

# COVEY RISE®

2017 MEDIA GUIDE



DEVOTED TO THE UPLAND LIFESTYLE





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

**INVIGORATING,  
MEMORABLE, AND  
UNINTERRUPTED**





# OUR MISSION

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## 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*.



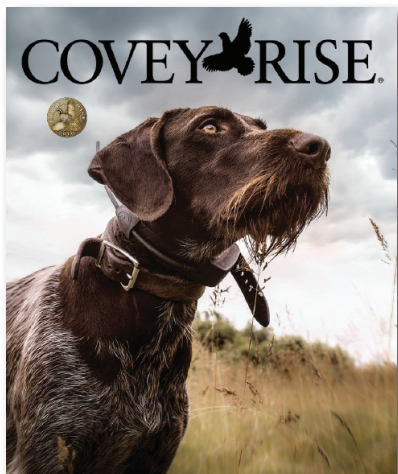
A black and white speckled dog, possibly a pointer, is captured in motion, running through a field of tall, yellow wildflowers. The dog is wearing a red collar and is looking towards the right side of the frame. The background is a soft-focus field of similar flowers, creating a sense of depth and adventure.

*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.

### GOAL:

Bridging the bi-monthly communication from the publication to regular touch-points to our audience in between issues.

### 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 2016:

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: 5*

- › 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 10.8125" 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](http://www.coveyrisemagazine.com)







# OUR DEMOGRAPHIC

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## 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 2017

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

### AUGUST/SEPTEMBER 2017

Ad Closing: June 1st // Materials Due: June 7th

### OCTOBER/NOVEMBER 2017

Ad Closing: August 1st // Materials Due: August 9th

### DECEMBER/JANUARY 2018

Ad Closing: October 1st // Materials Due: October 9th

### FEBRUARY/MARCH 2018

Ad Closing: December 1st // Materials Due: December 5th

### APRIL/MAY 2017

Ad Closing: February 1st // Materials Due: February 7th



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* subscriber base is 9,000, growing exponentially each year. *Covey Rise* has a large distribution of 15,000 and Total Audience reach of over 25,000\* per issue 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*
- › Honeybrake, *Jonesville, LA*
- › 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*
- › Ocean Reef Club, *Key Largo, FL*
- › Leash Club, *New York, NY*

### 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*

### STOCKISTS & RETAILERS:

- › Select Orvis Stores (*19 across the U.S.*)
- › Beretta Gallery, *New York, NY*
- › Beretta Galley, *Dallas, TX*
- › Ball and Buck, *Boston, MA*
- › Southern Compass Outfitters, *Tallahassee, FL*
- › 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 hillside covered in dry, yellowish-brown brush. They are holding a rifle. In the background, there are rolling hills with patches of green forest and a large, prominent mountain peak under a blue sky with scattered white clouds.

READY TO CONTINUE THE CONVERSATION?

[ADVERTISING@COVEYRISEMAGAZINE.COM](mailto:ADVERTISING@COVEYRISEMAGAZINE.COM)

**DEVOTED TO THE UPLAND LIFESTYLE**

PHOTOGRAPHY BY: BRIAN GROSSENbacher