

FIELD & STREAM



MISSION STATEMENT | 2010

Field & Stream: The World's Leading Outdoor Magazine.

Devoted to the complete outdoor experience and lifestyle, the magazine gives its readers the knowledge and inspiration to pursue the sports they love. It celebrates the outdoor experience with great stories, compelling photography, and sound advice while honoring the traditions hunters and fishermen have passed down for generations.

FIELD & STREAM



EDITOR PROFILES | 2010

ANTHONY LICATA - Editor

Few editors can say they led their magazine to win a National Magazine Award for General Excellence. Even fewer can say they did it in their first year on the job. Anthony Licata is one of those few. A *Field & Stream* staff member since 1998, Licata was named editor in 2008, becoming just the 15th person to hold the title in the magazine's 115-year history. After just one year as editor, he helped *Field & Stream* earn its first-ever National Magazine Award. Along with his work as an editor and writer at *Field & Stream*, Licata has hosted the brand's Total Outdoorsman Challenge on the Versus channel, and he recently hosted the Heroes of Conservation Awards Gala at the Ronald Reagan Center in Washington D.C. Coming from a family of outdoorsmen, Licata is a diehard hunter and angler. And though his job has taken him on adventures all over the world, his favorite place to spend time outside is in the hills of Pennsylvania with his family.

DAVID E. PETZAL - Rifles Editor

David E. Petzal, the Rifles Field Editor of *Field & Stream*, has been with the publication since 1972. A graduate of Colgate University, he served in the U.S. Army from 1963 to 1969, and he began writing about rifles and rifle shooting during his service in 1964. He is a Benefactor Member of the National Rifle Association and a Life Member of the Amateur Trapshooting Association. He has hunted all over the United States and Canada, as well as in Europe, Africa, and New Zealand. Petzal wrote *The .22 Rifle* and edited *The Encyclopedia of Sporting Firearms*. In 2002, he was awarded the Leupold Jack Slack Writer of the Year Award, and in 2005 he received the Zeiss Outdoor Writer of the Year Award, making him the first person to win both.

PHIL BOURJAILY - Shotguns Editor

Phil Bourjaily sold his first outdoor story—on snipe hunting—to *Field & Stream* in 1985. Today, he is the magazine's Shotguns columnist and co-writer, with David Petzal, of the "The Gun Nut" blog on Fieldandstream.com. He is the author of the *Field & Stream Turkey Hunting Handbook* and, as a turkey hunter, has renounced early mornings in favor of sleeping in and killing spring gobblers between the hours of 9 a.m. and 2 p.m. A 1981 graduate of the University of Virginia, he makes his home today, with his wife and two sons, in his birthplace of Iowa City, Iowa. Last spring he co-founded a trapshooting team at his son's high school and serves as one of the coaches. He has traveled widely in pursuit of upland birds, waterfowl, and turkeys, but his favorite hunts are for pheasants close to home with his English setter, Ike, and his German shorthaired pointer, Jed.

T. EDWARD NICKENS - Editor-at-large

T. Edward Nickens writes features and departments as editor-at-large for *Field & Stream*, and hosts the brand's Total Outdoorsman Challenge and Heroes of Conservation television specials for The Outdoor Channel. An independent journalist for 20 years, he has published more than 800 bylined articles in magazines that range from *Smithsonian* to *National Geographic Adventure* to *Men's Journal*. He serves as a contributing editor for *Audubon* magazine, as well. His writing takes him across North America and the Caribbean, on adventures as diverse as remote Alaskan hunting and 1,000-mile panfish odysseys to conservation and environmental reporting from the Canadian boreal forest or jungles of Central America. A winner of more than 40 national writing awards, his 2008 *Field & Stream* report "Cry From the North" took top honors as the President's Best of the Best outdoor magazine story for 2008, bestowed by the Outdoor Writers Association of America.

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EDITOR PROFILES Cont. | 2010

BILL HEAVEY - Editor-at-large

Bill Heavey describes his passion for fishing and hunting as “suffering from two mental disorders.” Heavey caught the fishing bug when he landed his first fish at age six while visiting his grandmother in Alabama. Although he caught the fish on a lake 90 miles from his grandmother's house in the middle of July, he insisted the family take the monster bluegill in a car without A/C to cook it up at home. After college Heavey began hunting, only to discover he loves it just as much. He currently resides in Virginia, where he enjoys both his passions. Heavey has also contributed to *The Washington Post*, *Reader's Digest*, *Men's Health*, and *National Geographic Traveler*.

KEITH MCCAFFERTY - Outdoor Skills Editor

Keith McCafferty writes the Survival column each month for *Field & Stream*, and contributes adventure narratives and how-to stories for the magazine and Fieldandstream.com. McCafferty has been nominated for numerous National Magazine Awards over the years, most recently for his February 2007 cover package, “Survivor.” McCafferty's assignments for *Field & Stream* have taken him as far as the jungles of India and as close to home as his back yard. McCafferty lives in Bozeman, Montana, with his wife, Gail. When he's not on deadline, McCafferty loves to flyfish for steelhead in British Columbia and climb the Rockies in pursuit of bull elk.

JOHN MERWIN - Fishing Editor

John Merwin has been the primary author of *Field & Stream's* fishing features and columns for the past 15 years. In 2008, he extended his angling expertise to Fieldandstream.com as the co-author of the fishing blog, “The Honest Angler.” Among other accolades, Merwin was nominated for a National Magazine Award (Leisure Interests) for his story, “*Field & Stream's* Best of Summer Fishing,” in the June 2008 issue. He is the former editor and publisher of both *Fly Rod & Reel* and *Fly-Tackle Dealer* magazines, as well as a former editor of *Fly Fisherman*. He served for several years as the executive director of The American Museum of Fly Fishing and has authored and edited a total of 15 books on angling, including the best-selling *Trailside Guide to Fly Fishing*. Merwin lives in Vermont with his wife, Martha.

KIRK DEETER - Editor-at-large

Kirk Deeter is an editor-at-large for *Field & Stream* magazine, and co-writer, with Tim Romano, of the “Fly Talk” blog on Fieldandstream.com. Deeter is also the publisher/editor of *Angling Trade*, the trade magazine covering the fly fishing industry in North America. He is known for his gonzo story angles, from fly fishing for mako sharks out of kayaks, to fishing in the remote Bolivian jungle with natives in dugout canoes, to free-swimming Class IV rapids, to scuba diving (a.k.a “Going Deep”) with trout and bass. Deeter has earned various awards, including “Excellence in Craft” top honors for his fishing and conservation stories from the Outdoor Writers Association of America. His travels have taken him from Tierra del Fuego in Argentina to Alaska, and throughout the United States and Central America. His next book, *The Little Red Book of Fly Fishing*, (co-written with Charlie Meyers of *The Denver Post*), will be released by Skyhorse Publishing in 2010. He is also the co-author of two other fishing books, *Castwork* and *Tideline*. In addition to writing for various publications, he has appeared on ESPN, ABC's “Good Morning America,” and on numerous other television and radio programs. He lives with his wife Sarah and son Paul in Colorado.

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BUSINESS PROFILES | 2010

ERIC ZINCZENKO - Group Publisher

Eric Zinczenko joined *Field & Stream* as Group Publisher in January 2006. A lifelong outdoorsman, Zinczenko grew up hunting and fishing in Pennsylvania. As a publishing industry veteran, working for such titles as *The New Yorker*, *Bicycling*, *Outside* and *Backpacker*, it was Zinczenko's goal to one day become the publisher of *Field & Stream*. Since joining *Field & Stream*, Zinczenko and his team have outpaced the publishing industry in both revenue and ad pages, and have won numerous awards for his group's integrated programs and client-sponsored events. In 2008, at the age of 40, Zinczenko was inducted into MIN's Sales Executive of the Year Hall of Fame for his contributions and success in publishing. A graduate of Pennsylvania State University, with a B.A. in Economics, Zinczenko is an avid bowhunter and enjoys fishing for muskies.

