

OUTDOOR LIFE



MISSION STATEMENT | 2010

Outdoor Life: The Source For Hunting and Fishing Adventure.

Outdoor Life is the go-to magazine for sportsmen who want to improve their hunting and fishing skills. Lively service pieces loaded with tips and information provide readers with everything they need to know to be successful right now. And while reader service is key, every issue of *Outdoor Life* also explodes with adventure stories and true tales from the wild.

OUTDOOR LIFE



EDITOR PROFILES | 2010

TODD SMITH - Editor-in-Chief

Todd Smith joined *Outdoor Life* as Editor-in-Chief in 1996. Smith grew up in a hunting-and-fishing family, and has devoted the better part of his adult life to plying the world's game fields and streams to gather stories for publication. Before joining the *Outdoor Life* team, Smith had written hundreds of articles for various magazines and books. He spent 14 years with Petersen Publishing Company, where he served as editor of Petersen's *HUNTING* Magazine and as editorial director for the Outdoor Group. In addition to hunting and fishing, Smith is an avid backpacker and a survival expert and Boy Scout leader. In 1998, he received the Chairman's Award as "Editor of the Year" for Times Mirror Magazines. Smith holds a Bachelor of Arts degree in English from U.C.L.A. with a specialization in journalism.

JOHN SNOW - Executive/Shooting Editor

John Snow is *Outdoor Life*'s Executive Editor and Shooting Editor. He has been at the magazine since 2001, serving most recently as Executive Editor prior to assuming his new duties as the Shooting Editor as well. Since coming to *Outdoor Life*, Snow has overseen the magazine's comprehensive gear tests, launched the "Guns & Gear" and "Recreational Shooting" sections and written frequently on hunting and firearms. He also hosts "The Gun Shots" on outdoorlife.com, one of the most popular shooting-related blogs on the Internet. Snow is an avid big-game hunter and wingshooter, with worldwide hunting and shooting experience. Before coming to *Outdoor Life*, Snow was Editor-in-Chief of *Fishing & Hunting News* and spent several years working at newspapers, including *The New York Times*. Snow received his Master's Degree from the Medill School of Journalism at Northwestern University.

ANDREW MCKEAN - Hunting Editor

Andrew McKean is the Hunting Editor of *Outdoor Life*. McKean was raised on a Missouri farm, where he grew up hunting deer, turkeys, predators and upland birds. A former newspaper and magazine editor, McKean is the author of *Hunting the West* and has won numerous awards from the Washington, Montana and Western newspaper guilds for his writing. The former editor of *Rocky Mountain Fishing & Hunting News*, McKean was the Western Columnist for *Outdoor Life* and the Montana State President of the National Wild Turkey Federation. He is a hunter education and bowhunter education instructor and Cub Scout leader. In his career with Montana Fish, Wildlife & Parks, he was recognized with the Director's Award and took national honors from the Association for Conservation Information for magazine writing. He has hunted around the continent with a rifle, shotgun and bow for big game, birds, predators and small game.

GERRY BETHGE - Deputy Editor

Gerry Bethge is *Outdoor Life*'s Deputy Editor and Online Editor. He first joined the magazine as an Associate Editor in 1984, where, during his 14-year tenure, he served as Senior and Executive Editor, in addition to Editorial Director of the popular *Outdoor Life* Annuals program. Bethge later became Editor-in-Chief of Harris Publications' Outdoor Group until being named Executive Editor of Salt Water Sportsman magazine in 2006. While he was there, Salt Water Sportsman was nominated for a National Magazine Award for general excellence. He returned to *Outdoor Life* in 2008 and oversees the magazine's fishing coverage and the outdoorlife.com website. He holds both a Bachelor of Arts and a Master's of Arts Degree in Communications from Fordham University.

JOHN TARANTO - Gear Editor

John Taranto is *Outdoor Life*'s Gear Editor. Prior to joining the *Outdoor Life* staff full-time, in the summer of 2000, following his graduation from New York University, he served as the magazine's intern while studying journalism. A country boy at heart, Taranto grew up hunting deer and turkeys in Central New York with his father, brother, uncles and cousins, and fishing for northern pike, walleyes and smallmouths in northern Ontario, where his family owns summer camps. Long intrigued by the equipment employed by hunters and fishermen, Taranto now travels all over North America putting the newest hunting and fishing gear through its paces and reporting his findings in the pages of *Outdoor Life*.

OUTDOOR LIFE



BUSINESS PROFILES | 2010

ERIC ZINCZENKO - Group Publisher

Eric Zinczenko joined *Outdoor Life* as Group Publisher in January 2006. A lifelong outdoorsman, Zinczenko grew up hunting and fishing in Pennsylvania. As a publishing industry veteran, working for such titles as *The New Yorker*, *Bicycling*, *Outside* and *Backpacker*, it was Zinczenko's goal to one day become the publisher of *Outdoor Life*. Since joining *Outdoor Life*, Zinczenko and his team have outpaced the publishing industry in both revenue and ad pages, and have won numerous awards for his group's integrated programs and client-sponsored events. In 2008, at the age of 40, Zinczenko was inducted into MIN's Sales Executive of the Year Hall of Fame for his contributions and success in publishing. A graduate of Pennsylvania State University, with a B.A. in Economics, Zinczenko is an avid bowhunter and enjoys fishing for muskies.

JOHN GRANEY - Associate Publisher

John Graney is the Associate Publisher of *Field & Stream* and *Outdoor Life*. Graney's career in advertising began on the agency side, working at Young & Rubicam. His first move to print sales was going to work for Petersen Publishing's *Hot Rod* and *Car Craft* magazines. His next stop was at *Field & Stream* and *Outdoor Life* in 1997, as a sales representative in the Northeast territory. He was promoted to Eastern Sales Director in 1998. After working with the group for 3 years, he left to gain experience and work for Hearst Magazines' *Country Living* magazine, only to return to The Outdoor Group as National Advertising Director in June of 2006. He was then promoted to Associate Publisher in 2008. Graney is responsible for overseeing all sales across the group in print, online and events. Graney is an avid fisherman, golfer and bagpiper. He lives on Long Island with his wife and two daughters.

ELIZABETH BURNHAM - Director of Marketing & Online Services

Elizabeth Burnham Murphy is the Associate Publisher, Marketing and Online Services, of Bonnier's Outdoor Group. Murphy's career with the brands began 11 years ago, when she was brought on as the Online Editor, charged with launching the first edition websites for *Field & Stream* and *Outdoor Life*. With her unique understanding of the digital space and editorial and creative capabilities, she went on to hold positions as Online Producer and later Director of Online Services for the brands, defining and building the overall digital strategy for the magazines. In 2005, she was promoted to Director of Marketing and Online Services, overseeing all aspects of marketing, events and online sales for the brands. And in 2009, she was promoted to her current position. Murphy is an avid upland hunter and flyfisher, and spends many weekends in the field with her husband and two children.

