

In-depth coverage presented as a magazine-within-a-magazine bound into the pages of FIELD & STREAM.

SELECT EDITION	CIRC	ISSUES											
Whitetail Handbook Avid hunters and top hunting states Close Dates August: 5/25/09 September: 6/25/09 October: 7/27/09 November: 8/25/09	790,000	February	March	April	May	June	July	August	September	October	November	Dec '09/Jan '10	
Bass Handbook Avid fishermen and top fishing states Close Dates April: 1/26/09 May: 2/25/09	500,000	February	March	April	May	June	July	August	September	October	November	Dec '09/Jan '10	
Turkey Handbook Top states for harvesting wild turkeys as well as by turkey population Close Dates March: 12/26/08 April: 1/26/09	350,000	February	March	April	May	June	July	August	September	October	November	Dec '09/Jan '10	
Waterfowl Handbook Subscribers that purchased a waterfowl hunting license or waterfowl hunting equipment in the last 12 months Close Dates September: 6/25/09 October: 7/27/09	350,000	February	March	April	May	June	July	August	September	October	November	Dec '09/Jan '10	
Bowhunting Handbook Subscribers that purchased an archery hunting license or archery equipment in the last 12 months Close Dates August: 5/25/09 September: 6/25/09	225,000	February	March	April	May	June	July	August	September	October	November	Dec '09/Jan '10	
Sportsman's Journal Targeting households with income over \$100,000 Close Dates March: 12/26/08 May: 2/25/09 August: 5/25/09 October: 7/27/09	150,000	February	March	April	May	June	July	August	September	October	November	Dec '09/Jan '10	

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WHITETAIL HANDBOOK

CIRCULATION: 790,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
4/Color	\$70,600	\$59,000	\$44,200	\$32,600
2/Color	\$61,500	\$51,500	\$38,600	\$28,400
Black & White	\$56,500	\$47,000	\$35,500	\$26,100

Circulation from a mix of top hunting states: TX, PA, MI, NY, WI, MN, OH, MO, GA, AL, AR, LA, TN, VA, NC, IN, KY, IL, MS, OK, OR, WV

BASS HANDBOOK

CIRCULATION: 500,000

	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

Circulation from a mix of top fishing states: CA, TX, FL, MN, NY, OH, IL, PA, MI, GA

TURKEY HANDBOOK

CIRCULATION: 350,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
4/Color	\$31,500	\$26,200	\$19,800	\$14,700
2/Color	\$27,500	\$23,100	\$17,300	\$12,800
Black & White	\$25,400	\$21,200	\$15,900	\$11,800

Circulation from a mix of top states for wild turkeys: MO, PA, AL, MS, WI, TN, GA, NY, OH

WATERFOWL HANDBOOK

CIRCULATION: 350,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
4/Color	\$31,500	\$26,200	\$19,800	\$14,700
2/Color	\$27,500	\$23,100	\$17,300	\$12,800
Black & White	\$25,400	\$21,200	\$15,900	\$11,800

Circulation from subscribers that purchased a waterfowl hunting license or waterfowl hunting equipment in the last 12 months

BOWHUNTING HANDBOOK

CIRCULATION: 225,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
4/Color	\$20,300	\$17,000	\$12,800	\$9,400
2/Color	\$17,900	\$14,900	\$11,200	\$8,500
Black & White	\$16,400	\$13,800	\$10,400	\$7,700

Circulation from subscribers that purchased an archery hunting license or archery equipment in the last 12 months

SPORTSMAN'S JOURNAL

CIRCULATION: 150,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
4/Color	\$21,900	\$18,300	\$13,800	\$10,400
2/Color	\$19,200	\$16,100	\$12,000	\$8,900
Black & White	\$17,600	\$14,700	\$11,000	\$8,200

Targeted to households with HHI \$100K+ nationwide