

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.

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All Rates Gross. Rates Subject To Change.

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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

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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 |
|----------|-------|-------|-----|-----------|--------|-----------|---------|----------|-----------------|

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 |
|----------|-------|-------|-----|-----------|--------|-----------|---------|----------|-----------------|

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 |
|----------|-------|-------|-----|-----------|--------|-----------|---------|----------|-----------------|

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 |
|----------|-------|-------|-----|-----------|--------|-----------|---------|----------|-----------------|

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 |
|----------|-------|-------|-----|-----------|--------|-----------|---------|----------|-----------------|

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 |
|----------|-------|-------|-----|-----------|--------|-----------|---------|----------|-----------------|

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 |
|----------|-------|-------|-----|-----------|--------|-----------|---------|----------|-----------------|

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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OUTDOOR LIFE



SELECTS | 2010

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

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.

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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.

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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 |

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All rates gross

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