JOHN GRANEY - Associate Publisher

John Graney is the Associate Publisher of *Field & Stream* and *Outdoor Life*. Graney's career in advertising began on the agency side, working at Young & Rubicam. His first move to print sales was going to work for Petersen Publishing's *Hot Rod* and *Car Craft* magazines. His next stop was at *Field & Stream* and *Outdoor Life* in 1997, as a sales representative in the Northeast territory. He was promoted to Eastern Sales Director in 1998. After working with the group for 3 years, he left to gain experience and work for Hearst Magazines' *Country Living* magazine, only to return to The Outdoor Group as National Advertising Director in June of 2006. He was then promoted to Associate Publisher in 2008. Graney is responsible for overseeing all sales across the group in print, online and events. Graney is an avid fisherman, golfer and bagpiper. He lives on Long Island with his wife and two daughters.

ELIZABETH BURNHAM - Director of Marketing & Online Services

Elizabeth Burnham Murphy is the Associate Publisher, Marketing and Online Services, of Bonnier's Outdoor Group. Murphy's career with the brands began 11 years ago, when she was brought on as the Online Editor, charged with launching the first edition websites for *Field & Stream* and *Outdoor Life*. With her unique understanding of the digital space and editorial and creative capabilities, she went on to hold positions as Online Producer and later Director of Online Services for the brands, defining and building the overall digital strategy for the magazines. In 2005, she was promoted to Director of Marketing and Online Services, overseeing all aspects of marketing, events and online sales for the brands. And in 2009, she was promoted to her current position. Murphy is an avid upland hunter and flyfisher, and spends many weekends in the field with her husband and two children.

FIELD & STREAM



EDITORIAL CALENDAR | 2010

February

WINTER SURVIVAL

- Alaska's Wildest Trapper
- How to Survive a Winter in the Wilderness
- Early Season Bass Secrets
- The Lures That Win Bass Tournaments
- Starter Kit: The Ideal Deer Lease
- Gear: The Montana Rifle Company; Headlamps; Turkey Calls & Vests

Ad Close: 12/1/09 | On Sale: 1/19/10

March

HOT NEW LURES

- The Science Behind Cutting Edge Lure Designs
- Best Bass Lake in North America
- Petza's New Zealand Stag Hunt
- Big Trout on Minnows
- Gobbling Demystified
- How I Hunt: Jim Bailey, Grizzly Guide
- Gear: Fishing Best of the Best Awards

Ad Close: 1/4/10 | On Sale: 2/23/10

April

TURKEY HUNTING IQ TEST

- The Latest Methods from America's Best Hunters
- Delaware River Fishing Adventure
- Big Fish Bait Guide
- Going Deep (Scuba Diving) in the Name of Walleye Research
- Stalking Spring Bears
- Gear: Spinning Reels, Turkey Guns, Calls

Ad Close: 2/1/10 | On Sale: 3/23/10

May

THE TOTAL OUTDOORSMAN: 50 OUTDOOR SKILLS

- Catskill Trout on a Budget
- Ice-Out ATV Fishing Adventure
- Going Deep in the Name of Pike Research
- The F&S Ultimate Line and Knot Test
- Gear: Small Outboards; Rods; Sporting Clays

Ad Close: 3/1/10 | On Sale: 4/20/10

June

BIG FISH AT NIGHT

- How to Catch Trophies After Dark
- The Quest for Giant Muskie
- Essential Guide: Rowing/Driftboat Skills
- Long Range Shooting School
- Get Fit for Hunting with Cameron Hanes
- Gear: ATV Test; Backpacks; Laser Range Finders

Ad Close: 4/1/10 | On Sale: 5/25/10

July

THE ACCURACY ISSUE

- Our Experts' Methods for Better Rifle and Shotgun Shooting
- Best (and Worst) Outdoor Jobs
- Starter Kit: Traditional Archery
- Maine Trout and Smallmouth Adventure
- Guide to Fishing Lake Michigan
- Gear: Rifles and Shotguns

Ad Close: 5/3/10 | On Sale: 6/22/10

August

THE BOWHUNTING ISSUE

- The Latest in Bows, Tactics, and Skills
- Science of Deer Scent
- Alaska By Kayak Adventure
- Electronic Scouting
- How I Fish: Clay Dyer
- Gear: New Bow Guide; Archery Accessories; Broadhead Test

Ad Close: 6/1/10 | On Sale: 7/20/10

September

CHEAP HUNTING ADVENTURES

- Cameron Hanes' Greatest Hunts
- Super Fishing for Fall Trout
- Pronghorn With a Bow
- Essential Guide: All About Camo
- Gear: The 2010 Best of the Best Awards

Ad Close: 7/1/10 | On Sale: 8/17/10

October

THE FREAK SHOW: TRUE STORIES OF RIDICULOUSLY BIG DEER

- How To Get Your Best Buck Ever
- Phil Caputo's Elk Hunt Adventure
- Heroes of Conservation 2010
- Small Game Guide
- Dogs We Love
- Gear: Bargain Binoculars

Ad Close: 8/2/10 | On Sale: 9/21/10

November

THE BEST DAYS OF THE RUT

- Special Issue: The All-Whitetail Issue
- The Seven Best Days of the Rut
- The First-Ever Deer Hunter's Survey
- 150-Class Buck in Iowa or Bust
- Deer and the Economy
- Be Your Own Butcher
- Classic Deer Hunts
- Gear: Deer Gear

Ad Close: 9/1/10 | On Sale: 10/19/10

December/January '11

LATE SEASON BUCKS

- Knock-On-Door Pheasant Hunting
- Shark Fishing Adventure
- The Sportsman's Bucket List: 50 Things Every Hunter & Angler Must Do
- Rick Bass Hunts the Missouri River
- Photo Essay: Most Threatened Landscapes
- Gear: Cold-Weather Clothing and Boots

Ad Close: 10/1/10 | On Sale: 11/23/10

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AWARDS | 2010



Consistently nominated over the past 3 years for the ASME awards,
Field & Stream is in good company with the top magazine brands

EDITORIAL

- **National Magazine Award winner, General Excellence, 1,000,000-2,000,000 circ., 2009**
- National Magazine Award finalist, Leisure Interests, 2009
- FOLIO: “Eddie” Silver Award for Consumer Sports Magazine, Full Issue, 2008
- FOLIO: “Eddie” Silver Award for Consumer Sports Magazine, Single Article, 2008
- Three first-place awards from the Outdoor Writers Association of America for Excellence in Craft, 2004, 2008
- FOLIO: “Eddie” Gold Award for Best Article, Consumer Sports Magazine, 2007
- FOLIO: “Eddie” Gold Award for Best Consumer Sports Magazine, 2006
- National Magazine Awards Finalist, 1991, 1999, 2002, 2006, 2007, 2008

DESIGN & PHOTOGRAPHY

- ASME/Amazon Best Cover of the Year Contest finalist, Sports & Fitness, 2009
- Five SPD merit awards; finalist in the redesign category, 2009
- FOLIO: Gold “Ozzie” for Best Redesign, Consumer Magazine, 2008
- Society of Illustrators merit award for illustration commissioned by Field & Stream, 2008
- Society of Publication Designers, World Press Photo, International Photography, and American Photography 24 awards for photographs appearing in Field & Stream, 2008
- Three Society of Publication Designers SPOT Awards, 2007
- Feature illustration selected for American Illustration 26, 2007

LEADERS IN THE OUTDOORS

- Trout Unlimited Conservation Award, 2006
- Two Inductees into the Fishing Hall of Fame, 2004

