Nearly all are avid big game hunters. Many feel the same way about hunting upland birds and waterfowl. Most readers fish more than 26 days a year. All enjoy camping and sharing time afield with family and friends. They invest their time, money and hearts in the outdoors. The RMEF has helped conserve more than 7.3 million acres of prime elk country and created new public access on more than 1.2 million acres in 23 states that had long been off-limits. It’s all now public land, open for you to hunt, fish and roam. When the RMEF began in 1984, 550,000 wild elk roamed North America. Today, there are almost 1.2 million, and the RMEF has helped restore wild elk to seven states. We’re mighty proud of that. But every day, another 5,000 acres of elk country is lost forever to development. That’s why the RMEF will always keep fighting for the future of wildlife and wild places to hunt.

**REGULAR DEPARTMENTS**

- **BASE CAMP ELK**
  Hone your elk hunting skills razor sharp, deepen your woodcraft, learn elk behavior like never before
- **BOWS & ARROWS**
  Chuck Adams offers straight-up, field-honed advice to make you a better bow hunter
- **CARNIVORE’S KITCHEN**
  Recipes and techniques to help readers make the most of the world’s finest meat
- **ELK HUNTING Q & A**
  Field-tested tips & tactics from RMEF members
- **ELK RIGS & ACCESSORIES**
  Ready your rig for elk country
- **FRESH TRACKS**
  Covers the issues affecting elk country
- **GEAR**
  From boots to bows, binos to bivy sacks, reviews for the elk hunter
- **GEAR 101**
  Explains how key gear works and how it can make you a better hunter
- **HUNTING IS CONSERVATION**
  Celebrates hunters as the driving force of conservation
- **ACCESS FOREVER**
  Highlights great elk country RMEF has opened to public access
- **OUT AMONG ’EM**
  Member photos from the heart of elk country
- **PREDATOR MANAGEMENT & CONTROL**
  Impacts of predators and management strategies
- **RIFLES & CARTRIDGES**
  Few know more about elk rifles and shooting than Wayne van Zwoll. None write better about them
- **SITUATION ETHICS**
  The crux moments of hunting
- **PROTECTED FOREVER**
  Key habitat that RMEF’s permanent land protection projects have ensured will always remain elk country.

**EDITORIAL PROFILE**

- **JANUARY - FEBRUARY**
  **Gear:** Ammunition
- **MARCH - APRIL**
  **Gear:** Bows, Arrows & Accessories
- **MAY - JUNE**
  **Gear:** Optics
- **JULY - AUGUST**
  **Bowhunting Special Section:** We capture the intensity, close encounters and triumphs that make bowhunting bulls the pinnacle of the year for so many.
  **Gear:** Calls & Elk Hunting Accessories
- **SEPTEMBER - OCTOBER**
  **Special Elk Hunting Issue:** We save the best elk hunting stories of the year for this issue, then stir in a generous helping of incredible photography and a double-handful of tips and tactics to help you go out and live a great elk hunting story of your own.
  **Gear:** Rifles, Muzzleloaders & Accessories
- **NOVEMBER - DECEMBER**
  **Gear:** Boots, Hunting Apparel & Christmas Gift Guide
**READER PROFILE**

**BUGLE MAGAZINE HAS A READERSHIP OF 569,125**

- 227,650 current members

**BUGLE READERS AND RMEF MEMBERS ARE AFFLUENT OUTDOORSMEN WITH A PASSION FOR THE OUTDOORS**

**BUGLE MAGAZINE IS A WELL-RECEIVED AND WELL-READ PUBLICATION:**

- 93% of current members consider the magazine to be an excellent or good publication
- 60% of current members read all or almost all of each issue of Bugle
- 55% of current members pass along their copy of Bugle to a friend, family member or other reader, always or often
- 98% of current members prefer to read the print version of Bugle over digital

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**CONSERVATION SUPPORTER AVERAGE MEMBER**

- Male
- Age: 55+
- HHI: $98,000+
- 87% hunt elk and 73% hunt other western big game
- Top outdoor activities are hunting, fishing, and target or sport shooting

**MILLENNIAL MEMBER**

- Male
- Age: 18-34
- HHI: $30,000- $75,000
- 17% more likely to enjoy camping than regular RMEF member and more likely to participate in all outdoor activities
- 89% hunt elk
- More likely than regular RMEF member to also hunt small game, predators, and waterfowl

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**READER STATS**

- **76%** married
- **88.7%** Male
- **11%** are ages 18 to 34
- **38%** are ages 35 to 54
- **29%** are ages 55 to 64
- **70%** attended college
- **33%** graduated from college

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**READER INCOME:**

Average household income $98,000

- **68%** have household incomes over $50,000
- **21%** have household incomes over $100,000
- **9%** have household incomes over $150,000
- **63%** own land
- **47%** - 0 to 10 acres
- **20%** - 11 to 50 acres
- **12%** - 51 to 100 acres
- **17%** - 101 to 1,000 acres
- **4%** - 1,000+ acres
- **90%** own their own homes

