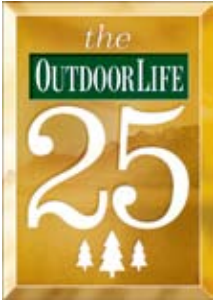


# OUTDOOR LIFE



## 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.



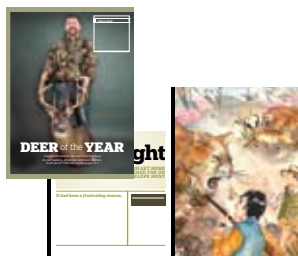
## THIS HAPPENED TO ME

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](http://outdoorlife.com) and includes video updates each week from his hunts, weekly blog posts, and photo galleries.