FIELD & STREAM

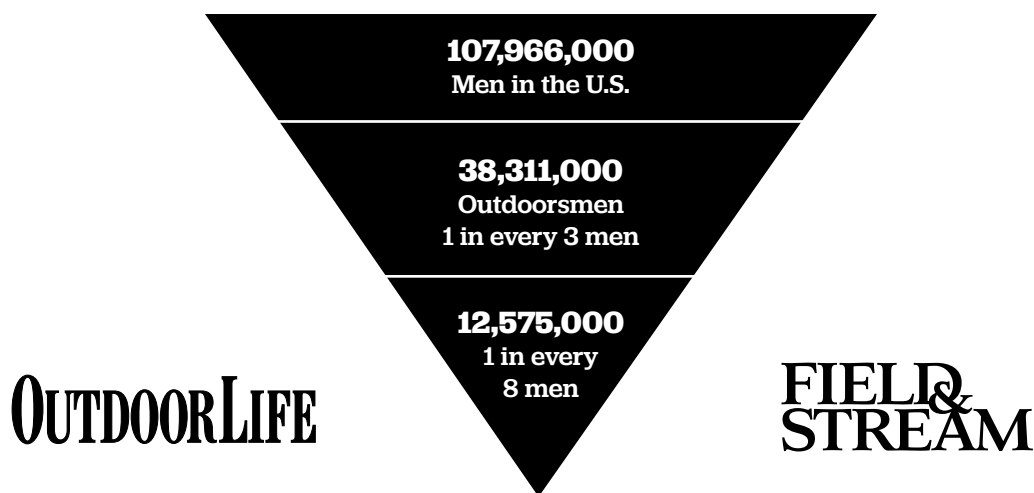


REACH | 2010

***Field & Stream* and *Outdoor Life* are the #1 and #2 most recognized brands in the outdoors**

***Outdoor Life* and *Field & Stream* reach 1 in every 8 men in the U.S.**

Source: Taylor Nelson Sofres



- **Today's hunters and anglers represent nearly one-third of the nation's potential voters.**
- **Today's sportsmen pour \$76 billion into the economy annually.**
- **Today's sportsmen could fill every NASCAR track 13 times over.**

Source: 2009 MRI Doublebase, 2007 Congressional Sportsmen Study



ACTIVE, ENGAGED AND INFLUENTIAL READERS

Our readers spend an average of 37 days annually engaged in their sports:

- 17 days fishing (freshwater) in the past 12 months
- 20 days hunting in the past 12 months

71% have given advice to an average of 5.5 people on fishing (freshwater) equipment.

81% have given advice to an average of 4.1 people on hunting equipment.

They spent \$431M on hunting and fishing equipment in the past 12 months.

Sources: MRI Doublebase 2009; Subscriber Study 2009

READERSHIP

Mean time spent with magazine: 103 min.

Read 3 out of 4 issues: 97%

Source: Subscriber Study 2009

CIRCULATION

| | |
|-----------------------|-----------|
| 2010 Rate Base | 1,250,000 |
| Paid | 100% |
| % Subscription copies | 98% |
| % Newsstand copies | 2% |
| County Coverage: | |
| A | 22% |
| B | 31% |
| C | 20% |
| D | 27% |

Source: ABC, June 2009

DEMOGRAPHICS

| | |
|-------------------------|-----------|
| Total Adults: | 9,666,000 |
| Median Age: | 45 |
| Att/Graduated College: | 46% |
| Employed: | 70% |
| Served in Armed Forces: | 36% |
| With Kids: | 40% |
| Median HHI: | \$57,649 |
| Total Men: | 7,979,000 |
| Male: | 83% |
| Men 18-24: | 8% |
| Men 25-34: | 14% |
| Men 35-44: | 19% |
| Men 45-54: | 17% |
| Men 55-64: | 14% |
| Men 65+: | 11% |

Source: MRI Doublebase 2009, Subscriber Study 2006

FIELD & STREAM



MARKETING PROGRAMS | 2010



HEROES OF CONSERVATION

Ever since Field & Stream contributor Gifford Pinchot first popularized the term conservation ethic in 1907, the magazine has been committed to the preservation of our natural resources. In 2005, an article titled 'Heroes of Conservation' focused on the local efforts of everyday outdoorsmen. Out of this, a new program was created to recognize sportsmen's efforts to protect fish and wildlife.

The magazine has profiled the conservation efforts of over 50 men and women since introducing the Heroes of Conservation program in October 2005. In 2006, Ronnie Luster was inducted as the first ever Conservation Hero of the Year, followed by Brian Maguire, an elk hunter from Oregon and Nebraska resident Hod Kosman. The fourth Conservation Hero of the Year was Howard Kern who won the honor for his efforts in helping maintain the California golden trout species. For his efforts, Kern took home a new Toyota Tundra.



TOTAL OUTDOORSMAN CHALLENGE

The Field & Stream Total Outdoorsman Challenge is the only competition in existence to determine the country's most competent all-around outdoorsman. Contestants in this one-of-a-kind competition must prove their mettle at various outdoor skills: fly-casting, baitcasting, .22 rifle, shotgun, endurance, archery and ATV handling. The outdoorsman with the best combined score at the end of the event wins the big money and the bragging rights.

The Grand Champion receives \$25,000 in cash, a Yamaha ATV and many other prizes. The Championship carries a total prize purse of nearly \$75,000, with all 16 competitors receiving cash and equipment prizes. 2010 will mark the 7th consecutive year for the Field & Stream Total Outdoorsman Challenge. Over the past few years, the program has expanded to include a Qualifying and Regional series at Bass Pro Shops across the country, as well as a television series which airs on the Outdoor Channel in the fall. In 2010, Field & Stream's partnership with Bass Pro Shops will continue allowing for the Qualifying series to appear at nearly all 50 stores (approximately) across the country in the Spring. The top score-holders from the Qualifiers will advance to four Regionals across the country with the winners moving on to the Championship. Additionally, for the second year, the Total Outdoorsman Challenge will hold an Artist's Challenge at the Country Music Association's Music Festival in Nashville, TN.

The program was developed from the annual cover story in May outlining the skills a sportsman needs to be competent in the outdoors. Each month a regular Total Outdoorsman editorial column runs within the Sportsmen's Notebook section of the magazine focusing on perfecting one particular skill specific to the season. The program also exists online providing a portal to the event - a blog, photo and video galleries, community forum, event details, etc.



GENERATION WILD

Field & Stream is dedicated to educating and inspiring the next generation of sportsmen. Getting more young men and women out into the field and on the water has always been a priority, but with an aging sporting population, less access to hunting and fishing grounds, and increasing competition for kids' attention, growing these sports among America's youth has never been harder or more critical. The time is right for a movement that gets more kids out into nature.

In 2008 we launched Field & Stream's Generation Wild, a multi-platform franchise that grew out of our popular and critically acclaimed feature story from 2006, 'How to Raise a Hunter'. Beginning with the February 2008 issue, the popular 'How to Raise a Sportsman' column was re-branded as Generation Wild, with frequency increasing to every issue. Topics include techniques, tactics, gear, and skills, as well as ethics and conservation. The emphasis is on fun, adventure, stewardship, and, of course, safety. As of March 2009, the column now appears in the Campfire section and will be written by the Generation Wild Pro Staffers focusing on topics such as providing advice to fellow young sportsman on how to confront anti-hunting hurdles in school or how to approach a private land owner to gain access to hunt on their property. An extensive website also allows Generation Wild members to post photos, video and interact with others in their generation who enjoy the outdoors.

FIELD & STREAM



EDITORIAL FRANCHISES | 2010



BEST OF THE BEST

Each year Field & Stream awards the best outdoor products are determined by the editorial staff and are acknowledged in the popular feature Best of the Best. Fishing products are awarded in March issue with hunting products in the September issue. The Best of the Best logo is made available to the winners/manufacturers as long as usage guidelines provided by our marketing department are followed.



SELECTS

In-depth coverage of specific topics presented as a magazine-within-a-magazine bound into the pages of Field & Stream. Handbooks are scheduled as appropriate to their topic/time of year. Six editions are published throughout the year. Topics include: Whitetail, Fishing, Turkey, Waterfowl, Bowhunting, Sportsman's Journal/upscale edition. Circulation of the selects vary between 150,000-790,000.



