



nwtf®

2026 Rate Card



PHOTO: TOM MARTINEAU

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About Us

Welcome to the National Wild Turkey Federation, where our passion for conservation merges with a burning desire to preserve this nation's hunting heritage while expanding hunting opportunities for everyone.

From our humble beginnings in 1973, when wild turkey numbers were critically low, we have become one of the strongest conservation organizations in the country. While growing our membership, we are forging partnerships across the industry to continue conservation work that will ensure Healthy Habitats. Healthy Harvests.

If your business goal is to reach avid turkey hunters, dedicated conservationists and outdoor enthusiasts with your message or product, you are in the right place. Let us connect you with the NWTF's most valued resources: its members, partners and staff.

Every day of the year, thousands of NWTF volunteers, partners and staff put boots on the ground for conservation; provide educational and hunting opportunities for countless women, children, veterans and people with disabilities; encourage all types of people to hunt and enjoy the outdoors; and stand up for hunting rights in capital buildings across the United States.

No one does it better than the NWTF. Since 1985, our volunteers and partners have raised and put to use more than \$500 million toward that mission. Currently, 90 cents of every dollar raised helps support the NWTF mission, the conservation of the wild turkey and the preservation of our hunting heritage.

Advertise with us and deliver your message to the most dedicated audience of hunters and conservationists in the world.



Your Partnership Starts Here

The NWTF offers customizable partnership agreements to maximize your reach. We have a team dedicated to every partner to ensure you receive the best attention. Call us today to put your brand in front of conservation's most dedicated volunteers.



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By the Numbers

Turkey hunters crave the outdoors lifestyle. They do it all: conservation, hunting, fishing, shooting sports, mentoring the next generation and MORE! They support companies that support the NWTF.



88%

hunt white-tailed deer, mule deer, elk and hogs



51%

spend more than \$1,000 on hunting each year



94%

have a household income of \$75,000 or more



55%

camp or hike



78%

read advertisements in *Turkey Call* magazine



75%

own a bow



82%

freshwater fish, bass fishing and fly fishing being the most popular



42%

traveled out of state to hunt in the last 12 months



91%

are homeowners



82%

own a handgun



Opportunities for Partnerships



Publications

Turkey Call

NWTF's lifestyle magazine for members, hunters and conservationists

SIX ISSUES
PER YEAR
OVER
560,000
READERSHIP

JAKES COUNTRY

Outdoor fun and adventure magazine for NWTF members 17 and younger

FOUR ISSUES
PER YEAR
OVER
57,000
READERSHIP



E-Media

Followers on Facebook
MORE THAN
403,000
Engagements
MORE THAN
2,267,000



Followers on TikTok
MORE THAN
99,000



Followers on Twitter
MORE THAN
91,000
Nearly
34,000
Engagements



Followers on Instagram
MORE THAN
270,000
Engagements
MORE THAN
1,100,000



Followers on YouTube
MORE THAN
310,000



Followers on LinkedIn
MORE THAN
15,000



NWTF Podcast
Average Listeners
750
per episode



Turkey Shoot
MORE THAN
500
Shooters
1,000
Attendees



Events

Impressions at NWTF Hunting Heritage Banquets across North America
MORE THAN

347,000

Outreach events for youth, women, disabled persons, veterans and families reach
MORE THAN

50,000

People Annually

2025 NWTF Convention and Sport Show, annual event in Nashville hosted:

MORE THAN
82,000
ATTENDEES



Licensing, Royalty and Corporate Partnerships

Customizable partnership agreements to
MAXIMIZE
your reach

Your
BRAND
in front of conservation's most dedicated volunteers

NWTF.org
MORE THAN
1.6 MILLION VISITS
Annually

eBlast
MORE THAN
240,000
Addresses
Each Month
Average Open Rate
13%

shop.NWTF.org



Turkey Call Magazine Calendar/Pricing

2026 Editorial Calendar (Subject to change)

ISSUE	TOPIC	AD CLOSE	MATERIALS DUE
January/February	Landscape Conservation Initiatives	10-1-2025	10-31-2025
March/April	Spring Hunt Guide / Wild Turkey Symposium Recap	12-1-2025	1-09-2026
May/June	Recapping Historic 50th NWTF Convention and Sport Show / NWTF Photo Contest / Forests and Flocks Initiative	2-20-2026	3-10-2026
July/August	Habitat for the Hatch Initiative	4-15-2026	5-6-2026
September/October	Fall Hunt Guide / Waterways for Wildlife Initiative	6-12-2026	7-2-2026
November/December	Roots to Roost Initiative	8-11-2026	9-4-2026

