

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.