

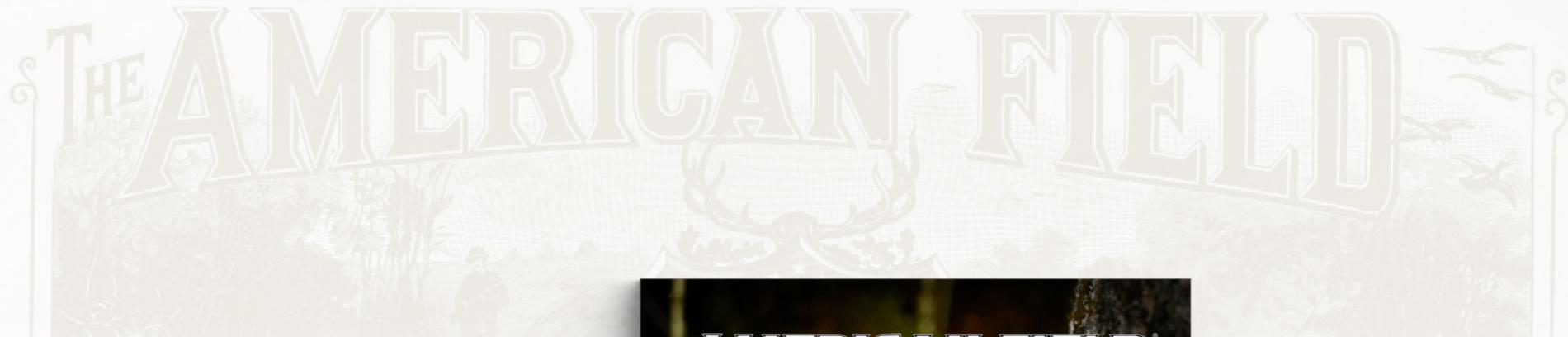


AMERICAN FIELD™ | 2026
MEDIA KIT

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.





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.



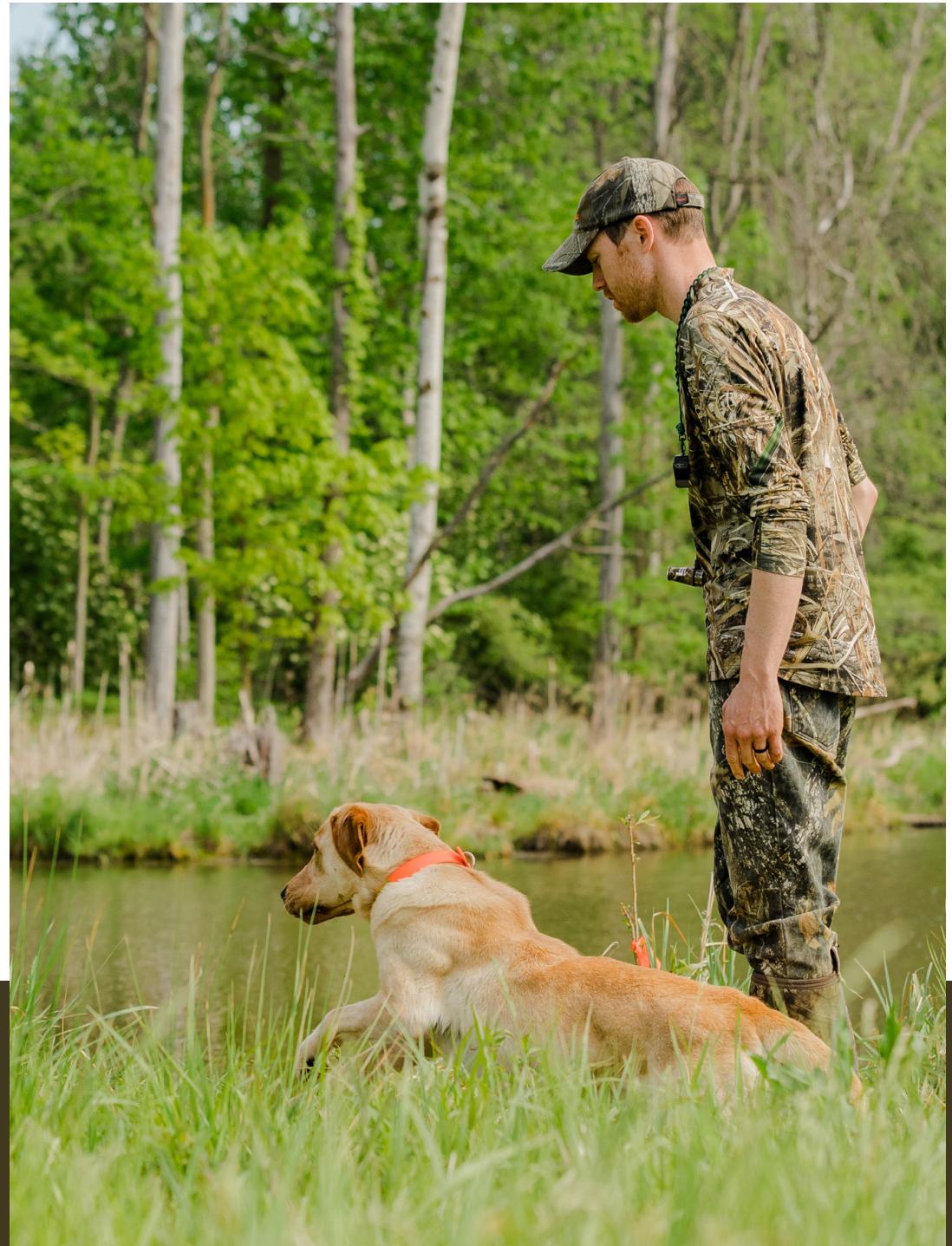
More than just a magazine, we are cultivating a supportive community for those who share a deep love for dogs, hunting, and the outdoor lifestyle. We're honoring tradition and inviting room for innovation, insights, and fresh new perspectives.