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*Source: 2018 Online Member Survey/2017 Bugle Magazine Reader Survey/2016 LoudDoor Market Research & Data Intelligence/2011 Responsive Management Member Survey*
**BUGLE READERS PARTICIPATE IN THE FOLLOWING ACTIVITIES:**

- 89% Game Processing
- 88% Hunt & Shoot
- 88% Hunt Elk
- 94% Hunt Deer
- 78% Fish
- 65% Hunt Waterfowl & Upland Birds
- 73% Camp
- 73% Target or Sport Shoot
- 66% Hunt White-tailed Deer
- 52% Hunt Turkey
- 45% Hunt Mule Deer
- 45% Photograph Wildlife
- 43% Bowhunt
- 35% Ride Horses
- 57% Own a Dog
- 33% Hunt with a Dog

**MEMBERS ARE OUTDOOR ENTHUSIASTS**

- 32.13 average days hunting per year
- 26.74 average days fishing per year

**MEMBERS ARE BUYERS**

Members spend more than $373 million annually on hunting equipment & accessories ($1,640 per member per year)

A MAJORITY OF CURRENT MEMBERS AGREE THAT THEY ARE MORE LIKELY TO PURCHASE A PARTICULAR PRODUCT IF THEY SEE THE COMPANY OR RETAILER’S AD IN **BUGLE**.

- 77% are more likely to purchase a product
- 59% visited an advertiser’s website after seeing their ad in Bugle
- 42% visited an advertiser’s store after seeing their ad in Bugle
- 30% called the advertiser to inquire about products after seeing their ad in Bugle

**MEMBER OWNERSHIP**

- 95% Rifle
- 95% Binoculars
- 92% Rifle Scope
- 91% Hunting Boots
- 90% Shotgun
- 79% Handgun
- 65% Vacuum Sealer
- 64% Spotting Scope
- 62% Smoker
- 60% Bow or Archery Equipment
- 54% Muzzleloader
- 46% Jerky/Sausage Making Supplies
- 41% Treestands
- 39% Meat Grinder
- 31% Trail Camera
- 30% Game Processing Equipment
- 18% Pellet Grill

**OUR MEMBERS ARE LIKELY TO PURCHASE THE FOLLOWING IN THE NEXT 12 MONTHS:**

- 44% Meat Grinder
- 40% Rifle Scope
- 39% Rifle
- 36% Handgun
- 34% Hunting Boots
- 32% Jerky/Sausage Making Supplies
- 25% Reloading Equipment
- 25% Bows & Archery Equipment
- 24% Trail Camera
- 24% Game Processing Equipment
- 22% Vacuum Sealer
- 20% Smoker
- 19% Binoculars
- 18% Shotgun
- 14% Pellet Grill
- 13% Spotting Scope
- 10% Muzzleloader
30% of RMEF members who are landowners maintain food plots on their property.

73% of landowners farm 1 to 10 acres of food plots.

Members are likely to purchase the following within the next 12 months:

- 16% Truck
- 14% ATV
- 12% SUV
- 10% Camper/Camper Trailer
- 7% Motorcycle
- 7% Boat
- 5% Motorhome/RV

Members own the following:

- 80% Truck
- 52% ATV
- 49% SUV
- 42% Boat

Members own the following:

- 38% Ford
- 33% Chevy
- 18% RAM
- 14% GMC
- 13% Toyota
- 5% Jeep

Members who own a truck and/or SUV are likely to purchase the following accessories within the next 12 months:

- 43% Wheels or Tires
- 22% Trailer Towing Accessories
- 18% Interior Accessories
- 11% Bedliners
- 17% Gun Rack or Safe
- 14% Bumpers or Grill Guards
- 12% Winch
- 9% Topper or Tonneau Cover

Members are likely to purchase the following in the next 12 months:

- 17% Lawnmower
- 13% Chainsaw
- 6% Small Farm Tractor

Members own the following:

- 88% Lawnmower
- 83% Chainsaw
- 31% Small Farm Tractor

Members spend an average of $702 annually on auto parts & accessories. That equates to a $160 million market.

*Source: 2018 Online Member Survey/2017 Bugle Magazine Reader Survey/2016 LoudDoor Market Research & Data Intelligence/2011 Responsive Management Member Survey*
AD DIMENSIONS

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* REQUIRES BLEED
Please add .125" to each edge.
Live area for ALL ads is .25" inside each edge.

2019 DATES & DEADLINES

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<td>12/03</td>
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AD SUBMISSION
Please E-mail, Upload via FTP, or Mail your ad materials to us. Instructions are below.

E-MAIL
Please e-mail files less than 10 megabytes in size to bugleads@rmef.org

RMEF FTP
Please e-mail bugleads@rmef.org for instructions.

MAIL
Send ad materials and/or color proofs along with your ad and contact information to:
Rocky Mountain Elk Foundation
Attn: Ad Coordinator
5705 Grant Creek Road
Missoula, Montana 59808

Email bugleads@rmef.org to let us know your materials will arrive by mail. Please include ad and contact information in your e-mail.

