

MISSION STATEMENT

Field & Stream: The World's Leading Outdoor Magazine. Devoted to the complete outdoor experience and lifestyle, the magazine gives its readers the knowledge and inspiration to pursue the sports they love. It celebrates the outdoor experience with great stories, compelling photography, and sound advice while honoring the traditions hunters and fishermen have passed down for generations.

EDITOR PROFILES

Anthony Licata was named Editor of *Field & Stream Magazine* in 2007. Licata brings a strong background as a men's magazine editor, as well as a lifelong love of hunting and fishing, to his new position. He joined *Field & Stream* in 1998 as an Associate Editor and quickly moved through the ranks to Senior Editor in 2000, and was promoted to Deputy Editor in 2006. Licata, who will be the fifteenth Editor in the history of the magazine, received recognition from the American Society of Magazine Editor's in 2007 when Sportsman's Notebook, which he edits, was nominated for a National Magazine Award for Magazine Section. During his tenure as Deputy Editor, the 112 year-old magazine also received its first nomination for General Excellence in 2007. Licata has also served as the on-air host for the magazine's television show, The Total Outdoorsman Challenge, which aired on Versus as a three-part special in 2007 and as vignettes in 2006.

David E. Petzal, the Rifles Field Editor of *Field & Stream Magazine*, has been with the publication since 1972, and has been writing about rifles and rifle shooting since 1982. A graduate of Colgate University, he served in the U.S. Army from 1963 to 1969. He is a Benefactor Member of the National Rifle Association and a Life Member of the Amateur Trapshooting Association. He has hunted all over the United States and Canada, Europe, and Africa. Petzal wrote The .22 Rifle and edited The Encyclopedia of Sporting Firearms. In 2002, Mr. Petzal was awarded the Leupold Jack Slack Writer of the Year Award.

Mike Toth is the Executive Editor at *Field & Stream Magazine*. After obtaining a B.A. degree in English from Penn State University in 1981, Toth has worked in editorial capacities at *Aqua-Field Publications* in New Jersey, *Outdoor Life Magazine* in New York, *Game and Fish Publications* in Georgia, and *Sports Afield Magazine* in New York. He has written numerous articles on fishing and hunting for various magazines and has contributed to, and edited, a variety of books on the outdoor sports. Additionally he is the author of the Guide to Freshwater Fishing Boats, published by William Morrow & Sons in 1995; and The Complete Idiot's Guide to Fishing Basics, published by Simon & Schuster in 1997 and revised in 2000. Toth has been a guest on a variety of radio programs and has made a number of appearances on television, including a live demonstration of casting techniques on *MSNBC*.

Philip Bourjaily is the Shooting Editor of *Field & Stream Magazine*. A graduate of the University of Virginia, Bourjaily has written for a number of outdoor publications on hunting, fishing and conservation. He was the recipient of Duck Unlimited's 1997 Wetlands Conservation Achievement Award for his writing on the mid-continental snow goose population crisis. He is also the author of the Field & Stream Turkey Hunting Handbook, a guide to the basics of spring and fall turkey hunting. Bourjaily has hunted turkeys in several states and waterfowl across the U.S., in Canada and in South America. His favorite pastime, however, remains hunting pheasants in the fields near home in Iowa.

EDITORIAL CALENDAR (SUBJECT TO CHANGE)

February

INCREDIBLE SURVIVAL TALES

How Six Hunters and Fishermen Beat The Odds

- Starter Kit: Collecting Shed Antlers
- Secrets of the Country's Best Crappie Guides
- Our Ultimate Fishing Knot Test
- Best Chain Saws for Deer Camp

Ad Close: 12/1/08

On Sale: 1/20/09

March

GUIDES' FAVORITE LURES

Our Survey Reveals What The Pros Rely On To Catch Fish

- 100 Early Season Trout Fishing Tips
- First Night to First Hunt: How To Raise a Gundog
- Special Report: The College Student Bass Fishing Tournament
- The Best of the Best Fishing Tackle Awards

Ad Close: 1/2/09

On Sale: 2/24/09

April

FISHING'S CUTTING EDGE

25 Revolutionary Tactics That Hook More Fish

- Essential Skills: Run a Bass Boat Like A Pro
- New Fishing Lure Blowout
- Do Electric Scope Reticles Really Work?
- Exclusive Interview: Lefty Kreh, the World's Best Flyfisherman