“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.

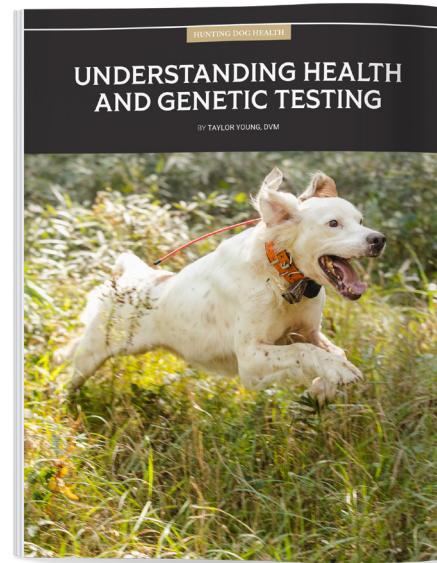
As the heartbeat of the hunting dog community, the pages of *American Field* are filled with captivating photography, in-depth features, informative articles, heartfelt stories, art, humor, and other artistic and literary works that chronicle the unique partnership between humans and hunting dogs.

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



Parents have all their health clearances," reads the ad as you scroll through puppy listings. That's a good thing, but it's also a reminder that there are lots of reasons to buy a puppy and not all of them are good. You may be buying a dog that they have wrung out of their purchase. A lack of understanding of the health clearances of a dog can lead you to buying more than you actually get in return. Understanding the health clearances of a dog will help you to decide how much testing you want done, then it actually tells you, and what it doesn't.

What Exactly is Health and Genetic Testing?

could result in dogs for sale for a brief interim on clear versus carrier. Progressive retinal atrophy, a disease of the eye, is an example of a disease that can be tested for genetically. If a dog does not carry it, it can carry a recessive gene for it. When a puppy inherits that gene from both parents, it can then result in physical disease in that animal.

CLEAR VS. CARRIER

• **Gene:** the basic piece of DNA that passes along traits (code, size, etc.) from parent to offspring.

• **Dominant gene:** one expressed in the absence of a recessive gene.

