

# Gray's Sporting Journal

2026 Media Kit



# Greetings

It is often said that *Gray's Sporting Journal* is a publication for discerning sportsmen, but how does one qualify what “discerning” really means? We figure it means our readers are particular about many things, but especially firearms, fly tackle, apparel, and destinations. They're also particular about what they read, and *Gray's* has become as much a part of their lives as granddaddy's shotgun, a beloved bird dog, or a treasured bamboo fly rod.

Every year, we hear from dedicated subscribers of all ages who have grown old or grown up with *Gray's Sporting Journal*. Some may have discovered it years ago, sitting fireside at an Alaska Lodge or huddled around a deer camp stove. Others may have come to know it because a father or favorite uncle introduced *Gray's* to them in hopes that they, too, might appreciate its understated elegance and sophistication. Either way, generations have been brought together by a shared passion for fine literature, wing shooting, fly fishing, and an appreciation for good stories, well-written, about great adventures in faraway places, accompanied by beautiful, world-class photography.

But there's also this: Integrity. *Gray's* is free of gratuitous product mention, and after nearly five decades remains loyal to its original blueprint of relying on unsolicited submissions for content. It was born, and remains, a true and genuine literary journal. No other publication in the outdoor industry can lay claim to this unique recipe, which is why *Gray's* continues to stand out among its peers.

Today, *Gray's Sporting Journal* abides in people's lives because it delivers on the promise of birds flying on opening morning or wild trout rising to a hatch. It helps you fondly remember where you've been, and dream of where you may one day go. It speaks to you with writing as beautiful as the art scattered throughout its pages and the photographs that speak to you in ways that words cannot. Thriving in an ever-changing world, not because it's like other hook and bullet publications, but instead because it is so very different.

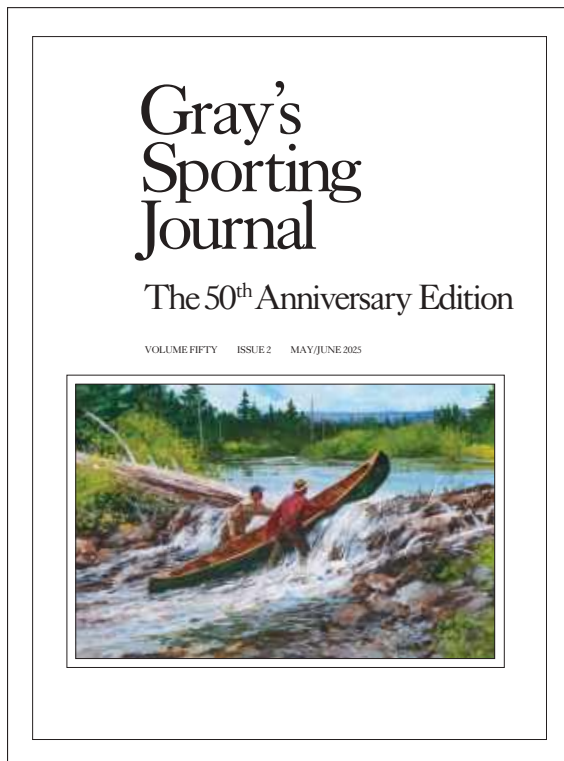


A SLIM CHANCE, BY BRETT JAMES SMITH

# Highest Quality

*Gray's Sporting Journal* caters to sophisticated, highly-accomplished sportsmen, intent on exploring the why of their next fly presentation or covey rise. Offering world-class journalism, unparalleled photography, renowned sporting art, and an unmatched dedication to providing the best in outdoor sporting literature. A high quality, unique reading and visual experience for passionate outdoor enthusiasts.

## THE GOLD STANDARD OF OUTDOOR LITERATURE



- *Gray's* is the only publication that offers high-quality sporting fiction, non-fiction, poetry, and photographic essays. Our readers are a collection of dedicated wing shooters, fly anglers, big-game hunters, conservationists, and collectors of sporting art. Our subscribers demand the best—That's why they choose *Gray's*.
- *Gray's* is printed and published on high-quality paper meant to enhance the presentation of fine art or photography that is part of every clean, exquisite design.
- *Gray's* features seven editions annually, includes GRAY'S BEST selections for best new products. We also engage our audience through forums, videos, and event listings via our website and presence on social media.
- Each issue features literature, poetry, photographic essays, and incomparable human experiences. Our recurring departments include: *Expeditions, Traditions, food, recipes* and *art*.

