



LEADER of the PACK

Predator Xtreme leads the pack when it comes to predator-hunting info. No other magazine provides the level of consistent in-depth content on calling predators, predator biology and how-to information.

PRINT For more than 20 years *Predator Xtreme* magazine has seen a number of competitor magazines pop up and then fade away. There's only one year-round predator-hunting magazine that consistently leads the pack — *Predator Xtreme*. No other magazine has the veteran corps of writers from East to West that live in the field calling predators. Predator hunters are one of the most discerning groups of people; they have trusted the *Predator Xtreme* brand as the number one source for year-round predator calling information. No one lives and talks predator hunting like *Predator Xtreme* magazine.

DIGITAL We hear all the time how *Predator Xtreme* readers read our magazine from cover to cover, but *PredatorXtreme.com* is where they go in between issues for the most up-to-the-minute predator-hunting info online. No other predator-hunting website adds more updated content than *PredatorXtreme.com*. You'll find exclusive predator-hunting articles on our site that don't appear in the magazine. We have fresh content added daily on predator news, calling tips, seasonal info, how-to articles, calling contests and much, much more. Check out *PredatorXtreme.com* for the latest in predator-calling info!

MARK OLIS, *Predator Xtreme* Editor, is a lifelong outdoorsman with a passion for wildlife and habitat management, specializing in predator hunting and trapping. As an award-winning journalist, he delivers entertaining and informative articles to an enthusiastic predator-hunting audience.



PREDATOR XTREME®

The driving force in the sport of predator and varmint hunting. There's nowhere else to turn when your mission is hunting the hunter. *Predator Xtreme* is distributed to subscribers and newsstands nationwide.



85,494

MAGAZINE SUBSCRIBERS



72,500+

ENEWS SUBSCRIBERS



65,500+

FACEBOOK FANS
as part of the Grand View Outdoors Network



605,000+

AVG MONTHLY PAGEVIEWS
as part of the Grand View Outdoors Network

Response rates are over

2x HIGHER

on direct mail promotions than the industry average

Newsstand cover price is

20% HIGHER

than the two most similar magazines, reflecting not only content focus and quality, but audience buying power as well

Paid subscriptions

GREW +62%

in the 24 months ending June 2017

Our advertisers recognize the **XTREME ADvantage**

“ To capture market share in the most dynamic and fastest-growing segment of the shooting sports industry, predator hunting, you need to have a presence in front of predator hunters.

Predator Xtreme gives us just that: focused advertising for our target demographic. We started very small, with 1/6-page ads, and within a year expanded to full-page spreads.

“Return on investment” is the bottom line when it comes to advertising. Our advertising investment pays dividends many times over in terms of sales increases, exposure and brand recognition. The folks at *Predator Xtreme* work with us every step of the way to maximize our advertising dollars — from ad design to networking and even locating potential new product offerings for our business. *Predator Xtreme* has my personal endorsement and recommendation for any business looking to target predator hunters. ”

— AP JONES,
AllPredatorCalls.com, Inc.



“ *Predator Xtreme* is the first magazine that we ever placed an ad in. That was over 20 years ago, and today, we are placing more ads than ever in *Predator Xtreme*. Why? When we polled our customers and asked where they heard of us, the majority of their responses was *Predator Xtreme*.

This magazine has proven to be an invaluable tool for us, and we are pleased to be a part of their continued success. ”

— MIKE DILLON,
FOXPRO

“ *Predator Xtreme* is an excellent, informative magazine for varmint hunters. We advertise in the magazine because it reaches a market of hunters that are interested in products we produce for varmint hunting. Their courteous staff keeps us abreast of upcoming events and articles. One cannot ask for a better advertising environment. ”

— DON LAUBACH,
E.L.K., Inc.

For advertising information, contact us at grandviewmedia.com/predator-xtreme/specs-rates.