

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.