OUTDOOR LIFE



EDITORIAL CALENDAR | 2010

February PREDATORS

- Predator 100 Club
- Predator II
- Gear:
 - Food Gear (Coolers, vacuum sealers, etc.)
 - Rolling Duffles
 - Folding Knife Test

Ad Close: 12/1/09
On Sale: 1/19/10

March SURVIVAL

- Colorado Grand Slam
- Survival
- Gear:
 - Turkey Vests
 - Waders
 - 2010 Fishing Tackle Test

Ad Close: 1/4/10
On Sale: 2/23/10

April DEER OF THE YEAR

- Deer of the Year
- Northwest Turkeys
- Ultimate Tackle Box
- Gear:
 - Beginner Fly Rods & Reels
 - Fishing Vests
 - Insect Control
 - Mouth Calls

Ad Close: 2/1/10
On Sale: 3/23/10

May 101 SKILLS

- 101 Tips
- Superbass/America's Fish
- Gear:
 - Tackle Management Systems
 - Bow Targets
 - Bow Test

Ad Close: 3/1/10
On Sale: 4/20/10

June/July BEST PLACES TO LIVE

- Best Places to Live
- Hunting Dog Celebration
- Montana Backcountry Elk/Mule Deer
- Montana Fishing Road Trip
- Adventure Story
- Gear:
 - Optics Test

Ad Close: 4/1/10
On Sale: 5/25/10

August GEAR/GUN TEST

- Budget Gear
- Gear:
 - Rifle and Shotgun Test

Ad Close: 6/1/10
On Sale: 7/20/10

September EXTREME HUNTS

- The Myth of Trophy Deer Management
- Dall Sheep
- Extreme Hunts
- Gear:
 - Boots/Socks
 - Camp Stoves/Water Purification
 - Youth Gear Round-Up
 - Bow Releases

Ad Close: 7/1/10
On Sale: 8/17/10

October OPENING DAY

- New Trophy Deer Zones
- Gear:
 - Crossbow Test
 - Upland Pants
 - Day Packs
 - Shooting Glasses, Hearing Protection

Ad Close: 8/2/10
On Sale: 9/21/10

November THE RUT

- Rut Feature
- Oregon Mule Deer
- Deer Photo Essay
- Gear:
 - Deer Hunting Apparel
 - Multi-Tools
 - Two-Way Radios
 - Outdoors Watches

Ad Close: 9/1/10
On Sale: 10/19/10

December/January '11 WINTER BUCKS

- Winter Bucks
- Mountain Goat
- Saskatchewan Deer
- Bahama Fishing
- Gear:
 - Holiday Gift Guide
 - Trucks & ATVs
 - Blind Bags/Waterfowl Jackets

Ad Close: 10/1/10
On Sale: 11/23/10

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AWARDS | 2010

GENERAL EXCELLENCE IN THE PUBLISHING INDUSTRY

- 2007 Eddie Award (Consumer/Enthusiast), presented by *Folio Magazine*
- 2005 Henry R. Luce Award (Special Interests), presented by Time Inc.
- 2005 Web Award for Outstanding Achievement in Website Development
- 2004 Eddie Award (Consumer/Enthusiast), presented by *Folio Magazine*
- Three Outdoor Writers Association of America Excellence in Craft Awards in 2004 and three in 2003, including:
 - Big-Game Hunting
 - Boating
 - Shooting Sports
 - Art/Photography
 - Technical Writing

OUTDOORLIFE

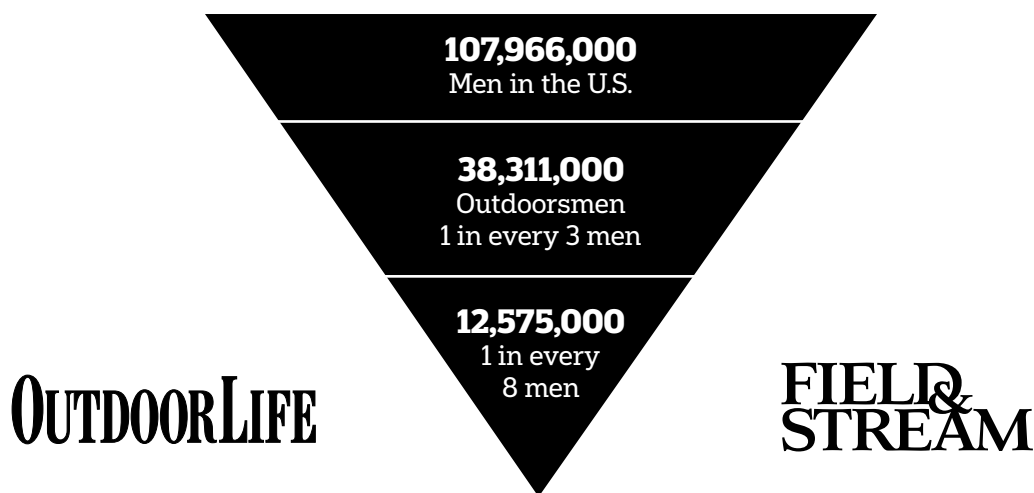


REACH | 2010

***Field & Stream* and *Outdoor Life* are the #1 and #2 most recognized brands in the outdoors**

***Outdoor Life* and *Field & Stream* reach 1 in every 8 men in the U.S.**

Source: Taylor Nelson Sofres



- **Today's hunters and anglers represent nearly one-third of the nation's potential voters.**
- **Today's sportsmen pour \$76 billion into the economy annually.**
- **Today's sportsmen could fill every NASCAR track 13 times over.**

Source: 2009 MRI Doublebase, 2007 Congressional Sportsmen Study

OUTDOOR LIFE



AUDIENCE | 2010

ACTIVE, ENGAGED AND INFLUENTIAL READERS

Our readers spend an average of 36 days annually engaged in their sports:

- 15 days fishing (freshwater) in the past 12 months
- 21 days hunting in the past 12 months

66% have given advice to an average of 3.2 people on fishing (freshwater) equipment.

86% have given advice to an average of 4.5 people on hunting equipment.

They spent \$431M on hunting and fishing equipment in the past 12 months.

Sources: MRI Doublebase 2009; Subscriber Study 2009

READERSHIP

Mean time spent with magazine: 96 min.

