

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