



**AMERICAN FIELD™**

**2026  
MEDIA KIT**





# OUR HISTORY

Dating as far back as 1874, *American Field* was delivered to the homes of sporting dog enthusiasts and hunters across America, paving the way for the all-around sportsman's publication. In recent decades, it became the premier periodical for the pointing dog field trial community. The COVID-19 pandemic finally brought this time-honored legacy publication into an unscheduled rest.

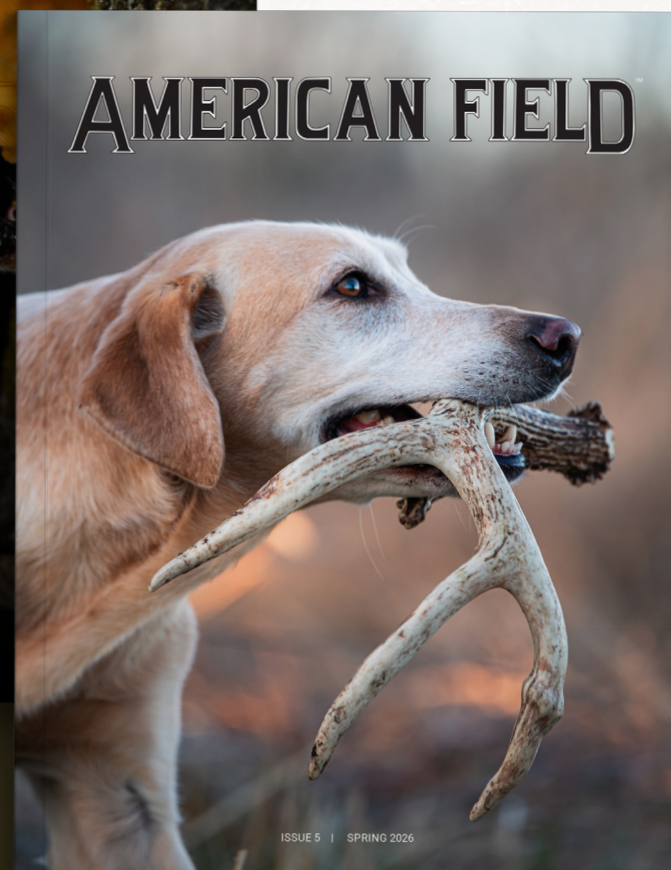




# THE AMERICAN FIELD

## WHO WE ARE

Now under the ownership of the United Kennel Club®, *American Field* has been relaunched as a quarterly editorial publication as an upgraded version of its original grandeur, returned to its roots as an authentic and esteemed periodical to celebrate the lifestyle for those who value a day in the field with canine hunting companions. With a special nod to our rich heritage, we now showcase our way of life with all sporting dogs—including bird dogs, retrievers, hounds, beagles, and other types of hunting and working dogs—together in one publication.



More than just a magazine, we are cultivating a supportive community for those who share a deep love for dogs, hunting, and the outdoor lifestyle. We're honoring tradition and inviting room for innovation, insights, and fresh new perspectives.



“Where every dog deserves a story  
and every hunter belongs.”

## OUR AUDIENCE

From field trialers, upland bird hunters, and waterfowlers, to small game hunters, big game houndsmen, beaglers, working dog owners and more, we celebrate the unique relationship between humans and hunting dogs. From first time handlers to lifelong dog owners, we value everyone's story and are growing a supportive and all-inclusive community of like-minded individuals who dedicate their lives to their dogs.

Our core audience is North America's hunting dog enthusiasts; the humble, working class, blue collar, DIY'ers who share our fervent passion for outdoor pursuits and the sporting lifestyle.





# WHAT'S IN EACH ISSUE

Formerly printed as a weekly tabloid-sized newspaper, the all-new *American Field* is now a 100-page quarterly periodical focused on celebrating the bond between hunters and hunting dogs. We embrace the outdoor lifestyle, with a goal to engage, entertain, and empower our audience and to elevate the entire sporting community by sharing the common bond that binds us together through our shared purpose with our hunting dogs.

