

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

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