*Unique, insightful, and elegant, Gray's has remained a classic in the world of outdoor literature for 50 years.*

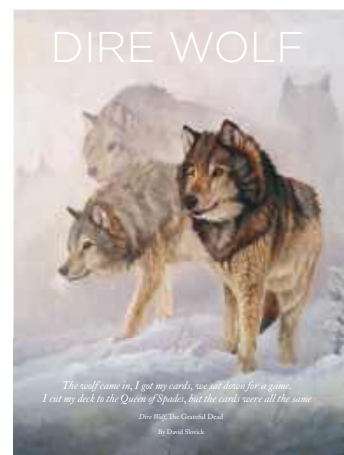
# Impeccable Taste

- 67% of subscribers own a weekend/vacation home
- 40% invest in real estate
- 20% own a farm
- 39% own an ATV or utility vehicle
- 95% make average purchases of \$3,000 online
- 40% plan to purchase real estate in a few years
- 75% shop local specialty retailers
- 63% shop “big box” retailers
- 49% share their knowledge with over three people



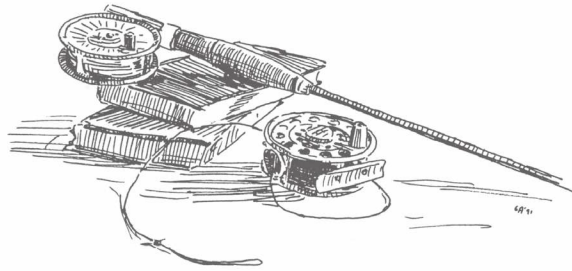
- 20% of subscribers own Sporting property
- 71% own a dog
- 96% are gun owners
- 70% own ten or more firearms
- 77% buy ammunition off the shelf
- Shotguns and handguns are most popular to own.

- 91% of our readers fished the US, lower 48 states
- Canada, the Caribbean, and Alaska are the next most popular destinations
- Readers own 3.5 pieces of marine / boating equipment
- 98% of our subscribers have been fishing over 10 years
- 80% of our readers fly fish
- Saltwater is the most popular destination water
- Redfish is the most popular saltwater species
- Bass and Trout are the most popular freshwater catch
- 31% of subscribers reside in the suburbs
- 27% reside in rural areas



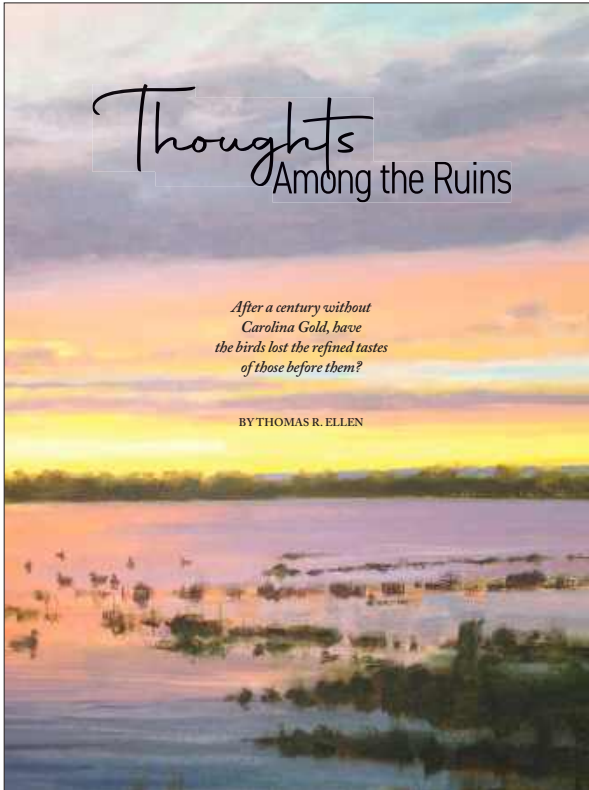
# Refined Intellectuals

• Average audited paid subscriptions	19,058	• Number of Years <b>Fishing</b>	51
• Subscription price	\$39.95	• Fly Fish	80%
• Male	99%	• All Types of Fishing	90%
• Married	84%	• Freshwater	93%
• Household Income	\$332,251	• Saltwater	52%
• Household Net Worth	\$3.1 M	• Number of Years <b>Hunting</b>	46
• Average Age	63.8	• Hunted in last 12 Months	86%
• 35-64 Years Old	46%	• Upland Birds	85%
• 65+	53%	• Waterfowl	58%
• Professional/Managerial	86%	• Deer	54%
• Sales/Service	6%	• Turkey	41%
		• Small Game	27%
		• Other Big Game	23%



- *Gray's Sporting Journal* subscribers spend an average of **1 hour and 45 minutes** reading each issue.
- *Gray's* subscribers have spend an average of **29 days fishing and hunting** over the past 12 months.
- *Gray's* subscribers can afford to travel the world in pursuit of hunting and fishing opportunities.
- **68 % have a net worth** of over **\$1 million or more**.
- **55 % of *Gray's* subscribers** have reserved a hunting lodge, guide, or outfitter in the past year.
- **75 % will do so** within the next three years.
- **Over half** of *Gray's* subscribers have used a fishing lodge, guide or outfitter over the past year.
- **Nearly 70% will do so** again in the next three years.
- *Gray's* subscribers **have spent \$2,607** on an average fishing trip in the past two years.
- *Gray's* subscribers **spent an average of \$9,540** in the past two years on hunting related travel.
- Circulation by Region
 

Northeast	20%
South Atlantic	20%
North Central	21%
South Central	16%
West	22%



# Thoughts Among the Ruins

*After a century without  
Carolina Gold, have  
the birds lost the refined tastes  
of those before them?*

BY THOMAS R. ELLEN



## THE Lovely, Lovely 28

*Perfection in a Shotgun*  
By Terry Walden

Our subject is the 28 Gauge, and our target is the 100-year-old Remington-Union Model 28. It's a shotgun that's been made by hand, in a factory that's been open for 107 years, and it's still going strong.

