

21st Annual Edition

*Education* The Key to Preserving Our Hunting Heritage



# Hunter's HANDBOOK

## 2012

Sponsor Information



Official Student Publication of:  
INTERNATIONAL HUNTER EDUCATION ASSOCIATION



# Profile & Purpose

In 1992, **Hunter's Handbook** made its debut in Hunter Education courses in all 50 states and Canadian provinces as a "How To" guide. It takes the student beyond mandatory general safety guidelines, offering selection and use of a variety of hunting related products, with a special emphasis on safety in the field.

**Hunter's Handbook** was developed as the result of years of input from Hunter Education administrators and instructors to fill the need for expansion of the basic classroom curriculum.

**Hunter's Handbook** is used as a collateral training tool in the classroom and covers a wide range of subject matter including archery, firearm cleaning, survival, footwear, reloading, black powder hunting, ammunition, optics and much more. These topics are covered in an interesting, graphically appealing, and educational editorial climate.

The International Hunter Education Association endorses **Hunter's Handbook** as its only official student publication.

**Hunter's Handbook** benefits students who are given the opportunity to learn about products and techniques which assure immediate progress afield and awakens enthusiasm and desire to become actively involved in safe and responsible hunting activities.

**Hunter's Handbook** benefits instructors as an educational aid, bringing a broad base of information to students. The content of **Hunter's Handbook** serves to promote interesting classroom discussion on safety, tactics, product selection and fieldcraft.

**Hunter's Handbook** benefits sponsors who have the opportunity to present products in a category-exclusive, educational format to over 750,000 new hunters in a classroom setting. Sponsors create brand preference by showing how their products will enhance hunting success.