Read 3 out of 4 issues: 96%

Source: Subscriber Study 2009

CIRCULATION

2010 Rate Base	750,000
Paid	100%
% Subscription copies	96%
% Newsstand copies	4%
County Coverage:	
A	19%
B	28%
C	21%
D	32%

Source: ABC, June 2009

DEMOGRAPHICS

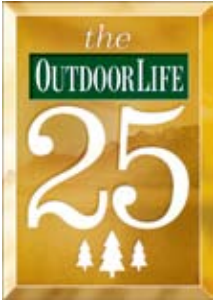
Total Adults:	5,578,000
Median Age:	44
Att/Graduated College:	48%
Employed:	71%
Served in Armed Forces:	32%
With Kids:	44%
Median HHI:	\$58,715
Total Men:	4,596,000
Male:	82%
Men 18-24:	10%
Men 25-34:	15%
Men 35-44:	18%
Men 45-54:	19%
Men 55-64:	13%
Men 65+:	9%

Source: MRI Doublebase 2009, Subscriber Study 2006

OUTDOOR LIFE



MARKETING PROGRAMS | 2010



OUTDOOR LIFE 25

A few years ago, *Outdoor Life* began to research how we might honor those individuals who have done so much to move hunting and fishing forward. We envisioned an annual program that would reach across the full spectrum of our sports, recognizing not only those in the public sector, but also people at the grassroots level, whose efforts, while no less worthy, rarely catch the eye of mainstream media. In 2010, for the fourth consecutive year, *Outdoor Life* will continue to publicly identify the Innovators, Leaders, Unsung Heroes and Conservationists who have had an impact on our sports, and bring their stories to the forefront for their fellow sportsmen to recognize. The marketing program is inclusive of in-book promotional ads and an online microsite inclusive of photo galleries, reader forums and an online voting tool for the Reader's Choice selection. Sponsors can increase visibility via special in-book print units such as a gatefold. In addition to the program's media components, a reception is held at the industry's annual trade show, SHOT Show, to honor the selected individuals. The reception is an opportunity for sponsors to display product on-site and/or have a sponsor spokesperson speak during the event. Finally, a sweepstakes can be developed to give away sponsor product and/or send two people to the awards reception. Sponsors logos are included on all elements.



SAVE-A-STREAM

For the third year, *Outdoor Life* is taking on the fight to rehabilitate America's waterways. Working in partnership with the Country Music Association, *Outdoor Life's* Project Save-a-Stream has launched a nationwide campaign and contest to clean up our waterways, from streams and rivers to lakes and marshland.

The marketing program elements include: in-book promotional ads, an editorial feature in the December/January issue, an online microsite allowing prospects to enter a project to be supported, as well as view videos, photos/essays, etc. The keystone of the program is a live event at the CMA Music Festival in June, where country musicians have been paired with outdoor pros to engage in a friendly competition of casting, a decoy toss and wild game calling, all in an effort to promote the Save-a-Stream project. Sponsor's logos are included on all elements.



GRAND SLAM

The *Outdoor Life* Grand Slam program engages readers in a number of ways—from entering the contest to win a hunt to reading the account of the hunt that appears in-book. Additionally, the program allows sponsors the opportunity to directly engage consumers with their products.

The first Grand Slam took place in the fall of 2007 in which a contestant successfully harvested a mule deer, elk, pronghorn and grouse in a week-long span. The second Grand Slam challenged the winner to complete a Turkey Slam in Florida and Oklahoma over a 10-day period. The most recent Grand Slams occurred in Alaska, Africa, Colorado and Montana.

Via the Call-for-Entries announcement, readers are asked to submit an essay explaining why they are qualified and interested in participating in a multi-species hunt, as well as detail their past hunting experiences. Thousands of entries were received for each past Slam.

Marketing program elements include: an advertorial announcing a Call for Entries, as well as sponsor product inclusion; upon completion of the Slam, an editorial feature; an online micro-site soliciting entries, as well as video and photo galleries of the Slams. Sponsors' logos are included on all elements.

OUTDOOR LIFE



EDITORIAL FRANCHISES | 2010



EDITOR'S CHOICE/GREAT BUY AWARDS

Outdoor Life is renowned for its unbiased, field-tested reviews of new gear for sportsmen, from shotguns and rifles to tents and sleeping bags. *Outdoor Life's* unique test methodology utilizes panels of experts to test and rate an array of new products. The Editor's Choice awards are given to those products that score the highest overall in their category. The Great Buy awards go to those products that represent the best value for the price. *Outdoor Life* readers have come to view these awards as the most reliable, objective guides for purchasing gear that they can find anywhere.



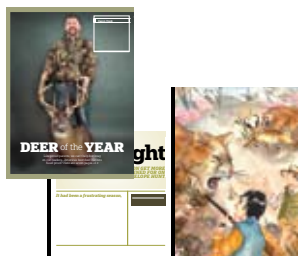
THIS HAPPENED TO ME

Since its debut in 1940, This Happened to Me has consistently been one of the most popular features in *Outdoor Life*. Based on true-life stories submitted by readers, THTM delivers action and adventure in a highly stylized, comic-strip format. It's the first page many readers turn to, issue after issue, and a true *Outdoor Life* signature piece.



SELECTS

In-depth coverage of specific topics presented as a magazine-within-a-magazine bound into the pages of *Outdoor Life*. Selects run in issues as appropriate to their topic. Eight editions are published throughout the year. Topics include: Hunter's, Fishing, Turkey, Waterfowl, Bowhunting, Recreational Shooting, Camping, Sporting Life (upscale edition). Circulation of the selects vary between 100,000 and 600,000.



CONTESTS

Four annual contests draw readers into the magazine for recognition and prizes. Deer of the Year presents the best reader photos of deer they took that season, along with a story about each hunt. Similarly, Fish of the Year presents the best of our reader's catch shots. *Outdoor Life's* Photo Contest publishes the best reader photos submitted in five categories and gives a cash prize for overall Best Photo. And *Outdoor Life's* Adventure Essay Contest invites readers to write about their most exciting outdoors adventure. The winner's story is published and the winner receives a cash prize.

OUTDOOR LIFE



PARTNERSHIPS | 2010



OUTDOOR LIFE



CIRCULATION | 2010

DATABASE MARKETING

Our subscriber database includes hundreds of geographic, demographic and affinity criteria to create targeted in-magazine or direct marketing programs.

PARTNERSHIP MARKETING

Our consumer marketing team can create customized subscription programs at retail, on pack, on the web or elsewhere to meet your specific marketing needs.

