

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.

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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 - Associate Publisher, Marketing and 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.

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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