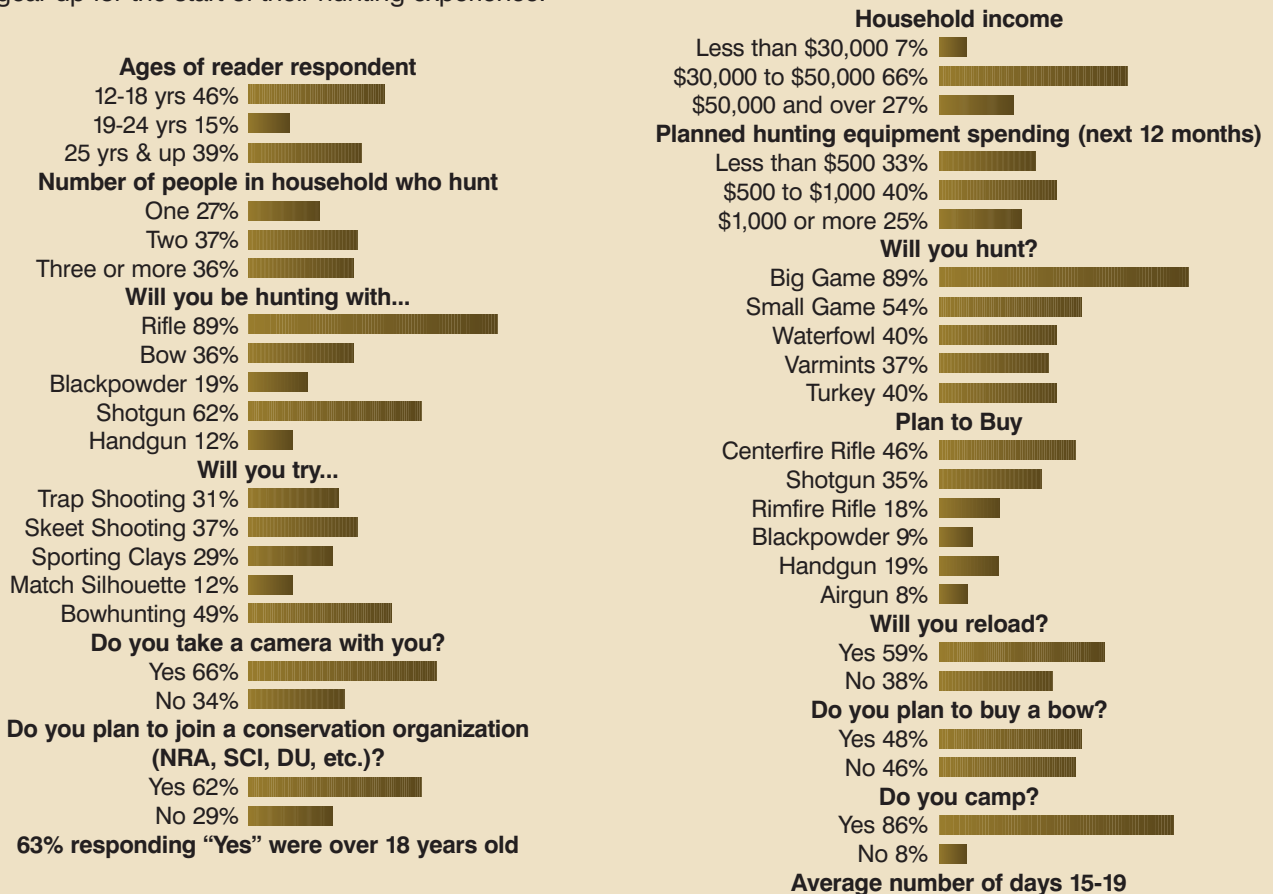
**OUTSTANDING RESPONSE  
FOR SPONSORS**

*Each Hunter's Handbook sponsor receives an average of over 3,000 catalog/product requests from students each year.*

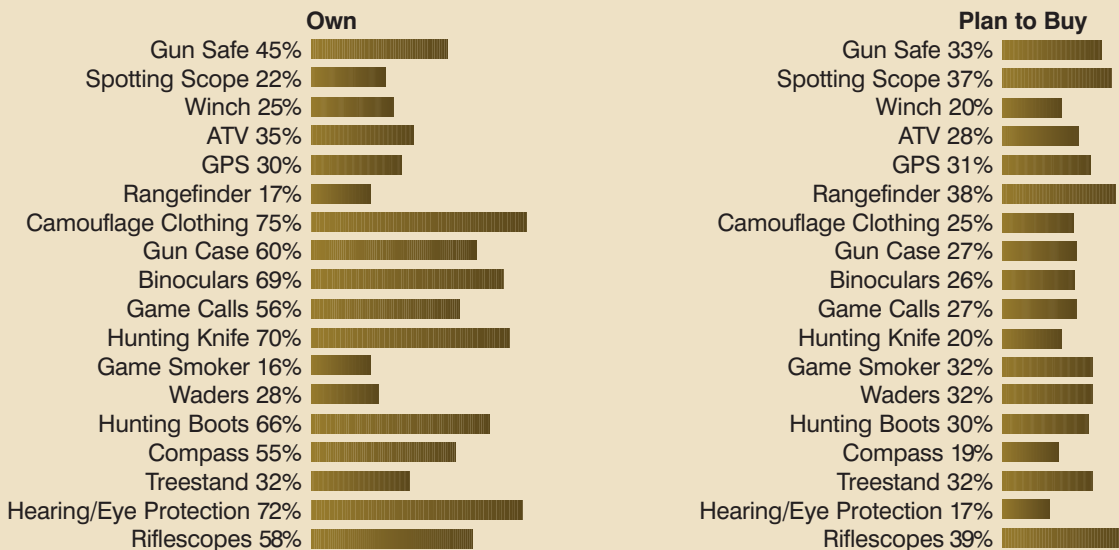
## Reader Research

Since its inception in 1992, over 15 million **Hunter's Handbooks** have been distributed through hunter education classes throughout North America. During that time, in excess of 550,000 completed questionnaires have been received from students and used to compile this detailed media guide.

The most outstanding statistic revealed from these questionnaires is student spending. Within 12 months after completing their courses, students, on average, will spend three times more than seasoned hunters on supplies as they gear up for the start of their hunting experience.



## Product Ownership & Purchase Plans



# Distribution

Distribution is handled through the same process as student and instructor manuals. This system has been utilized with the states for over 35 years and ensures smooth and effective distribution. It is a three part verification plan that 1) identifies original shipping date from printer to individual state authority, 2) verifies receipt of shipment at official state warehouse/distribution facilities, and 3) confirms presence/acceptance of **Hunter's Handbooks** with current state Hunter Education Administrator and his/her assigns.

