

OUTDOORLIFE

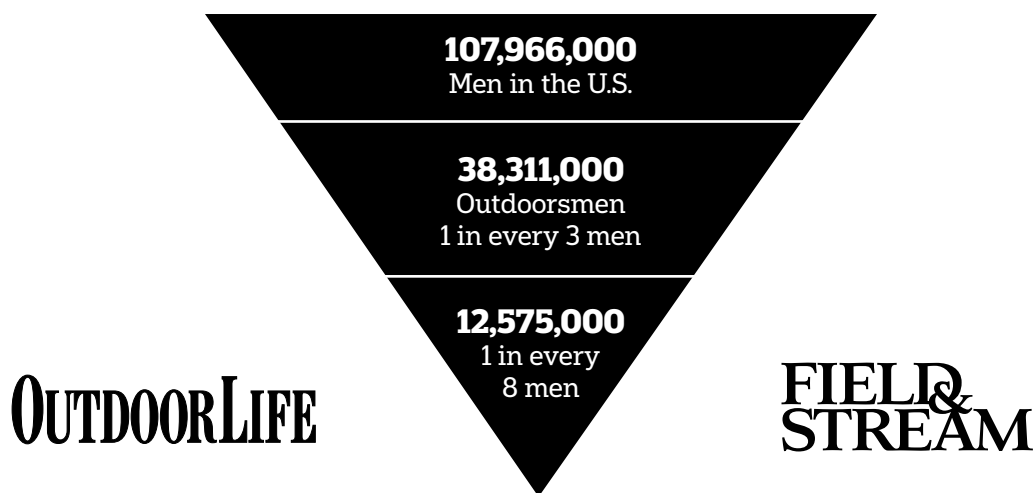


REACH | 2010

***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