FIELD & STREAM FISHING CONTEST

In 2009, *Field & Stream* reintroduced their Fishing Contest which ran for 60+ years in the early 1900s. Thirty-two categories have been assigned allowing fishermen to enter their catches online with a picture, specifications of their fish and a brief recollection of how/when the fish was caught. One time per year, a winner is selected for each category awarding a prize package worth approx. \$400. Further a sweepstakes runs two times per year allowing one lucky entrant to win a dream fishing trip, past locations include Florida Keys and Vermont. In addition to the extensive microsite, 1/3rd promotional ads run adjacent to editorial throughout the year.



FIELD & STREAM RUT PACKAGE

Field & Stream tells readers the 7 best days of the year to be in the stand hunting. To capitalize on the popularity of this feature each year sponsors have the opportunity to purchase adjacencies to this content through either a special edit gatefold unit or a pull out poster unit detailing the seven days to hunt as well as the best tips for hunters during the rut.

FIELD & STREAM



PARTNERSHIPS | 2010



FIELD & STREAM



CIRCULATION | 2010

DATABASE MARKETING

Our subscriber database includes hundreds of geographic, demographic and affinity criteria to create targeted in-magazine or direct marketing programs.

PARTNERSHIP MARKETING

Our consumer marketing team can create customized subscription programs at retail, on pack, on the web or elsewhere to meet your specific marketing needs.

ACTIVISION®



FIELD & STREAM



TV/VIDEO | 2010



TOTAL OUTDOORSMAN CHALLENGE TV

Aired on Outdoor Channel in four part series based on event sponsored by Mobil1. Produced by Warren Miller the series will air in December 2009. Commercial spot and product opportunities. Show will air again in 2010 on Outdoor Channel.



HEROES OF CONSERVATION WEBISODES

Warren Miller produces 13 short four minute webisodes profiling each of the six Heroes finalists. Webisodes air on the Heroes web site. The webisodes are hosted by *Field & Stream* writer Eddie Nickens. The webisodes are also used in-part at the annual gala held in Washington DC.



WARREN MILLER.
entertainment

FIELD & STREAM



NATIONAL RATES | 2010

\$ GROSS OPEN RATES PER PAGE

Rate Base: 1,250,000

Effective January 1, 2010

4/Color **1x**

| | |
|-----------|-----------|
| Full Page | \$115,800 |
| 2/3 Page | 96,700 |
| 1/2 Page | 75,300 |
| 1/3 Page | 52,100 |

Black & White

| | |
|-----------|----------|
| Full Page | \$92,700 |
| 2/3 Page | 77,300 |
| 1/2 Page | 60,300 |
| 1/3 Page | 41,600 |

2/Color

| | |
|-----------|-----------|
| Full Page | \$100,800 |
| 2/3 Page | 84,000 |
| 1/2 Page | 65,600 |
| 1/3 Page | 45,300 |

Covers

| | |
|---------|-----------|
| Cover 2 | \$133,300 |
| Cover 3 | 127,400 |
| Cover 4 | 150,600 |

Bleed:

Available on all ROB units one-third page or larger; add 10% to the gross rate.

No charge for gutter bleed on two facing pages.

All Rates Gross. Rates Subject To Change.

SALES OFFICES: New York | 212.779.5486 • Chicago | 312.252.2847 • Detroit | 248.282.5544 • Los Angeles | 310.227.8947

FIELD & STREAM



CUSTOM REGIONAL | 2010

FULL PAGE UNITS ONLY

CUSTOM REGIONALS

| | | B&W | 2 COLOR | 4 COLOR |
|------------------------------|------|----------------|----------------|----------------|
| Minimum Circulation: 335,000 | CPM: | \$87.50 | \$94.80 | \$108.94 |
| PRODUCTION CHARGE | NET: | \$2,000 | \$2,300 | \$2,700 |

COPY SPLIT CHARGES

Apply to all space units per page, per split, per magazine. For more than 5 copy changes, the per split charge is higher.

| | | B&W | 2 COLOR | 4 COLOR |
|-------------------|------|----------------|----------------|----------------|
| BY STATE | NET: | \$2,000 | \$2,300 | \$2,700 |
| RANDOM A/B SPLIT | NET: | \$2,000 | \$2,300 | \$2,700 |
| PERFECT A/B SPLIT | NET: | \$12,600 | \$13,000 | \$13,400 |

Custom Regionals and copy splits by DMA are available on a limited basis only.

Please consult Publisher. Requests should be made by sectional center (first three digits of the zip code) as well as by city.

Bleed: Available on all ROB units; add 10% to the gross rate.

All space rates gross / production costs net
Rates subject to change

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FIELD & STREAM



CIRCULATION BY STATE | 2010

| <u>STATE</u> | <u>CIRC</u> | <u>STATE</u> | <u>CIRC</u> |
|---------------------|--------------------|---------------------|--------------------|
| Alabama | 21,000 | Nebraska | 12,300 |
| Alaska | 3,800 | Nevada | 6,800 |
| Arizona | 13,100 | New Hampshire | 6,300 |
| Arkansas | 16,000 | New Jersey | 17,400 |
| California | 61,500 | New Mexico | 6,100 |
| Colorado | 37,600 | New York | 55,600 |
| Connecticut | 13,800 | North Carolina | 34,000 |
| Delaware | 3,600 | North Dakota | 6,100 |
| Florida | 72,500 | Ohio | 46,800 |
| Georgia | 28,800 | Oklahoma | 18,300 |
| Hawaii | 1,400 | Oregon | 22,500 |
| Idaho | 11,100 | Pennsylvania | 69,400 |
| Illinois | 40,500 | Rhode Island | 2,200 |
| Indiana | 28,200 | South Carolina | 31,500 |
| Iowa | 21,700 | South Dakota | 7,300 |
| Kansas | 17,400 | Tennessee | 27,300 |
| Kentucky | 28,600 | Texas | 57,300 |
| Louisiana | 14,700 | Utah | 16,900 |
| Maine | 9,400 | Vermont | 5,300 |
| Maryland & D.C. | 17,100 | Virginia | 35,500 |
| Massachusetts | 22,000 | Washington | 35,100 |
| Michigan | 52,600 | West Virginia | 13,100 |
| Minnesota | 38,400 | Wisconsin | 42,200 |
| Mississippi | 13,400 | Wyoming | 4,800 |
| Missouri | 37,100 | Canada | 5,500 |
| Montana | 10,200 | Other | 1,500 |

Circulation without newsstand: 1,222,600

Newsstand: 27,400

Circulation with newsstand: 1,250,000

Note: Allow a 5%-10% margin in the circulation of regional editions.

Circulation based on June 2009 Publisher's Statement

SALES OFFICES: New York | 212.779.5486 • Chicago | 312.252.2847 • Detroit | 248.282.5544 • Los Angeles | 310.227.8947

FIELD & STREAM



SELECTS | 2010

In-depth coverage presented as a magazine-within-a-magazine bound into the pages of FIELD & STREAM.

