QDMA has members in all 50 states and several foreign countries, but the membership is most concentrated where whitetail populations are high — the Southeast, Mid-Atlantic, Northeast and Upper Midwest, as this membership map shows.

**Long Shelf-Life Extends Exposure.**

**Ad Saturation Capped Well Under Industry Average.**

**DISTRIBUTION 55,000**

**20% Growth Increase 2014**
The journal of the Quality Deer Management Association (QDMA), Quality Whitetails, is backed by respected deer biologists, researchers, consultants, and other experts from around the country. No other publication offers this level of practical and reliable information about food plots, habitat management, deer behavior and deer hunting.

Qualified experts contribute articles about deer and habitat management, written in a style deer managers can relate to and understand. Food plot guidance goes well beyond the basics and advanced techniques in habitat management are based in science and field experience. The latest professional guidance on QDM techniques continue to evolve and *Quality Whitetails* strives to meet the demands of readers and Quality Deer Managers alike.

### Personal Demographics
- **43%** have managerial jobs
- **18%** own their own business
- **25%** are between ages 35-44
- **26%** are between ages 45-54
- **24%** are between ages 55-64
- **86%** own a computer with internet access

### Education Level
- **50%** completed college
- **16%** completed high school
- **21%** completed post graduate school
- **12%** completed vo-technical school

### Annual Spending Habits
- **80%** buy food plot seed
- **55%** buy mineral supplements
- **52%** buy deer lures / scents
- **52%** buy herbicides
- **49%** buy bows or archery equipment
- **48%** buy deer feed
- **45%** buy wildlife trees and plants
- **35%** buy hunting boots
- **34%** buy food-plot implements
- **31%** buy firearms
- **24%** buy an ATV or ATV accessories
- **10%** buy hunting land

### Reader Habits
- **73%** read at least three-fourths or all of each issue
- **92%** save issues for future reference
- **83%** share issues with at least one other person

### Hunting Land Use and Ownership
- **64%** own hunting property
- **59%** of those owning hunting property, have 50-500 acres
- **68%** hunt on private land
- **27%** hunt on leased property
- **98%** practice QDM on their land
- **73%** own an ATV
- **59%** own a tractor
- **44%** utilize an ATV for food-plot work
- **21%** utilize manual tools or tillers for food-plot work

### Utilized Hunting Gear
- **85%** a rifle
- **74%** a bow
- **59%** a shotgun
- **62%** a muzzleloader
- **15%** a hundgun
- **11%** a crossbow

### Days Spent on Deer Management Other than Hunting in the Past Year
- **16%** 10-19
- **22%** 20-29
- **53%** over 30
QDMA will automatically pick up the last run for advertisers who do not submit new ad material by the Materials Due date.

**Materials:**
Preferred formats include Adobe PDF, .TIF or .EPS files at a minimum resolution of 300 dpi at 100 percent size. Acceptable native layout files include Adobe InDesign (preferred) and Adobe Photoshop. Please include all fonts and original graphics, logos or images if submitting native files (graphics and images must be 300 dpi at 100 percent size). Convert all RGB and spot/Pantone colors to process CMYK.

**Ads Built by QDMA:**
For advertisers who cannot supply insertion-ready ads, our graphic designers are ready to assist in building ads to customer specifications. Customers must supply all images, logos or graphics either as original photographs or high-resolution .JPG or .TIF files (300 dpi at 100 percent size).

**Submission:**
To submit files, e-mail Whitney Ostrander at wostrander@qdma.com or send on CD to 170 Whitetail Way, Bogart, GA 30622.

**Insertion-Ready Discount:**
Advertisers receive 15% off regular ad rates by submitting ad materials ready for insertion using the guidelines provided on this page.

**Frequency Discounts:**
Unless a contract exists specifying the number of insertions, each ad insertion will be billed at the one-time rate until a frequency-discount rebate has been earned.

**Terms:**
Net 30 days. New, first-time advertisers must pre-pay their first insertion. It is the policy of QDMA to suspend advertising for accounts carrying balances over one issue of the magazine.

* In ads for supplemental feeders or feeding supplies, it is the policy of the QDMA to insert the following disclaimer in 6-point type: “The QDMA supports supplemental feeding of white-tailed deer in situations where it is legal, no known disease concerns exist, and when done to achieve biologically sound management recommendations made in consultation with a qualified wildlife professional.”

**2016 Issue Schedule & Deadlines**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Closing Date</th>
<th>Materials Due*</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2016</td>
<td>November 13</td>
<td>November 20</td>
</tr>
<tr>
<td>April 2016</td>
<td>January 29</td>
<td>February 5</td>
</tr>
<tr>
<td>June 2016</td>
<td>March 18</td>
<td>March 25</td>
</tr>
<tr>
<td>August 2016</td>
<td>May 20</td>
<td>May 27</td>
</tr>
<tr>
<td>October 2016</td>
<td>July 22</td>
<td>July 29</td>
</tr>
<tr>
<td>December 2016</td>
<td>September 23</td>
<td>September 30</td>
</tr>
</tbody>
</table>

**Materials Due:**

- *1x Run*: $2621
- *1x + 15% off*: $2228
- *3x Run*: $2359
- *3x + 15% off*: $2005
- *6x Run*: $2177
- *6x + 15% off*: $1850
- *2/3 Page*: $1979
- *1/2 Page*: $1648
- *1/3 Page*: $1444
- *1/6 Page*: $840
- *1/12 Page*: $423
- *Back Cover*: $2739
- *Inside Cover*: $2739

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**Mechanical Requirements:**

- Trim Size: 8.375” x 10.875”
- Live Area: 7.525” x 9.875”
- Bleed Size: 8.625” x 11.125”
- Column Depth: 9.875”
- 2-Column Width: 3.687”
- 3-Column Width: 2.408”
- Binding: Perfect Bind

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*QDMA will automatically pick up the last run for advertisers who do not submit new ad material by the Materials Due date.*