Ad Close: 2/2/09

On Sale: 3/24/09

May

HOW TO BE A TOTAL OUTDOORSMAN

The 50 Essential Skills From 50 States

- Adventure: Spring Hunt for Giant Bears
- How To Outfit The Perfect Fishing Kayak
- On The Line: We Test The New Braids
- How To Get Your Gobbler On The Last Day

Ad Close: 3/4/09

On Sale: 4/21/09

June

CATCH FISH ALL SUMMER

Foolproof Plans For Bass, Trout, Walleyes, Crappies, And Catfish

- The Ozark Mountain Fishing Adventure
- Best Fishing Cities In The U.S.A.
- Feats of Clay: Secrets to Great Trap and Skeet Shooting
- How to Camouflage Anything

Ad Close: 4/1/09

On Sale: 5/19/09

July

SHOOTING BOOT CAMP

A Nine-Week Plan To Make You A Deadeye with Rifle and Shotgun

- Budget Adventure: How To Fish Alaska for \$150 a Day
- Special Report: The Rise and Fall of Hunting Ethics
- The Ultimate Ice Chest Competition
- Project: The Duck Boat Gun Rack
- Field Test: New Bows & Arrows

Ad Close: 5/1/09

On Sale: 6/23/09

August

GREAT PUBLIC LAND DEER HUNTING

The 100 Top Lands for a Trophy—No Fee Necessary

- The Biggest Lake: Secrets of Lake Michigan Fishing
- How To Catch A Shark From Boat or Shore
- Adventure: Fishing For Labrador's Giant Char
- Review: New Muzzleloaders

Ad Close: 6/1/09

On Sale: 7/21/09

September

MODERN ELK HUNTING

Tactics, Setups and Skills For The 21st Century Elk Hunter

- Binocular Blowout: Great Glass for Under \$300
- Hunting With the World Champion Duck Caller
- Adventure: Hunting Dall Sheep In Alaska
- The 11th Annual Best of the Best Awards
- Project: Make Your Own Game Smoker

Ad Close: 7/1/09

On Sale: 8/18/09

October

HUNTING CAMP

Stories, Skills, and Secrets From Deer, Elk, And Duck Camp

- Adventure: The Off-Road Upland Bird Hunting Dream Trip
- The Perfect Deer Stand
- How To Make a Superfast Rifle Shot
- Gear Review: New Rangefinders
- The Complete Guide to Deer Scents

Ad Close: 8/3/09

On Sale: 9/22/09

November

THE BEST DAYS OF THE RUT

Our Complete Calendar to the Season's Best Hunting

- Hunting With the World's Greatest Deer Tracker
- Catch Trophy Walleyes During Deer Season
- Adventure: Wilderness Canada Elk and Caribou
- Field Test: Best GPS Units for Sportsmen
- How To Plan A Successful Bear Drive

Ad Close: 9/1/09

On Sale: 10/20/09

December/January '10

HUGE WINTER BUCKS

12 Proven Late Season Tactics to Get The Buck of Your Life

- Special Photo Essay: Hunting And Fishing Lands At Risk
- Adventure: On the Trail With The Wildest Trapper in Alaska
- The World's Greatest Gun Collection
- Review: Cold Weather Hunting Gear
- The Beginner's Guide To Great Icefishing
- The 50 Waters You Must Fish Before You Die

Ad Close: 10/1/09

On Sale: 11/24/09

NATIONAL DISPLAY ADVERTISING RATES

\$ GROSS OPEN RATES PER PAGE

Rate Base: 1,500,000

Effective January 1, 2009

4/COLOR	1x
Full Page	\$133,600
2/3 Page	111,500
1/2 Page	86,900
1/3 Page	60,100

2/COLOR	
Full Page	\$116,300
2/3 Page	96,900
1/2 Page	75,700
1/3 Page	52,300

BLACK & WHITE	
Full Page	\$106,900
2/3 Page	89,100
1/2 Page	69,600
1/3 Page	48,000

COVERS	
Cover 2	\$153,800
Cover 3	146,900
Cover 4	173,700

Bleed:

Available on all ROB units one-third page or larger; add 10% to the gross rate.
No charge for gutter bleed on two facing pages.