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## Manistee River Waltz

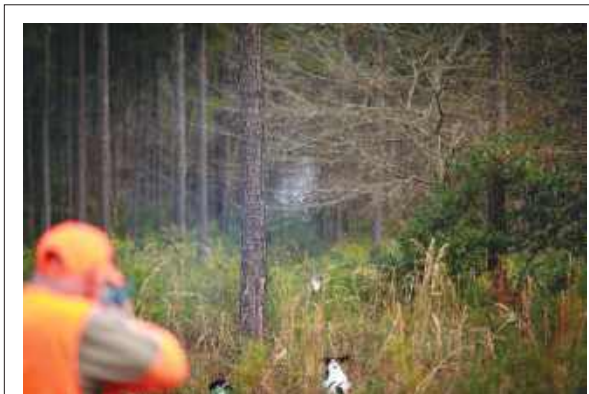
*Some trout were meant to be someone else's all along.*  
by Tim Scholtz

**W**e're three anglers can be a selfish lot, and our tendency to snatch the trout—along with the length of our fish—can be much a part of our identity as our tanned huns and rusted muskies. Despite those traits, it's perhaps because of their nature of us that the fisherman the way a spring break when her build goes.

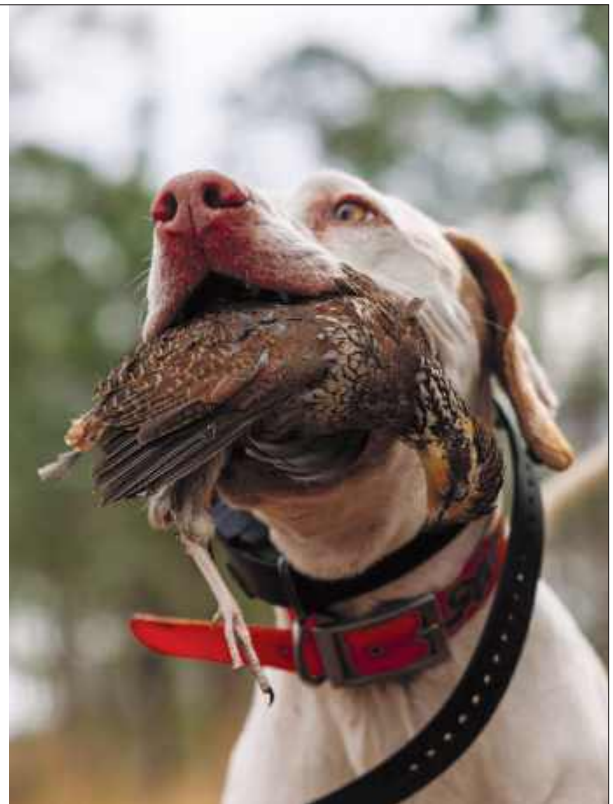
"Chad will be nice," the fisherman, "Chad will be our chunk back." "One of my favorite ways to show my fishing, and the compensation people share on the river."

Chad and I fished together earlier that week, and, during that time, I reached the truth about something except the length of my fish. Mainly because I believe engaging and taking care, but my approach is an ethical line that all anglers—no matter how good—should not cross. Accordingly, I insist on actually catching a fish before being able to use. There's no getting around it: an angler on the river, Chad still introduced me as a fisherman. Everyone wanted to believe him, including Chad.

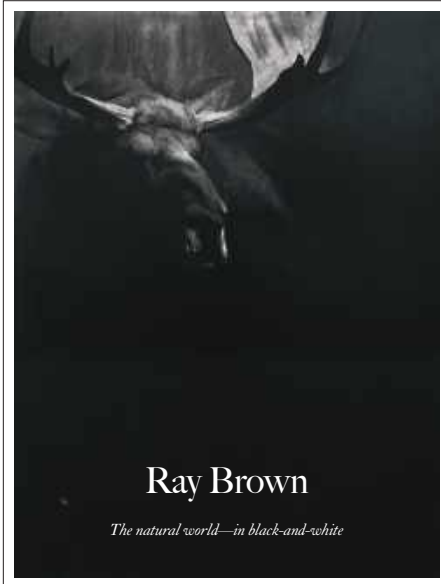
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*This is the real Georgia. No traffic. No skyline.  
Here, beneath a canopy of morning mist, drawling guides  
and hard-working dogs chase coveys of quail,  
just as they always have, a tradition like no other  
playing out beneath the pines.*



GSI ART by Brooke Chilvers



## Ray Brown

*The natural world—in black-and-white*

*Veiled, 48 inches x 36 inches*

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GSI ANGLING by Scott Sadil



COURTESY OF SPORTSMAN'S GALLERY, LLC

## Mucho Viking

*Prospecting for gold on the Rio Parana*

The way Gustavo does it, in the complex river delta between the Parana and Rio Corrientes, includes a midday *asado*, alarming amounts of beef grilled upright in a traditional Argentine "iron cross," staked alongside an improvised fire in the shade of the leguminous *inga* trees on a particular island known for these simple, glutinous meals. As the meat cooks, flames licking the bruise-colored striated beef, Gustavo washes and peels a half-dozen

dark-skinned potatoes, wielding a machete-like blade, handle missing, and then hews the unclad blackened aluminum pot with an entire bottle of canola oil, balances the pot directly atop the flaming twigs and broken *inga* limbs, stirs the oil with the tip of a slender branch from which he's stripped the bark. Later, when he tests the temperature of the oil, tossing in a single potato slice, the pot erupts into a frothy boil, starting in vigor.

