



COVEY RISE®

10TH ANNIVERSARY COLLECTOR'S EDITION

2021 MEDIA GUIDE



CELEBRATING 10 YEARS

10th Anniversary Collector's Edition
DECEMBER 2021 - JANUARY 2022

This issue is a celebration—a timeless book that shares the greatest upland stories ever told. We live for nothing else than to spend days afield with friends and family. We revel in fireside nights in reverence of the hunt with tired bird dogs by our side. For 10 years, *Covey Rise* has carried the torch to honor this upland lifestyle, bringing these special moments to our readers through stunning images and captivating words.

This anniversary book perpetuates our legacy. Its pages preserve our cherished memories into a lasting collector's item for all to read and remember for years to come. We have merged our favorites from the most accomplished writers and photographers in the uplands. You'll find the classics of hardcore hunting to fine food and vintage shotguns to conservation from here and abroad.

This celebration is for all of us. *Covey Rise* wouldn't be where it is today without your help. For that, we sincerely thank you. This book doubles the pages of our treasured content, and the limited ad space will uniquely meld into its exquisite design. Together, let's commemorate where we've come and protect our traditions for future generations. Your participation honors the upland legacy we never want to be forgotten.

TIMELESS ADVERTISING IN A LEGACY ISSUE.

Your Brand Alongside Our Best Stories

The stories told in *Covey Rise* uphold traditions that are time-honored and trusted. The same goes for advertising. In every issue, we reserve our pages for brands that we can depend on, that fit the lifestyle we defend, and that our audience can help grow. We invite you to participate in this unique celebration with us. To ensure that your legacy perfectly meshes with the style and storytelling of the issue, every advertisement will be tailor-designed by *Covey Rise*.

High Profile Ad Positioning

This celebration is about all of us, and we want you to stand out. The advertisements on these pages will give the reader a targeted opportunity to learn more about your brand through beautiful photography, a brand biography, and your logo. With less than *16 percent* advertising in this book, your placement will get more reader attention and added value than in any other publication out there.

Don't miss the opportunity to cement your place in this timeless collector's edition.

- ✦ 250+ pages of our best stories
- ✦ Stunning full-spread or full-page ad spaces
- ✦ 50,000+ total audience reach
- ✦ 15,000+ distribution
- ✦ Lifetime collector's value



LEAVE A LASTING IMPRESSION

THE LIFE OF YOUR AD

Since the *Covey Rise 10th Anniversary Collector's Edition* is more book than magazine, it's a unique opportunity for you, one of our closest brand partners, to tell your story in an edition that will take on a life of its own and be sold for years.

THE AD PROCESS

To create a natural flow of advertisements and stories, our designers will craft your ad in a timeless style that promotes your brand while complementing the book aesthetic. We will lay out your ad using the content you provide, and follow up with a proof for input and approval prior to printing. Examples of the full-spread and full-page ad layouts will be provided.

WHAT WE'LL NEED FROM YOU

- 3-5 high-resolution brand photos from your archive
- Brand biography (full page = 35 words / spread = 112 words)
- High-resolution, black-and-white logo (EPS, PDF, or JPEG).

Need help? We can provide assistance in all areas of the process.

CREATIVE PROCESS TIMELINE

AD CLOSING
09-01-2021

INFORMATION DUE
09-10-2021

AD DESIGN REVIEW
10-01-2021

AD DESIGN APPROVAL
10-15-2021

OUR RATES

10th Anniversary Collector's Edition
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Full Page	\$6,000
Full Spread	\$9,000
Back Cover	\$7,500
Cover 2	\$7,200
Cover 3	\$7,000

**Rates are net.*

**Rates includes design and print production.*

To inquire further about advertising opportunities in the *Covey Rise 10th Anniversary Collector's Edition*, please send an email to advertising@coveyrisemagazine.com. We'd love to have you as our partner in this special production.

