

HAWGS ILLUSTRATED

2025 ADVERTISING MEDIA KIT

[SCHEDULE](#)[PRICING](#)[AD SUBMISSION](#)[EXAMPLES](#)

THE ONLY MAGAZINE DEVOTED TO 100% RAZORBACK® SPORTS



Hawgs Illustrated is the Razorback fans “insider magazine” — delivered to subscribers all across the state, this award-winning, high quality magazine continues to grow in readership and popularity. Publishing 20 times a year, readers find in-depth coverage about all things Hawgs!

[GO](#)[GO](#)[GO](#)[GO](#)

HOGsports
POWERED BY HAWGS ILLUSTRATED

**GAMEDAY
EXTRA**

**HAWGS
ILLUSTRATED
SPORTS
CLUB**

**HAWGS
SPORTS
CLUB**





Get the most up-to-date coverage of Razorback football, baseball, basketball and other sports, including recruiting news, podcasts, photos and videos. See commentary from expert voices like Clay Henry, Wally Hall, Richard Davenport, Nate Allen, Matt Jones and more, plus daily analysis and news from the Hawgs Sports Network staff.

ACTIVE USERS:

2.8 MILLION

Users who have initiated at least one session during 2024.

ENGAGED SESSIONS:

5.8 MILLION

A session is a period of time the user is actively engaged with the website.

AVERAGE ENGAGEMENT TIME:

3m 13s



2024 WHOLE HOG SPORTS YOUTUBE CHANNEL

@wholehogsports1 • 5.51K+ subscribers

VISIT

VIDEO VIEWS:

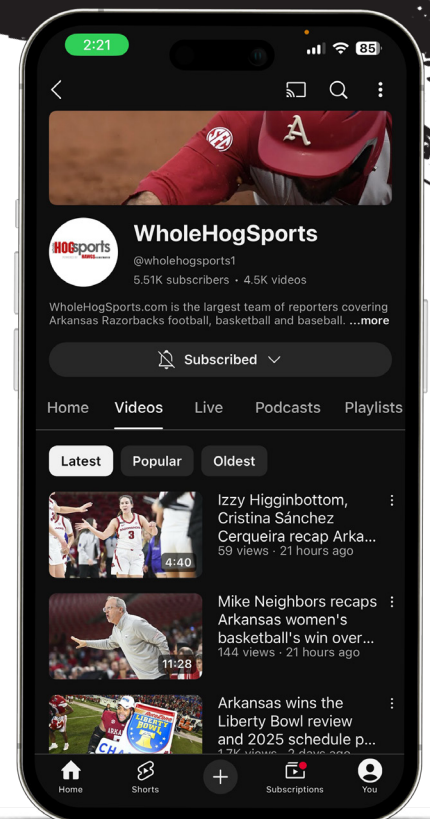
267,776

HOURS WATCHED:

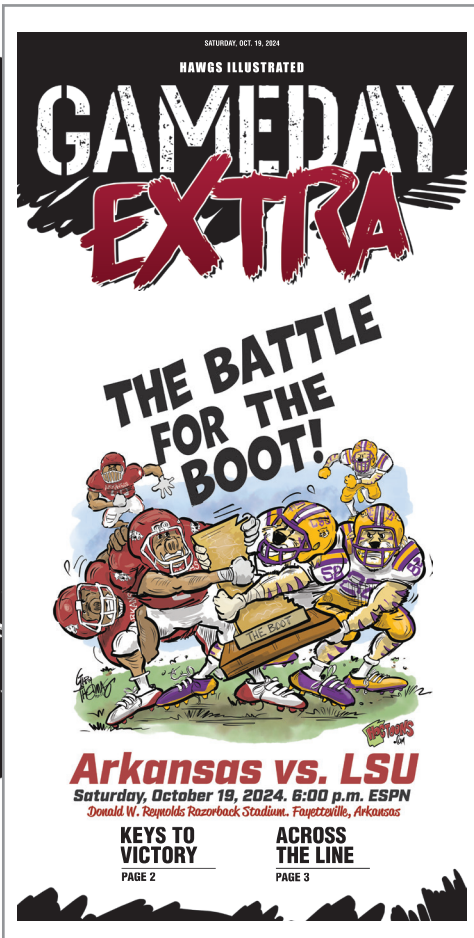
29,694

AVERAGE WATCH TIME:

7m 33s



GAMEDAY EXTRA



Hawgs Gameday Extra is a premium position full broadsheet section that will give readers huge coverage and insight into the Saturday's game. This will feature unpublished coverage from Hawgs Illustrated editors, plus reader feedback, key stats, gameday posters and much more!