• **Clear + clear = unaffected.** **Clear + carrier = unaffected.** **Carrier + carrier = a chance + puppy will be affected.**

• **Most genetic diseases:** focus on identifying carriers of recessive genes to prevent pairing of two recessive genes (carrier + carrier = affected dog + puppy). You will often see this referred to as the "bitch test" (carrier female + carrier male = affected dog + puppy).

• **Not all genetic diseases are simple (incomplete dominance, etc.)** so make sure to understand the specific disease of concern.

INHERITANCE PATTERNS		
	Dominant	Recessive
dominant	DD	DR
Recessive	DR	RR



We all have expectations of what we want our hunting dog's ability to look like when we start training them as a puppy. I'd like to share some key points to consider as you begin your journey with a Labrador retriever, Crosby.

Crosby was born on January 21, 2019, and I got him home right after Christmas. I had expectations of hunting him in the fall of 2020, and I wanted to train him myself, as you can see, I did not do a great job of learning all of the skills he needed to be ready. I'm happy to say that we attempted to train him as a hunting retriever during his first season. Now I don't want you to think I had a terrible retriever that fall, as Crosby only retrieved marked retrieves. He did not retrieve any birds that were not marked. The next spring we got back to training and he learned blind retrieves and casting, and we've been hunting more ever since then.

I have definitely learned a lot of things on this adventure into dog training, and with some self-reflection I have identified areas of improvements that I will need to make with Crosby's training. I have learned that I need to keep things in mind, I'm confident it will greatly benefit the training of your first or next puppy, too.

Have a Plan and Stick to It

There's a plethora of options and information about hunting activities at your fingertips. As a result, it's a little good to have a plan. I have a plan, however, and a solid plan to get your puppy from point A to point Z. Not having a plan is a common mistake that I see many people make when they begin training.

I was fortunate to have found Gunzone Gundog Academy (GGA), an app-based retriever training program that teaches the art of retriever training through instructional video

and lesson plans. I found GGA to be so thorough, that when I was able to have comprehensive skills training I completed a finished retrieves. Believe me, it's a self-paced program. You get to watch videos of GGA Co-Founder Josh Purvis, teaching his dogs, and you get to see exactly the types of things that can and will happen during training. I have learned a lot from the real-world situations involved. GGA progressively builds on the skills taught in previous lessons and when you check off all of the skills in a previous lesson, you are then moved on to the next skill. From basic obedience like sit, stay, and recall, to place retrieves, to hunting retrieves, GGA's training program teaches you how to train your retriever to do it all. I can't imagine where Crosby and I would be without GGA.