GENERAL INFORMATION
- A HI-RES, PRINT READY PDF FILE IS ACCEPTABLE. ALL IMAGES MUST BE CMYK AT 300 DPI, AND ALL FONTS MUST BE EMBEDDED. NATIVE FILES ARE NOT ACCEPTED.
- All live matter, including all type, must be a minimum of .25" inside the final trim.
- * Bugle prints on a web press at 150 line screen.
- Color proof recommended (see below for more information).

PDF REQUIREMENTS
Our print vendor utilizes a 100% digital workflow. All PDF files undergo an optimization conversion to create streamlined PDF files compatible with any prepress workflow and output device.

COLOR PROOF REQUIREMENTS
- If a SWOP color proof is not supplied, the RMEF and the print vendor will not be liable for color, print issues or file errors. The ad will run at the vendor’s risk.
- A SWOP color match proof at 100% size showing all page content, file information, crop marks, registration marks and bleeds is required. If the proof is supplied at a percentage other than 100%, clearly note the percentage it was produced at.
- Any special instructions must be marked directly on this proof including any trapping, overprint or knockout concerns.
- If a color laser proof is supplied instead of a SWOP color match proof, color is not guaranteed.

ART & IMAGES
- All images must be high resolution 300 dpi or greater. Re-sampling and/or interpolating your image will not result in a high resolution image and is not recommended.
- Image files must be in CMYK format at 300 dpi with no RGB, LAB, or INDEX color elements. (If you have purchased a two-color ad, please provide a CMYK file with black plus one process color). RGB color will not be accepted.
- Total ink density for any area may not exceed 300%.

TEXT
- Overprinted (surprinted) type should not be less than .004" (.33 pt) at the thinnest part of a character or rule. When type is to be overprinted, the background should be no heavier than 30% in any one color and no more than 90% total in all four colors for legibility.
The Rocky Mountain Elk Foundation (RMEF) reserves the right to refuse any advertisement that is not compatible with the RMEF’s mission or objectives.

The mission of RMEF is, in part, to perpetuate wild, free-ranging elk which may be hunted and otherwise enjoyed. The RMEF fulfills this mission by protecting key wildlife habitat. We reject all advertisements for:

- the sale of live elk
- the sale of any hunting opportunity that fails to meet standards of fair chase (“guaranteed” kills, hunting inside fences, etc.).
- all contests, sweepstakes and raffle advertising
- all advertising that promotes the unethical taking of animals
- the sale of live elk
- all contests, sweepstakes and raffle advertising
- all contests, sweepstakes and raffle advertising

Hunting is a cherished tradition that the RMEF desires to promote with care and taste. Our readers appreciate advertisements for goods and services that help them celebrate the hunting experience and show respect for animals and the land. If you believe that images of dead animals are the most effective way to sell your products or services, please exercise good taste (avoid gory animals or tongues hanging out, people sitting on animals, kill-shot collages, etc.). If you sell products which have the potential to be used in irresponsible or unethical ways, please emphasize responsible and ethical use of your products.

RMEF accepts and publishes advertising materials with the understanding that the advertiser and/or advertising agency is properly authorized to publish the entire contents of the ad. By submitting an ad, the advertiser and/or advertising agency agrees to defend, indemnify, and hold harmless RMEF and RMEF’s officers, employees, agents, members and volunteers from any and all claims, actions, suits, damages, losses, liabilities, attorneys’ fees and expenses arising from the publication of such advertisement, including any alleged or claimed infringement of any patent, copyright, trademark, or other intellectual property right whether or not registered.

RMEF is not responsible for loss or damage to ad material. All advertising material submitted becomes the property of RMEF.

Each advertiser must have a separate contract with RMEF, and no contract may be shared between advertisers. RMEF reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for all monies or other compensation due and payable to RMEF, and may suspend or cancel publication of any advertisement(s) for non-payment of compensation due.

RMEF shall in no event be liable for failure to publish advertising provided by the advertiser. If an advertisement is not published, and the advertiser is current on its balance with RMEF, any monies received by RMEF for the unpublished ad shall be refunded to the advertiser or applied to publication of another advertisement, at RMEF’s option.

RMEF’s liability for any error shall not exceed the cost of the ad space occupied. Cancellations will not be accepted after the ad closing date, and no cancellation will be valid unless acknowledged in writing by RMEF.

RMEF will not be bound by any terms or conditions printed or appearing on order blanks or copy instructions which conflict with these provisions.

These terms and conditions constitute the entire agreement between the parties, and supersedes all previous negotiations, commitments or writings. Any changes to these terms and conditions, including any terms, conditions or copy orders appearing on order blanks are invalid without the express written approval of both parties.

* Contact the RMEF for specific policies regarding real-estate ads.
THE MISSION OF THE ROCKY MOUNTAIN ELK FOUNDATION IS TO ENSURE THE FUTURE OF ELK, OTHER WILDLIFE, THEIR HABITAT AND OUR HUNTING HERITAGE.