PODCASTS

[HOME](#)[LISTEN](#)

This daily podcast is part of the Hawgs Sports Network family of podcasts that can be found on YouTube, Spotify, Apple Play and other podcast platforms. We sit down and talk with guest athletes, coaches and others who make up the programs at the University of Arkansas.

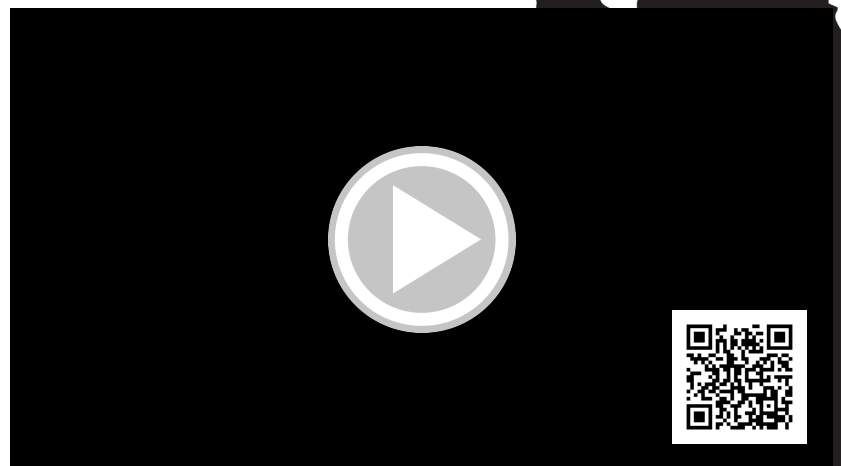
In Q4 2024, Hawgs Sports Network Daily Podcasts averaged over **21,000 views per month** across all published platforms.

HAWGS ILLUSTRATED SPORTS CLUB



The Hawgs Illustrated Sports Club luncheons are intended to promote and celebrate and recognize the power of athletics for young men and other sports in our local community.

Luncheon speakers are comprised mostly of community leaders, former players, and coaches who have included: Hunter Yurachek, Sam Pittman, John Calipari, Maria Fassi, Mike Neighbors, Dave VanHorn, Norm DeBriyn, Courtney Deifel, and many more.



Hawgs Illustrated Sports Club is also the presenting sponsor of The Arkansas Sportscasters and Sports Writers Hall of Fame, established in 2007, to honor the state's best journalists.

PRICING STRUCTURE

1/3 Page Ad

10 runs at
\$4,500

20 runs at
\$7,500

1/2 Page Ad

10 runs at
\$5,600

20 runs at
\$10,000

2/3 Page Ad

10 runs at
\$7,400

20 runs at
\$13,500

Full Page Ad

10 runs at
\$9,600

20 runs at
\$17,500

Sponsor Content

10 runs at
\$10,000

20 runs at
\$21,000

Premium Placements

Back Page

10 runs at
\$22,000

20 runs at
\$40,000

Page 2 & 3 Double

10 runs at
\$19,250

20 runs at
\$35,000

Inside Front

10 runs at
\$16,500

20 runs at
\$30,000

Inside Back

10 runs at
\$13,750

20 runs at
\$25,000

Scotch Double Truck Ad

10 runs at
\$13,750

20 runs at
\$25,000

Billing

Billing can be worked out anyway that fits your budget.

Market

We have no competing publication for this market.

AD SIZING

SIZE	WIDTH	HEIGHT
1/2 Page Horizontal	6.9"	4.8"
1/2 Page Vertical	4.5"	7.3"
1/3 Page Horizontal	4.5"	4.8"
2/3 Page Vertical	4.5"	9.9"
Full Page:		
Live/Safe Area	6.9"	9.9"
Trim	8"	10.75"
Bleed	8.25"	11"
Page 2 & 3 Double:		
Live/Safe Area	14.9"	9.9"
Trim	16"	10.75"
Bleed	16.25"	11"
Scotch Double	14.9"	4.8"

FULL PAGE

Even when we
can't be together,
nothing unites us
like the Hogs.

