

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.