Print Advertising Pricing

(FOUR COLOR)	TRIM	BLEED	LIVE AREA	1X PRICE	3X PRICE	6X PRICE
Inside Front Cover	8" x 10.75"	8.25" x 11"	7" x 9.75"	\$10,500	\$9,975	\$9,450
Inside Back Cover	8" x 10.75"	8.25" x 11"	7" x 9.75"	\$10,500	\$9,975	\$9,450
Back Cover	8" x 10.75"	8.25" x 11"	7" x 9.75"	\$12,000	\$11,400	\$10,800
Full page	8" x 10.75"	8.25" x 11"	7" x 9.75"	\$9,900	\$9,405	\$8,910
2-page Spread	8" x 10.75"	8.25" x 11"	7" x 9.75"	\$17,000	\$16,150	\$15,300
½ page horizontal	8" x 5.5"	8.25" x 5.75"	7" x 4.75"	\$5,800	\$5,510	\$5,220
⅓ page vertical	3.75" x 10.75"	4" x 11"	2.26" x 9.75"	\$4,300	\$4,085	\$3,870

* All cover and full page must be true vertical ads.
See page 8 for digital file and acceptable ad guidelines.

Guide to the Outdoors – Business card size ad (3½" x 2"), black and white: \$450, Four color: \$500, no discounts apply

Classified Display – Available in Buy, Sell, Exchange section (2½" x 1⅛"), Black and white: \$150, Four color: \$200, no discounts apply

Turkey Call Digital Version Add-ons

Covers	8" x 10.75"	8.25" x 11"	7.125" x 9.75"	\$3,000
Interstitials	8" x 10.75"	8.25" x 11"	7.125" x 9.75"	\$3,000
Banners			2.26" x 9.75"	\$1,000

Classifieds – Available in Buy, Sell, Exchange section, \$3 per word with a 15-word minimum, payment must accompany ad, no discounts apply

Gear Up – \$1,600 per product per issue

Friends of the Flock – Requires \$5,000 licensing agreement or corporate partnership contract



JAKES Country Magazine Calendar/Pricing

Fun and adventure awaits NWTF members 17 and younger, as they learn hunting tactics, safe shooting tips and the character it takes to be a true outdoors sports enthusiast. We mail four issues per year to over 25,000 NWTF JAKES households. Only four pages of advertising in each issue.

2026 Editorial Calendar (Subject to change)

ISSUE	TOPIC	AD CLOSE	MATERIALS DUE
Winter issue	Why Conservation?	10-31-2025	11-13-2025
Spring issue	Turkey hunting and the Gear Needed	2-6-2026	2-26-2026
Summer issue	Get Outdoors in the Water	5-1-2026	5-20-2026
Fall issue	Intro Courses for Conservation, Shooting and Hunting	8-1-2026	8-17-2026

Print Advertising Pricing

(FOUR COLOR)	TRIM	BLEED	LIVE AREA	PRICE
*Covers 2 and 3	8" x 10.75"	8.25" x 11"	7" x 9.75"	\$600
Cover 4	8" x 10.75"	8.25" x 11"	7" x 9.75"	\$600
Full page	8" x 10.75"	8.25" x 11"	7" x 9.75"	\$500
½ page horizontal	8" x 5.5"	8.25" x 5.75"	7" x 4.75"	\$200
½ page vertical	3.75" x 10.75"	4" x 11"	2.26" x 9.75"	\$200

** All cover and full page must be true vertical ads.
See page 8 for digital file and acceptable ad guidelines.*



Notes to Advertisers

Digital File Guidelines

NWTF publications require all ads to be submitted digitally. Please pay careful attention to the following guidelines for advertising art.

File Format

Adobe PDF files must have all fonts embedded, no RGB data and no JPEG data. EPS files with fonts converted to outlines. InDesign, Illustrator and Photoshop, and QuarkXpress files must be submitted as EPS or PDF. Image files must be TIFF or EPS, CMYK format, 266 or 300 dpi resolution color.

Color

Four-color process (CMYK). Spot color and RGB are not acceptable.

Fonts (Open Type and True Type)

Supply all fonts for text and graphics as one suitcase per family. Use the actual typeface from the font library. Do not use bold, italicized, etc., formatting options found within the document layout program.