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GSI TRADITIONS Edited by Will Ryan

## The Choicest Game Bird

*Mystery and beauty, as seen by the artist as a young man*

by Lynn Bogue Hunt  
(From *The Outing Magazine*,  
October 1905)



LEFT: FOO SEXY FOR MY FACE, MIDDLE AND RIGHT: FALL FUTURES, BY WALTER META, COURTESY OF SPORTSMAN'S GALLERY, LLC, CHARLESTON, SC

"Them's teal ducks," said the hired man who had just come in with his old setter and dog-of-all-work. The day had begun with a drizzle that looked as though it had "set in" for a long spell. In such weather there's not much work outside the farm buildings, so, after the chores were done, he had taken his old Belgian gun, filled his pockets with shells loaded with the blackest of black powder, and gone hunting. Now he was back, emptying the contents of his smelly pockets on the kitchen table.

"Yes," said he again, "them's teal ducks - blue-wings- and this here one is a mallard duck, and

these two," counting them out, "is gray ducks, an' this," taking out the last, a small brown bird, badly rumped and oddly shaped, "now, I'll bet you can't guess what this is! Well, sir, this here is a timberdoodle, an' it's the first one I seen this spring."

"What's a timberdoodle? Well, near's I can make out, it's a kind of a snipe - bird that lives in the woods mostly an' only comes out by nights. Some calls 'em night pu'rtridges and some says they're blind snipes; but I think timberdoodle about fits 'em, fer the 'live in the timber, and it certainly doodles a feller to know what they're a-go'in' to do next."

The bird was a woodcock and it must have

been one of the first to wander back to the scene of its childhood.

"He was amongst them little willers above the mill," said the hired man, "an' when the dog here stood on 'im, I thought mebbe it was a song sparrer or somethin', fer he sometimes pints them pesky things when they ain't much else around."

"But it w'en't, it was timberdoodle all right and here he is. Yes, I've shot lots of 'em an' they're pretty good eatin' too. Tain't hardly right to shoot 'em in the spring, seems kinder like eatin' your seed pertaters, and I wouldn't have shot this one, but he took me so by s'prise I done it b'fore I thought. That's the way you have to shoot them

birds anyway, an' I guess I got the habit pretty bad now. They lay aroun' here and I found a nest in the huckleberry swamp last summer. Long in August, when the work gets slack, I'll take you out with me an' the ol' dog here, an' we'll have some fun with these timberdoodles or woodcocks - as you call 'em."

When August came, we went woodcock shooting many times, in certainty of plenty of birds, serenely unconscious of any harm done to the younger generation of gun lovers.

Down the lane, through the pasture, we used to go, and across the clover field where the second growth was blossoming.

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GSJ Gear & Lifestyle



With its sleek, intuitive style, the **BROWNING** Citori has long enjoyed a firm place in the pantheon of hard-working upland guns, and now the new 825 (\$3,069) brings a couple of important functional improvements and design upgrades. There is a new trigger, the Fire Lite 2, which utilizes a modified higher pivot point for the disconnector, optimizing trigger reset timing for faster following shots. Aesthetically, a lower profile receiver reduces recoil, while newly designed control features like the forearm latch and top lever contribute to more nimble handling. The rest of the 825 will be familiar to Citori fans. It has Browning's traditional barrel selector/safety system and the brand's distinctive gold trigger. The flat vent rib has front and mid-rib beads, and the barrels are threaded for Browning's premium Invector DS chokes. Available in 10 versions, including 26- and 28-inch barrels in the Field model. [www.browning.com](http://www.browning.com)

If you're parenting young children, it's hard to envision anything about a lunch box that doesn't include getting out of bed early on a school morning, scrambling around the kitchen to make a sandwich, and finding out last minute somebody has yet again eaten all the fruit chews but left the empty box in the pantry. **YETI**, on the other hand, has something entirely different in mind. Its new Daytrip Lunch Box is built for a full day of offshore fishing, or maybe a long afternoon in the deer stand. Could be you're taking a break from hunting pheasants across the grasslands of the American West or relaxing in the duck blind after a morning of heavy shooting. Now, isn't that better? Available in 5L (\$80) and 3L (\$65) sizes, the Daytrip keeps food fresh for hours thanks to proprietary lightweight, closed-cell foam insulation. It boasts a water-resistant exterior, rock solid construction to prevent crushing in your backpack or truck box, internal pockets to store utensils and condiments, and a wide-open design means your Yeti Ice Sheet (sold separately) fits perfectly within. *Bon Appetit.* [www.yeti.com](http://www.yeti.com)



Born in the quail fields of South Texas, Houston-based **SUNDOWN SUPPLY CO.** was founded by a group of friends who share a mission to live every day to its fullest and continuously improve—as men, as husbands, as fathers, and as outdoorsmen. The new Performance Field Shirt (\$80) in retro camo is the perfect choice for warm-weather dove shoots, spring turkey, or early-season whittails, boasting four-way stretch, mesh-lined back and shoulder vents for cooling and breathability, magnetic chest pockets for easy access afield, and UPF50+ sun protection. There's a built-in lens cloth, hidden snaps hold your collar in place, and stylish blaze orange stitching along the buttons, collar and vents enhances the look. Perhaps most appealing, the shirt is snag resistant and has an athletic cut, allowing you to avoid the billowing that often accompanies lightweight sun shirts, while still offering ample room across the shoulders for shooting or casting. Also available in blaze orange. [www.sundownsupplyco.com](http://www.sundownsupplyco.com).