ACTIVISION®



reserve 
america™

OUTDOOR LIFE



TV/VIDEO | 2010

OUTDOOR LIFE Grand Slam Adventures



GRAND SLAM ADVENTURES

Outdoor Life's Grand Slam Adventures is a series of contests where lucky winners are selected to go on the hunt of a lifetime with *Outdoor Life* editors. The micro-site includes a photo gallery as well as webisodes from footage taken during the hunt.



LIVE HUNT WITH MARK SEACAT

Outdoor Life has partnered with Mark Seacat to bring to life a full-season live hunt diary online. The diary is hosted at outdoorlife.com and includes video updates each week from his hunts, weekly blog posts, and photo galleries.

OUTDOOR LIFE



NATIONAL RATES | 2010

\$ GROSS OPEN RATES PER PAGE

Rate Base: 750,000

Effective January 1, 2010

4/Color **1x**

Full Page	\$67,000
2/3 Page	55,900
1/2 Page	43,600
1/3 Page	30,100

Black & White

Full Page	\$53,800
2/3 Page	44,800
1/2 Page	34,900
1/3 Page	25,200

2/Color

Full Page	\$58,500
2/3 Page	48,700
1/2 Page	38,000
1/3 Page	26,300

Covers

Cover 2	\$77,000
Cover 3	73,600
Cover 4	87,200

Bleed:

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

No charge for gutter bleed on two facing pages.

All Rates Gross. Rates Subject To Change.

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

OUTDOOR LIFE



CUSTOM REGIONAL | 2010

FULL PAGE UNITS ONLY

CUSTOM REGIONALS

		B&W	2 COLOR	4 COLOR
Minimum Circulation: 335,000	CPM:	\$85.62	\$93.11	\$107.02
PRODUCTION CHARGE	NET:	\$1,600	\$1,900	\$2,300

COPY SPLIT CHARGES

Apply to all space units per page, per split, per magazine. For more than 5 copy changes, the per split charge is higher.

		B&W	2 COLOR	4 COLOR
BY STATE	NET:	\$1,600	\$1,900	\$2,300
RANDOM A/B SPLIT	NET:	\$1,600	\$1,900	\$2,300
PERFECT A/B SPLIT	NET:	\$8,700	\$9,000	\$9,500

Custom Regionals and copy splits by DMA are available on a limited basis only.

Please consult Publisher. Requests should be made by sectional center (first three digits of the zip code) as well as by city.

Bleed: Available on all ROB units; add 10% to the gross rate.

All space rates gross / production costs net
Rates subject to change

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

OUTDOOR LIFE



CIRCULATION BY STATE | 2010

<u>STATE</u>	<u>CIRC</u>	<u>STATE</u>	<u>CIRC</u>
Alabama	11,900	Nebraska	9,200
Alaska	3,200	Nevada	4,600
Arizona	9,200	New Hampshire	4,100
Arkansas	11,700	New Jersey	9,400
California	37,900	New Mexico	4,400
Colorado	15,300	New York	33,200
Connecticut	5,300	North Carolina	19,000
Delaware	1,600	North Dakota	5,500
Florida	18,900	Ohio	29,300
Georgia	16,200	Oklahoma	12,000
Hawaii	800	Oregon	12,800
Idaho	8,300	Pennsylvania	49,700
Illinois	24,500	Rhode Island	1,100
Indiana	17,600	South Carolina	9,200
Iowa	15,600	South Dakota	6,200
Kansas	12,100	Tennessee	17,000
Kentucky	14,500	Texas	34,600
Louisiana	9,500	Utah	8,000
Maine	6,400	Vermont	4,200
Maryland & D.C.	9,500	Virginia	16,900
Massachusetts	8,200	Washington	17,500
Michigan	35,500	West Virginia	9,300
Minnesota	28,300	Wisconsin	33,500
Mississippi	9,000	Wyoming	4,100
Missouri	25,400	Canada	5,000
Montana	8,700	Other	1,500

Circulation without newsstand: 726,200

Newsstand: 23,800

Circulation with newsstand: 750,000

Note: Allow a 5%-10% margin in the circulation of regional editions.

Circulation based on June 2009 Publisher's Statement

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

OUTDOOR LIFE



SELECTS | 2010

In-depth coverage presented as a magazine-within-a-magazine bound into the pages of OUTDOOR LIFE.

SELECT EDITION

CIRC

ISSUES

Hunter's Bonus

Avid hunters and top hunting states

Close Dates

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

600,000

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

Avid fishermen and top fishing states

Close Dates

March: 12/28/09 | April: 1/25/10 | May: 2/22/10

600,000

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

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

Close Dates

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

300,000

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

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

300,000

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

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

200,000

February	March	April	May	June/July	August	September	October	November	Dec '10/Jan '11
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Recreational Shooting Bonus

Subscribers obtained from purchase data from shooting sport enthusiast retailers

Close Dates

June/July: 3/25/10 | Dec '10/Jan '11: 9/24/10

200,000

February	March	April	May	June/July	August	September	October	November	Dec '10/Jan '11
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Camping: Extreme Adventures Bonus

200,000

Subscribers who are avid campers and have reserved a campsite in the past 12 months

Close Dates

May: 2/22/10 | June/July: 3/25/10

February	March	April	May	June/July	August	September	October	November	Dec '10/Jan '11
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The Sporting Life

Targeting households with income over \$100,000

Close Dates

June/July: 3/25/10 | October: 7/26/10 | Dec '10/Jan '11: 9/24/10

100,000

February	March	April	May	June/July	August	September	October	November	Dec '10/Jan '11
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HUNTER'S BONUS

CIRCULATION: 600,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
4/Color	\$52,800	\$44,000	\$33,200	\$24,400
2/Color	\$45,900	\$38,400	\$28,700	\$21,400
B & W	\$42,400	\$35,300	\$26,800	\$19,700

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, CA, IL, MS, OK, OR, WV, SC, WA, IA, FL, KS, UT, MT, CO, ID

FISHING BONUS

CIRCULATION: 600,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
4/Color	\$52,800	\$44,000	\$33,200	\$24,400
2/Color	\$45,900	\$38,400	\$28,700	\$21,400
B & W	\$42,400	\$35,300	\$26,800	\$19,700

Circulation from a mix of top fishing states: CA, TX, FL, MN, NY, OH, IL, PA, MI, GA, MO, WI, NC, WA, IN, VA, LA, TN, OK, AL, KY, SC, CO, AR, NJ, OR, IA, MD, MS, MA

TURKEY BONUS

CIRCULATION: 300,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
4/Color	\$26,600	\$22,100	\$16,700	\$12,400
2/Color	\$23,100	\$19,300	\$14,600	\$10,700
B & W	\$21,400	\$17,900	\$13,400	\$10,000