FIELD & STREAM MAGAZINE ADVERTISING TERMS AND CONDITIONS

The following are certain general terms and conditions governing advertising published in FIELD & STREAM MAGAZINE (the "Magazine") published by Bonnier Active Media (the "Publisher").

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
2. The Magazine is a member of the Audit Bureau of Circulations (ABC). Total audited circulation is reported on an issue-by-issue basis in Publisher's statements audited by the ABC. Total audited circulation for the Magazine comprises paid plus verified.
3. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertisers index.
4. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
5. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.
6. Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is granted, in writing, by the Publisher.
7. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any manner.
8. Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due.
9. Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness, and/or testimonial of each and every living person which is contained therein. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense, or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement.
10. Until credit is approved, advertisements are run on a pre-paid basis only.
11. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned Advertiser discounts.
12. Special advertising production premiums do not earn any discounts or agency commissions.
13. The Magazine is subject to the Field & Stream 2009 issue-by-issue tally (IBIT) pricing system.

CUSTOM REGIONAL ADVERTISING

FULL PAGE UNITS ONLY

CUSTOM REGIONALS

		B&W	2 COLOR	4 COLOR
Minimum Circulation: 400,000	CPM:	\$83.80	\$91.15	\$104.75
PRODUCTION CHARGE	NET:	\$1,900	\$2,200	\$2,600

COPY SPLIT CHARGES

Apply to all space units per page, per split, per magazine. For more than 5 copy changes, the per split charge is higher.

		B&W	2 COLOR	4 COLOR
BY STATE	NET:	\$1,900	\$2,200	\$2,600
RANDOM A/B SPLIT	NET:	\$1,900	\$2,200	\$2,600
PERFECT A/B SPLIT	NET:	\$12,100	\$12,500	\$12,900

Custom Regionals and copy splits by DMA are available on a limited basis only.

Please consult Publisher. Requests should be made by sectional center (first three digits of the zip code) as well as by city.

Bleed: Available on all ROB units; add 10% to the gross rate.

SUPPLIED INSERTS

CARD/INSERT SPECIFICATIONS FOR FIELD & STREAM

SHIPPING ADDRESS: Field & Stream Magazine
Quad Graphics/Sussex
N63W23075 Main St.
Sussex, WI 53089
Attn: Craig Foldy
(414) 566-2852

Send a sample or blueline that includes the publication title before printing to:
Barbara Taffuri, Production Director
Field & Stream Magazine
2 Park Avenue, 10th Floor,
New York, NY 10016

IDENTIFICATION: Each skid should be clearly marked with the following identification:

- Publication name
- Date of issue
- Skid Count (key number and quantity on each carton if cartons are used)
- Load Weight-gross
- Load Tare
- Load Weight-net
- Field & Stream Job #

Contact the production department to obtain the correct job #. A sample of the card or insert should be affixed to four sides of each skid for identification of skid contents.

SKID/PALLET SIZE: Material-handling equipment at the plant can handle all standard size skids and pallets.

INSERT SIZE: Trim Size: 8-1/4" x 10-7/8"
Preferable Bleed size: 8-1/2" x 11-1/8"

Trims: Top: 1/8" or balance
Foot: 1/8"
Outside: 1/8" or balance
Spine: 1/8"

CARD SIZE: Minimum: 6" x 4" (BRC)
Maximum (Inserts): 8-1/2" x 11-1/8" (bleed size)
All live matter should be kept 1/4" away from all trimmed edges of the insert or card when it is bound into the magazine.
Vertical perforations should be a minimum of 1/2" away from backbone skive.

POROSITY: Gurley, 100cc's of air in 25 seconds.

CARD THICKNESS: At least .007, but not more than .0085 (US Post Office Requirements) (Please check PO)

CARD PAPER: 75# basis weight and free of groundwood except when coated to resist an applied bending force (US Post Office Requirements) (Please check PO)

BINDING METHOD: Perfect, with all products jogging to the foot.

DELIVERY TIMES: Delivery of cards to the plant can be made between 7am and 7pm Monday through Friday. Any special arrangements for delivery outside of the above times must be made through the Production Department. All shipments must be "prepaid". "Collect" shipments will be rejected at the receiving dock. You must call (414) 566-2100 with shipping information, publication title, issue date and job # for delivery appointment.

