

## 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