

# 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

	<b>Full Page</b>	<b>2/3 Page</b>	<b>1/2 Page</b>	<b>1/3 Page</b>
<b>4/Color</b>	\$17,900	\$14,900	\$11,300	\$8,400
<b>2/Color</b>	\$15,500	\$13,100	\$9,900	\$7,300
<b>B/W</b>	\$14,300	\$12,000	\$9,100	\$6,800

## CLOSING DATES

<b>Issue</b>	<b>Ad Close</b>	<b>On Sale</b>
<b>June/July</b>	3/25/10	5/25/10
<b>Dec/Jan</b>	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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