QUANTITY: Please contact Barbara Taffuri (212) 779-5136, barbara.taffuri@bonniercorp.com or Shawn Glenn (212) 779-5154, shawn.glenn@bonniercorp.com

CIRCULATION BY STATE

<u>STATE</u>	<u>CIRC</u>	<u>STATE</u>	<u>CIRC</u>
Alabama	29,800	Nebraska	16,200
Alaska	5,600	Nevada	9,200
Arizona	18,400	New Hampshire	7,900
Arkansas	27,800	New Jersey	18,900
California	84,600	New Mexico	8,500
Colorado	27,400	New York	60,600
Connecticut	11,200	North Carolina	45,200
Delaware	3,300	North Dakota	7,900
Florida	41,400	Ohio	59,800
Georgia	42,200	Oklahoma	26,800
Hawaii	1,400	Oregon	25,300
Idaho	15,400	Pennsylvania	84,100
Illinois	51,400	Rhode Island	2,600
Indiana	38,400	South Carolina	23,100
Iowa	30,900	South Dakota	9,300
Kansas	24,600	Tennessee	36,000
Kentucky	31,400	Texas	82,700
Louisiana	21,200	Utah	14,000
Maine	12,900	Vermont	7,300
Maryland & D.C.	18,100	Virginia	37,200
Massachusetts	17,000	Washington	32,400
Michigan	67,400	West Virginia	17,700
Minnesota	49,900	Wisconsin	53,800
Mississippi	19,600	Wyoming	6,300
Missouri	57,300	Canada	8,300
Montana	13,700	Other	1,400

CIRCULATION WITHOUT NEWSSTAND: 1,464,800

NEWSSTAND: 35,200

CIRCULATION WITH NEWSSTAND: 1,500,000

NOTE: ABOVE STATE COUNTS REFLECT SUBSCRIPTION ONLY AND ARE TO BE UTILIZED FOR REGIONAL BUYS.
ALLOW A 5% MARGIN IN THE CIRCULATION OF REGIONAL EDITIONS.
SOURCE: CIRCULATION BASED ON JUNE 2008 PUBLISHER'S STATEMENT

750K EDITION

ONE HALF OF NATIONAL FULL RUN CIRCULATION

CIRCULATION: 750,000

RATES

	FULL PAGE
4/COLOR	\$67,000
2/COLOR	\$58,300
BLACK & WHITE	\$53,700

CLOSING DATES

ISSUE	AD CLOSE	ON SALE
FEBRUARY	11/24/08	1/20/09
MARCH	12/26/08	2/24/09
APRIL	1/26/09	3/24/09
MAY	2/25/09	4/21/09
JUNE	3/25/09	5/19/09
JULY	4/24/09	6/23/09
AUGUST	5/25/09	7/21/09
SEPTEMBER	6/25/09	8/18/09
OCTOBER	7/27/09	9/22/09
NOVEMBER	8/25/09	10/20/09
DECEMBER '09/ JANUARY '10	9/24/09	11/24/09

THIS SELECT EDITION DOES NOT HAVE DEDICATED EDIT AND CAN ONLY RUN FULL PAGES

ALL RATES GROSS
RATES SUBJECT TO CHANGE
BLEED: ADD 10% TO THE GROSS RATE.

SELECT EDITION

WHITETAIL HANDBOOK – AVID HUNTERS AND TOP HUNTING STATES

CIRCULATION: 790,000

Field & Stream Whitetail Handbook is a special magazine-within-a-magazine bound into Field & Stream and sent to our readers in the top hunting states. Our editors create special in-depth coverage of the popular whitetail hunting tactics, guns & gear, maps, and sound expert advice in this editorial series, which prints four times a year.

RATES

	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

CLOSING DATES

ISSUE	AD CLOSE	ON SALE
AUGUST	5/25/09	7/21/09
SEPTEMBER	6/25/09	8/18/09
OCTOBER	7/27/09	9/22/09
NOVEMBER	8/25/09	10/20/09

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 HUNTING STATES: TX, PA, MI, NY, WI, MN, OH, MO, GA, AL, AR, LA, TN, VA, NC, IN, KY, IL, MS, OK, OR, WV

AS OF 8/08

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

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

SELECT EDITION

WATERFOWL HANDBOOK – WATERFOWL LICENSE AND EQUIPMENT PURCHASERS

CIRCULATION: 350,000

Field & Stream Waterfowl Handbook is a special magazine-within-a-magazine bound into Field & Stream and sent to readers that purchased a waterfowl hunting license or waterfowl hunting equipment in the last 12 months. Our editors create a special in-depth package covering waterfowling strategies and hot-spots in this editorial series, which prints two times per year.