As the heartbeat of the hunting dog community, the pages of *American Field* are filled with captivating photography, in-depth features, informative articles, heartfelt stories, art, humor, and other artistic and literary works that chronicle the unique partnership between humans and hunting dogs.

## Our Departments:

- Field Gear
- Culinary Corner
- Hunting Dog Health
- Fieldcraft
- Conservation Matters
- Guns & Game Shooting
- Firsts & Lasts (Reader Essays)
- American Field Archives
- Tale Waggin' (Humor)

## Our Feature Sections:

- Bird Dogs & Upland Hunting
- Retrievers & Waterfowl Hunting
- Hounds & Tree Dogs
- Beagles
- Breed Profiles and Other Working Dogs







# 2026 EDITORIAL CALENDAR

## SPRING

With everyone focused on puppies, we deliver what readers need as they embark upon their journey with their first or next hunting companion. Spring issue topics include puppies and breeding, new puppy gear, early season training, and coverage from the competition circuit.

Ads Due: 1/05/2026

Mailing Begins: 2/16/2026

## SUMMER

As temps heat up, hunters begin preparing themselves, their dogs, and their gear for the season ahead. During the dog days of summer our topics range from training and conditioning, field trialing, and trap/clay and target shooting, to lifestyle, travel, and other off-season activities.

Ads Due: 3/30/2026

Mailing Begins: 5/11/2026

## FALL

As we head into the hunting season, the fall issue is loaded with the year's hottest gear, heartfelt hunting tales, memorable road trips, destination spotlights, and other notable autumnal adventures afield to capture the best moments of the season.

Ads Due: 6/29/2026

Mailing Begins: 8/10/2026

## WINTER

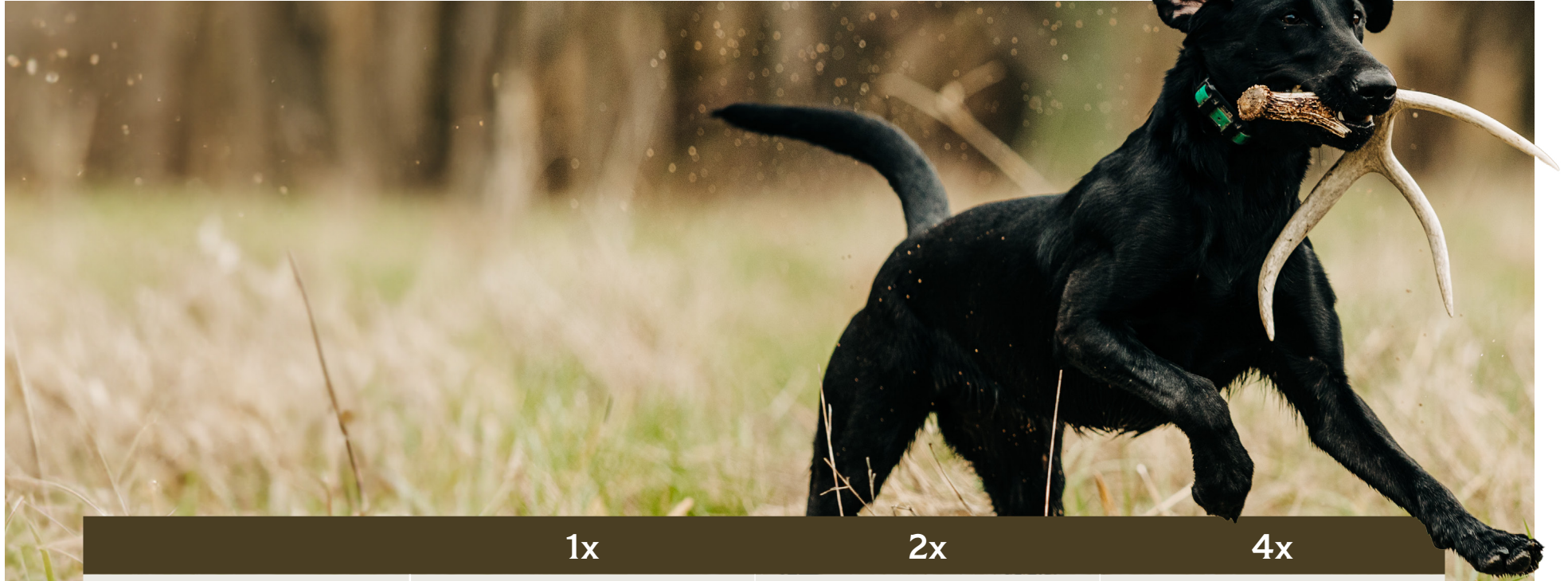
As the cold closes in, hunters continue to stretch out their time and begin focusing on cold weather care for themselves and their dogs. The winter issue is complete with late season hunts and final forays into the field as we chase the last bit of time until closing day.