****The NWTF reserves the right to request changes to advertising (images/text/etc.) before approving for publication.***

FOUR COLOR PLACEMENT	SIZE	BLEED	MARGINS - SAFE AREA				TOTAL SAFE AREA
			Left	Top	Right	Bottom	
INSIDE COVER PAGE 1	8" x 10.75"	Minimum .25"	1"	.75"	1"	.75"	6" x 9.25"
INSIDE COVER PAGE 2	8" x 10.75"	Minimum .25"	1"	.75"	1"	.75"	6" x 9.25"
BACK COVER	8" x 10.75"	Minimum .25"	.75"	.75"	.75"	.75"	6.5" x 9.25"
FULL PAGE	8" x 10.75"	Minimum .25"	1"	.75"	1"	.75"	6" x 9.25"
2-PAGE SPREAD	16" x 10.75"	Minimum .25"	.75"	.75"	.75"	.75"	14.5" x 9.25" (Avoid center 2-inches for vertical page fold)
1/2 PAGE HORIZONTAL	8" x 5.5"	Minimum .25"	1"	.75"	1"	.75"	6" x 4"
1/3 PAGE VERTICAL	3.75" x 10.75"	Minimum .25"	.5"	.75"	.5"	.75"	2.75" x 9.25"

- Pre-payment is required of all classified and GTO advertisers. Payment must accompany insertion order.
- Net 30 for display advertisers. Finance charge of 1% per month after 60 days.
- No cancellations accepted after closing date. 10% penalty for cancellation after closing date. Covers cannot be canceled.
- The NWTF will provide a 15% agency discount off full rack rate.
- All advertising is subject to publisher's approval.
- Publisher assumes no responsibility for errors in key numbers and no liability for omission of any advertisement. If we make an error, we will insert a make-good ad in a subsequent issue at no charge.
- Advertiser assumes all liability for all contents of ads printed and for any claims or suits against the publisher arising there from.



NWTF E-Newsletter

Open Rate of 13%

News, tips and new products sent to a mailing list of 240,000

Title Sponsor – \$4,000 per month

550 x 100 pixels jpg, top logo, and banner ad in 12 issues, call for availability

Newsletter Banner Ad – \$800 per newsletter

600 x 100 pixels jpg ad and url link

Paid Content Feature – \$1,000 per newsletter

600 x 350 pixels jpg photo, you provide a link to a feature article, teaser copy

Written Product Review – \$1,000 per newsletter

You send us the product. We produce a written review of the product and place it in the newsletter, call for availability

Video Product Review – \$2,500 per newsletter

You send us the product. We produce a video reviewing the product and place in the newsletter. Video will be posted on YouTube. Call for availability



Social Media

Single platform promotions – \$2,500 each

Single-platform boosted – \$4,500 per platform

You provide any images, video, copy and links for us to use. We will create an ad with the creative to create a tailored post and ad to better engage our audience. We will boost the post for 5 days and guarantee **250,000 impressions**, call for availability

Multi-platform – \$500 per extra platform per post

We run the same ad on multiple platforms on the same day for an additional \$500 per platform, call for availability



Facebook

Materials needed:
1200 x 630 jpg or Video
Post text
url with link



Twitter

Materials needed:
440 x 220 jpg or Video
Post text
url with link



TikTok

Materials needed:
3 min reel
(mp4 or mov) cut to
1080 x 1920
Post copy and hashtags



Instagram

Materials needed:
1080 x 1080 jpg or Video
Post text
url with link



E-blast

Send your own personal e-news ad
to our list of 240,000 subscribers
13% open rate



Promotion Content

TETRA
HEARING

**Save \$200 on
TETRA Multi-Pursuit**
FOR THE HUNTER WHO DOES IT ALL

If you're going from the dove field to the deer stand to the duck blind this fall, and back to the turkey woods in the spring, then TETRA's Multi-Pursuit devices are built for you.

Exclusive NWTF Member Deal:
Save \$200 on TETRA Multi-Pursuit through July 31.

Multi-Pursuit is available in AmpPods, AlphaShield, and CustomShield. In addition, take our online hearing test and we'll customize your devices to your specific hearing loss.

DISCOUNT CODE: NWTF200

GET MULTIPLE PURSUITS IN ONE DEVICE

Shop now at TETRAhearing.com

NRA **2019** **GOLDEN BULLSEYE AWARD** **2019** **TECHNOLOGY OF THE YEAR**

TETRAHEARING.COM

Materials needed:

- 600 x 1000 jpg graphic
- subject line text
- pre-header text
- url
- or html file

\$3,500 for peak months
(Jan 1 – May 31)

\$3,000 off-peak months
(June 1 – Dec 31)

* Dates subject to availability.

