The Guidefitter Journal

2020 Media Kit



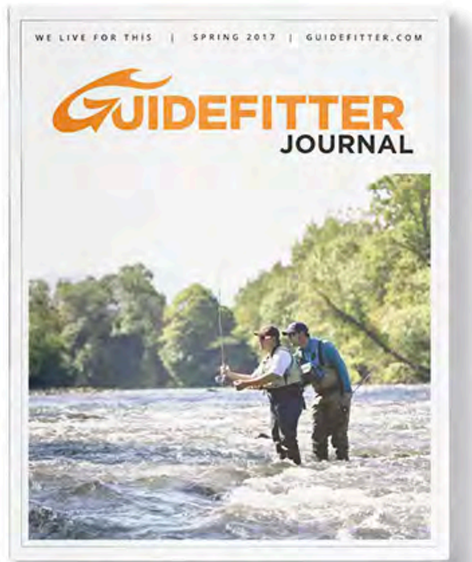
The Reviews are in

4.5 out of 5 stars*

*Cumulative rating of over 300 Pro Respondents

Reach the Influencers in This Industry

In the first and only trade journal for the pro guide/outfitter industry



Full page, full color ads

Deliver targeted messages to pro guide/outfitters who rely on your gear to get the job done



Contact: journal@guidefitter.com

Ad Rates

	1X	2X	3X	4X
1 Full Page	$2,500	$2,250	$2,025	$1,823
2 Full Page Spread	$4,500	$4,050	$3,645	$3,281
Inside Front Cover	$3,500	$3,150	$2,835	$2,552
Inside back Cover	$3,125	$2,813	$2,531	$2,278

REACH 13K+ PRO GUIDE/OUTFITTER INFLUENCERS!







Contact: journal@guidefitter.com

Ad Trim Size

(All measurements are in W” x H”)

Full Page: 8.375” x 10.5”

Add .125” to all sides for the bleed

Two-page Spread: 16.75” x 10.5”

Add .125” to all sides for the bleed

File Type: PDF/X-1a. CMYK only.

No RGB, Spot Process or Pantone colors.

Maximum ink density not to exceed 300%.

Resolution no less then 300dpi.

Text safe area is within .25” of the trim on all sides.

Offset crop marks minimum .1875” from trim.



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Ad Guidelines

Optimizing Your Guidefitter Journal Ads

The Guidefitter Journal is unique. It is the only trade publication for the professional guided hunting and fishing industry and targets approximately 13,000 professional hunting and fishing guides and outfitting business owners.

The Journal is not a general hunting/fishing magazine that targets typical hunters and anglers. It is a trade publication targeting only your most valuable influencers, professional guides and outfitters.

Therefore, any ad placed in The Journal should be designed specifically for a pro guide/outfitter audience to make the most impact.

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Optimal Guidefitter Journal ads include 4 key components:

1. Guide-Focused Imagery Showing Product Usage: Lifestyle imagery that highlights guides working with clients (preferred) or guides working individually with the product.
2. Guide-Focused Copy: Ad copy should reinforce the brands' awareness and "get it factor" that guides are the professional hunt/fish athletes. They require the best gear to get the job done in the best possible way for their clients. Good guide-focused ad copy will demonstrate that the brand understands guides, the rigors and rewards of guide-life and how important the brands' products are - or should be - to the guides' profession and to client success. "Use the best to get the job done," or

Ad Guidelines

"Recommend the best for your clients," are example thematic calls-to-action in good, guide-focused ad copy.

3. "Available on Guidefitter": Ad creative should feature a standard, "Available on Guidefitter" logo mark to reinforce to the reader that the brand's gear is available for purchase on the Guidefitter Grid. The available discount level should also be displayed. For example, "[Available on Guidefitter logo] - Up to 40% off for Verified Guides & Outfitters." Guidefitter's creative marketing team can assist with the placement of the Guidefitter logomark on your submitted ad files, or provide you with our logo files and brand usage guidelines so that you can include the Guidefitter logomark while developing your ad creative.

4. Brand Logo: Ad creative should prominently feature the brand's logo, providing additional brand impressions to The Journal readership.

Our Creative Marketing team is available to help you create, tweak, and review your Guidefitter Journal ad creative and copy. Contact your Guidefitter Account Manager for assistance.

Contact: journal@guidefitter.com

Love your Journal!
Thank you for this great information and tool to connect and help each of us in our wonderful endeavor in the outdoors!

— **Amy McDonald,**
Kokosing River Outfitters (Howard, Ohio)

GUIDEFITTER