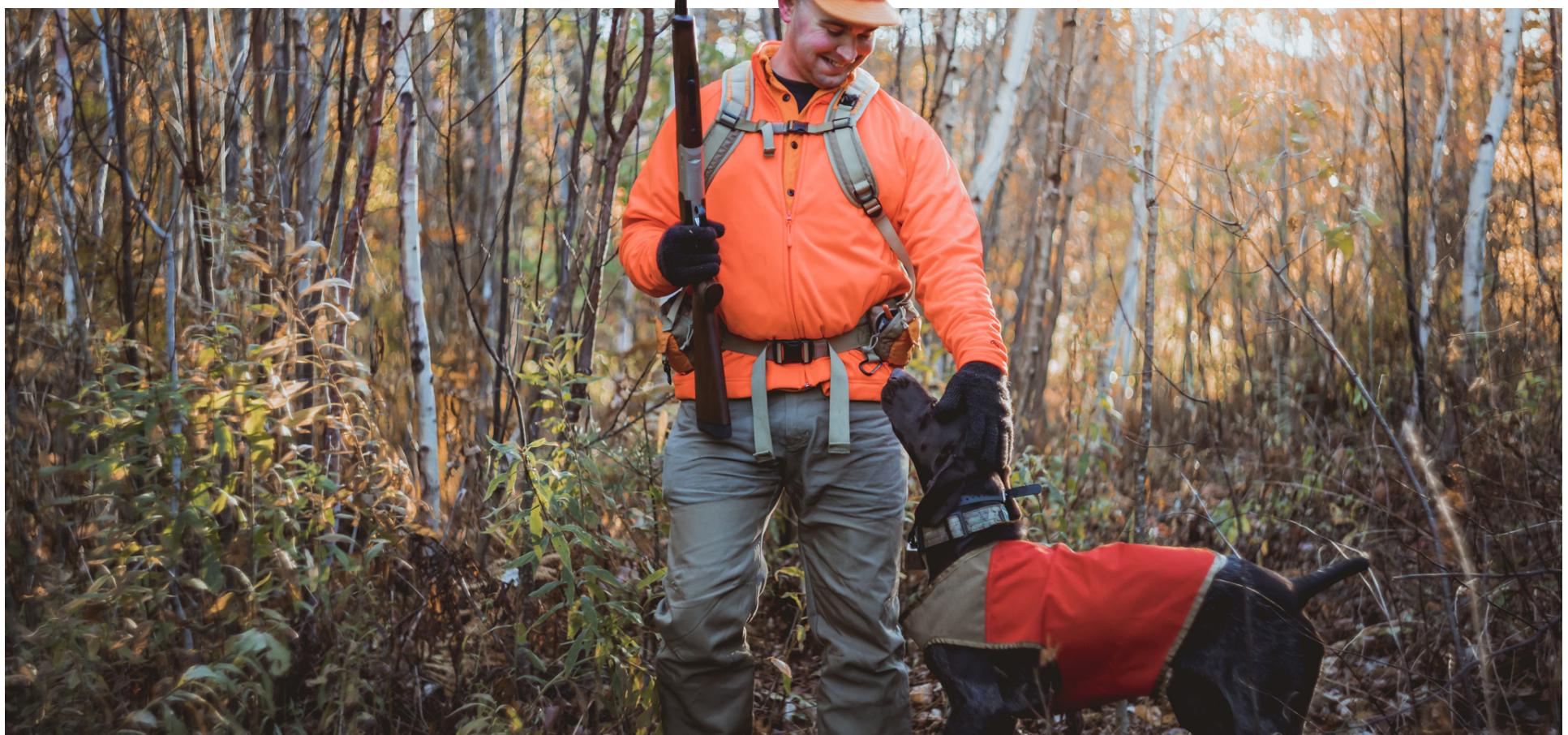
Although I have had some success with Crosby, and I certainly let our share of bumping in the road, just as Josh and Voter do in the instructional videos, I have to admit that thing about GGA is it makes having a good dog plan a lot easier. I'm not a fan of unexpected surprises. The first major obstacle Crosby and I hit was the bumper. I had him trained to sit, stay, and come on the "No" command when Crosby mistakenly dropped the bumper because I wasn't prepared to take it from him. For what seemed like a few weeks, he would drop the bumper and I would be now associated that bumper meant a good thing. My lack of experience and frustration compounded matters. Fortunately, I found a great resource on the internet, and I was able to learn what I needed to know. I was able to learn what I needed to know and when we went back to bumper, he had forgotten about the bumper. I was able to teach him to sit, stay, and come on the "No" command. I think the reason for this was that the bumper was the first and only real-world application of having a bumper retrieve for that first fall and so much extra pressure on myself and ultimately Crosby, not to stick to the plan and get him to drop the bumper in my next few trips.

Slow Down

Hopefully, your canine companion will be in your life for a long time. It's important to recognize that dogs live their lives very differently than we do. They have a shorter life span than what they are taught and allowed to get away with will set them up for failure.

While I was agreeing on the amount of training sessions we were going to advance through the program, one area in particular that I did not consider was the amount of time for training. Crosby was going to be a hunting dog and since we live in a rural area, I didn't foresee him being on a leash very often. When we did go on a leash, I would have to constantly move on to the next skill. In hindsight, I clearly hadn't thought about how Crosby would go just about everywhere with me the rest of his life and that would be a shelter for me.