* Additional chargers will apply if we
have to create the graphic

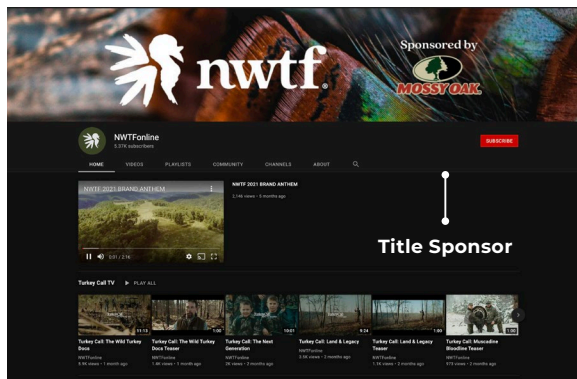


Video – NWTF online

youtube.com/NWTFonline

Title Sponsor

NWTF will include logo on the title bar at the top of the home page — **\$20,000 year**



Episode Sponsor

Recognition of “This episode sponsored by” through product placement and logo in individual episodes — **\$3,500 each**

Gear Up Product Review Segment

NWTF staff will provide and film an unbiased, 2-minute review of partner-supplied product — **\$2,500 each**

RAW Video Footage

The NWTF will provide you with the raw video footage for you to use all/portions in your own marketing elements. — **\$1,000**

NWTF 365 Sponsors

Full season Exclusive episode sponsor (12 episodes) — \$24,000

If no exclusive sponsor, up to three individual episode co-sponsor will be available per episode

Individual Episode Co-Sponsor — \$2,000 each episode

Deliverables include:

- “Brought to you in part by...” mention at the start of the episode
- Company logo displayed at the closing of the episode
- URL link in the episode description
- A mention in the announcement teaser video before each new season is launched. (If purchased prior to production)



"Tom Flying Across River by Tom Martineau, 2025 Photo Contest Grand Prize Winner

NWTF Annual Photography Contest

Title Sponsor – **TACTACAM™**

Individual Category Sponsors - **\$4,000 each**

- Live, Wild Turkey(s)
- Live Wildlife
- Scenic Wild Landscapes
- Hunting/Outdoor Lifestyle

Sponsors will get

- Winning entries will be displayed at the NWTF convention. Sponsors will get a banner stand in this area – **72,000+ impressions**
- Logo on one social post about the contest per month of the contest period – **over 1 million impressions**
- One eblast promoting contest per month of the contest period - **over 1 million impressions**
- Logo on photo contest website home page – **over 22,000 impressions**

Contest runs for four months in the fall of every year

Winning entries will be printed, framed and displayed at our convention.

The Contest has garnered more interest each year since moving to a digital platform.

- More than 220 photographers sent in more than **1,700 images**.

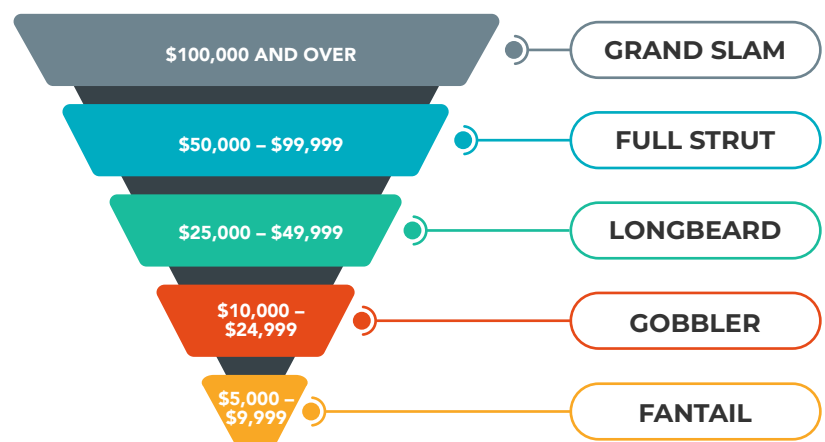
This contest attracts not only hunters but potential bird watchers, wildlife enthusiasts and photographers.



NWTF Convention and Sport Show

A smart investment! The NWTF Convention and Sport Show will reconvene in Nashville, TN in 2027. We had more than 94,000 in 2026 and anticipate even more next year.

