

FIELD & STREAM



SELECTS | 2010

In-depth coverage presented as a magazine-within-a-magazine bound into the pages of FIELD & STREAM.

SELECT EDITION

CIRC

ISSUES

Whitetail Handbook

790,000

Avid hunters and top hunting states

Close Dates

August: 5/25/10 | September: 6/24/10 | October: 7/26/10 |
November: 8/25/10

February	March	April	May	June	July	August	September	October	November	Dec '10/Jan '11
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Fishing Handbook

500,000

Avid fishermen and top fishing states

Close Dates

April: 1/25/10 | May: 2/22/10

February	March	April	May	June	July	August	September	October	November	Dec '10/Jan '11
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Turkey Handbook

350,000

Top states for harvesting wild turkeys as well as by turkey population

Close Dates

March: 12/28/09 | April: 1/25/10

February	March	April	May	June	July	August	September	October	November	Dec '10/Jan '11
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Waterfowl Handbook

350,000

Subscribers that purchased a waterfowl hunting license or waterfowl hunting equipment in the last 12 months

Close Dates

September: 6/24/10 | October: 7/26/10

February	March	April	May	June	July	August	September	October	November	Dec '10/Jan '11
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Bowhunting Handbook

225,000

Subscribers that purchased an archery hunting license or archery equipment in the last 12 months

Close Dates

August: 5/25/10 | September: 6/24/10 | October: 7/26/10

February	March	April	May	June	July	August	September	October	November	Dec '10/Jan '11
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Sportsman's Journal

150,000

Targeting households with income over \$100,000

Close Dates

March: 12/28/09 | May: 2/22/10 | August: 5/25/10 | October: 7/26/10

February	March	April	May	June	July	August	September	October	November	Dec '10/Jan '11
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SALES OFFICES: New York | 212.779.5486 • Chicago | 312.252.2847 • Detroit | 248.282.5544 • Los Angeles | 310.227.8947

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WHITETAIL HANDBOOK

CIRCULATION: 790,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
4/Color	\$73,400	\$61,300	\$46,000	\$33,900
2/Color	\$64,000	\$53,600	\$40,100	\$29,500
B & W	\$58,800	\$48,900	\$36,900	\$27,100

Circulation from a mix of top hunting states: TX, PA, MI, NY, WI, MN, OH, MO, GA, AL, AR, LA, TN, VA, NC, IN, KY, IL, MS, OK, OR, WV

FISHING HANDBOOK

CIRCULATION: 500,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
4/Color	\$46,400	\$38,800	\$29,100	\$21,500
2/Color	\$40,600	\$33,800	\$25,500	\$18,800
B & W	\$37,400	\$31,200	\$23,400	\$17,400

Circulation from a mix of top fishing states: CA, TX, FL, MN, NY, OH, IL, PA, MI, GA

TURKEY HANDBOOK

CIRCULATION: 350,000

	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

Circulation from a mix of top hunting states for turkey: MO, PA, AL, MS, WI, TN, GA, NY, OH

WATERFOWL HANDBOOK

CIRCULATION: 350,000

	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

Circulation from subscribers that purchased a waterfowl hunting license or waterfowl hunting equipment in the last 12 months

BOWHUNTING HANDBOOK

CIRCULATION: 225,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
4/Color	\$21,100	\$17,700	\$13,300	\$9,800
2/Color	\$18,600	\$15,500	\$11,600	\$8,800
B & W	\$17,100	\$14,400	\$10,800	\$8,000

Circulation from subscribers that purchased an archery hunting license or archery equipment in the last 12 months

SPORTSMAN'S JOURNAL

CIRCULATION: 150,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
4/Color	\$22,800	\$19,000	\$14,400	\$10,800
2/Color	\$20,000	\$16,700	\$12,500	\$9,300
B & W	\$18,300	\$15,300	\$11,400	\$8,500

Circulation from subscribers obtained from purchase data from shooting sport enthusiast retailers

All rates gross • Rates subject to change • Bleed: available on all ROB units one-third page or larger, add 10% to the gross rate.

SALES OFFICES: New York | 212.779.5486 • Chicago | 312.252.2847 • Detroit | 248.282.5544 • Los Angeles | 310.227.8947

FIELD & STREAM



WHITETAIL HANDBOOK | 2010

WHITETAIL HANDBOOK – AVID HUNTERS AND TOP HUNTING STATES

Circulation: 790,000

Field & Stream Whitetail Handbook is a special magazine-within-a-magazine bound into *Field & Stream* and sent to our readers in the top hunting states. Our editors create special in-depth coverage of the popular whitetail hunting tactics, guns & gear, maps, and sound expert advice in this editorial series, which prints four times a year.