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
SEPTEMBER	6/25/09	8/18/09
OCTOBER	7/27/09	9/22/09

SELECT EDITION

BOWHUNTING HANDBOOK – ARCHERY LICENSE AND EQUIPMENT PURCHASERS

CIRCULATION: 225,000

As the nation's four million bowhunters prepare to take the field next fall, Field & Stream will be there with the Bowhunting Handbook, a special editorial section bound into the regular August and September editions of Field & Stream and circulated to subscribers that purchased an archery hunting license or archery equipment in the last 12 months. Featuring the hottest new gear, the latest field tactics, top shooting techniques, tips from the pros, and instructional art and photos, Bowhunting Handbook is edited specifically for the hard-core archery hunter.

RATES

	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

CLOSING DATES

ISSUE	AD CLOSE	ON SALE
AUGUST	5/25/09	7/21/09
SEPTEMBER	6/25/09	8/18/09

SELECT EDITION

COASTAL STATES – STATES THAT BORDER AN OCEAN COAST
AND SELECT INLAND LAKE AREAS

CIRCULATION: 650,000

RATES

	FULL PAGE
4/COLOR	\$68,500
2/COLOR	\$59,600
BLACK & WHITE	\$54,700

CLOSING DATES

ISSUE	AD CLOSE	ON SALE
MARCH	12/26/08	2/24/09
APRIL	1/26/09	3/24/09
MAY	2/25/09	4/21/09
JUNE	3/25/09	5/19/09
JULY	4/24/09	6/23/09
SEPTEMBER	6/25/09	8/18/09
OCTOBER	7/27/09	9/22/09

THIS SELECT EDITION DOES NOT HAVE DEDICATED EDIT AND CAN ONLY RUN FULL PAGES

ALL RATES GROSS

RATES SUBJECT TO CHANGE

BLEED: ADD 10% TO THE GROSS RATE.

CIRCULATION FROM A MIX OF COASTAL STATES: AL, AK, CA, CT, DE, FL, GA, HI, IL, LA, ME, MD, MA, MI, MN, NH, NJ, NY, NC, OH, OR, PA, RI, SC, TX, VA, WA

AS OF 8/08

SELECT EDITION

**HOMEOWNERS – IDENTIFIED HOMEOWNERS IN OUR DATABASE AND
HIGH CONCENTRATION RESIDENTIAL AREAS NATIONWIDE**

CIRCULATION: 750,000

RATES

	FULL PAGE
4/COLOR	\$77,000
2/COLOR	\$67,000
BLACK & WHITE	\$61,600

CLOSING DATES

ISSUE	AD CLOSE	ON SALE
MARCH	12/26/08	2/24/09
APRIL	1/26/09	3/24/09
MAY	2/25/09	4/21/09
JUNE	3/25/09	5/19/09
JULY	4/24/09	6/23/09
SEPTEMBER	6/25/09	8/18/09
OCTOBER	7/27/09	9/22/09

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ALL RATES GROSS
RATES SUBJECT TO CHANGE
BLEED: ADD 10% TO THE GROSS RATE.

SELECT EDITION

TOP ZIPS – TOP ZIP CODES BASED ON INCOME, TARGETED TO HHI \$75K+
CIRCULATION: 300,000

RATES

	FULL PAGE
4/COLOR	\$34,900
2/COLOR	\$30,500
BLACK & WHITE	\$28,000

CLOSING DATES

ISSUE	AD CLOSE	ON SALE
MARCH	12/26/08	2/24/09
APRIL	1/26/09	3/24/09
MAY	2/25/09	4/21/09
SEPTEMBER	6/25/09	8/18/09
OCTOBER	7/27/09	9/22/09
NOVEMBER	8/25/09	10/20/09
DECEMBER '09/ JANUARY '10	9/24/09	11/24/09

THIS SELECT EDITION DOES NOT HAVE DEDICATED EDIT AND CAN ONLY RUN FULL PAGES

ALL RATES GROSS
 RATES SUBJECT TO CHANGE
 BLEED: ADD 10% TO THE GROSS RATE.