Join us as a sponsor and engage our members with your brand! From our popular gathering spot, the Waterin' Hole, to the show floor, calling competitions, live auctions, nightly events and more – there's a vast array of sponsor opportunities to reach our audience. Various sponsor levels to fit your brand strategy and budget. Our annual convention and sport show keeps getting bigger and better. We'll see you in Nashville...



For a complete list of sponsorship opportunities at our 2027 convention, contact corporate relations on page 3.



Event Sponsorship Opportunities

NWTF volunteers and staff host fundraising and educational events across the country, introducing thousands of people to the outdoors — and bringing your brand to them.

Hunting Heritage Banquets

Local and state NWTF chapters host thousands of fundraising banquets nationwide each year to raise funds that help conserve wildlife and habitat, and introduce new people to the outdoors. Annually, more than 173,000 people attend over 1,100 events.

Branding opportunities include:

- Banners – **\$12,500**
- Co-branded stadium cups – **\$10,000**
- Tablecloths – **\$10,000**
- Placemats – **\$5,000**
- Back of banquet tickets – **\$10,000**
- Freedom Front Lines recognition pins – **\$10,000**

Product donations for live and silent auctions are a welcome addition to any banquet.

For sponsorship opportunities at NWTF events, contact corporate relations on page 3.



National Membership Recruitment Campaigns

NWTF members are the heartbeat of the organization. One way we recruit new members is through two sweepstakes each year and multiple Firearm Frenzies. These campaigns are a great way to showcase our partnership by offering your product as prizes.

These are primarily product-based sponsorships. We will work with you on mutually agreed upon products. We also ask that you share the Sweepstakes on your social media channels at least once per month during the promotion and to your email distribution list at least once during the promotion.

Sponsorship benefits include:

Sweepstakes

- Full page ad regarding sweepstakes with all sponsor's logos in an upcoming issue of *Turkey Call* magazine mailed to **220,000 NWTF members**.
- Four (4) sweepstakes ads in the NWTF newsletter sent to **240,000 emails**.
- A minimum of six (6) sweepstakes e-blasts to sent to **240,000 emails**.
- A minimum of six (6) social posts regarding sweepstakes on Facebook (**407,000 followers**) and Instagram (**289,000 followers**) including story components.
- Sweepstakes Ad space on NWTF's homepage - <https://www.nwtf.org/>
- A dedicated landing page with your logo and listed as a sweepstakes prize sponsor

Firearm Frenzy

- A minimum of two (2) e-blasts surrounding Firearm Frenzy sent to **240,000 emails**.
- A dedicated landing page with your logo and listed as a Firearm Frenzy prize sponsor



NWTF Landscape Initiatives – Sponsorships vary

Habitat for the Hatch Initiative

The purpose of this 10-year initiative is to positively impact wild turkey populations by improving forest and field health and resiliency at a landscape scale in Southeastern states through active management of over 1 million acres by 2033. In addition to leading to more robust wild turkey populations, the conservation efforts will result in healthier ecosystems for all wildlife across the Southeast. This campaign is the quintessential effort to improve habitat for nesting and brooding wild turkeys at a critical juncture of their life cycle.

Financial Need NWTF estimates a need of \$40 million – with partner collaboration – by the year 2033 to improve over 1 million acres of early successional habitat, which will improve nesting and brood-rearing conditions on both public and private lands. We anticipate leveraging funds at a minimum of 5:1. To accomplish this, the NWTF has an estimated fundraising goal of \$8 million over the next 10 years.

Forests and Flocks Initiative

At the heart of the initiative is the NWTF's dual mission to conserve the wild turkey and preserve our hunting heritage. Forests and Flocks will establish critical nesting habitat in the spring, brood-rearing habitat in the summer, and practices that benefit hard and soft mast-bearing trees and shrubs that help wild turkeys make it through the winter in good condition. Forests and Flocks will improve 100,000 acres over 10 years in Northeastern states, while also boosting regional support for hunting and increasing our voice against recurring proposed legislation that serves as a barrier to the NWTF mission.

Funding Needs NWTF estimates a need of \$30 million – with partner collaboration – by the year 2034 to improve over 100,000 acres of habitat on public and private lands. To accomplish this work, along with research and hunting heritage needs, the NWTF has a fundraising goal of \$10 million in addition to the projected \$4 million of Super Fund raised for conservation work during the initiative. We have matched funds at a rate of 5:1 in the region.

