

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 - Associate Publisher, Marketing and 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

OUTDOOR LIFE



AWARDS | 2010

GENERAL EXCELLENCE IN THE PUBLISHING INDUSTRY

- 2009 Eddie Award (Consumer/Hobbyist), presented by *Folio* Magazine
- 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