SELECT EDITION

SPORTSMAN'S JOURNAL—TARGETED TO HOUSEHOLDS WITH HHI \$100K+ NATIONWIDE CIRCULATION: 150,000

Field & Stream's Sportsman's Journal is a special editorial supplement that targets subscribers who have the means and the desire to live their sporting lives to the hilt. Featuring the great writing and photography that are the hallmarks of Field & Stream, the Sportsman's Journal focuses on lodges and outfitters, fine guns, food and drink, quality clothing, sporting art and literature, country property, and the best equipment available. In addition, the Sportsman's Journal is printed on the highest quality paper and features a clean, elegant, and sophisticated design.

RATES

	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

CLOSING DATES

ISSUE	AD CLOSE	ON SALE
MARCH	12/26/08	2/24/09
MAY	2/25/09	4/21/09
AUGUST	5/25/09	7/21/09
OCTOBER	7/27/09	9/22/09

ADVERTISING CLOSING DATES

CIRCULATION: 1,500,000

Issue	National Ad Close	Selects Ad Close	On Sale Date
February	12/1/08	11/24/08	1/20/09
March	1/2/09	12/26/08	2/24/09
April	2/2/09	1/26/09	3/24/09
May	3/4/09	2/25/09	4/21/09
June	4/1/09	3/25/09	5/19/09
July	5/1/09	4/24/09	6/23/09
August	6/1/09	5/25/09	7/21/09
September	7/1/09	6/25/09	8/18/09
October	8/3/09	7/27/09	9/22/09
November	9/1/09	8/25/09	10/20/09
December '09/January '10	10/1/09	9/24/09	11/24/09

FIELD & STREAM DIGITAL FILE SPECIFICATIONS

[February through May issues]

AD DIMENSIONS

Printing: Web offset, perfect bound.

Trim Size: 8 $\frac{1}{4}$ " x 10 $\frac{7}{8}$ "

Please allow $\frac{3}{8}$ " safety for live matter from all bleed sides. For spreads, allow $\frac{1}{4}$ " safety on each side from the gutter.

Ad Page Dimensions	Non-Bleed	Bleed
Full Page	7 $\frac{1}{4}$ " x 10"	8 $\frac{1}{2}$ " x 11 $\frac{1}{8}$ "
$\frac{2}{3}$ Page	4 $\frac{5}{8}$ " x 10"	5 $\frac{3}{8}$ " x 11 $\frac{1}{8}$ "
$\frac{1}{2}$ Digest	4 $\frac{5}{8}$ " x 7 $\frac{5}{8}$ "	5 $\frac{3}{8}$ " x 8 $\frac{3}{8}$ "
$\frac{1}{2}$ Horizontal	7 $\frac{1}{4}$ " x 5"	8 $\frac{1}{2}$ " x 5 $\frac{3}{8}$ "
$\frac{1}{3}$ Vertical	2 $\frac{1}{4}$ " x 10"	3" x 11 $\frac{1}{8}$ "
$\frac{1}{3}$ Square	4 $\frac{5}{8}$ " x 5"	5 $\frac{3}{8}$ " x 5 $\frac{3}{8}$ "
Two Page Spread	14 $\frac{1}{2}$ " x 10"	16 $\frac{3}{4}$ " x 11 $\frac{1}{8}$ "
Two Page Gutter Spread	-----	15 $\frac{3}{4}$ " x 10"

DIGITAL REQUIREMENTS

Field & Stream utilizes a digital workflow and we require all ad materials be submitted in a digital format. Supplied materials that do not comply with the following specifications will be rejected, or corrected and the advertiser billed for the required production.

AD SIZES

All ads must be created to the exact size specifications on the rate card or will incur charges for re-sizing. All ad files must be supplied with trim and bleed marks. No live copy within $\frac{1}{4}$ " of gutter or trim on full page or spread ads.

REQUIRED FORMAT

PDF/X-1a is the required file format for all ad submissions. When preparing PDF/X-1a files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see www.adobe.com/products/acrobat/pdfs/pdfx.pdf for guidelines and instructions. We do not accept application files.