Waterways for Wildlife Initiative

In the arid plains of the American West, riparian, or streamside, areas are a natural magnet for wild turkeys and hundreds of other species of wildlife. To address critical conservation issues, the NWTF is partnering with landowners, governmental agencies, and other conservation organizations to restore these vitally important ecosystems across the landscape. Over the next 10 years, the NWTF will improve 75,000 acres of wildlife habitat along 1,500 linear miles of waterways in the Great Plains landscape – benefiting wild turkeys and wildlife, but also improving water quality and quantity for all of us.

Financial Need The NWTF seeks to raise \$10 million in private funding over a 10-year period and leverage \$40 million in matching funds to establish the \$50 million Waterways for Wildlife Initiative. We have a matched funds rate of 20:1 in the region.

Roots to Roost Initiative

The NWTF's Roots to Roost Initiative is a groundbreaking, cross-boundary conservation effort aimed at restoring and enhancing critical wildlife habitat across the Midwest, expanding the organization's conservation, policy and education efforts to bolster wild turkey populations and safeguard the diverse ecosystems they depend on.

Financial Need NWTF estimates a need of \$40 million – with partner collaboration – by the year 2035. We anticipate leveraging NWTF funds at a minimum of 3:1. To accomplish this, the NWTF has an estimated fundraising goal of nearly \$10 million over the next 10 years.

Contact corporate relations on page 3 for rate information and more detail.



NWTF Outreach Events

Outreach events provide opportunities to explore the outdoor world through the traditions of responsible hunting and also teach the principles of habitat management, hunting ethics and safety. The NWTF Outreach Events (JAKES, Women in the Outdoors and Wheelin' Sportsmen) which incorporate families, collegiate and underserved audiences, reach over 50,000 people annually.

Learn to Hunt Clinics

NWTF chapters also host various Learn to Hunt clinics. These clinics focus on basic information of the game pursued including biology, hunting regulations, gear, safety, hunt setups and strategies, and may also include game cleaning and preparation.

Mentored Hunts

NWTF chapters supply social support for new hunters through mentored hunts geared toward new and novice hunters. These hunts provide mentors for each hunter to ensure a safe, educational and enjoyable experience. Many hunts are followed by instruction on how to clean and prepare wild game.

Field to Fork

NWTF Field to Fork events and clinics, include game cleaning and preparation focusing on wild game dishes, incorporating fish, fresh fruits and vegetables. This is a great platform to introduce individuals to hunting, by highlighting the connection to food. This is more relevant than ever for the public to understand the importance of hunting to the health and food security of this nation.

For sponsorship opportunities at NWTF events, contact corporate relations on page 3.



Licensing and Royalty Program

Combine your brand's forces with the NWTF's and set your products apart with our mark, our brand and our seal of approval. The NWTF brand stands for the future of hunting and conservation. It stands for the best, and only the best. Join our other licensed partners, the top brands in the outdoor industry – the brands that give back; the brands that look to a bright future ... just like we do.

NWTF offers partners a positive brand association with the added value of support and endorsement from the organization. As an NWTF licensee, your company is able to reproduce the NWTF logos and marks onto products and packaging. You'll also have national branding opportunities through NWTF media outlets and the NWTF Convention and Sport Show.

NWTF Offers Its Licensees:

- Product highlights on the licensee page in *Turkey Call* magazine
- Editorial support in *Turkey Call*
- A listing on the NWTF partners webpage
- One social post per quarter to promote licensed product
- A chance to exhibit licensed products in the NWTF Convention and Sport Show New Products Showcase
- A discount on magazine ads
- Custom agreement for full partnerships that provide discounts off marketing elements
- Inclusion in Official Licensed Products Booklet

Enrollment Process

- All licensees are under contract.
- Minimum licensing fees start at \$5,000.
- Royalty percentage is paid on units sold at wholesale (two-step distribution) or retail (direct marketing).
- Royalty percentage is determined and applied only after sales have surpassed the required minimums each year.
- Royalties are paid quarterly with a reconciliation report.



Corporate Partnerships

The NWTF Corporate Conservation Circle recognizes corporations for their financial support through contracted marketing and sponsorship programs.

Gain support and recognition for your company while leaving a legacy of conservation. Contact a Corporate Relations team member from page 3 to find out how you can become part of this program.

Elite Level



\$5,000,000 - \$6,999,999



\$7,000,000 - \$10,000,000

Legacy Level



\$1,000,000 - \$1,999,999



\$2,000,000 - \$3,499,999



\$3,500,000 - \$4,999,999

Core Level



\$20,000-\$49,999



\$50,000-\$99,999



\$100,000-\$249,999



\$250,000-\$499,999



\$500,000-\$999,999