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

WATERFOWL BONUS

CIRCULATION: 300,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
4/Color	\$26,600	\$22,100	\$16,700	\$12,400
2/Color	\$23,100	\$19,300	\$14,600	\$10,700
B & W	\$21,400	\$17,900	\$13,400	\$10,000

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

BOWHUNTING BONUS

CIRCULATION: 200,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
4/Color	\$17,900	\$14,900	\$11,300	\$ 8,400
2/Color	\$15,500	\$13,100	\$ 9,900	\$ 7,300
B & W	\$14,300	\$12,000	\$ 9,100	\$ 6,800

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

RECREATIONAL SHOOTING

CIRCULATION: 200,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
4/Color	\$17,900	\$14,900	\$11,300	\$ 8,400
2/Color	\$15,500	\$13,100	\$ 9,900	\$ 7,300
B & W	\$14,300	\$12,000	\$ 9,100	\$ 6,800

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

CAMPING: EXTREME ADVENTURES BONUS

CIRCULATION: 200,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
4/Color	\$17,900	\$14,900	\$11,300	\$ 8,400
2/Color	\$15,500	\$13,100	\$ 9,900	\$ 7,300
B & W	\$14,300	\$12,000	\$ 9,100	\$ 6,800

Circulation from subscribers who have reserved a campsite through Reserve America in the past 12 months

THE SPORTING LIFE

CIRCULATION: 100,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
4/Color	\$16,500	\$13,700	\$10,300	\$ 7,700
2/Color	\$14,500	\$12,000	\$ 9,100	\$ 6,800
B & W	\$13,100	\$11,200	\$ 8,400	\$ 6,300

Targeted to households with HHI of \$100K+ nationwide

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

OUTDOOR LIFE



HUNTER'S BONUS | 2010

HUNTER'S BONUS – AVID HUNTERS AND TOP HUNTING STATES

Circulation: 600,000

Outdoor Life's Hunting Bonus is a special editorial section bound into the regular edition of *Outdoor Life* and circulated only to subscribers in the top hunting states. Dedicated to the hard-core sportsman with in-depth articles on advanced hunting tactics, Hunting Bonus covers how-to and guns-and-gear information for rifle, muzzleloader and shotgun enthusiasts. Big-game, waterfowl, predator, upland-bird and small-game hunting are covered in this fast-paced section along with the latest gear innovations.

RATES

	Full Page	2/3 Page	1/2 Page	1/3 Page
4/Color	\$52,800	\$44,000	\$33,200	\$24,400
2/Color	\$45,900	\$38,400	\$28,700	\$21,400
B/W	\$42,400	\$35,300	\$26,800	\$19,700

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, CA, IL, MS, OK, OR, WV, SC, WA, IA, FL, KS, UT, MT, CO, ID

OUTDOOR LIFE



FISHING BONUS | 2010

FISHING BONUS – AVID FISHERMAN AND TOP FISHING STATES

Circulation: 600,000

Outdoor Life's Fishing Bonus is a special editorial section bound into the regular edition of *Outdoor Life* and circulated only to subscribers in the top fishing states. Geared toward the hard-core angler with articles that discuss technical topics in depth, Fishing Bonus covers a wide variety of species and how-to situations. Cutting-edge tactics and the latest developments in fishing techniques and tackle for bass, walleyes, catfish and other popular species are featured in this fast-paced section.

RATES

	Full Page	2/3 Page	1/2 Page	1/3 Page
4/Color	\$52,800	\$44,000	\$33,200	\$24,400
2/Color	\$45,900	\$38,400	\$28,700	\$21,400
B/W	\$42,400	\$35,300	\$26,800	\$19,700

CLOSING DATES

Issue	Ad Close	On Sale
March	12/29/09	2/23/10
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, MO, WI, NC, WA, IN, VA, LA, TN, OK, AL, KY, SC, CO, AR, NJ, OR, IA, MD, MS, MA

OUTDOOR LIFE



TURKEY BONUS | 2010

TURKEY BONUS –

TOP STATES FOR HARVESTING WILD TURKEYS AS WELL AS BY TURKEY POPULATION

Circulation: 300,000

Outdoor Life readers are hard-core turkey-hunting fanatics. To provide these readers with even more of the entertaining, informative articles they like best, *Outdoor Life's* Turkey Bonus will be circulated to subscribers in the top turkeyhunting states. This special editorial section will cover everything from the latest tips, tactics and calling techniques to guns, loads, new calls and equipment. Emphasis in our March and April issues will center on spring turkey-hunting tips supported by information-packed sidebars, photos and field diagrams.

RATES

	Full Page	2/3 Page	1/2 Page	1/3 Page
4/Color	\$26,600	\$22,100	\$16,700	\$12,400
2/Color	\$23,100	\$19,300	\$14,600	\$10,700
B/W	\$21,400	\$17,900	\$13,400	\$10,000

CLOSING DATES

Issue	Ad Close	On Sale
March	12/29/09	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 turkey: MO, PA, AL, MS, WI, TN, GA, NY, OH, KY, TX, IA, VA, AR

OUTDOOR LIFE



WATERFOWL BONUS | 2010

WATERFOWL BONUS – WATERFOWL LICENSE AND EQUIPMENT PURCHASERS

Circulation: 300,000

Outdoor Life reaches thousands of hard-core waterfowl hunters each and every issue. To provide even more service to duck and goose hunters, Outdoor Life's Waterfowl Bonus will be circulated to subscribers that purchased a waterfowl hunting license or waterfowl hunting equipment in the last 12 months. This special editorial section will cover everything from the latest tips, tactics and techniques for hunters to the most authoritative information on guns, loads, camouflage, decoys, calls and equipment. Informative sidebars, diagrams of decoy setups and hands-on advice from top writers in the field will provide readers with everything they need to know to make this their most successful waterfowl season ever.

RATES

	Full Page	2/3 Page	1/2 Page	1/3 Page
4/Color	\$26,600	\$22,100	\$16,700	\$12,400
2/Color	\$23,100	\$19,300	\$14,600	\$10,700
B/W	\$21,400	\$17,900	\$13,400	\$10,000

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.

OUTDOOR LIFE



BOWHUNTING BONUS | 2010

BOWHUNTING BONUS - ARCHERY LICENSE AND EQUIPMENT PURCHASERS

Circulation: 200,000

Outdoor Life's Bowhunter's Bonus is a special editorial section bound into the regular edition of *Outdoor Life* and circulated to subscribers that purchased an archery hunting license or archery equipment in the last 12 months. Because our readers are gear-savvy sportsmen hungry for hot, new gadgets and cutting-edge advice, the June/July Bowhunter's Bonus will feature a comprehensive selection of gear for today's bowhunters. August and September Bonus will feature an array of topics, ranging from technical shooting instruction from the pros to the latest insight on hunting strategies and new gear. This section is jam-packed with information.