MEDIA

CD-ROM, DVD

PROOFS

Advertisers must submit a contract-level digital proof at 100% that conforms to SWOP standards (including a color bar) for all ads. To obtain information on acceptable proofs visit the SWOP web site at www.swop.org. Client supplied contract proofs are required in order to guarantee color. Ads without color proofs will be accepted with the understanding that the publisher cannot be held responsible for color reproduction. If a contract proof is not supplied, we will generate an Epson proof at a charge of \$50 per page.

ELECTRONIC TRANSMISSIONS

Our brand new Ad Portal allows advertisers to submit ad materials electronically via a web browser:

adportal.bonniercorp.com

Select the publication and the issue you are submitting the ad for, fill out the form, attach the hi-res file for print and low-res file for quality check and upload your ad.

Required Hi-res file type: PDF/X1A

Required Low-res content proofing file type: JPEG, TIFF

Proofs: For Full Page or Spreads: If you do not intend to ship a contract color proof, we will generate one at a charge of \$50 per page. *You will receive a confirmation email after your file uploads successfully.*

CONTACTS

Please call in the order listed.

Production Assistant

Shawn Glenn (212) 779-5154

Shawn.Glenn@bonniercorp.com

Production Director

Barbara Taffuri (212) 779-5136

Barbara.Taffuri@bonniercorp.com

SHIPPING INSTRUCTIONS

When shipping ad materials make sure to identify the magazine and issue in which the ad is scheduled to run.

Send All Advertising Materials To:

Attn: Prepress Ad Production

Special Instructions: Magazine/Issue

Bonnier Corporation

460 N. Orlando Ave, Suite 200

Winter Park, FL 32789

1-407-571-4711

FIELD & STREAM DIGITAL FILE SPECIFICATIONS

[June through December/January issues]

AD DIMENSIONS

Printing: Web offset, perfect bound.

Trim Size: 8" x 10½"

Please allow ⅜" safety for live matter from all bleed sides. For spreads, allow ¼" safety on each side from the gutter.

Ad Page Dimensions	Non-Bleed	Bleed
Full Page	7" x 10"	8¼" x 10¾"
⅔ Page	4⅝" x 10"	5¼" x 10¾"
½ Digest	4⅝" x 7½"	5¼" x 8"
½ Horizontal	7" x 5"	8¼" x 5¼"
⅓ Vertical	2¼" x 10"	2⅞" x 10¾"
⅓ Square	4⅝" x 5"	5¼" x 5¼"
Two Page Spread	14" x 10"	16¼" x 10¾"
Two Page Gutter Spread	-----	15¼" x 10"

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1-407-571-4711

READER INFORMATION

DEMOGRAPHICS	
Total Adults:	9,601,000
Median Age:	45
Att/Graduated College:	46%
Employed:	70%
Served in Armed Forces:	36%
With Kids:	41%
Median HHI:	\$58,238
Total Men:	8,047,000
Male:	84%
Men 18-24:	7%
Men 25-34:	13%
Men 35-44:	20%
Men 45-54:	19%
Men 55-64:	14%
Men 65+:	11%
<i>Source: MRI Doublebase 2008, Subscriber Study 2006</i>	

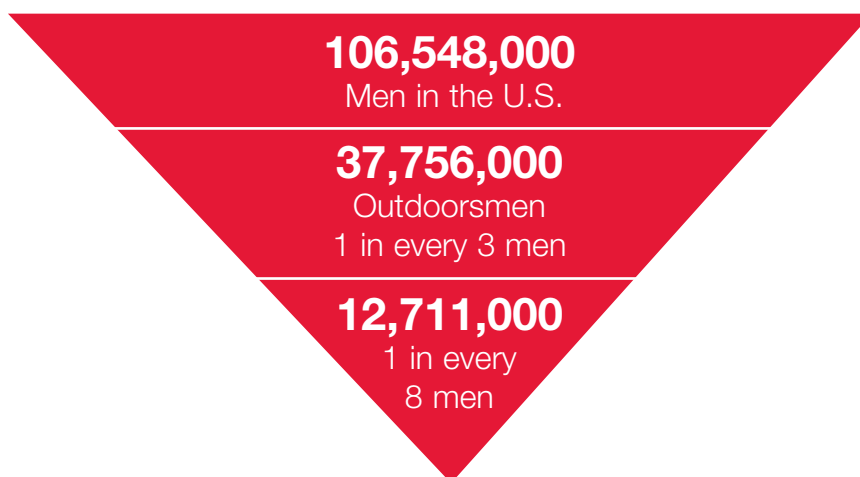
READERSHIP	
Mean time spent with magazine:	78 min.
Read 3 out of 4 issues:	92%
<i>Source: Subscriber Study 2006</i>	

