

WHITETAIL LIFE



Your Success Starts Here



150,000 distribution with the first printing! 79,000 direct mailings plus 71,000 distributed at various expos. Whitetail Life magazine is dedicated to the serious whitetail hunter and land manager. With an unmatched lineup of expert authors and unique columns, every issue will leave the reader thirsting for more.

2026

Rates & Dates

Advertise more, save more with our new multi-run discounts!*

Run 2-3 times: 15% discount • Run 4 or more times: 20% discount

TO RECEIVE THE 15% OR 20% DISCOUNTS, ALL ADS MUST BE PAID IN FULL AT TIME OF ORDER. NO OTHER DISCOUNTS CAN BE APPLIED. CALL FOR MORE INFORMATION.

AD SIZE	REG PRICE	15% OFF (2-3 times)	20% OFF (4+ times)
Featured Ads (Subject to approval) available in quarter, half and full page only			
1/4 page (3.5" w x 4.875" h)	\$825.00	\$702.00 per time	\$660.00 per time
1/2 page horizontal (7.625" w x 4.875" h)	\$1080.00	\$918.00 per time	\$864.00 per time
1/2 page vertical (3.6875" w x 10" h)	\$1080.00	\$918.00 per time	\$864.00 per time
Full page (8.125" w x 10.75" h + bleed)	\$1928.00	\$1639.00 per time	\$1543.00 per time
Back cover (8.125" w x 10.75" h + bleed)	\$3375.00		
Inside Back cover (8.125" w x 10.75" h + bleed)	\$2775.00		
Inside Front cover (8.125" w x 10.75" h + bleed)	\$2775.00		

Advertising Guidelines

Ads should reflect the well being and preservation of whitetail deer hunting and should reflect the Whitetail Life theme of being Ethical and Legal with Integrity.

Ads that will not be printed

Whitetail Life reserves the right to omit from print any ad that we deem inappropriate

FEBRUARY/MARCH 2026	Ad Submission Deadline: FRIDAY, DECEMBER 26th	Date the magazine will be mailed: WEDNESDAY, JANUARY 29th
APRIL/MAY 2026	Ad Submission Deadline: FRIDAY, FEBRUARY 20th	Date the magazine will be mailed: FRIDAY, MARCH 20th
JUNE/JULY 2026	Ad Submission Deadline: FRIDAY, APRIL 24th	Date the magazine will be mailed: TUESDAY, MAY 26th
AUGUST/SEPTEMBER 2026	Ad Submission Deadline: FRIDAY, JUNE 26th	Date the magazine will be mailed: MONDAY, JULY 27th
OCTOBER/NOVEMBER 2026	Ad Submission Deadline: FRIDAY, AUGUST 21st	Date the magazine will be mailed: FRIDAY, SEPTEMBER 25th
DECEMBER/JANUARY 2026/2027	Ad Submission Deadline: FRIDAY, OCTOBER 23rd	Date the magazine will be mailed: WEDNESDAY, NOVEMBER 25th

Estimated in home delivery, 7-10 business days from mail date.

Whitetail Life, PO Box 3, Charm, OH 44617 • 330-204-9199 • sales@whitetaillife.com

SUBMITTING YOUR AD

Industry ads are accepted in print ready format.
No editing or design services are offered through Whitetail Life™

EMAILING:

is the best method to have your ads sent in. This will ensure your ad is printed in the best quality. If you are emailing or having the ad emailed, please send it to:

sales@whitetaillife.com

Please make sure you call ahead to let us know that your ad will be coming by email and so we can arrange payment.

FAXING:

We do not recommend faxing your ad for Whitetail Life.™ This magazine is printed in full color and your fax will only come as black and white. This also will not be a good quality.

You are welcome to fax over your Display ad form to reserve your ad space.

Fax number: 877-822-8390

MAILING:

If you wish to mail your ads in, please send them to

**Whitetail Life
PO Box 3
Charm, OH 44617**

If possible, please mail your ad flat as we will scan your ad and any folds or creases will show up in the final print.

VISION: To provide proven, successful, and knowledgeable information regarding various topics of whitetail deer hunting.

VALUES: Ethical and Legal deer hunting with Integrity

MISSION: To make whitetail deer hunting a continued success that can be passed on to the next generation.

PAYING FOR YOUR AD

All ads must be paid prior to running unless other arrangements have been made. We accept cash, checks and credit cards.

WHITETAIL LIFE DISPLAY AD ORDER FORM

WHITETAIL LIFE™ _____ **EDITION**

Ad Title or Subject Name: (REQUIRED) _____

Business Name: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

• **Ad Size:** 1/4 Page 1/2 Horizontal 1/2 Vertical Full Back Cover Inside Back Cover Inside Front Cover

• **Do we have your ad on file?** No Yes Date last ran: _____ How many times to run: _____

• **How will your ad be sent to us?** Mail Email

If you need your ad designed, please call Jeff at 800-672-5790. There is a fee for this service.

PLEASE MAIL FORM WITH PAYMENT TO:

Whitetail Life

PO Box 3, Charm, Ohio 44617

PHONE: 330-204-9199 • FAX: 877-822-8390

EMAIL: sales@whitetaillife.com

PAYMENT INFO: INVOICE# (office use only): _____

Check# _____ AMT: _____

Type of card: American Express Visa MasterCard Discover

Credit Card#: _____

Name (as it appears on the card): _____

EXP. DATE: _____ CVC CODE (on back): _____

Phone #: _____ (required for credit card use)