

COVEY RISE®

2016 MEDIA GUIDE



DEVOTED TO THE UPLAND LIFESTYLE



*We design our
magazine to be like
our hunts:*

**INVIGORATING,
MEMORABLE, AND
UNINTERRUPTED**



OUR MISSION

THE BEST OF THE SPORTING LIFE.

Welcome to *Covey Rise*. We are the voice that bridges time in the field to time in our everyday lives. We are the publication that covers all facets of the upland sport: the destinations, the personalities, the beloved dogs, the hidden places, the quiet moments afield, the flushed coveys and the unforgettable memories.

We represent the best of the culture that exists before and after the hunt: the goods and gear, the culinary, the drink, the slow burning cigar accompanied by a fire, and the stories told around that fire.

We are the voices, photographers, and artists who bring to life our passions and place them in ink on paper. We are the stories behind the bespoke gun and hand-crafted goods; we are the narrators that tell about the people whose craft fuels their passion.

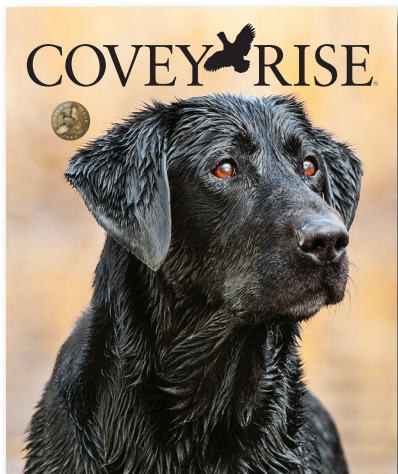
We are *the Best of The Sporting Life*.

*Our reader lives a
life full of adventure,
searching for the
next experience.*

WE CATER TO OUR AUDIENCE
BY CREATING AN EXPERIENCE
THAT SPEAKS TO MORE THAN
JUST THE SPORT,
BUT THE ENTIRE CULTURE.



OUR CHANNELS



PRINT

A distinct magazine that is devoted to the upland sporting lifestyle.

OUR AUDIENCE'S INTERESTS:

Unrivaled experiences, meaningful travel, time well spent, undiscovered sporting locations, premium products, the best food, wine and spirits

WHO WE ARE:

The industry's authority for covering the best in our sporting world, and uncovering the personalities and places that foster this lifestyle.

CONTENT THAT ALIGNS WITH
YOUR BRAND'S MISSION AND
MUTUAL AUDIENCE



DIGITAL

An expansion of the magazine to the entire brand, bridging all avenues: content, news, events, and product.

NEW:

Total digital re-launch to bridge the bi-monthly communication from the publication to constant touch-points to our audience.

ADDED BENEFITS FOR ADVERTISING PARTNERS:

More coverage opportunity for your brand

Sponsored Edition newsletters

More eyes on your brand with high
traffic and daily outreach



EXPERIENCES

Covey Rise has expanded the brand to offer tailor-made experiences, events, and trips to our readership.

IN 2015:

We collaborated with partners to sponsor and host events for both our audience and their clientele.

MOVING FORWARD:

Covey Rise offers our premium expertise in collaboration with our partners to create lasting, memorable experiences to our mutual audiences, from custom hunts to premium travel to weekend events.

TAILORED EXPOSURE TO AN
AFFLUENT, ENGAGED CULTURE

FRAMEWORK



SCHEDULE & FREQUENCY

Bi-monthly, six times per calendar year

Current Volume: 4

- › Issue 1: December - January
- › Issue 2: February - March
- › Issue 3: April - May
- › Issue 4: June - July
- › Issue 5: August - September
- › Issue 6: October - November



PRINTING

We pride ourselves on the physical quality of *Covey Rise*. Perfect bound, 9" x 10.875" Printed in the USA, on a four-color lithograph press and top-scale paper.

SUBSCRIPTION PRICE: \$59.99 per year

RETAIL PRICE: \$12.99



TEAM

Our team consists of individuals immersed in the sporting lifestyle; dedicated to delivering captivating, intriguing, and quality content. *Covey Rise* is written and illustrated by award-winning writers and photographers recruited from across the world.

Corporate office:
6400 Highway 63 South, Alexander City, AL 35010

www.coveyrisemagazine.com



OUR DEMOGRAPHIC

ADVENTURE, PASSION, SOPHISTICATION.

The sporting community hosts a dedicated following made of people who hinge on tradition, adventure and have pure passion for great experience in the outdoors. The *Covey Rise* reader is part of this larger sporting collective but additionally is highly engaged in the upland sport, travel, conservation, bespoke goods and experiences, food and drink.