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

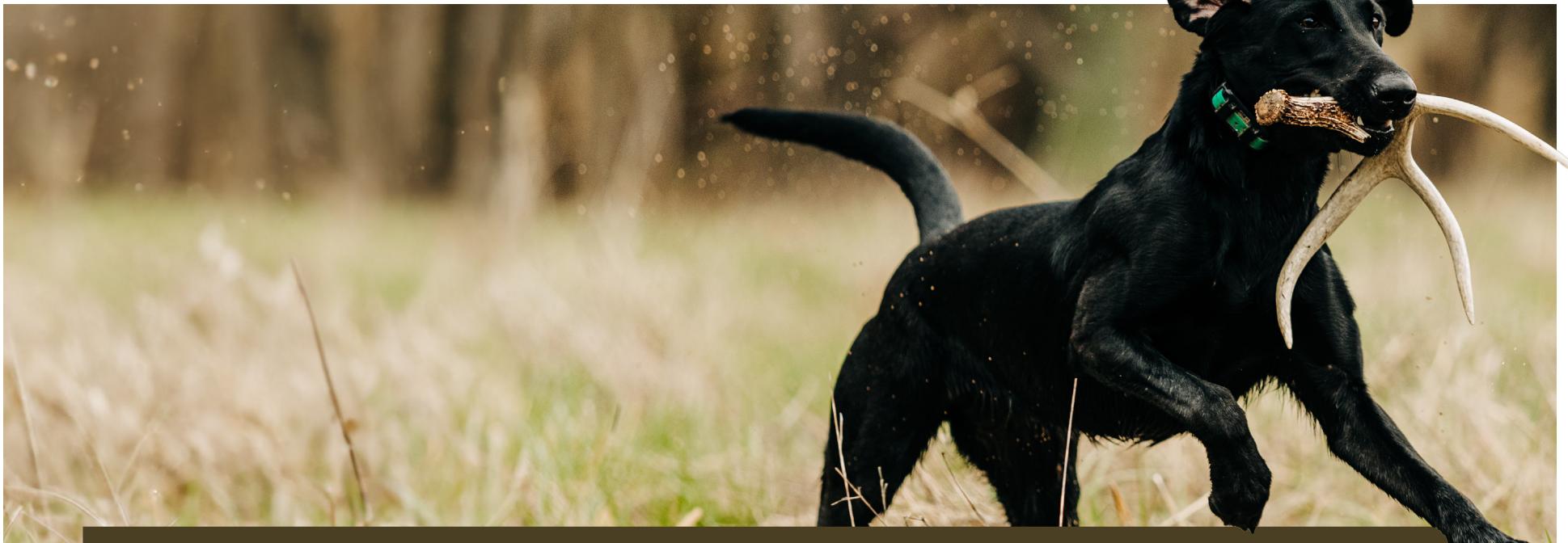
WINTER

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!