SELECT EDITION

CIRC

ISSUES

Whitetail Handbook

790,000

Avid hunters and top hunting states

Close Dates

August: 5/25/10 | September: 6/24/10 | October: 7/26/10 |
November: 8/25/10

| | | | | | | | | | | |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|
| February | March | April | May | June | July | August | September | October | November | Dec '10/Jan '11 |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|

Fishing Handbook

500,000

Avid fishermen and top fishing states

Close Dates

April: 1/25/10 | May: 2/22/10

| | | | | | | | | | | |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|
| February | March | April | May | June | July | August | September | October | November | Dec '10/Jan '11 |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|

Turkey Handbook

350,000

Top states for harvesting wild turkeys as well as by turkey population

Close Dates

March: 12/28/09 | April: 1/25/10

| | | | | | | | | | | |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|
| February | March | April | May | June | July | August | September | October | November | Dec '10/Jan '11 |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|

Waterfowl Handbook

350,000

Subscribers that purchased a waterfowl hunting license or waterfowl hunting equipment in the last 12 months

Close Dates

September: 6/24/10 | October: 7/26/10

| | | | | | | | | | | |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|
| February | March | April | May | June | July | August | September | October | November | Dec '10/Jan '11 |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|

Bowhunting Handbook

225,000

Subscribers that purchased an archery hunting license or archery equipment in the last 12 months

Close Dates

August: 5/25/10 | September: 6/24/10 | October: 7/26/10

| | | | | | | | | | | |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|
| February | March | April | May | June | July | August | September | October | November | Dec '10/Jan '11 |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|

Sportsman's Journal

150,000

Targeting households with income over \$100,000

Close Dates

March: 12/28/09 | May: 2/22/10 | August: 5/25/10 | October: 7/26/10

| | | | | | | | | | | |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|
| February | March | April | May | June | July | August | September | October | November | Dec '10/Jan '11 |
|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|-----------------|

SALES OFFICES: New York | 212.779.5486 • Chicago | 312.252.2847 • Detroit | 248.282.5544 • Los Angeles | 310.227.8947

FIELD & STREAM



SELECTS | 2010

In-depth coverage presented as a magazine-within-a-magazine bound into the pages of FIELD & STREAM.

WHITETAIL HANDBOOK

CIRCULATION: 790,000

| | FULL PAGE | 2/3 PAGE | 1/2 PAGE | 1/3 PAGE |
|---------|-----------|----------|----------|----------|
| 4/Color | \$73,400 | \$61,300 | \$46,000 | \$33,900 |
| 2/Color | \$64,000 | \$53,600 | \$40,100 | \$29,500 |
| B & W | \$58,800 | \$48,900 | \$36,900 | \$27,100 |

Circulation from a mix of top hunting states: TX, PA, MI, NY, WI, MN, OH, MO, GA, AL, AR, LA, TN, VA, NC, IN, KY, IL, MS, OK, OR, WV

FISHING HANDBOOK

CIRCULATION: 500,000

| | FULL PAGE | 2/3 PAGE | 1/2 PAGE | 1/3 PAGE |
|---------|-----------|----------|----------|----------|
| 4/Color | \$46,400 | \$38,800 | \$29,100 | \$21,500 |
| 2/Color | \$40,600 | \$33,800 | \$25,500 | \$18,800 |
| B & W | \$37,400 | \$31,200 | \$23,400 | \$17,400 |

Circulation from a mix of top fishing states: CA, TX, FL, MN, NY, OH, IL, PA, MI, GA

TURKEY HANDBOOK

CIRCULATION: 350,000

| | FULL PAGE | 2/3 PAGE | 1/2 PAGE | 1/3 PAGE |
|---------|-----------|----------|----------|----------|
| 4/Color | \$32,800 | \$27,200 | \$20,600 | \$15,300 |
| 2/Color | \$28,600 | \$24,000 | \$18,000 | \$13,300 |
| B & W | \$26,400 | \$22,000 | \$16,500 | \$12,300 |

Circulation from a mix of top hunting states for turkey: MO, PA, AL, MS, WI, TN, GA, NY, OH

WATERFOWL HANDBOOK

CIRCULATION: 350,000

| | FULL PAGE | 2/3 PAGE | 1/2 PAGE | 1/3 PAGE |
|---------|-----------|----------|----------|----------|
| 4/Color | \$32,800 | \$27,200 | \$20,600 | \$15,300 |
| 2/Color | \$28,600 | \$24,000 | \$18,000 | \$13,300 |
| B & W | \$26,400 | \$22,000 | \$16,500 | \$12,300 |

Circulation from subscribers that purchased a waterfowl hunting license or waterfowl hunting equipment in the last 12 months

BOWHUNTING HANDBOOK

CIRCULATION: 225,000

| | FULL PAGE | 2/3 PAGE | 1/2 PAGE | 1/3 PAGE |
|---------|-----------|----------|----------|----------|
| 4/Color | \$21,100 | \$17,700 | \$13,300 | \$9,800 |
| 2/Color | \$18,600 | \$15,500 | \$11,600 | \$8,800 |
| B & W | \$17,100 | \$14,400 | \$10,800 | \$8,000 |

Circulation from subscribers that purchased an archery hunting license or archery equipment in the last 12 months

SPORTSMAN'S JOURNAL

CIRCULATION: 150,000

| | FULL PAGE | 2/3 PAGE | 1/2 PAGE | 1/3 PAGE |
|---------|-----------|----------|----------|----------|
| 4/Color | \$22,800 | \$19,000 | \$14,400 | \$10,800 |
| 2/Color | \$20,000 | \$16,700 | \$12,500 | \$9,300 |
| B & W | \$18,300 | \$15,300 | \$11,400 | \$8,500 |

Circulation from subscribers obtained from purchase data from shooting sport enthusiast retailers

All rates gross • Rates subject to change • Bleed: available on all ROB units one-third page or larger, add 10% to the gross rate.

SALES OFFICES: New York | 212.779.5486 • Chicago | 312.252.2847 • Detroit | 248.282.5544 • Los Angeles | 310.227.8947

FIELD & STREAM



WHITETAIL HANDBOOK | 2010

WHITETAIL HANDBOOK – AVID HUNTERS AND TOP HUNTING STATES

Circulation: 790,000

Field & Stream Whitetail Handbook is a special magazine-within-a-magazine bound into *Field & Stream* and sent to our readers in the top hunting states. Our editors create special in-depth coverage of the popular whitetail hunting tactics, guns & gear, maps, and sound expert advice in this editorial series, which prints four times a year.

RATES

| | Full Page | 2/3 Page | 1/2 Page | 1/3 Page |
|------------------|-----------|----------|----------|----------|
| 4/Color | \$73,400 | \$61,300 | \$46,000 | \$33,900 |
| 2/Color | \$64,000 | \$53,600 | \$40,100 | \$29,500 |
| B & W | \$58,800 | \$48,900 | \$36,900 | \$27,100 |

CLOSING DATES

| Issue | Ad Close | On Sale |
|------------------|----------|----------|
| August | 5/25/10 | 7/20/10 |
| September | 6/24/10 | 8/17/10 |
| October | 7/26/10 | 9/21/10 |
| November | 8/25/10 | 10/19/10 |

All rates gross

Rates subject to change

Bleed: Available on all ROB units one-third page or larger; add 10% to the gross rate.

Circulation from a Mix of Top hunting states: TX, PA, MI, NY, WI, MN, OH, MO, GA, AL, AR, LA, TN, VA, NC, IN, KY, IL, MS, OK, OR, WV

FIELD & STREAM



FISHING HANDBOOK | 2010

FISHING HANDBOOK - AVID FISHERMAN AND TOP FISHING STATES

Circulation: 500,000

Field & Stream Fishing Handbook is a special magazine-within-a-magazine bound into *Field & Stream* and sent to a targeted list of readers in top fishing states. Our editors create customized in-depth fishing coverage—expert tactics, best lures and tackle, and top spots—in this series, which prints two times per year.

RATES

| | Full Page | 2/3 Page | 1/2 Page | 1/3 Page |
|----------------|------------------|-----------------|-----------------|-----------------|
| 4/Color | \$46,400 | \$38,800 | \$29,100 | \$21,500 |
| 2/Color | \$40,600 | \$33,800 | \$25,500 | \$18,800 |
| B/W | \$37,400 | \$31,200 | \$23,400 | \$17,400 |

CLOSING DATES

| Issue | Ad Close | On Sale |
|--------------|-----------------|----------------|
| April | 1/25/10 | 3/23/10 |
| May | 2/22/10 | 4/20/10 |

All rates gross

Rates subject to change

Bleed: Available on all ROB units one-third page or larger; add 10% to the gross rate.