RATES

	Full Page	2/3 Page	1/2 Page	1/3 Page
4/Color	\$17,900	\$14,900	\$11,300	\$8,400
2/Color	\$15,500	\$13,100	\$9,900	\$7,300
B/W	\$14,300	\$12,000	\$9,100	\$6,800

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.

OUTDOOR LIFE



REC. SHOOTING BONUS | 2010

RECREATIONAL SHOOTING BONUS -

PURCHASED EQUIPMENT FROM SHOOTING SPORT ENTHUSIAST RETAILERS

Circulation: 200,000

Outdoor Life's Recreational Shooting Bonus is a special editorial section bound into the regular edition of *Outdoor Life* and circulated to subscribers who have participated in competitive shooting or who have purchased products related to competitive shooting in the last 12 months. The section will cover the gamut of competitive shooting games as well as provide editorial designed to improve the skills of these serious shooters. Three-gun matches, sporting clays, Bullseye pistol, cowboy action, practical pistol, long-range shooting—the gear, tactics and winning strategies for all these disciplines will be part of the editorial mix. If it involves having fun while sending copious amounts of lead downrange, it will have a home in the Recreational Shooting Bonus.

RATES

	Full Page	2/3 Page	1/2 Page	1/3 Page
4/Color	\$17,900	\$14,900	\$11,300	\$8,400
2/Color	\$15,500	\$13,100	\$9,900	\$7,300
B/W	\$14,300	\$12,000	\$9,100	\$6,800

CLOSING DATES

Issue	Ad Close	On Sale
June/July	3/25/10	5/25/10
Dec/Jan	9/24/10	11/23/10

All rates gross

Rates subject to change

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

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

OUTDOOR LIFE



CAMPING: EXTREME ADVENTURES | 2010

CAMPING: EXTREME ADVENTURES BONUS – *RESERVED CAMPSITE SPACE AND PURCHASED CAMPING EQUIPMENT*

Circulation: 200,000

Outdoor Life's Outdoor Life's new Camping Bonus is designed to reach 200,000 hardcore outdoorsmen whose passion for fishing and hunting takes them miles into the backcountry every season. Editorial will center on three themes:

- The best backcountry destinations
- Lightweight camping gear
- Survival skills

Designed as a “magazine within a magazine,” Outdoor Life's new Camping Bonus will provide everything readers need to plan a great backcountry adventure of their own.

RATES

	Full Page	2/3 Page	1/2 Page	1/3 Page
4/Color	\$17,900	\$14,900	\$11,300	\$8,400
2/Color	\$15,500	\$13,100	\$9,900	\$7,300
B/W	\$14,300	\$12,000	\$9,100	\$6,800

CLOSING DATES

Issue	Ad Close	On Sale
May	2/22/10	4/20/10
June/July	3/25/10	5/25/10

All rates gross

Rates subject to change

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

OUTDOOR LIFE



THE SPORTING LIFE | 2010

THE SPORTING LIFE -

TARGETED TO HOUSEHOLDS WITH HHI \$100K+ NATIONWIDE

Circulation: 100,000

Outdoor Life's Sporting Life is a special editorial section bound into the regular edition of Outdoor Life and targeted to subscribers with a household income over \$100,000. The Sporting Life's sophisticated editorial is focused on areas of particular interest to the upscale outdoorsman including fine guns, travel, essentials, skills, and collectibles.

RATES

	Full Page	2/3 Page	1/2 Page	1/3 Page
4/Color	\$16,500	\$13,700	\$10,300	\$7,700
2/Color	\$14,500	\$12,000	\$9,100	\$6,800
B/W	\$13,100	\$11,200	\$8,400	\$6,300

CLOSING DATES

Issue	Ad Close	On Sale
June/July	3/25/10	5/25/10
October	7/26/10	9/21/10
Dec/Jan	9/24/10	11/23/10

All rates gross

Rates subject to change

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

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

OUTDOOR LIFE



HOMEOWNER'S BONUS | 2010

HOMEOWNER'S BONUS - IDENTIFIED HOMEOWNERS IN OUR DATABASE AND HIGH CONCENTRATION RESIDENTIAL AREAS NATIONWIDE

Circulation: 500,000

RATES

	Full Page
4/Color	\$50,700
2/Color	\$44,000
B/W	\$40,400

CLOSING DATES

Issue	Ad Close	On Sale
February	11/24/09	1/19/10
March	12/28/09	2/23/10
April	1/25/10	3/23/10
May	2/22/10	4/20/10
June/July	3/25/10	5/26/10
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: Available on all ROB units one-third page or larger; add 10% to the gross rate.

OUTDOOR LIFE



COASTAL STATES | 2010

COASTAL STATES –

STATES THAT BORDER AN OCEAN COAST AND SELECT INLAND LAKE AREAS

Circulation: 325,000

RATES

	Full Page
4/Color	\$35,300
2/Color	\$31,800
B/W	\$28,200

CLOSING DATES

Issue	Ad Close	On Sale
February	11/24/09	1/19/10
March	12/28/09	2/23/10
April	1/25/10	3/23/10
May	2/22/10	4/20/10
June/July	3/25/10	5/26/10
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: Available on all ROB units one-third page or larger; add 10% to the gross rate.

OUTDOORLIFE



CLOSING DATES | 2010

CIRCULATION: 750,000

Issue	National Ad Close	Regional/Selects Ad Close	On Sale Date
February	12/01/09	11/24/09	1/19/10
March	1/04/10	12/28/09	2/23/10
April	2/01/10	1/25/10	3/23/10
May	3/01/10	2/22/10	4/20/10
June/July	4/01/10	3/25/10	5/25/10
August	6/01/10	8/02/10	7/20/10
September	7/01/10	6/24/10	8/17/10
October	8/02/10	7/26/10	9/21/10
November	9/01/10	8/25/10	10/19/10
December '10/January '11	10/01/10	9/24/10	11/23/10

