

OUTDOOR LIFE



THE SPORTING LIFE | 2010

THE SPORTING LIFE -

TARGETED TO HOUSEHOLDS WITH HHI \$100K+ NATIONWIDE

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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.

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