# Comments

**"I hope industry participants recognize the value, not only to their marketing plans, but also to the furthering of our hunting heritage."**

— *Jim Carter, North Dakota*

**"It is a great resource added to our Study Manual. Only have received positive comments. They love the publication."**

— *Jerry Soukup, Alaska*

**"Well done! Continue to look forward to each new issue."**

— *Keith Snyder, Pennsylvania*

**"Instructors utilize the material. Students love the magazine."**

— *Randy Huskey, Tennessee*

**"This is a great resource for the education of hunters. It goes beyond what can be discussed in class."**

— *Wayne Doyle, Kansas*

**"Hunter's Handbook is an excellent offering. Keep up the good work and thanks for doing this."**

— *Michael Streeter, Nebraska*

**"Great job! Appreciate your support!"**

— *Terry Erwin, Texas*

**"All of the sections are very good. You are providing a lot of good information in many different areas."**

— *Tim Lawhern, Wisconsin*

**"Great information on hunting products and equipment. Keep up the good work!"**

— *Reg Wiebe, Manitoba*

**"We always refer students to various articles in Hunter's Handbook. Every issue has something of interest for our students and instructors as well."**

— *Vern Smith, Washington*

**"My instructors think Hunter's Handbook is one of the best training tools they've seen."**

— *Gary Anderson, Maine Dept. of Fisheries and Wildlife*

**"It's about time someone came along with something to take our training an extra step."**

— *Gary Owen, Iowa Department of Natural Resources*

***Hunter's Handbook***  
*is the only publication*  
*of its kind, delivering*  
*an audience of over*  
*750,000 new hunters*  
*annually, all gearing*  
*up for a lifetime of*  
*safe and responsible*  
*hunting.*

***Each new group of hunters will purchase over \$600 million\*  
worth of hunting and shooting equipment in the next 12 months.***

# Hunter's Handbook is also on Television

**Hunter's Handbook TV** launches its ninth successful season this coming July, continuing to bring the pages of **Hunter's Handbook** alive and into the homes of millions of aspiring hunters in America.

Episodes of the highly successful *Americana Outdoors* will air a **Hunter's Handbook TV** feature as a part of its program to an ever-increasing audience through a combination of major national and selected regional networks.

In addition to two airings per week nationally on Versus, with their 75.4 million households, the show also airs regionally on Time Warner/Texas channel, gaining an ever-increasing audience for its informative and educational messages. Complete airing schedules and details will be available by early 2012.

Not only does the show promote hunting and the shooting sports, it also gives sponsors the ideal environment to showcase their product in the field. As a sponsor of **Hunter's Handbook TV**, we invite you or a representative from your company to join us on-air as the guest expert. You will have the opportunity to provide the background and instruction on the best use of your products in a fast-paced and entertaining format. Then, when appropriate, we will put your products to use in an exciting hunting sequence.

There is also limited opportunity for commercial sponsorships, in addition to the editorial features. Rates and delivery for commercial advertising will be provided upon request.

*Hunter's Handbook the magazine...Hunter's Handbook Television Series....the perfect combination to not only ensure the future health of our sport, but to showcase your products!*



**VERSUS**™



# Specifications & Rates

## Magazine Specifications

Format: Magazine Spread  
Stock: 45# Gloss Book, Saddle Stitched  
Press: Heat-set, offset  
Spread Dimensions: 15-1/2" x 10-7/8"  
Bleed: 15-3/4" x 11-1/8" (offset trim marks 12 points)  
Single Page Live Area: 6-3/4" x 9-7/8"  
Trim Size: 7-3/4" x 10-7/8"  
Color: Four color throughout  
Digital Files: Supply high resolution images (300 dpi) in tiff, eps, jpg, or psd format, along with body copy in Microsoft Word Document format. Complete high resolution PDF files are preferred. Files may be shipped to Focus Group, Inc., at the address below.  
FTP Server: [www.focusomni.com](http://www.focusomni.com)  
FTP Username: omniftp  
FTP Password: omniftp  
Frequency: Annual, published in the spring  
Closing: January 10, 2012  
Material Deadline: March 1, 2012  
Publish Date: April, 2012  
Materials: For supplied materials, please call Focus Group, Inc. for design template information.

## Print Sponsorship Rate

Rate: \$22,880 net. Price includes spread on [www.huntershandbook.com](http://www.huntershandbook.com), link to sponsor website

## Television Specifications

Segment Sponsorship \$12,000.00 (net)  
Networks: Versus & The Texas Channel  
HH Universe (Unduplicated): 80+ million  
Airs: 3rd & 4th Quarters

## Combo Sponsorship Rates

\$34,880.00 (net)

Sponsorship package includes four-color spread in **Hunter's Handbook** and minimum of 20 minutes of exclusive product exposure on TV with sponsor as guest expert. Airs 3rd and 4th quarters. Rate includes all field testing, camera work, color separations and production to film for magazine.

## Hunter's Handbook

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