

FIELD & STREAM



TURKEY HANDBOOK | 2010

TURKEY HANDBOOK -

TOP TURKEY HUNTING STATES AS WELL AS BY TURKEY POPULATION

Circulation: 350,000

This spring, as hundreds of thousands of *Field & Stream* readers prepare for the upcoming turkey season, they'll turn to our Turkey Handbook for the best advice on how to bag a gobbler. This special editorial package is bound into the regular edition of *Field & Stream* and circulated to subscribers in the top turkey hunting states.

Turkey Handbook will cover the latest in spring turkey hunting how-to, featuring cutting-edge tactics, expert advice, pro tips, and the hottest new gear, from calls and decoys to guns and loads. With superb photography and instructional art, this bonus section is custom-crafted for the serious turkey hunter.

RATES

	Full Page	2/3 Page	1/2 Page	1/3 Page
4/Color	\$32,800	\$27,200	\$20,600	\$15,300
2/Color	\$28,600	\$24,000	\$18,000	\$13,300
B/W	\$26,400	\$22,000	\$16,500	\$12,300

CLOSING DATES

Issue	Ad Close	On Sale
March	12/28/09	2/23/10
April	1/25/10	3/23/10

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 states for wild turkeys: MO, PA, AL, MS, WI, TN, GA, NY, OH