

SELECT EDITION

TURKEY HANDBOOK – TOP TURKEY HUNTING STATES AS WELL AS BY TURKEY POPULATION

CIRCULATION: 350,000

This spring, as hundreds of thousands of Field & Stream readers prepare for the upcoming turkey season, they'll turn to our Turkey Handbook for the best advice on how to bag a gobbler. This special editorial package is bound into the regular edition of Field & Stream and circulated to subscribers in the top turkey hunting states.

Turkey Handbook will cover the latest in spring turkey hunting how-to, featuring cutting-edge tactics, expert advice, pro tips, and the hottest new gear, from calls and decoys to guns and loads. With superb photography and instructional art, this bonus section is custom-crafted for the serious turkey hunter.

RATES

	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

CLOSING DATES

ISSUE	AD CLOSE	ON SALE
MARCH	12/26/08	2/24/09
APRIL	1/26/09	3/24/09

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 STATES FOR WILD TURKEYS: MO, PA, AL, MS, WI, TN, GA, NY, OH

AS OF 8/08