Ads Due: 9/28/2026

Mailing Begins: 11/09/2026



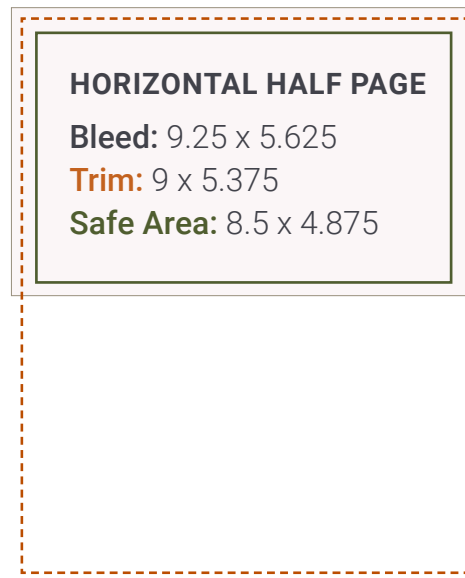
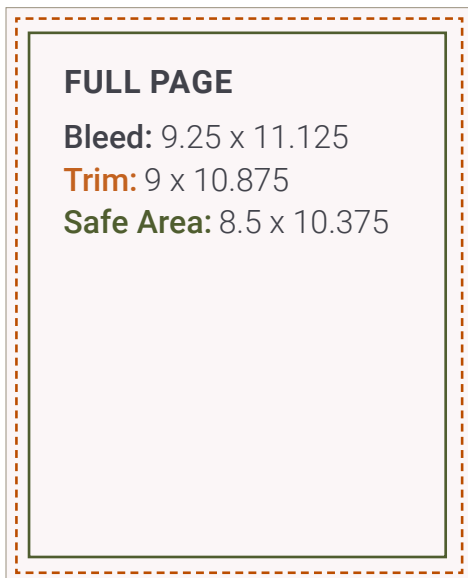
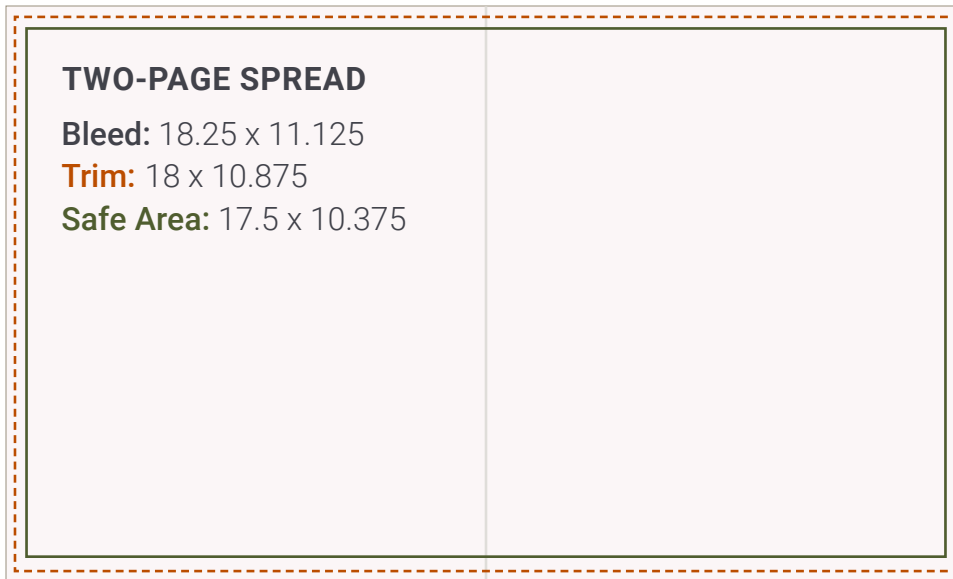
# PRINT ADVERTISING