—


Tyson



tysonfoods.com

Page 2 & 3 Double Truck

Live Area: 14.9" x 9.9"

Trim: 16" x 10.75"

Bleed: 16.25" x 11"

Gutter: 1"

GUTTER INSTRUCTIONS:

Avoid putting people, text, or other important content in the 1 inch gutter area. It may be trimmed off or look uneven in the printed and bound book. The gutter area **ONLY** applies to the **Page 2 & 3 Double Truck** and the **Scotch Double Truck**.

**1/2 Page
Vertical**
4.5" x 7.3"

Scotch Double Truck
14.9" x 4.8"

Gutter: 1"

Full Page (4x9.8):

Live Area: 6.9" x 9.9"

Trim: 8" x 10.75"

Bleed: 8.25" x 11"

Full pages without bleed should be built with the Live Area dimensions.

2/3 Page

Vertical

(2x9.8):

4.5" x 9.9"

**1/3 Page
Horizontal**

1/2 Page Horizontal

HAWGS ILLUSTRATED | 2025 PRODUCTION SCHEDULE

[HOME](#)

All ads must be submitted by the **Copy/Ad Closing** date to be inserted into the corresponding issue.

See **Ad Submission** instructions

Ads needing to be designed by Hawgs Illustrated must arrive one week prior to deadline. All materials must be included.

VOL	NO	ISSUE	I/O DEADLINE & COPY CLOSING	DUMMY DEADLINE	CONTENT DEADLINE	AD FINALIZE DATE	TO PRESS & SHIP DATE	COVER DATE
34	1	Bowl Preview/Season Review	12/6/24	12/9/24	12/11/24	12/13/24	12/18/24	Jan. 15, 2025
34	2	Basketball/ Winter Sports	1/3/25	1/6/25	1/6/25	1/9/25	1/10/25	February
34	3	Baseball Preview	1/17/25	1/20/25	1/20 & 1/22	1/24/25	1/29/25	Feb. 14
34	4	Recruiting Recap	2/14/25	2/17/25	2/14 & 2/17	2/20/25	2/21/25	March
34	5	Spring Sports	3/14/25	3/17/25	3/17 & 3/19	3/20/25	3/21/25	April
34	6	Spring Sports	4/11/25	4/14/25	4/14 & 4/16	4/17/25	4/18/25	May
34	7	Football Preview	5/9/25	5/12/25	5/12/25	5/22/25	5/23/25	June 14
34	8	Alabama A&M	8/8/25	8/11/25	8/11 & 8/13	8/14/25	8/15/25	Aug. 30
34	9	Arkansas State	8/22/25	8/25/25	8/25 & 8/27	8/28/25	8/31/25	Sept. 6
34	10	Ole Miss	8/29/25	9/1/25	9/1 & 9/3	9/4/25	9/7/25	Sept. 13
34	11	Memphis	9/5/25	9/8/25	9/8 & 9/10	9/11/25	9/14/25	Sept. 20
34	12	Notre Dame	9/12/25	9/15/25	9/15 & 9/17	9/18/25	9/21/25	Sept. 27
		No Game October 4						
34	13	Basketball Preview	9/19/25	9/22/25	9/22/25	9/26/25	9/26/25	Oct. 4
34	14	Tennessee	9/26/25	9/29/25	9/29 & 10/1	10/2/25	10/5/25	Oct. 11
34	15	Texas A&M	10/3/25	10/6/25	10/6 & 10/8	10/9/25	10/12/25	Oct. 18
34	16	Auburn	10/10/25	10/13/25	10/13 & 10/15	10/16/25	10/19/25	Oct. 25
34	17	Mississippi State	10/17/25	10/20/25	10/20 & 10/22	10/23/25	10/26/25	Nov. 1
		No Game November 8						
34	18	LSU	10/31/25	11/3/25	11/3 & 11/5	11/6/25	11/9/25	Nov. 15
34	19	Texas	11/7/25	11/10/25	11/10 & 11/12	11/13/25	11/16/25	Nov. 22
34	20	Missouri	11/14/25	11/17/25	11/17 & 11/19	11/20/25	11/23/25	Nov. 29
35	1	Bowl Preview	12/5/25	12/8/25	12/8 & 12/10	12/10/25	12/12/25	Jan. 14, 2026

October 4 and November 8 are off weeks.