TWO-PAGE SPREAD

Bleed: 18.25 x 11.125

Trim: 18 x 10.875

Safe Area: 17.5 x 10.375

FULL PAGE

Bleed: 9.25 x 11.125

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Safe Area: 8.5 x 10.375

HORIZONTAL HALF PAGE

Bleed: 9.25 x 5.625

Trim: 9 x 5.375

Safe Area: 8.5 x 4.875

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

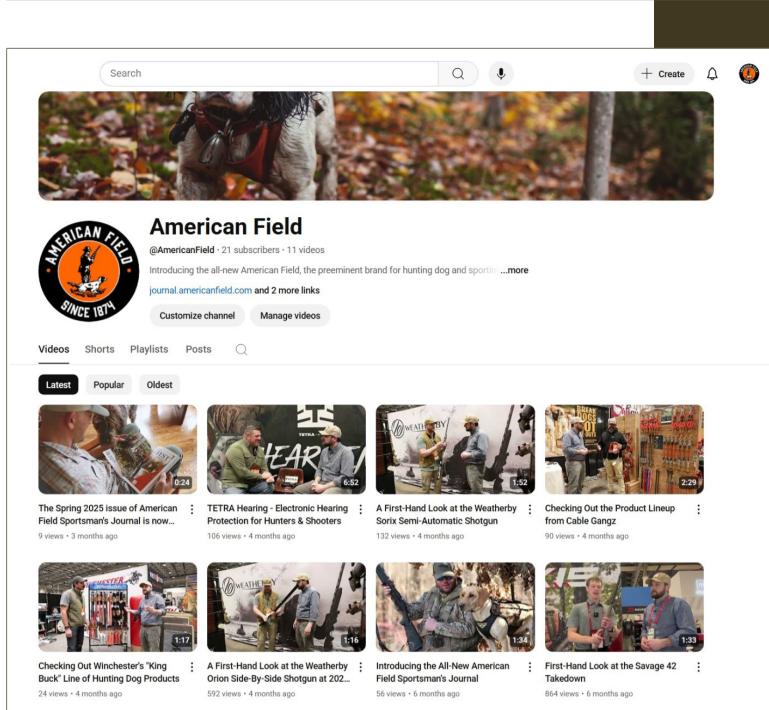
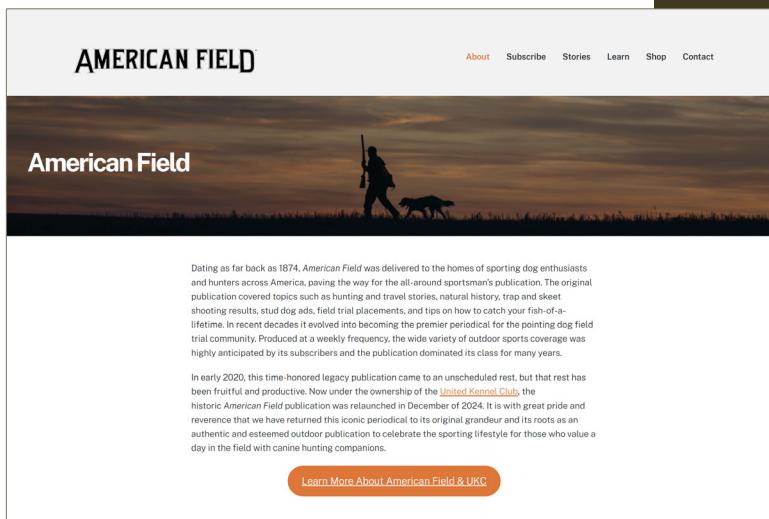
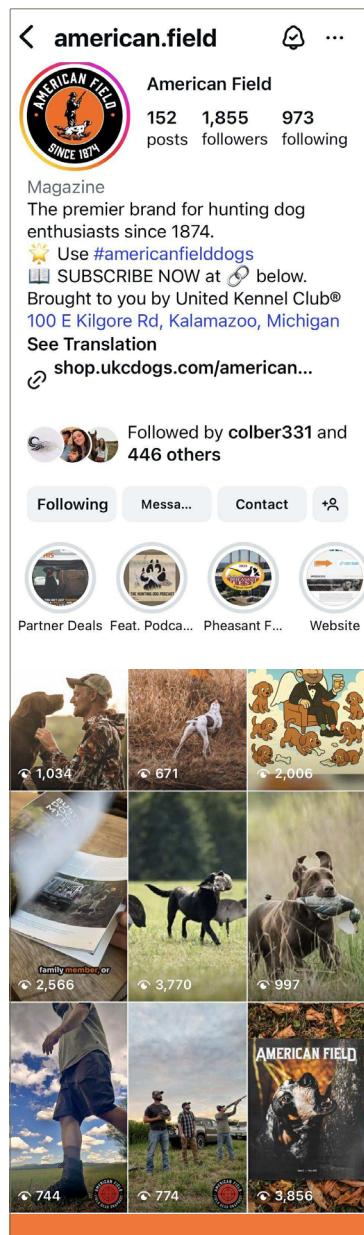
For further information:

ADVERTISING SPECIFICATIONS & ADVERTISING SALES

Christine Schoen, Business Operations Coordinator

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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.

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