

# FIELD & STREAM

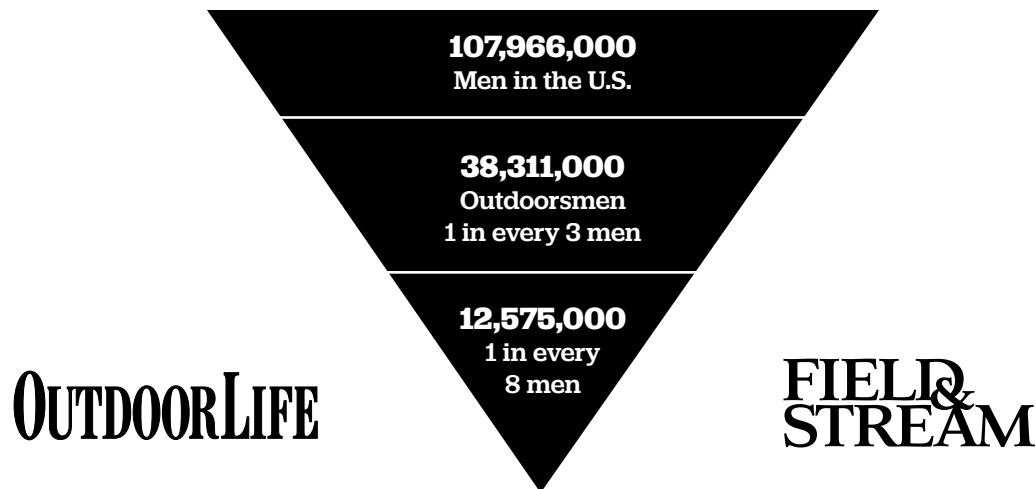


REACH | 2010

***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