

COVEY RISE®

2021 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*.

A black and white speckled dog, possibly a pointer, is captured in motion, running through a field of tall, dry grass and yellow wildflowers. The dog is wearing a bright orange collar. The background is a vast, open field of similar vegetation, with a soft, warm light suggesting a late afternoon or early morning setting. The overall mood is one of adventure and freedom.

*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 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 experiences 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

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, the social conversation, events, and product.

OUR GOAL:

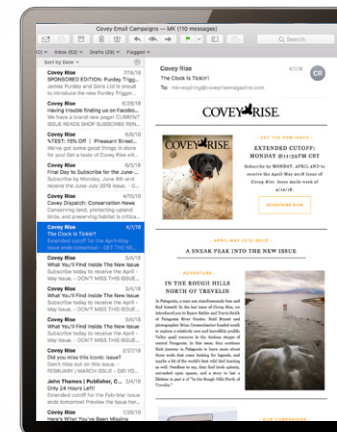
Bridging the bi-monthly communication from the publication to regular touch-points to our audience in between issues.

ADDED BENEFITS FOR ADVERTISING PARTNERS:

Coverage opportunity for your brand on Covey Rise Platforms
Sponsored Edition E-Newsletters
More eyes on your brand with high traffic and daily outreach

TAILORED EXPOSURE TO AN AFFLUENT, ENGAGED CULTURE

**CONTACT US ABOUT DIGITAL OPPORTUNITIES*



FRAMEWORK



SCHEDULE & FREQUENCY

Bi-monthly, six times per calendar year

Current Volume: 9

- › 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

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

FEBRUARY/MARCH 2021

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

APRIL/MAY 2021

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

JUNE/JULY 2021

Ad Closing: April 1st // Materials Due: April 12th

AUGUST/SEPTEMBER 2021

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

OCTOBER/NOVEMBER 2021

Ad Closing: August 3rd // Materials Due: August 10th

DECEMBER 2021 /JANUARY 2022 (ISSUE INSERTION AVAILABLE UPON REQUEST)

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



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 excluding December/January 2022 issue // Rates are net. advertising@coveyrisemagazine.com

WHERE WE ARE

OUR DISTRIBUTION

Covey Rise has a distribution of 15,000 and Total Audience reach of over 35,000* 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*
- › Brush Creek Ranch, *Saratoga, WY*
- › Rio Piedra, *Camilla, GA*
- › 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*
 - Grand Bohemian Hotel, *Asheville, NC*
 - Mansion on Forsyth Park, *Savannah, GA*
- › Blackberry Farm, *Walland, TN*
- › Pursell Farms, *Sylacauga, AL*

STOCKISTS & RETAILERS:

- › Select Orvis Stores (*19 across the U.S.*)
- › Beretta Gallery, *New York, NY*
- › Beretta Galley, *Dallas, TX*
- › Nicholas Air, stocked in aircraft fleet
- › Wildrose Trading Co at Wildrose Kennels

NATIONAL NEWSSTAND:

5,000 copies are distributed across the U.S. in select national newsstands including: Barnes & Noble, Hastings, and Books-A-Million. We are present in all Cabela's, Bass Pro Shops, and Field & Stream stores.

THE *Kessler* COLLECTION

BERETTA
GALLERY



ORVIS®

BLACKBERRY FARM

PURSELL FARMS



YELLOWSTONE CLUB

*Based on proprietary data

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 distance under a blue sky with scattered clouds.

READY TO CONTINUE THE CONVERSATION?
ADVERTISING@COVEYRISEMAGAZINE.COM

DEVOTED TO THE UPLAND LIFESTYLE

PHOTOGRAPHY BY: BRIAN GROSSENBACHER