CIRCULATION INFORMATION		
2009 Rate Base		1,500,000
Paid		100%
% Subscription copies		98%
% Newsstand copies		2%
County Coverage:	A	21%
	B	29%
	C	21%
	D	29%
Source: ABC, June 2008		

BRAND POWER

**Field & Stream and Outdoor Life are the #1 and #2
most recognized brands in the outdoors**

**Field & Stream and Outdoor Life reach
1 in every 8 men in the U.S.**



- Today's hunters and anglers represent nearly 1/3rd of the nation's potential vote.
- Today's sportsmen pour \$76 billion into the economy annually.
- Today's sportsmen could fill every NASCAR track 13 times over.

MORE THAN JUST MAGAZINES

SELECTS

In-depth editorial presented as a magazine-within-a-magazine bound into FIELD & STREAM.



EDITORIAL FRANCHISES

Best of the Best:
Field & Stream's editors name the year's top outdoor products.



INTEGRATED MARKETING PROGRAMS

Total Outdoorsman Challenge

6th annual editorial franchise and head-to-head event challenging professional outdoorsmen and readers to prove their mettle in seven different outdoor skills. One walks away with the FIELD & STREAM Total Outdoorsman title.



Heroes of Conservation

Yearlong program based on editorial culminating in an annual gala recognizing everyday sportsmen dedicated to the protection of fish and wildlife.



Generation Wild

All-new youth-targeted hunting and fishing web site created by Field & Stream that offers the best of the outdoors for youth hunters and fishermen including community, gear reviews, features, photos, videos, how-to information and blogs from the Generation Wild Pro Staffers.



SHOT SHOW

Nation's largest industry trade show [40,000 attendees] for hunting and shooting sports.



FIELDANDSTREAM.COM

- #1 hunting & fishing network per @Plan
- 2.7M page views/month
- 13.5M ad impressions/month
- Opt-in newsletter of 125,000+
- Dedicated newsletter of 85,000

PARTNERSHIP MARKETING

Our consumer marketing team can create customized subscription programs at retail, on pack, on the Web, or elsewhere to meet your specific marketing need.



INDUSTRY RELATIONSHIPS



DATABASE MARKETING

Our subscriber database includes hundreds of geographic, demographic and affinity criteria to create targeted in-magazine or direct marketing programs.

www.fieldandstream.com



- 2.7M page views per month
- 13.5M ad impressions per month
- Opt-in email newsletter of 125,000+

Rated #1 hunting and fishing website (@Plan Web Research Fall '08)

Features

- Popular Blogs
 - The Gun Nut
 - Whitetail 365
 - Field Notes
 - Fly Talk
 - FS Huntress
 - The Tip Board
 - The Honest Angler
- Hunting & Fishing Trip Search of 500+ Destinations
- Interactive Quizzes
- Daily Outdoor News
- The Latest Gear and How-To Instruction
- Reader Photo Galleries and Contests

2009 Online Rates

All rates based on CPM or cost per thousand impressions

Creative Size in Pixels	Site Location	Gross CPM
728 X 90	Run of Site	\$32
728 X 90	Targeted Area	\$34
300 X 250	Run of Site	\$32
300 X 250	Targeted Area	\$34
160 X 600	Run of Site	\$32
160 X 600	Targeted Area	\$34
640 X 840	Home Page Takeover	\$80
728 X 90	Newsletter (125K opt-in emails)	\$5,000 net / per blast
300 X 250	Newsletter (125K opt-in emails)	\$5,000 net / per blast
Text Link (35 words or less)	Newsletter (125K opt-in emails)	\$2,500 net / per blast
600 X 800	Dedicated Mailing	\$105 gross CPM

Classified Digital Directories

Field & Stream also offers online classified listings. Listings are updated with new advertisers monthly.

6-month listing: \$365 with 120 X 60 logo: \$465
 12-month listing: \$630 with 120 X 60 logo: \$730