

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