THE COVEY RISE READER

- › Average Household income exceeds \$250k
- › Average Net worth exceeding \$1.5 million
- › 80%+ readership is male, married
- › Majority age is 35+
- › Annual spending of more than \$5,000 on hunting
- › Sporting travel to destinations over 200 miles from home at least once a year
- › Owner of multiple guns
- › International traveler and hunter of all game
- › Twenty or more days spent annually in the field
- › Active buyers who are multi-channel, multi-merchant consumers

ADVERTISING

BUILDING PARTNERSHIPS

We reserve our advertising spots in the publication for brands we trust, that fit the lifestyle we cater to, and that our audience can help grow.

Unlike most magazines on the market, the *Covey Rise* model reflects a 75-percent content to 25-percent advertising ratio, with only full-page slots. The advertisements within the pages of *Covey Rise* are meant to be enjoyed by the reader, and are meant to cater to their demographic. The small ratio of advertisements gives the advertiser a guarantee that their endorsement is noticed, and by the top percent of our sporting industry's clientele.

OUR CALENDAR

JUNE/JULY 2016

Ad Closing: April 1st // Materials Due: April 10th

AUGUST/SEPTEMBER 2016

Ad Closing: June 1st // Materials Due: June 10th

OCTOBER/NOVEMBER 2016

Ad Closing: August 1st // Materials Due: August 10th

DECEMBER/JANUARY 2017

Ad Closing: October 1st // Materials Due: October 10th

FEBRUARY/MARCH 2017

Ad Closing: December 1st // Materials Due: December 10th

APRIL/MAY 2017

Ad Closing: February 1st // Materials Due: February 10th



RATE	OPEN	3X	6X
FULL PAGE	\$3,500	\$3,200	\$3,000
BACK COVER	\$4,500	\$4,400	\$4,300
COVER 2	\$4,200	\$4,100	\$4,000
COVER 3	\$4,000	\$3,900	\$3,800

*Covey Rise open rate card is: \$3,500 // Rates are net.
advertising@coveyrisemagazine.com

WHERE WE ARE

OUR DISTRIBUTION

Covey Rise's rate base is 7,000, growing exponentially each year. *Covey Rise* has a Total Audience reach of over 15,000* to our focused audiences.

Covey Rise is present nationwide in newsstands, books stores, sporting manufacturer and specialty retailer locations, among others. We have also put together a top-shelf list of places where our magazines are stocked and distributed: in the best sporting lodges across the country, as well as premier hotels and destinations. We are always consistently working to expand this list to include more high-profile locations. Some of our locations include the following:

DESTINATIONS & SPORTING CLUBS:

- › Greystone Castle, *Mingus, TX*
- › Paul Nelson Farm, *Gettysburg, SD*
- › Joshua Creek Ranch, *Boerne, TX*
- › Pine Hill Plantation, *Donalsonville, GA*
- › Pine Creek Sporting Club, *Okeechobee, FL*
- › Flying B Ranch, *Kamiah, ID*
- › Highland Hills, *The Dalles, OR*
- › Yellowstone Club, *Big Sky, MT*
- › Blackberry Farm, *Walland, TN*
- › Kessler Canyon, *DeBeque, CO*
- › Gilchrist Club, *Trenton, FL*
- › Bohemian Club, *San Francisco, CA*
- › Union Pacific Club, *San Francisco, CA*
- › Cabin Bluff, *Woodbine, GA*
- › The Napa Valley Reserve, *Napa, CA*

PRESENT IN THE ROOMS OF:

- › The Kessler Collection Boutique Hotels:
 - Grand Bohemian Hotel, *Mountain Brook, AL*
 - Grand Bohemian Hotel, *Charleston, SC*
- › Blackberry Farm, *Walland, TN*
- › Hageman Reserve, *Sulpher Bluff, TX*

STOCKISTS & RETAILERS:

- › Select Orvis Stores (*13 across the U.S.*)
- › Beretta Gallery, *New York, NY*
- › Beretta Galley, *Dallas, TX*
- › Holland & Holland Gun Room, *New York, NY*
- › Nicholas Air, stocked in aircraft fleet

4,000 copies are distributed across the U.S. in select national newsstands including: Barnes & Noble, Hastings, Books-A-Million, Cabela's, Gander Mountain, and Field & Stream stores.

*Based on proprietary data

THE *Kessler* COLLECTION

BERETTA
GALLERY




HOLLAND & HOLLAND
Established London 1835

BLACKBERRY FARM



YELLOWSTONE CLUB

A person wearing a tan hat, a backpack, and outdoor gear is standing on a grassy hillside, looking out over a vast landscape. The landscape features rolling hills with patches of green and brown vegetation, and a large, prominent mountain peak in the background under a blue sky with scattered clouds.

READY TO CONTINUE THE CONVERSATION?
ADVERTISING@COVEYRISEMAGAZINE.COM

DEVOTED TO THE UPLAND LIFESTYLE

photography by: BRIAN GROSSENBACHER