

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
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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
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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
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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
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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
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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
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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
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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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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

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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

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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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