Circulation from a Mix of Top fishing states: CA, TX, FL, MN, NY, OH, IL, PA, MI, GA

FIELD & STREAM



TURKEY HANDBOOK | 2010

TURKEY HANDBOOK -

TOP TURKEY HUNTING STATES AS WELL AS BY TURKEY POPULATION

Circulation: 350,000

This spring, as hundreds of thousands of *Field & Stream* readers prepare for the upcoming turkey season, they'll turn to our Turkey Handbook for the best advice on how to bag a gobbler. This special editorial package is bound into the regular edition of *Field & Stream* and circulated to subscribers in the top turkey hunting states.

Turkey Handbook will cover the latest in spring turkey hunting how-to, featuring cutting-edge tactics, expert advice, pro tips, and the hottest new gear, from calls and decoys to guns and loads. With superb photography and instructional art, this bonus section is custom-crafted for the serious turkey hunter.

RATES

| | Full Page | 2/3 Page | 1/2 Page | 1/3 Page |
|----------------|-----------|----------|----------|----------|
| 4/Color | \$32,800 | \$27,200 | \$20,600 | \$15,300 |
| 2/Color | \$28,600 | \$24,000 | \$18,000 | \$13,300 |
| B/W | \$26,400 | \$22,000 | \$16,500 | \$12,300 |

CLOSING DATES

| Issue | Ad Close | On Sale |
|--------------|----------|---------|
| March | 12/28/09 | 2/23/10 |
| April | 1/25/10 | 3/23/10 |

All rates gross

Rates subject to change

Bleed: Available on all ROB units one-third page or larger; add 10% to the gross rate.

Circulation From a mix of top states for wild turkeys: MO, PA, AL, MS, WI, TN, GA, NY, OH

FIELD & STREAM



WATERFOWL HANDBOOK | 2010

WATERFOWL HANDBOOK - WATERFOWL LICENSE AND EQUIPMENT PURCHASERS

Circulation: 350,000

Field & Stream Waterfowl Handbook is a special magazine-within-a-magazine bound into *Field & Stream* and sent to readers that purchased a waterfowl hunting license or waterfowl hunting equipment in the last 12 months. Our editors create a special in-depth package covering waterfowling strategies and hot-spots in this editorial series, which prints two times per year.

RATES

| | Full Page | 2/3 Page | 1/2 Page | 1/3 Page |
|----------------|-----------|----------|----------|----------|
| 4/Color | \$32,800 | \$27,200 | \$20,600 | \$15,300 |
| 2/Color | \$28,600 | \$24,000 | \$18,000 | \$13,300 |
| B/W | \$26,400 | \$22,000 | \$16,500 | \$12,300 |

CLOSING DATES

| Issue | Ad Close | On Sale |
|------------------|----------|---------|
| September | 6/24/10 | 8/17/10 |
| October | 7/26/10 | 9/21/10 |

All rates gross

Rates subject to change

Bleed: Available on all ROB units one-third page or larger; add 10% to the gross rate.

FIELD & STREAM



BOWHUNTING HANDBOOK | 2010

BOWHUNTING HANDBOOK - ARCHERY LICENSE AND EQUIPMENT PURCHASERS

Circulation: 225,000

As the nation's four million bowhunters prepare to take the field next fall, *Field & Stream* will be there with the Bowhunting Handbook, a special editorial section bound into the regular August and September editions of *Field & Stream* and circulated to subscribers that purchased an archery hunting license or archery equipment in the last 12 months. Featuring the hottest new gear, the latest field tactics, top shooting techniques, tips from the pros, and instructional art and photos, Bowhunting Handbook is edited specifically for the hard-core archery hunter.

RATES

| | Full Page | 2/3 Page | 1/2 Page | 1/3 Page |
|----------------|-----------|----------|----------|----------|
| 4/Color | \$21,100 | \$17,700 | \$13,300 | \$ 9,800 |
| 2/Color | \$18,600 | \$15,500 | \$11,600 | \$ 8,800 |
| B/W | \$17,100 | \$14,400 | \$10,800 | \$ 8,000 |

CLOSING DATES

| Issue | Ad Close | On Sale |
|------------------|----------|---------|
| August | 5/25/10 | 7/20/10 |
| September | 6/24/10 | 8/17/10 |
| October | 7/26/10 | 9/21/10 |

All rates gross

Rates subject to change

Bleed: Available on all ROB units one-third page or larger; add 10% to the gross rate.

FIELD & STREAM



SPORTSMAN'S JOURNAL | 2010

SPORTSMAN'S JOURNAL - TARGETED TO HOUSEHOLDS WITH HHI \$100K+ NATIONWIDE

Circulation: 150,000

Field & Stream's Sportsman's Journal is a special editorial supplement that targets subscribers who have the means and the desire to live their sporting lives to the hilt. Featuring the great writing and photography that are the hallmarks of *Field & Stream*, the Sportsman's Journal focuses on lodges and outfitters, fine guns, food and drink, quality clothing, sporting art and literature, country property, and the best equipment available. In addition, the Sportsman's Journal is printed on the highest quality paper and features a clean, elegant, and sophisticated design.

RATES

| | Full Page | 2/3 Page | 1/2 Page | 1/3 Page |
|----------------|-----------|----------|----------|----------|
| 4/Color | \$22,800 | \$19,000 | \$14,400 | \$10,800 |
| 2/Color | \$20,000 | \$16,700 | \$12,500 | \$ 9,300 |
| B/W | \$18,300 | \$15,300 | \$11,400 | \$ 8,500 |

CLOSING DATES

| Issue | Ad Close | On Sale |
|----------------|----------|---------|
| March | 12/28/09 | 2/23/10 |
| May | 2/22/10 | 4/20/10 |
| August | 5/25/10 | 7/20/10 |
| October | 7/26/10 | 9/21/10 |

All rates gross

Rates subject to change

Bleed: Available on all ROB units one-third page or larger; add 10% to the gross rate.

FIELD & STREAM



HOMEOWNERS | 2010

HOMEOWNERS – IDENTIFIED HOMEOWNERS IN OUR DATABASE AND HIGH CONCENTRATION RESIDENTIAL AREAS NATIONWIDE

Circulation: 750,000

RATES

| | Full Page |
|----------------|------------------|
| 4/Color | \$80,100 |
| 2/Color | \$69,700 |
| B/W | \$64,100 |

CLOSING DATES

| Issue | Ad Close | On Sale |
|------------------|-----------------|----------------|
| March | 12/28/09 | 2/23/10 |
| April | 1/25/10 | 3/23/10 |
| May | 2/22/10 | 4/20/10 |
| June | 3/25/10 | 5/18/10 |
| July | 4/26/10 | 6/22/10 |
| September | 6/24/10 | 8/17/10 |
| October | 7/26/10 | 9/21/10 |

THIS SELECT EDITION DOES NOT HAVE DEDICATED EDIT AND CAN ONLY RUN FULL PAGES

All rates gross
Rates subject to change
Bleed: add 10% to the gross rate.

FIELD & STREAM



COASTAL STATES | 2010

COASTAL STATES -

STATES THAT BORDER AN OCEAN COAST AND SELECT INLAND LAKE AREAS

Circulation: 650,000

RATES

| | Full Page |
|----------------|------------------|
| 4/Color | \$71,200 |
| 2/Color | \$62,000 |
| B/W | \$56,900 |

CLOSING DATES

| Issue | Ad Close | On Sale |
|------------------|-----------------|----------------|
| March | 12/28/09 | 2/23/10 |
| April | 1/25/10 | 3/23/10 |
| May | 2/22/10 | 4/20/10 |
| June | 3/25/10 | 5/18/10 |
| July | 4/26/10 | 6/22/10 |
| September | 6/24/10 | 8/17/10 |
| October | 7/26/10 | 9/21/10 |

THIS SELECT EDITION DOES NOT HAVE DEDICATED EDIT AND CAN ONLY RUN FULL PAGES

All rates gross

Rates subject to change

Bleed: add 10% to the gross rate.

