

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
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CLOSING DATES

Issue	Ad Close	On Sale
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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.

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