

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.