



Project Upland  
MEDIA GROUP

2024  
PRINT AND FILM MEDIA KIT



# AUTHENTIC. GENUINE. TRUSTED.

**W**e take our work and our role in the hunting community seriously. Where other brands will push any product that buys advertising space, Project Upland carefully chooses our advertising partners with an eye for quality, value, and a shared ethos. We represent our community first.

We aren't selling our audience on the lifestyle of upland hunting; we look to authentically reach a high-quality audience that is already living that

lifestyle with passion and enthusiasm. Our integrity is our highest priority and we believe it to be the true measure of a lifestyle brand in a modern world. The audience must first trust our brand, our vision, and our presence in the community.

We have continually built this trust since 2014 when our first honest look at the upland lifestyle came to life in film. It continued when we made difficult decisions about which brands to partner with and how to advertise in a genuine way. For

this reason, you will never find advertorial content within Project Upland; we advertise with transparency and never want our audience wondering who paid for a gear review or product placement. This decision to maintain editorial integrity is not cheap, but our commitment has always been to build a brand that stands apart with authenticity.

Our staff lives the same values and lifestyle that we feature in our content. We are wild bird hunters, dog lovers, and conservationists. We are

dedicated to science and conservation and we walk that talk with volunteer work and financial support for science-based nonprofit organizations. We are dedicated and passionate—exactly the type of target audience that we reach on a daily basis.

"These are your stories" is more than a tagline; it's how we stay grounded to our mission and our vision for the future of Project Upland and the upland community as a whole.





# PRINT ADVERTISING

**O**ur print publications represent our most active user groups or, as we like to say, the most hardcore of the hardcore. We serve this dedicated audience with a commitment to quality over quantity and authenticity over advertorial. To maintain the visual aesthetic that we're known for, we keep our ad count low and restrict them to full-page only. We only accept advertising from brands that offer true value to the reader, not an interruption. In the modern age of marketing, that commitment to authenticity has created a loyal following.





# 8,010

CIRCULATION PER ISSUE  
(AS OF WINTER 2023) INCLUDES  
SUBSCRIPTIONS, NEWSSTAND,  
AND SINGLE ISSUE SALES

# 1.18%

AVERAGE CTR VIA QR CODES  
IN THE FIRST 3 MONTHS OF THE ISSUE

# 22%

ANNUAL PAID  
SUBSCRIPTION GROWTH

AD SPACE CAP:

# 10%

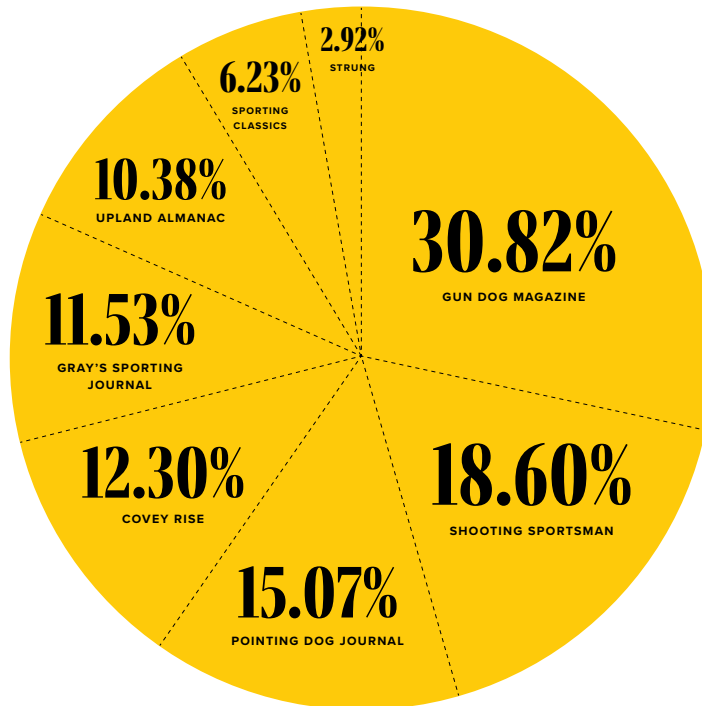
OF PAGE COUNT (INDUSTRY-LEADING)

# \$100,000– \$125,000

MEDIAN SUBSCRIBER INDIVIDUAL INCOME



Overlap in Competitor Subscriptions



## \$

Pricing

For pricing info contact  
[info@projectupland.com](mailto:info@projectupland.com)





# NARRATIVE FILMS

**T**he award-winning Project Upland Original Film Series is the cornerstone of our company. For ten years we have relentlessly pursued unique stories from the uplands, featuring the people, dogs, shotguns, and places that comprise our community. We release just four films per year to correspond with our four magazine cover stories. This coordinated release allows us to cross-promote our films with the print magazine, online editorial, merchandise, and social media outlets.

Film sponsors are limited to three per film and include organic product placement where practical.





#### Annual Viewing Stats



YouTube

# 24,120

AUDIENCE SIZE (AS OF NOVEMBER 2023)

# 656.9K

VIEWS

# 42.3K

HOURS OF VIEWING TIME



Facebook

# 1.3M

VIEWS

# 393.9K

MINUTES OF VIEWING TIME



# \$

#### Pricing

For pricing info contact  
[info@projectupland.com](mailto:info@projectupland.com)



#### Authentic Upland Content

On the hunt for authentic upland content? We can provide raw footage and edited photos from the film production for your own unlimited usage. Contact us for details.