Circulation from a Mix of Coastal States: AL, AK, CA, CT, DE, FL, GA, HI, IL, LA, ME, MD, MA, MI, MN, NH, NJ, NY, NC, OH, OR, PA, RI, SC, TX, VA, WA

FIELD & STREAM



TOP ZIPS | 2010

TOP ZIPS - TOP ZIP CODES BASED ON INCOME, TARGETED TO HHI \$75K+

Circulation: 300,000

RATES

CLOSING DATES

| | Full Page |
|----------------|------------------|
| 4/Color | \$36,300 |
| 2/Color | \$31,700 |
| B/W | \$29,100 |

| Issue | Ad Close | On Sale |
|------------------|-----------------|----------------|
| March | 12/28/09 | 2/23/10 |
| April | 1/25/10 | 3/23/10 |
| May | 2/22/10 | 4/20/10 |
| September | 6/24/10 | 8/17/10 |
| October | 7/26/10 | 9/21/10 |
| November | 8/25/10 | 10/19/10 |
| December | 9/24/10 | 11/23/10 |

THIS SELECT EDITION DOES NOT HAVE DEDICATED EDIT AND CAN ONLY RUN FULL PAGES

All rates gross
Rates subject to change
Bleed: add 10% to the gross rate.

FIELD & STREAM



CLOSING DATES | 2010

CIRCULATION: 1,250,000

| Issue | National Ad Close | Regional/Selects Ad Close | On Sale Date |
|--------------------------|------------------------------|--------------------------------------|-------------------------|
| February | 12/01/09 | 11/24/09 | 1/19/10 |
| March | 1/04/10 | 12/28/09 | 2/23/10 |
| April | 2/01/10 | 1/25/10 | 3/23/10 |
| May | 3/01/10 | 2/22/10 | 4/20/10 |
| June | 4/01/10 | 3/25/10 | 5/18/10 |
| July | 5/03/10 | 4/26/10 | 6/22/10 |
| August | 6/01/10 | 5/25/10 | 7/20/10 |
| September | 7/01/10 | 6/24/10 | 8/17/10 |
| October | 8/02/10 | 7/26/10 | 9/21/10 |
| November | 9/01/10 | 8/25/10 | 10/19/10 |
| December '10/January '11 | 10/01/10 | 9/24/10 | 11/23/10 |

FIELD & STREAM



SUPPLIED INSERTS | 2010

| | | |
|-------------------|--|---|
| Shipping Address: | <i>Field & Stream Magazine</i> Quad Graphics/Sussex N63W23075 Main St. Sussex, WI 53089 Attn: Craig Foldy (414) 566-2852 | Send a sample or blueline that includes the publication title before printing to: Barbara Taffuri, Production Director <i>Field & Stream Magazine</i> 2 Park Avenue, 10th Floor, New York, NY 10016 |
| Identification: | Each skid should be clearly marked with the following identification: • Publication name • Load Weight-gross • <i>Field & Stream</i> Job # • Date of issue • Load Tare • Load Weight-net • Skid Count (key number and quantity on each carton if cartons are used) Contact the production department to obtain the correct job #. A sample of the card or insert should be affixed to four sides of each skid for identification of skid contents. | |
| Skid/Pallet Size: | Material-handling equipment at the plant can handle all standard size skids and pallets. | |
| Insert Size: | Trim Size: 7-7/8" x 10-1/2" Preferable Bleed size: 8-1/8" x 10-3/4" Trims: Top: 1/8" or balance Foot: 1/8" Outside: 1/8" or balance Spine: 1/8" | |
| Card Size: | Minimum: 6" x 4" (BRC) Maximum (Inserts): 8-1/8" x 10-3/4" (bleed size) All live matter should be kept 1/4" away from all trimmed edges of the insert or card when it is bound into the magazine. Vertical perforations should be a minimum of 1/2" away from backbone skive. | |
| Porosity: | Gurley. 100cc's of air in 25 seconds. | |
| Card Thickness: | At least .007, but not more than .0085 (US Post Office Requirements) (Please check PO) | |
| Card Paper: | 75# basis weight and free of groundwood except when coated to resist an applied bending force (US Post Office Requirements) (Please check PO) | |
| Binding Method: | Perfect, with all products jogging to the foot. | |
| Delivery Times: | Delivery of cards to the plant can be made between 7am and 7pm Monday through Friday. Any special arrangements for delivery outside of the above times must be made through the Production Department. All shipments must be "prepaid". "Collect" shipments will be rejected at the receiving dock. You must call (414) 566-2100 with shipping information, publication title, issue date and job # for delivery appointment. | |
| Quantity: | Please contact Barbara Taffuri (212) 779-5136, Barbara.Taffuri@bonniercorp.com | |

FIELD & STREAM



PRODUCTION SPECS | 2010

Outdoor Life utilizes a digital workflow and requires that all ad materials be submitted in a digital format. Supplied materials that do not comply with the following specifications will be rejected, or corrected and the advertiser billed for the required production.

Upload files to our AD PORTAL by going to <http://adportal.bonniercorp.com/>

SEND ALL ADVERTISING MATERIALS TO:

Bonnier Corporation
Attn: Pre-Press, Outdoor Life
460 N. Orlando Ave. Suite 200
Winter Park, FL 32789
(When shipping ad materials, make sure to identify the magazine issue in which the ad is scheduled to run.)

AD DIMENSIONS

Printing: Web offset, perfect bound.

Trim Size: 8" X 10 1/2"

Please allow 1/4" safety for live matter from TRIM on all sides.

For spreads, allow 1/4" safety on each side from the gutter.

| Ad Page Dimensions | Non-Bleed | Bleed |
|------------------------|-----------------|-------------------|
| Full Page | 7" x 10" | 8 1/4" x 10 3/4" |
| 2/3 Page | 4 5/8" x 10" | 5 1/4" x 10 3/4" |
| 1/2 Digest | 4 5/8" x 7 1/2" | 5 1/4" x 8" |
| 1/2 Horizontal | 7" x 5" | 8 1/4" x 5 1/4" |
| 1/3 Vertical | 2 1/4" x 10" | 2 7/8" x 10 3/4" |
| 1/3 Square | 4 5/8" x 5" | 5 1/4" x 5 1/4" |
| Two Page Spread | 14" x 10" | 16 1/4" x 10 3/4" |
| Two Page Gutter Spread | ----- | 15 1/4" x 10" |

AD SPECIFICATIONS

All ads must be created to exact size specifications or will incur charges for re-sizing. If you are submitting a bleed ad, please verify the live bleed image extends .125" past the trim line. All live matter should be within .25" of trim dimensions. Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

REQUIRED FORMAT

PDF/X-1a format is the preferred file format for submission. When preparing PDF/X-1a files, careful attention must be paid to ensure they are properly created and will reproduce correctly. For more information, Please see adobe.com/products/acrobat/pdfs/pdfx.pdf for guidelines and instructions.

Other file formats such as InDesign and Quark Express native files with associated fonts and graphics will be accepted during the transition to PDF/X-1a as the required format until June 1, 2009. After that date, additional production charges may apply to convert to PDF/X-1a. To ensure you have all the necessary files, including fonts, use the InDesign "Package" feature or Quark's "Collect For Output". These files must be compressed into either Zip or Stuffit archives. Required hi-res file types for upload: .pdf, .zip, .sit, .sitx

PROOFS

All advertisers MUST submit a contract-level digital proof at 100% that conforms to SWOP standards including a color bar for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs are Fuji Pictro, Fuji Final Proof, Epson Contract Proof, Kodak Approval, IRIS, Digital Match Print, Progressive Press Proof. Proofs are required regardless of delivery mode. If contract proof is not supplied, we will generate an Epson proof, additional charges may apply.

The publisher and printer will not accept responsibility when contract proofs are not submitted.



The following are certain general terms and conditions governing advertising published in FIELD & STREAM MAGAZINE (the "Magazine") published by Bonnier Active Media (the "Publisher").