OUTDOOR LIFE



SUPPLIED INSERTS | 2010

Shipping Address:	Outdoor Life Magazine Quad Graphics 56 Duplainville Rd. Saratoga Springs, NY 12866 Attn: Denise D'Angelo (518) 581-4346	Send a sample or blueline that includes the publication title before printing to: Stefanie La Bella, Associate Production Director Outdoor Life Magazine 2 Park Avenue, 10th Floor, New York, NY 10016
Identification:	Each skid should be clearly marked with the following identification: <ul style="list-style-type: none">• Publication name• Date of issue• Skid Count (key number and quantity on each carton if cartons are used)• Load Weight-gross• Load Tare• Outdoor Life Job #• Load Weight-net Contact the production department to obtain the correct job #. A sample of the card or insert should be affixed to four sides of each skid for identification of skid contents.	
Skid/Pallet Size:	Material-handling equipment at the plant can handle all standard size skids and pallets.	
Insert Size:	Trim Size: 7-7/8" x 10-1/2" Trims: Top: 1/8" or balance Foot: 1/8"	Preferable Bleed size: 8-1/8" x 10-3/4" Outside: 1/8" or balance Spine: 1/8"
Card Size:	Minimum: 6" x 4" (BRC) Maximum (Inserts): 8-1/8" x 10-3/4" (bleed size) All live matter should be kept 1/4" away from all trimmed edges of the insert or card when it is bound into the magazine. Vertical perforations should be a minimum of 1/2" away from backbone skive.	
Porosity:	Gurley. 100cc's of air in 25 seconds.	
Card Thickness:	At least .007, but not more than .0085 (US Post Office Requirements) (Please check PO)	
Card Paper:	75# basis weight and free of groundwood except when coated to resist an applied bending force (US Post Office Requirements) (Please check PO)	
Binding Method:	Perfect, with all products jogging to the foot.	
Delivery Times:	Delivery of cards to the plant can be made between 7am and 7pm Monday through Friday. Any special arrangements for delivery outside of the above times must be made through the Production Department. All shipments must be "prepaid". "Collect" shipments will be rejected at the receiving dock. You must call (414) 566-2100 with shipping information, publication title, issue date and job # for delivery appointment.	
Quantity:	Please contact Stefanie La Bella (212) 779-5139, Stefanie.LaBella@bonniercorp.com or Barbara Taffuri (212) 779-5136, Barbara.Taffuri@bonniercorp.com	

OUTDOOR LIFE



PRODUCTION SPECS | 2010

Outdoor Life utilizes a digital workflow and requires that all ad materials be submitted in a digital format. Supplied materials that do not comply with the following specifications will be rejected, or corrected and the advertiser billed for the required production.

Upload files to our AD PORTAL by going to
<http://adportal.bonniercorp.com/>

SEND ALL ADVERTISING MATERIALS TO:

Bonnier Corporation
Attn: Pre-Press, Outdoor Life
460 N. Orlando Ave. Suite 200
Winter Park, FL 32789
(When shipping ad materials, make sure to identify the magazine issue in which the ad is scheduled to run.)

AD DIMENSIONS

Printing: Web offset, perfect bound.

Trim Size: 7 ⁷/₈" X 10 ¹/₂"

Please allow ¹/₄" safety for live matter from TRIM on all sides.

For spreads, allow ¹/₄" safety on each side from the gutter.

Ad Page Dimensions	Non-Bleed	Bleed
Full Page	7" x 10"	8 ¹ / ₈ " x 10 ³ / ₄ "
² / ₃ Page	4 ⁵ / ₈ " x 10"	5 ¹ / ₈ " x 10 ³ / ₄ "
¹ / ₂ Digest	4 ⁵ / ₈ " x 7 ¹ / ₂ "	5 ¹ / ₈ " x 8"
¹ / ₂ Horizontal	7" x 5"	8 ¹ / ₈ " x 5 ¹ / ₄ "
¹ / ₃ Vertical	2 ¹ / ₄ " x 10"	2 ³ / ₄ " x 10 ³ / ₄ "
¹ / ₃ Square	4 ⁵ / ₈ " x 5"	5 ¹ / ₈ " x 5 ¹ / ₄ "
¹ / ₂ Horizontal Spread	15" x 5"	16" x 5 ¹ / ₄ "
Two Page Spread	14" x 10"	16" x 10 ³ / ₄ "
Two Page Gutter Spread	-----	15" x 10"

AD SPECIFICATIONS

All ads must be created to exact size specifications or will incur charges for re-sizing. If you are submitting a bleed ad, please verify the live bleed image extends .125" past the trim line. All live matter should be within .25" of trim dimensions. Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

REQUIRED FORMAT

PDF/X-1a format is the preferred file format for submission. When preparing PDF/X-1a files, careful attention must be paid to ensure they are properly created and will reproduce correctly. For more information, Please see adobe.com/products/acrobat/pdfs/pdfx.pdf for guidelines and instructions.

Other file formats such as InDesign and Quark Express native files with associated fonts and graphics will be accepted during the transition to PDF/X-1a as the required format until June 1, 2009. After that date, additional production charges may apply to convert to PDF/X-1a. To ensure you have all the necessary files, including fonts, use the InDesign "Package" feature or Quark's "Collect For Output". These files must be compressed into either Zip or Stuffit archives. Required hi-res file types for upload: .pdf, .zip, .sit, .sitx

PROOFS

All advertisers MUST submit a contract-level digital proof at 100% that conforms to SWOP standards including a color bar for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs are Fuji Pictro, Fuji Final Proof, Epson Contract Proof, Kodak Approval, IRIS, Digital Match Print, Progressive Press Proof. Proofs are required regardless of delivery mode. If contract proof is not supplied, we will generate an Epson proof, additional charges may apply.

The publisher and printer will not accept responsibility when contract proofs are not submitted.

OUTDOOR LIFE



TERMS & CONDITIONS | 2010

The following are certain general terms and conditions governing advertising published in OUTDOOR LIFE MAGAZINE (the "Magazine") published by Bonnier Active Media (the "Publisher").

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
2. The Magazine is a member of the Audit Bureau of Circulations (ABC). Total audited circulation is reported on an issue-by-issue basis in Publisher's statements audited by the ABC. Total audited circulation for the Magazine comprises paid plus verified.
3. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertisers index.
4. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
5. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.
6. Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is granted, in writing, by the Publisher.
7. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any manner.
8. Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due.
9. Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness, and/or testimonial of each and every living person which is contained therein. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense, or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement.
10. Until credit is approved, advertisements are run on a prepaid basis only.
11. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned Advertiser discounts.
12. Special advertising production premiums do not earn any discounts or agency commissions.
13. The Magazine is subject to the OUTDOOR LIFE 2010 issue-by-issue tally (IBIT) pricing system.

