

# 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
<b>4/Color</b>	\$52,800	\$44,000	\$33,200	\$24,400
<b>2/Color</b>	\$45,900	\$38,400	\$28,700	\$21,400
<b>B/W</b>	\$42,400	\$35,300	\$26,800	\$19,700

### CLOSING DATES

Issue	Ad Close	On Sale
<b>March</b>	12/29/09	2/23/10
<b>April</b>	1/25/10	3/23/10
<b>May</b>	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