RATES

	Full Page	2/3 Page	1/2 Page	1/3 Page
4/Color	\$73,400	\$61,300	\$46,000	\$33,900
2/Color	\$64,000	\$53,600	\$40,100	\$29,500
B & W	\$58,800	\$48,900	\$36,900	\$27,100

CLOSING DATES

Issue	Ad Close	On Sale
August	5/25/10	7/20/10
September	6/24/10	8/17/10
October	7/26/10	9/21/10
November	8/25/10	10/19/10

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 hunting states: TX, PA, MI, NY, WI, MN, OH, MO, GA, AL, AR, LA, TN, VA, NC, IN, KY, IL, MS, OK, OR, WV

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
4/Color	\$46,400	\$38,800	\$29,100	\$21,500
2/Color	\$40,600	\$33,800	\$25,500	\$18,800
B/W	\$37,400	\$31,200	\$23,400	\$17,400

CLOSING DATES

Issue	Ad Close	On Sale
April	1/25/10	3/23/10
May	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

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

FIELD & STREAM



WATERFOWL HANDBOOK | 2010

WATERFOWL HANDBOOK - WATERFOWL LICENSE AND EQUIPMENT PURCHASERS

Circulation: 350,000

Field & Stream Waterfowl Handbook is a special magazine-within-a-magazine bound into *Field & Stream* and sent to readers that purchased a waterfowl hunting license or waterfowl hunting equipment in the last 12 months. Our editors create a special in-depth package covering waterfowling strategies and hot-spots in this editorial series, which prints two times per year.

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
September	6/24/10	8/17/10
October	7/26/10	9/21/10

All rates gross

Rates subject to change

Bleed: Available on all ROB units one-third page or larger; add 10% to the gross rate.

FIELD & STREAM



BOWHUNTING HANDBOOK | 2010

BOWHUNTING HANDBOOK - ARCHERY LICENSE AND EQUIPMENT PURCHASERS

Circulation: 225,000

As the nation's four million bowhunters prepare to take the field next fall, *Field & Stream* will be there with the Bowhunting Handbook, a special editorial section bound into the regular August and September editions of *Field & Stream* and circulated to subscribers that purchased an archery hunting license or archery equipment in the last 12 months. Featuring the hottest new gear, the latest field tactics, top shooting techniques, tips from the pros, and instructional art and photos, Bowhunting Handbook is edited specifically for the hard-core archery hunter.

RATES

	Full Page	2/3 Page	1/2 Page	1/3 Page
4/Color	\$21,100	\$17,700	\$13,300	\$ 9,800
2/Color	\$18,600	\$15,500	\$11,600	\$ 8,800
B/W	\$17,100	\$14,400	\$10,800	\$ 8,000

CLOSING DATES

Issue	Ad Close	On Sale
August	5/25/10	7/20/10
September	6/24/10	8/17/10
October	7/26/10	9/21/10

All rates gross

Rates subject to change

Bleed: Available on all ROB units one-third page or larger; add 10% to the gross rate.

FIELD & STREAM



SPORTSMAN'S JOURNAL | 2010

SPORTSMAN'S JOURNAL - TARGETED TO HOUSEHOLDS WITH HHI \$100K+ NATIONWIDE

Circulation: 150,000

Field & Stream's Sportsman's Journal is a special editorial supplement that targets subscribers who have the means and the desire to live their sporting lives to the hilt. Featuring the great writing and photography that are the hallmarks of *Field & Stream*, the Sportsman's Journal focuses on lodges and outfitters, fine guns, food and drink, quality clothing, sporting art and literature, country property, and the best equipment available. In addition, the Sportsman's Journal is printed on the highest quality paper and features a clean, elegant, and sophisticated design.

RATES

	Full Page	2/3 Page	1/2 Page	1/3 Page
4/Color	\$22,800	\$19,000	\$14,400	\$10,800
2/Color	\$20,000	\$16,700	\$12,500	\$ 9,300
B/W	\$18,300	\$15,300	\$11,400	\$ 8,500

CLOSING DATES

Issue	Ad Close	On Sale
March	12/28/09	2/23/10
May	2/22/10	4/20/10
August	5/25/10	7/20/10
October	7/26/10	9/21/10

All rates gross

Rates subject to change

Bleed: Available on all ROB units one-third page or larger; add 10% to the gross rate.

FIELD & STREAM



HOMEOWNERS | 2010

HOMEOWNERS – IDENTIFIED HOMEOWNERS IN OUR DATABASE AND HIGH CONCENTRATION RESIDENTIAL AREAS NATIONWIDE

Circulation: 750,000

RATES

	Full Page
4/Color	\$80,100
2/Color	\$69,700
B/W	\$64,100

CLOSING DATES

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
June	3/25/10	5/18/10
July	4/26/10	6/22/10
September	6/24/10	8/17/10
October	7/26/10	9/21/10

THIS SELECT EDITION DOES NOT HAVE DEDICATED EDIT AND CAN ONLY RUN FULL PAGES

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

FIELD & STREAM



COASTAL STATES | 2010

COASTAL STATES -

STATES THAT BORDER AN OCEAN COAST AND SELECT INLAND LAKE AREAS

Circulation: 650,000

RATES

	Full Page
4/Color	\$71,200
2/Color	\$62,000
B/W	\$56,900

CLOSING DATES

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
June	3/25/10	5/18/10
July	4/26/10	6/22/10
September	6/24/10	8/17/10
October	7/26/10	9/21/10

THIS SELECT EDITION DOES NOT HAVE DEDICATED EDIT AND CAN ONLY RUN FULL PAGES

All rates gross

Rates subject to change

Bleed: add 10% to the gross rate.

Circulation from a Mix of Coastal States: AL, AK, CA, CT, DE, FL, GA, HI, IL, LA, ME, MD, MA, MI, MN, NH, NJ, NY, NC, OH, OR, PA, RI, SC, TX, VA, WA

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

THIS SELECT EDITION DOES NOT HAVE DEDICATED EDIT AND CAN ONLY RUN FULL PAGES

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