

SELECT EDITION

BASS HANDBOOK – AVID FISHERMAN AND TOP FISHING STATES

CIRCULATION: 500,000

Field & Stream Bass Handbook is a special magazine-within-a-magazine bound into Field & Stream and sent to a targeted list of readers in top bass fishing states. Our editors create customized in-depth coverage of the largemouth bass fishing—expert tactics, best lures and tackle, and top spots—in this series, which prints two times per year.

RATES

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
4/COLOR	\$44,600	\$37,300	\$28,000	\$20,700
2/COLOR	\$39,000	\$32,500	\$24,500	\$18,100
BLACK & WHITE	\$36,000	\$30,000	\$22,500	\$16,700

CLOSING DATES

ISSUE	AD CLOSE	ON SALE
APRIL	1/26/09	3/24/09
MAY	2/25/09	4/21/09

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

AS OF 8/08