OUTDOOR LIFE



ONLINE RATES | 2010

- **2.1M page views per month**
- **8.4M ad impressions per month**
- **Opt-in email newsletter of 125,000+**

Rated #1 hunting and fishing network with sister site fieldandstream.com (@Plan Web Research Summer '09)

Features

- Popular Blogs
 - Big Buck Zone
 - The Strut Zone
 - The Gun Shots
 - Gone Fishin'
 - News Hound
 - Live Hunt
 - Gun Dogs
- Field-Tested Great
- Heart-Pounding Videos and Photos
- Daily Tips and Articles
- Do-It-Yourself Projects
- Quizzes, Trivia and Games
- Best Times to Hunt and Fish Chart

2009 Online Rates

All rates based on CPM or cost per thousand impressions

<u>Creative Size in Pixels</u>	<u>Site Location</u>	<u>Gross CPM</u>
728 X 90	Run of Site	\$32
728 X 90	Targeted Area	\$34
300 X 250	Run of Site	\$32
300 X 250	Targeted Area	\$34
160 X 600	Run of Site	\$32
160 X 600	Targeted Area	\$34
640 X 480	Home Page Takeover	\$80
728 X 90	Newsletter (125K opt-in emails)	\$5,000 net / per blast
300 X 250	Newsletter (125K opt-in emails)	\$5,000 net / per blast
Text Link (35 words or less)	Newsletter (125K opt-in emails)	\$2,500 net / per blast
600 X 800	Dedicated Mailing	\$105 gross CPM

Classified Digital Directories

Outdoor Life also offers online classified listings. Listings are updated with new advertisers monthly.

6-month listing: \$365 **with 120 X 60 logo:** \$465
12-month listing: \$630 **with 120 X 60 logo:** \$730

Source: Omniture 3 month average ((third quarter 2009)

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

OUTDOOR LIFE



ONLINE SPECS | 2010

Outdoor Life Online Creative Unit Specifications

AD TYPE	CREATIVE SIZE:	MAXIMUM FILE SIZE/LOOPS:
Leaderboard	728 X 90 pixels	30k max (standard) 30k max (Flash) 15 seconds animation max
Wide Skyscraper	160 X 600 pixels	30k max (standard) 30k max (Flash) 15 seconds animation max
Billboard	300 X 250 pixels	30k max (standard) 30k max (Flash) 15 seconds animation max
Pop-Up Windows	300 X 250 pixels	30k max (standard) 30k max (Flash) 15 seconds animation max
Button	120 X 90 pixels	15k max (standard) No rich media accepted.
Introductory Unit	640 X 480 pixels	50k max Flash of Animated Gif only. No expanding rich media

Outdoor Life Online Newsletter Banner Sponsorship

CREATIVE SIZE:	MAXIMUM FILE SIZE/LOOPS:
728 X 90 pixels	30k max, Jpeg or Gif Only 15 seconds animation max
300 X 250 pixels	30k max, Jpeg or Gif Only 15 seconds animation max

Outdoor Life Online Newsletter Text Sponsorship

TEXT SIZE:	35 words plus advertiser click thru url.
Newsletters are sent out weekly to a database of 125,000 opt in subscribers.	
Newsletters are sent out weekly to a database of 125,000 opt in subscribers. Newsletter ads cannot be third party served. Only clickthru and image redirects accepted. No 1x1 tracking pixels accepted.	

Dedicated e-mails

APPROXIMATE CREATIVE SIZE:	MAXIMUM FILE SIZE:	MAXIMUM FILE SIZE/LOOPS:
600x800 pixels	50k	See the following document for complete dedicated email specs.
Existing Suppression File from any previous dedicated e-mails. This file will be scrubbed against our database of names to ensure we do not send the e-mail to those who previously opted not to receive e-mails. Creative cannot be rich media nor third party served.		

GENERAL ADVERTISING GUIDELINES

- * 24/7 Real Media is used to serve all Bonnier Corp advertisements.
- * All ad units must launch a new browser window when clicked on.
- * Prior to submission, creatives should be tested for stability across all browser platforms.
- * Please adhere to the File Size Specs when submitting creative.
- * All creative is subject to approval by both the website and the Ad Production group.
- * No Cascading Style Sheets (CSS).
- * Clickthru and Alt Text: URL's must be submitted with all creative. Alt text is optional, and cannot exceed 30 characters.
- * Accepted File Formats: HTML, JavaScript, Macromedia Flash, Java, DHTML, GIF, JPG

OUTDOOR LIFE



ONLINE SPECS cont. | 2010

RICH MEDIA GUIDELINES

- * Rich Media ads must adhere to File Size Specs for pageloading. Creative can expand to a maximum of 100K subsequent to the initial page load.
- * Default creative (in GIF/JPEG format) must be submitted with all rich media files.
- * Do not use HTML, BODY, and HEAD tags within the code.
- * Images should be hosted locally whenever possible.
- * Nested tables are not recommended.
- * FORM tags should appear outside of TABLE tags.
- * Any interactivity, including expandable banners and streaming audio/video, should be user-initiated, with clearly recognizable on/off button.
- * Flash Ads
 - o Flash files served via 24/7 Real Media must be coded properly for proper click and impression tracking
 - o All Flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash
 - o A click through URL must be supplied
 - o We accept flash version 6-10
 - o Please follow click-through coding instructions: Flash Coding Instructions

THIRD-PARTY RICH MEDIA GUIDELINES

- * Pre-approved technologies/third-party servers: Eyeblander, Unicast, Pointroll, EyeReturn, Eyewonder.
- * Other Third Party Rich Media technologies are accepted on a case by case basis.
- * Rich media should be served by Java-Script third party tags instead of iFrames.
- * Ad production cannot guarantee that click through data will be tracked for all of the Rich media technologies that are third-party served.
- * All third-party tags should be submitted with clear instructions regarding the implementation of click-tracking redirects and cache busting information.
- * Max initial load file size should not exceed 30k.
- * Additional polite download should not exceed 80k.
- * Frame rate per second should not exceed 18fps.
- * Animation length should not exceed 15 seconds.

Expanding Ads	
INITIAL DIMENSION	EXPANDABLE DIMENSION MAX
728x90	728x270
300x250	550x250
160x600	480x600
Mouse Over / Mouse Off	
<ul style="list-style-type: none">* Ad should expand upon mouse over or click on expand button* Ad should retract upon mouse off or click a closed button* If the ad expands with user click, the panel still must retract when mouse is removed* Any sound should be user initiated by click, not mouse over	

Approved Third Party Ad Servers

- * Atlas DMT
- * Bluestreak
- * Doubleclick
- * Mediaplex
- * Interpolis

Delivery Instructions

E-mail creative and urls to:
Contact: Linda Gomez
linda.gomez@bonniercorp.com

Outdoor Life Online complies with IAB Creative Unit Sizes. We reserve the right to reject any advertising materials we deem offensive or inappropriate.

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