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Our Gear & Lifestyle section features fine gear you'll need for your next luxury hunting or fishing trip.

GSJ Gear



**SIMMS FISHING** has built its reputation on keeping you dry and upright, even in the harshest conditions, and its new G3 Guide BOA Boot (\$330) is the standard for guides and anglers who count their annual hours on the water in months instead of days. For the first time, the BOA lacing system has been incorporated into the G3 Guide Boot, the longest running inline wading boot style in the Simms catalog. It boasts an improved M4 dial for easier re-lacing, while traditional work boot construction utilizing a Goodyear welt promises comfort without sacrificing stability and durability. Rugged, abrasion-resistant leather pairs with rubber upper materials to provide maximum protection for your feet, and the outsole is compatible with Simms Aluminate star cleats and Hardbite cleats/muds (both available separately) when extra traction is needed. Available in felt or Vibram soles, and re-soleing is available when you've finally worn them down after years of riverwear. [www.simmsfishing.com](http://www.simmsfishing.com)

More than half a century ago, **ORVIS** developed one of the first series of graphite fly rods, prized for their tender delivery on small streams, and the names—The One-Weight, The Ultrafine, The Tippet, The Severn/Eleven and The Far & Fine—became the stuff of legend. The newly redesigned series of Superfine™ Graphite Fly Rods (\$598) is based on these classic Orvis models but crafted with Helion™ (A 2025 Gray's Best winner) construction techniques, so they recover well, track beautifully and improve accuracy. Orvis has also kept the legendary names, engraving each on the butt cap, and every four-piece rod has a matte gray blank with shallow taper, hard chrome snake and stripping guides, an unlodging reel seat and a cigar-style cork grip. Includes a handsome, cloth-covered rod tube and printed rod sock. This should be all the incentive you need to hike a little deeper to find that hidden brook trout stream. Made in USA. [www.orvis.com](http://www.orvis.com)



For more than two decades, Colorado-based **FISHPOND** has been creating products that reflect the family-owned company's passion for fly fishing and protecting natural resources. The Stormshadow Rolling Carry-On (\$280) combines practicality with an eco-friendly design, making it ideal for wilderness adventures and weekend getaways. A pair of exterior pockets keeps your passport and essentials accessible and well organized, while four external tie-down points are perfect for carrying fly rods. Rugged TPU-coated recycled fabric protects your gear from the elements, and at 23" x 13" x 10" it fits easily into overhead compartments or float planes. A clamshell zippered opening, compression-molded bottom shell and DWFR-coated base compartment that keeps damp items separated from your dry gear put the finishing touches on what is sure to become your go-to travel companion. [www.fishpondusa.com](http://www.fishpondusa.com)

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The original Cimarron was introduced in the 1980s and quickly became a hallmark of the **ROSS REELS** brand with its exceptional drag system, anodized frame and textured ceramic drag knobs for easy adjustments. Now a limited-edition model (\$400) is being released in partnership with Casting for Recovery as a tribute to the strength and resiliency of women navigating breast cancer. Handcrafted in the USA, this precision-engineered 5-weight reel is a powerful symbol of healing and hope. With every reel sold, \$50 will be donated to Casting for Recovery, a nonprofit dedicated to introducing women with breast cancer to fly fishing through free, nature-based wellness retreats. <https://www.rossreels.com/casting-for-recovery-limited-edition-cimarron-reel.html>



Back in 2015, Chase Fancher ditched his corporate gig and founded **OAK & OSCAR**, a Chicago-based watch company dedicated to unique designs, quality craftsmanship and maintaining a healthy work/life balance. The company was created out of an appreciation for the best things in life—Fancher is a Bourbon enthusiast and dog lover, so the "oak" comes from the aging barrels, while "Oscar" is the name of his Portuguese Water Spaniel—and his team of skilled artisans build timepieces (prices start at \$1,575) for people who appreciate attention to detail. With a durable stainless steel case, plenty enough water resistance to withstand a cold trout stream, and the perfect combination of Swiss precision paired with American know-how, these mechanical watches are built for adventure. To view the catalog of available options or set an appointment to discuss a custom build of your own, visit [www.oakandoscar.com/fly-fishing](http://www.oakandoscar.com/fly-fishing)



An avid wading and paddleboard fly fisherman, Shea Tighe is always looking for ways to simplify gear and lighten his load. With a background in product design, he founded Charleston-based **ATOLLAS** in 2018 and immediately launched the Fly Caddy, a clipable, portable fly storage system designed for minimalist anglers. Since then, the brand has expanded its product line with the easily packable 2GO Box (\$35), featuring an integrated docking station for external, clip-and-go fly storage via the Fly Caddy patch system (sold separately), allowing you to keep your go-to flies at the ready. The interior utilizes ultra-dense EVA foam with a unique two-way slit pattern that creates zones for enhanced organization and larger capacity for a full range of fly sizes, while an exterior docking station provides a drying zone for your flies before you place them back in the box. To learn more about the company's full suite of fly storage solutions, visit [www.atollas.co](http://www.atollas.co).