E-mail

CAUTION: If the combined file size of the attachments is more than 10Mb please use the FTP Upload method.



FTP upload

Email files to **advertise@nwaonline.com**

If you are sending multiple ads, let us know which issues each particular ad is to be placed.

Make a notation in the subject line of the e-mail that the ad is for HAWGS ILLUSTRATED.

URL ftp.nwaonline.com

USER NAME..... hawgs

PASSWORD hawgs01

If submitting your files via FTP an e-mail is also required to confirm transmission was successful - advertise@nwaonline.com.

When uploading, please do not quit your browser until you have received the **"upload complete"** message.

Our FTP site works best through an Internet browser but some FTP clients, such as Cyberduck, will work as well.

File formats:



Adobe
Acrobat

- **Preferred format!**
- Must be PDF/X-4 compliant
- NO spot colors



Adobe
Photoshop

- JPEG, TIFF or PSD formats
- 300 dpi (no lower)
- CMYK color mode



Adobe
Illustrator

- **EPS format ONLY** (no .ai, please)
- CMYK document color mode
- ALL fonts must be outlined

Note on printer marks:

Trim and live area indicators should be located outside of the ad in the margins of your design only. The interior of the design should be devoid of all such indicators/dielines and should only include those elements that are intended for publication. If you submit a hard proof with your digital file it should be an exact visual representation of how the ad is to appear in print.

For assistance, contact:

To request advertising space or pricing info:

Sandy Robinson | Advertising Operations Manager
Phone: 479-466-8773
E-mail: srobinson@nwaonline.com
Text, call or email any time!

For help with creative or technical issues:

Brian Huntley | Creative Services Manager
Phone: 417-793-2653
E-mail: advertise@nwaonline.com

HAWGS ILLUSTRATED

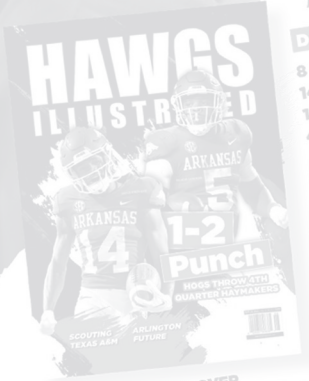


HAWGS
ILLUSTRATED

whole **HOG** sports
HAWGS ILLUSTRATED

HAWGS ILLUSTRATED
**GAMEDAY
EXTRA**

**HAWGS
ILLUSTRATED
SPORTS
CLUB**
POWERED BY WHOLEHOGSPORTS.COM



ON THE COVER
Bryce Stephens & Raheim Sanders
PHOTOS BY CHARLIE KAIJO

**HAWGS
ILLUSTRATED
SPOTLIGHT**

BIG WIN

HOME

PHOTO
Anna P
a num
recor
and

Arkansas... near coach...
...one more time...
...reason to be frustrated...
...Bears turned...
...interesting on the field...
...when the matchup was...
...earlier...
...big upset thanks...
...after Pittman was...
...December 2019 as...
...left lane home on flat...
...used a 21-point fourth...
...performances in all three...
...with a 38-27 victory...
...his postgame...
...te with literal and...
...that the Razorbacks...
...and throwing...
...in dilemmas on...
...to his arrival...
...folded. Not in...
...on the sideline...
...to win," said...
...5-11 as the...
...games like this...
...the other team's...
...situation is...
...w to get out with...
...rent times in the...
...SEPTEMBER 20, 2022...
...VOLUME 31 • NUMBER 11...
...Tirey, Metthe, Rf, Rick, is...
...277...
...-5 P.M...
...rise...
...the views...
...Kansas or its...
...y) is published...
...mber, except...
...ary...
...gurt and...
...y. Single issue...
...one year (20...
...age is available for...
...per year. Foreign...
...ated is published...
...papers LLC, 212 N...
...701 or 800-757-6277...
...nday through Friday...
...ayetteville, AR, and...
...orial or graphics...
...out permission...
...and manuscripts...
...me, but will not be...
...unless accompanied by...
...envelope...
...quiries and changes...
...East Ave.,

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defenders trying to...
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an annual destination

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