	1x	2x	4x
TWO-PAGE SPREAD	\$2,800	\$2,500	\$2,350
FULL PAGE	\$1,800	\$1,600	\$1,500
HALF PAGE	\$1,200	\$1,100	\$1,000
COVER 4	\$2,500	\$2,200	\$2,100
COVER 2	\$2,200	\$2,000	\$1,900
COVER 3	\$2,300	\$2,100	\$2,000

ASK US ABOUT RIDE-ALONGS, BLOW INS, AND OTHER PRINT BUNDLES!





TRIM SIZE: 9 x 10.875

## Ad Specifications:

- For submission: Press Quality PDF
- 300 dpi resolution
- All fonts embedded
- CMYK or Pantone colors
- Bleed Size: .125" bleed to all sides
- Two-Page Spreads: Avoid placing type & logos within .5" of center fold or crossing gutter with type or logos.
- Export with Document Bleed Settings, **No Crop or Printer Marks**
- Covers follow full page ad specifications

If your files do not meet these specifications. We cannot guarantee that the job will be printed correctly.

## Submitting Ads:

Please submit ad files to:

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

## For further information:

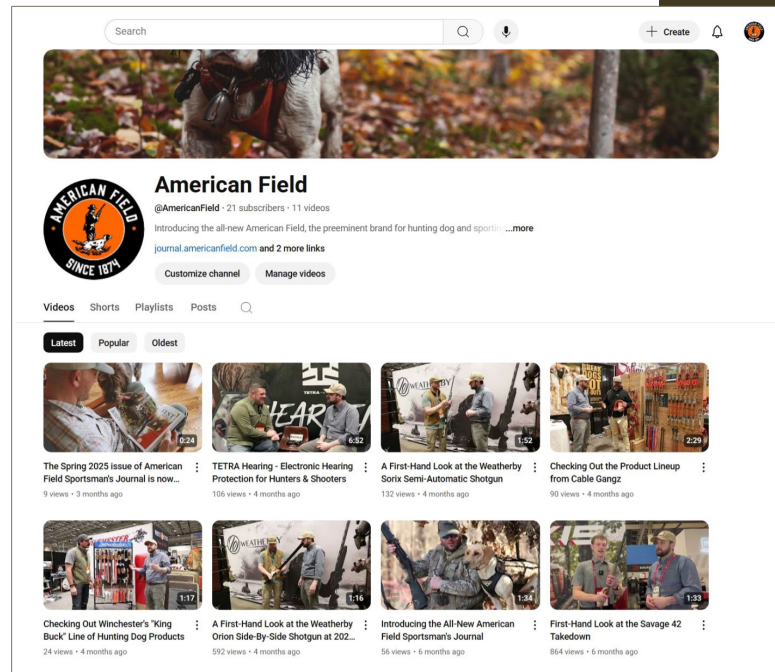
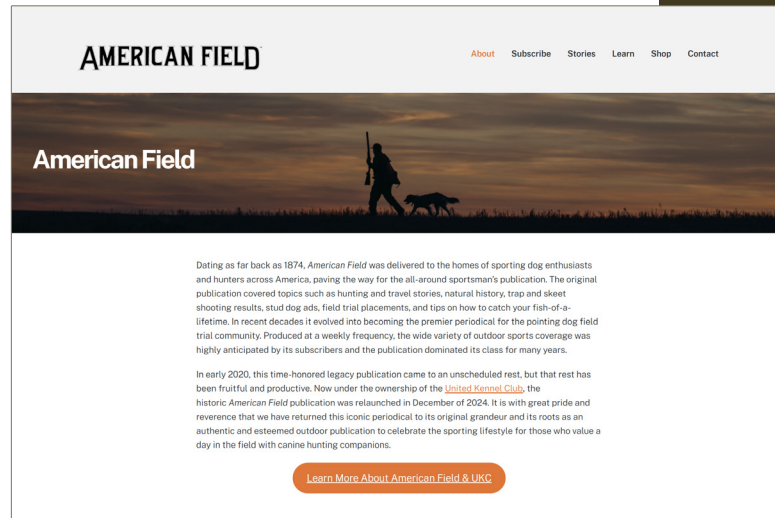
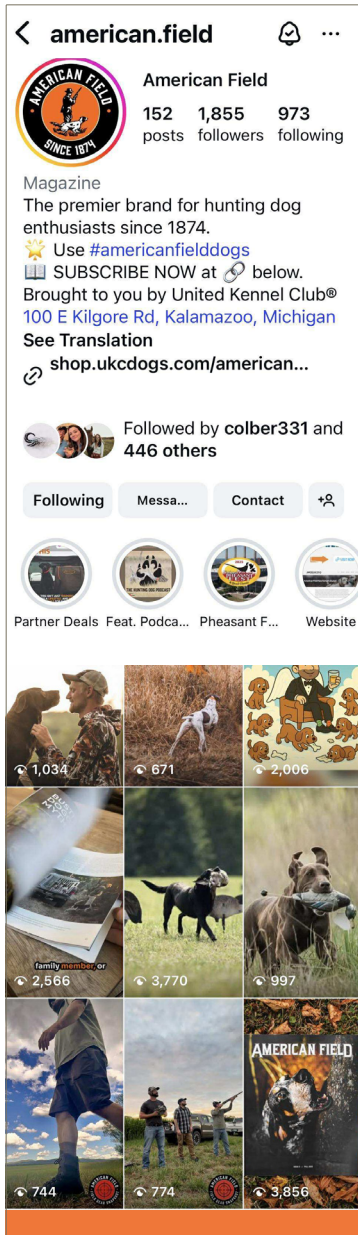
ADVERTISING SPECIFICATIONS & ADVERTISING SALES

Christine Schoen, Business Operations Coordinator

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



# DIGITAL ADVERTISING



## Social (ask for current rates)

- Promotional Sweepstakes
- "Field Gear Snapshot" Product Showcase
- Social Live
- Themed Campaign Sponsorships
- Monthly & Annual

## Digital (ask for current rates)

- Email
  - Dedicated eBlast
  - eNewsletter Display
- Website Display
- Custom Content
- "Field Tested" Video Review
- Sponsored Video Series
- Podcast
  - Ad Reads
  - Sponsored Episode
  - Presenting Sponsor



# OUR TEAM



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## OUR MISSION:

While our history is steeped in heritage, our reach is limitless. We are here to empower newcomers and seasoned hunters alike to become responsible stewards of our hunting traditions and champions of the sporting spirit. In a world where trends come and go, American Field stands tall as a trusted sporting dog authority. We pledge to honor our past while embracing the future by cultivating a welcoming community and providing a gateway for enthusiasts of all levels to explore the extraordinary bond between humans and hunting dogs.



# AMERICAN FIELD™

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100 E. KILGORE ROAD  
KALAMAZOO MI 49002

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