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### April: The Fly Fishing Edition

Our kick-off issue of the year dedicated to offering Fly-Fishing features, expeditions and gear. A favorite keepsake edition of the year also includes Gear & Lifestyle product selections by Mike Floyd, popular columns focused on Sporting art by Brooke Chilvers, Fly Fishing by Scott Sadil, Shooting by Terry Wieland and Books by Teresa Mull.

### May/June: Fly Fishing & Spring Hunting

A mixture of spring hunting and Fly-Fishing features that prepare readers for early season hunts and fishing trips. We'll also feature our spring Sporting Art Gallery along with Gear and Lifestyle content.



### August: The Bird Hunting Edition

An edition dedicated to Bird Hunting. Each edition includes columns by our award winning contributors including art, books, fly-fishing and shooting.

### September: The Big Game Edition

Our Big Game edition of the year includes big game hunts and the people and personalities behind them. Also including our Gear and Lifestyle department where "personal shopper" Mike, selects fine gear you'll need for your next luxury hunting or fishing trip.



### October: Upland Birds & Big Game

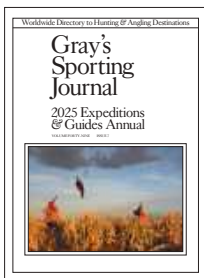
Our issue dedicated to Upland Bird Hunting and Big Game Hunting stories as well as the finest escape travel experiences. Our Advertising section, Sporting Property Showcase highlights properties that offer luxury hunting and fishing amenities and lifestyle.

### Nov/Dec: Late Season Hunting & Waterfowl

A late season mix of hunting, fishing and waterfowl, including Gray's Gear & Lifestyle. Plus, our Annual Gray's Gift Guide section catering to online and in store retail items for the holidays.



**GRAY'S  
BEST**









### Expeditions & Guides + Gray's BEST

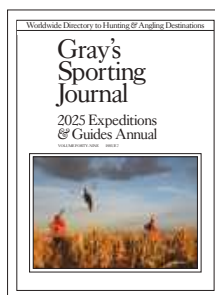
Our 34th Annual Guide to the World's foremost sporting travel destinations. This editions also features our Annual Gray's BEST awards selections. Our editors choose their annual favorites among the vast array of new products and services in the Sporting market today.

FREQUENCY	1x	3x	6x
Full-Page	\$4,990	\$4,750	\$4,440
Two-Thirds	3,860	3,720	3,480
One-Half	3,080	2,950	2,740
One-Third	2,030	1,970	1,850
One-Sixth	1,340	1,290	1,190
One Twelfth	3,200 / ANNUALLY (460 EACH)		

NET RATES, PER ISSUE

PREMIUMS (Publisher approval ONLY)			
INSIDE FRONT [c2]	\$6,000	\$5,700	\$5,280
PAGE ONE	5,700	5,415	5,016
2-PAGE SPREAD [C2+Pg. 1]	9,945	9,450	8,750
INSIDE BACK [c3]	5,415	5,016	4,765

 <p><b>April</b>  <b>The Fly Fishing Edition</b>                  Our Spring Edition dedicated to Fly Fishing. Advertising opportunities include, featured Lodges, section and our annual Fly Fishing Gift Emporium.  <b>Ad Close: 2/12</b>  <b>Materials Due: 2/19</b>  <b>In Home: 3/30</b></p>	 <p><b>May/June</b>  <b>Fly Fishing &amp; Spring Hunting</b>                  A mixture of Spring Hunting and Fly Fishing. This issue is also home to our annual Sporting Art Gallery and the Real Estate Buyer's Guide.  <b>Ad Close: 3/18</b>  <b>Materials Due: 3/23</b>  <b>In Home: 5/4</b></p>	 <p><b>August</b>  <b>The Bird Hunting Edition</b>                  One of our dedicated upland bird hunting editions. Advertising opportunities include a featured Lodges section, and our Wing Shooting Gift Emporium.  <b>Ad Close: 6/17</b>  <b>Materials Due: 6/24</b>  <b>In Home: 8/3</b></p>
 <p><b>September</b>  <b>The Big Game Edition</b>                  Revisiting an old tradition of one Edition featuring Big Game hunts and the people and personalities behind them. An advertising opportunity is included featuring a Big Game Lodges section.  <b>Ad Close: 7/30</b>  <b>Materials Due: 8/6</b>  <b>In Home: 9/14</b></p>	 <p><b>October</b>  <b>Upland Birds &amp; Big Game Edition</b>                  This issue covers Upland Bird Hunting and Big Game Hunting stories as well as the finest in escape travel experiences. Advertising section, Sporting Property Showcase highlights properties that offer luxury hunting and fishing amenities and lifestyle.  <b>Ad Close: 8/27</b>  <b>Materials Due: 9/3</b>  <b>In Home: 10/13</b></p>	 <p><b>Nov/Dec</b>  <b>Late Season Hunting &amp; Waterfowl</b>                  Enjoy this late season mix of hunting, fishing and waterfowl features including carefully selected Gray's Gear &amp; Lifestyle products. Plus, our Annual Gray's Gift Guide section catering to online and in-store retail items for the holidays.  <b>Ad Close: 10/1</b>  <b>Materials Due: 10/8</b>  <b>In Home: 11/9</b></p>



