

Media Kit 2025

wild eye



Ryan Tidman



Brand Mission

“In a time when journalism is under immense pressure, thoughtful and independent publications like Wild Eye are more important than ever. Wild Eye brings depth, nuance, beauty and much-needed hope to the stories that matter. The stunning magazine has a modern, clean design, showcases spectacular photos that illustrate beautiful, meaningful writing.”

—ART WOLFE



Jon McCormack

Wild Eye is a global nature photography journal dedicated to showcasing the finest in landscape, wildlife, underwater and conservation imagery. We celebrate the craft of photography and the photographers who reveal the raw beauty and untold stories of the natural world. Through compelling visuals and thoughtful storytelling, we aim to elevate the photographic conversation while cultivating awareness, respect, and a deeper connection to the planet we share. Our audience ranges from wealthy hobby photographers to the biggest names in the business.



Brand Highlights



Art Wolfe

Quarterly Magazine Releases

Printing quarterly helps us focus on maintaining higher editorial quality, allowing for in-depth research and carefully curated photo selections.

Underwater Photography

The underwater realm is beautiful, complex and awe-inspiring, filled with creatures, colors, and environments that most people never see.

Wildlife Photography

There's nothing like capturing a beautiful yet unpredictable animal in a moment that is often feeling unpredictable and deeply moving.

Landscape Photography

Featuring stunning landscapes captures the beauty, scale, and emotion of the natural world in a way that fosters a deep appreciation for the environment.

Conservation Photography

Showcasing beautiful images with a purpose raises awareness, inspires action, and drives change for conservation of our natural wonders.

Photo Competitions

Our photo contest will draw extraordinary submissions from around the world, spread the word about Wild Eye and secure a collection of free images.

WE Online

The Wild Eye website not only showcases the magazine, but is rich with original content, popular but novel gear articles, and timely articles.

WE Collective

The collective of Wild Eye contributors have drawn much attention and our print-on-demand option will allow readers to buy their favorite photos.

WE VIP Online

A tiered solution for subscribers to engage with the greater photographic community and for contributors to promote their work and events.



Production Schedule & Rate Card

Issue Q1	Issue Q2	Issue Q3	Issue Q4
Space close: December 15 Materials: January 1 Go Live: January 15	Space close: March 15 Materials: April 1 Go Live: April 15	Space close: June 15 Materials: July 1 Go Live: July 15	Space close: September 15 Materials: October 1 Go Live: October 15



Jason Bradley

RATE CARD				
SIZE	BLEED	TRIMS TO*	2 ISSUES**	4 ISSUES**
Spread	18.75" x 12.25"	18.50" x 12.00"	\$12,000	\$20,000
Full Page	9.50" x 12.25"	9.25" x 12.00"	\$8,000	\$12,000

*Safety Margin 0.125"

**Disclaimer: Pricing can be adjusted depending on advertisement placement.