

# 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
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<b>2/Color</b>	\$40,600	\$33,800	\$25,500	\$18,800
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### CLOSING DATES

Issue	Ad Close	On Sale
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<b>May</b>	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