**Expeditions & Guides**

**Expeditions & Guides + Gray's BEST**

Featuring Gray's BEST Awards, celebrating 34 years of top luxury hunting and fly fishing lodges and destinations located in the US and internationally.

**Ad Close: 11/19**  
**Materials Due: 11/24**  
**In Home: 1/4**

DATES SUBJECT TO CHANGE

**Custom Digital Content**

- Prominent home page presence
- Advertiser provided message
- Includes one Facebook Post
- Includes a 300 x 250  
\$1,250 four week flight

**Medium Rectangle**

- 300 x 250
- Delivering an average of  
12,000+ impressions  
\$275 four week flight

**Large Rectangle**

- 620 x 250
- Delivering an average of  
12,000+ impressions  
\$450 four week flight

**eBlast**

- Advertiser produced message
- 17,300 unique, opt-in email recipients  
\$1,200 per send

**GraysSportingProperties.com**

- Advertiser produced message
- Delivering an average of  
12,000+ impressions  
\$400

**GraysSportingTravel.com**

- Advertiser produced message
- Delivering an average of  
12,000+ impressions  
\$400 four week flight

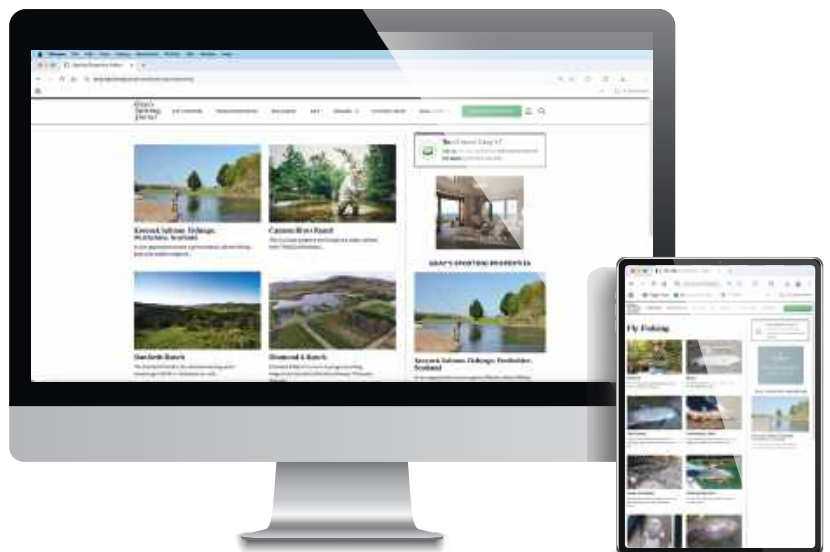
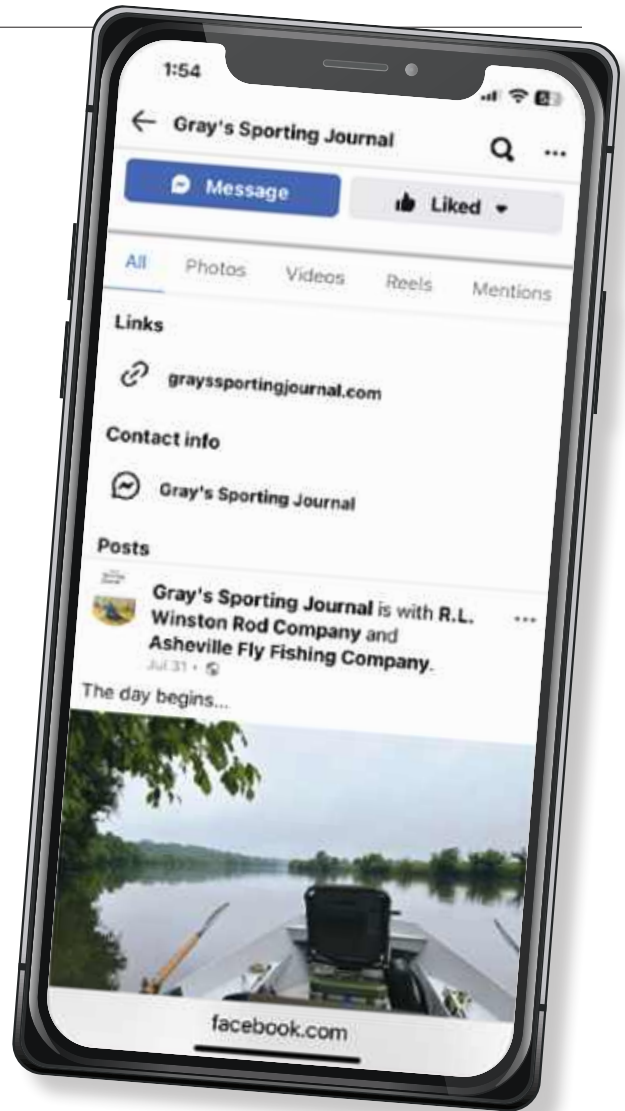
**Social Media**