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
2. The Magazine is a member of the Audit Bureau of Circulations (ABC). Total audited circulation is reported on an issue-by-issue basis in Publisher's statements audited by the ABC. Total audited circulation for the Magazine comprises paid plus verified.
3. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertisers index.
4. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
5. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.
6. Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is granted, in writing, by the Publisher.
7. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any manner.
8. Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due.
9. Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness, and/or testimonial of each and every living person which is contained therein. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense, or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement.
10. Until credit is approved, advertisements are run on a prepaid basis only.
11. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned Advertiser discounts.
12. Special advertising production premiums do not earn any discounts or agency commissions.
13. The Magazine is subject to the FIELD & STREAM 2010 issue-by-issue tally (IBIT) pricing system.

FIELD & STREAM



ONLINE RATES | 2010

- **4.2M page views per month**
- **16.8M ad impressions per month**
- **Opt-in email newsletter of 125,000+**

Rated #1 hunting and fishing website (@Plan Web Research Summer '09)

Features

- Popular Blogs
 - The Gun Nut
 - Whitetail 365
 - Field Notes
 - Fly Talk
 - TheTip Board
 - The Honest Angler
- Hunting & Fishing Trip Search of 500+ Destinations
- Interactive Quizzes and Message Boards
- Exclusive Photos and Videos
- The Latest Gear and How-To Instruction
- Reader Photo Galleries and Contests

2009 Online Rates

All rates based on CPM or cost per thousand impressions

| <u>Creative Size in Pixels</u> | <u>Site Location</u> | <u>Gross CPM</u> |
|---------------------------------------|---------------------------------|-------------------------|
| 728 X 90 | Run of Site | \$32 |
| 728 X 90 | Targeted Area | \$34 |
| 300 X 250 | Run of Site | \$32 |
| 300 X 250 | Targeted Area | \$34 |
| 160 X 600 | Run of Site | \$32 |
| 160 X 600 | Targeted Area | \$34 |
| 640 X 480 | Home Page Takeover | \$80 |
| 728 X 90 | Newsletter (125K opt-in emails) | \$5,000 net / per blast |
| 300 X 250 | Newsletter (125K opt-in emails) | \$5,000 net / per blast |
| Text Link (35 words or less) | Newsletter (125K opt-in emails) | \$2,500 net / per blast |
| 600 X 800 | Dedicated Mailing | \$105 gross CPM |

Classified Digital Directories

Field & Stream also offers online classified listings. Listings are updated with new advertisers monthly.

6-month listing: \$365 **with 120 X 60 logo: \$465**
12-month listing: \$630 **with 120 X 60 logo: \$730**

Source: Omniture 3 month average ((third quarter 2009)

SALES OFFICES: New York | 212.779.5486 • Chicago | 312.252.2847 • Detroit | 248.282.5544 • Los Angeles | 310.227.8947

FIELD & STREAM



ONLINE SPECS | 2010

Field & Stream Online Creative Unit Specifications

| AD TYPE | CREATIVE SIZE: | MAXIMUM FILE SIZE/LOOPS: |
|-------------------|------------------|---|
| Leaderboard | 728 X 90 pixels | 30k max (standard) 30k max (Flash) 15 seconds animation max |
| Wide Skyscraper | 160 X 600 pixels | 30k max (standard) 30k max (Flash) 15 seconds animation max |
| Billboard | 300 X 250 pixels | 30k max (standard) 30k max (Flash) 15 seconds animation max |
| Pop-Up Windows | 300 X 250 pixels | 30k max (standard) 30k max (Flash) 15 seconds animation max |
| Button | 120 X 90 pixels | 15k max (standard) No rich media accepted. |
| Introductory Unit | 640 X 480 pixels | 50k max Flash of Animated Gif only. No expanding rich media |

Field & Stream Online Newsletter Banner Sponsorship

| CREATIVE SIZE: | MAXIMUM FILE SIZE/LOOPS: |
|------------------|---|
| 728 X 90 pixels | 30k max, Jpeg or Gif Only 15 seconds animation max |
| 300 X 250 pixels | 30k max, Jpeg or Gif Only 15 seconds animation max |

Field & Stream Online Newsletter Text Sponsorship

| | |
|---|---|
| TEXT SIZE: | 35 words plus advertiser click thru url. |
| Newsletters are sent out weekly to a database of 125,000 opt in subscribers. | |
| Newsletters are sent out weekly to a database of 125,000 opt in subscribers. Newsletter ads cannot be third party served. Only clickthru and image redirects accepted. No 1x1 tracking pixels accepted. | |

Dedicated e-mails

| APPROXIMATE CREATIVE SIZE: | MAXIMUM FILE SIZE: | MAXIMUM FILE SIZE/LOOPS: |
|---|--------------------|--|
| 600x800 pixels | 50k | See the following document for complete dedicated email specs. |
| Existing Suppression File from any previous dedicated e-mails. This file will be scrubbed against our database of names to ensure we do not send the e-mail to those who previously opted not to receive e-mails. Creative cannot be rich media nor third party served. | | |

GENERAL ADVERTISING GUIDELINES

- * 24/7 Real Media is used to serve all Bonnier Corp advertisements.
- * All ad units must launch a new browser window when clicked on.
- * Prior to submission, creatives should be tested for stability across all browser platforms.
- * Please adhere to the File Size Specs when submitting creative.
- * All creative is subject to approval by both the website and the Ad Production group.
- * No Cascading Style Sheets (CSS).
- * Clickthru and Alt Text: URL's must be submitted with all creative. Alt text is optional, and cannot exceed 30 characters.
- * Accepted File Formats: HTML, JavaScript, Macromedia Flash, Java, DHTML, GIF, JPG

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RICH MEDIA GUIDELINES

- * Rich Media ads must adhere to File Size Specs for pageloading. Creative can expand to a maximum of 100K subsequent to the initial page load.
- * Default creative (in GIF/JPEG format) must be submitted with all rich media files.
- * Do not use HTML, BODY, and HEAD tags within the code.
- * Images should be hosted locally whenever possible.
- * Nested tables are not recommended.
- * FORM tags should appear outside of TABLE tags.
- * Any interactivity, including expandable banners and streaming audio/video, should be user-initiated, with clearly recognizable on/off button.
- * Flash Ads
 - o Flash files served via 24/7 Real Media must be coded properly for proper click and impression tracking
 - o All Flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash
 - o A click through URL must be supplied
 - o We accept flash version 6-10
 - o Please follow click-through coding instructions: Flash Coding Instructions

THIRD-PARTY RICH MEDIA GUIDELINES

- * Pre-approved technologies/third-party servers: Eyeblander, Unicast, Pointroll, EyeReturn, Eyewonder.
- * Other Third Party Rich Media technologies are accepted on a case by case basis.
- * Rich media should be served by Java-Script third party tags instead of iFrames.
- * Ad production cannot guarantee that click through data will be tracked for all of the Rich media technologies that are third-party served.
- * All third-party tags should be submitted with clear instructions regarding the implementation of click-tracking redirects and cache busting information.
- * Max initial load file size should not exceed 30k.
- * Additional polite download should not exceed 80k.
- * Frame rate per second should not exceed 18fps.
- * Animation length should not exceed 15 seconds.

| Expanding Ads | |
|---|--------------------------|
| INITIAL DIMENSION | EXPANDABLE DIMENSION MAX |
| 728x90 | 728x270 |
| 300x250 | 550x250 |
| 160x600 | 480x600 |
| Mouse Over / Mouse Off | |
| <ul style="list-style-type: none"> * Ad should expand upon mouse over or click on expand button * Ad should retract upon mouse off or click a closed button * If the ad expands with user click, the panel still must retract when mouse is removed * Any sound should be user initiated by click, not mouse over | |

Approved Third Party Ad Servers

- * Atlas DMT
- * Bluestreak
- * Doubleclick
- * Mediaplex
- * Interpolis

Delivery Instructions

E-mail creative and urls to:
 Contact: Linda Gomez
linda.gomez@bonniercorp.com

Field & Stream Online complies with IAB Creative Unit Sizes. We reserve the right to reject any advertising materials we deem offensive or inappropriate.