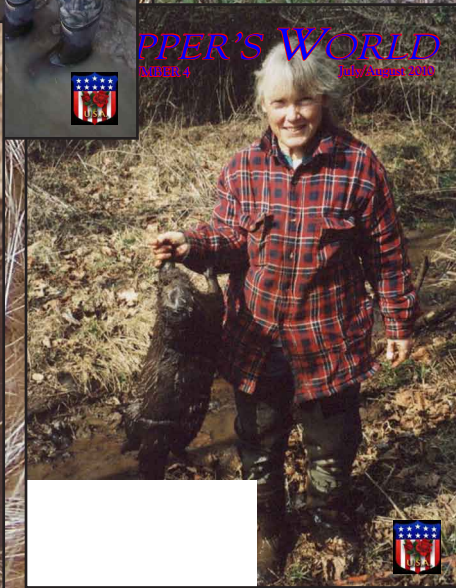
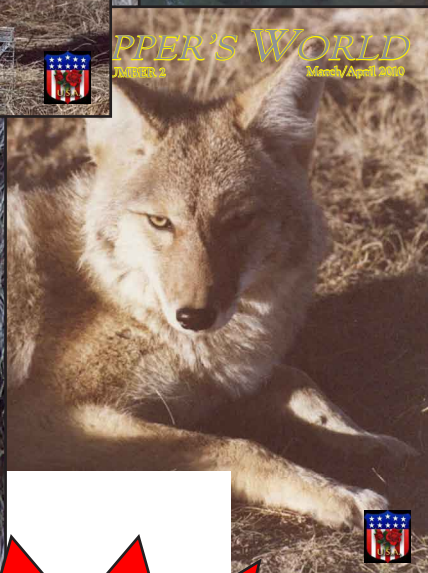
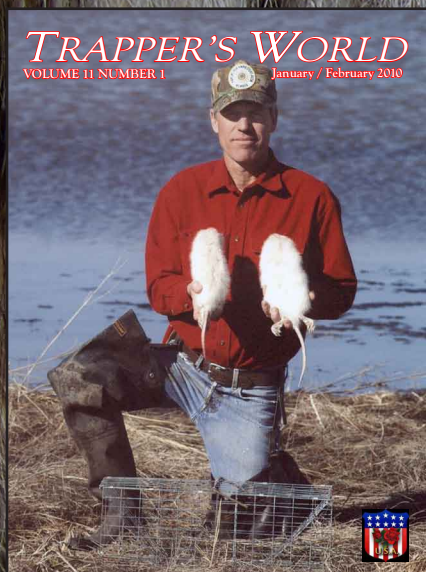


# TRAPPER'S WORLD

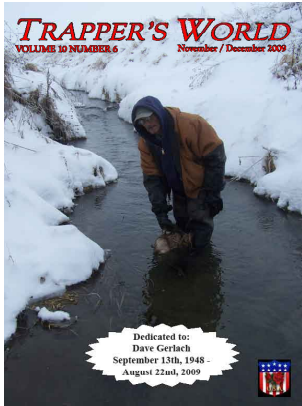
"For Trappers by Trappers"



**Media Kit  
2010-2011  
Ad Rates**

# TRAPPER'S WORLD

*“For Trappers By Trappers”*



*Trapper's World* is the only **ALL** trapping magazine. Allowing you to reach readers who have one thing on their mind: **TRAPPING**.

---

Our readers spend at least **\$2,500,000** on trapping supplies per year. **75%** of our readers have placed an order with a *Trapper's World* advertiser in the last six months. Subscriptions grow with each issue, as *Trapper's World* is constantly expanding. Almost **99.9% of our readers belong to trapping organizations**, and **80%** attend trapping conventions annually. So when you advertise with *Trapper's World* you are reaching the most active trappers in the country. Our advertising rates are the most affordable in the industry, so make the most of your money by advertising with *Trapper's World*. Contact us with any questions concerning advertising in *Trapper's World*.

**The fur market is always going to fluctuate, but your business doesn't have to. Include *Trapper's World* in your advertising and marketing plans, as our loyal subscribers don't let their interest in trapping fluctuate with the fur markets.**

### **Full Page:**

**7" wide x 9 5/8" tall**

**1 issue \$350**

**2 or more \$300**

**6+ \$250**

### **2/3 Page:**

**4 3/4" wide x 9 5/8" tall**

**7" wide x 6 3/8" tall**

**1 issue \$225**

**2 or more \$200**

**6+ \$180**

### **1/2 Page:**

**4 3/4" wide x 7" tall**

**7" wide x 4 3/4" tall**

**1 issue \$175**

**2 or more \$150**

**6+ \$135**

### **1/3 Page:**

**2 1/4" wide x 9 5/8" tall**

**4 3/4" wide x 4 3/4" tall**

**7" wide x 3 1/8" tall**

**1 issue \$140**

**2 or more \$125**

**6+ \$115**

### **1/4 Page:**

**2 1/4" wide x 7" tall**

**4 3/4" wide x 3 1/2" tall**

**1 issue \$115**

**2 or more \$100**

**6+ \$90**

### **1/6 Page:**

**2 1/4" wide x 4 3/4" tall**

**4 3/4" wide x 2 3/8" tall**

**1 issue \$95**

**2 or more \$85**

**6+ \$75**

### **1/8 Page:**

**2 1/4" wide x 3 1/2" tall**

**1 issue \$80**

**2 or more \$73**

**6+ \$65**

### **Column Inch Ads:**

**2 1/4" wide x 1" tall**

**1 issue \$30 / inch**

**2 or more \$25 / inch**

### **Classified Ads:**

*(count phone numbers, zip codes, etc. as 1 word)*

**1 issue 60¢ word**

**2 or more 50¢ word**

## **AD DEADLINES**

**December 1st**

**Jan./Feb. issue**

**February 1st**

**March/April issue**

**April 1st**

**May/June issue**

**June 1st**

**July/August issue**

**August 1st**

**Sept./Oct. issue**

**October 1st**

**Nov./Dec. issue**

**\*\*\* Ads requiring layout should be submitted at least 1 week prior to the deadline.**

❖ All prices are for camera ready ads submitted saved on disc or emailed (in either InDesign CS3 format, .pdf, .tif, .jpg, or .gif). Microsoft Word/Publisher files should be exported to .pdf prior to submitting.

❖ Ads requiring layout will be billed an additional 25% with a minimum of \$10, plus \$5 per each photo, drawing, or artwork.

❖ Trapping Associations contact us for special discounts on ads, and other special offers!

**ADDITIONAL INFORMATION:**

- ❖ Add full color to any size ad call for pricing and availability.
- ❖ Call for availability and price on back cover and inside cover advertising.
- ❖ Inserts can be stitched into each issue - call for pricing.

To place an ad or  
for more information contact:  
**Tera Roach, Advertising Manager**

**303 Linden Ave.  
Edgewater, MD 21037  
trappersworld@hotmail.com  
(410) 370-2850**

To submit ad copy or  
layout contact:

**Kyle Kaatz, Editor  
9986 Wacker Rd.  
Savanna, IL 61074  
kkaatz@msn.com  
(815) 273-2344**

---

**Thank You for  
considering Trapper's  
World in your  
marketing strategy!  
Let us know if we can  
help customize an  
advertising plan that  
fits your budget and  
business needs!**

**SUBSCRIPTION FORM INSERT**

**Put your ad on the back of our  
subscription insert for only \$99 per  
issue! Contact Tera for availability.**