

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.