Facebook Post: \$300 per  
Instagram Post: \$150 per

 17,300 email subscribers

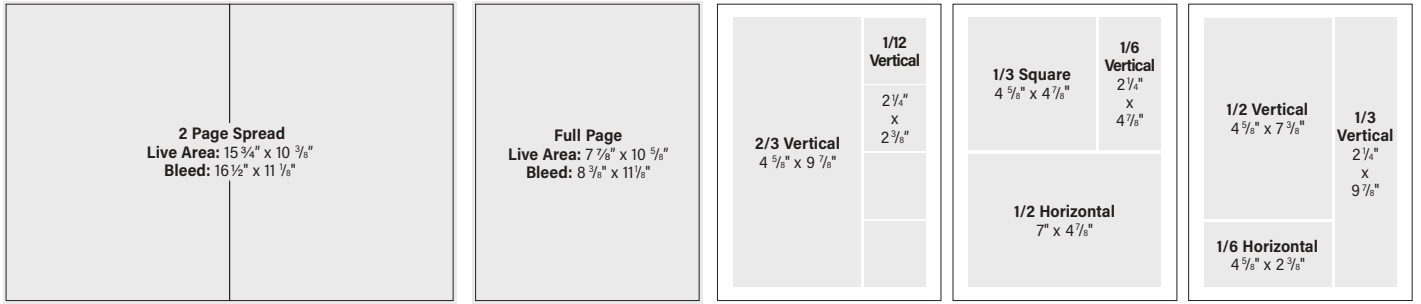
 8,000 Facebook Followers

 7,000 Instagram Followers





# SPECIFICATIONS



## GENERAL INFORMATION

Publication trim size: 8 1/8" x 10 7/8"  
 Safety: 0.25" from trim on all sides  
 Bleed: 0.125" beyond trim on all sides  
 Binding method: Web offset, Perfect bound  
 Image resolution: 300 dpi  
 Line screen: 150 dpi  
 Color space: CMYK only; no spot color or RGB

## ACCEPTABLE FILE FORMAT

PDF is the preferred format for print ready ads. Files must be CMYK (no RGB or spot color), have a minimum resolution of 300 dpi for all elements as placed, and have all fonts embedded.

## PROOFS

Ads submitted without a SWOP 3-standard proof waive the right to question color/reproduction.  
 See [www.swop.org](http://www.swop.org) for a listing of swop certified proofs.

## FILES

Files are considered complete if no additional work is required prior to output. Client/Agency will be notified if files are not to our specifications. If Client/Agency is unable to resend the file and if materials allow, there will be a \$100 charge for resizing an inaccurate ad.

## SUPPORT FILES

Include all images and art created.

## FONTS

Screen and printer fonts used both in ads and in the graphics must be included to image your job correctly (including embedded fonts). No True Type Fonts!

## DIGITAL IMAGE REQUIREMENTS

- Image resolution minimum of 300 dpi.
- CMYK only. No RGB or spot color
- Maximum density is 285% for four-color images
- Black shadow dot should not exceed 85%
- Preview should be 8 bits/pixels; DCS should be OFF
- Encoding needs to be binary

## PREFERRED POSITIONS

Requested positions are subject to availability. Any guaranteed or special position will be charged an additional 10% of earned rate.

## CANCELLATIONS

Cancellations must be in writing and received by the Publisher prior to the ad reservation close date.

## FREQUENCY DISCOUNTS AND INSERTS

Frequency discounts are based on the number of ads run in a contract year. (A contract year may start at anytime). Advertisers who increase their frequency during the contract year will be rebated; advertisers who cancel or do not fulfill their contract will be charged the difference of rate earned.

## GENERAL CONDITIONS

Recognized agencies earn a 15% discount. The publisher reserves the right to reject any advertising or to request alteration in content prior to publication. Advertisers and agencies assume liability for all content, expressed or implied, including copyrighted material. Publisher is not responsible for any errors or omissions contained in the advertisement submitted or for the production quality of the advertisement produced by outside agencies. All restrictions on ad placement or other stipulations are at the sole discretion of the Publisher. All advertising orders accepted are subject to the rates and terms of the current rate card.; Any order submitted within correct terms or rates will be inserted according to current rates and terms. Rates are subject to change upon notice from the Publisher.

## PRODUCTION CONTACT INFORMATION

### Shipping Instructions:

Address all advertising materials and accompanying insertion orders to:

**Nina Eastman**  
 725 Broad Street  
 Augusta, GA 30901

### Production Questions:

If you have any questions about production specifications, contact the Ad Coordinator:

**Nina Eastman**  
 Phone: 706.823.3569  
[nina.eastman@morris.com](mailto:nina.eastman@morris.com)