

## 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
<b>4/COLOR</b>	\$31,500	\$26,200	\$19,800	\$14,700
<b>2/COLOR</b>	\$27,500	\$23,100	\$17,300	\$12,800
<b>BLACK &amp; WHITE</b>	\$25,400	\$21,200	\$15,900	\$11,800

## CLOSING DATES

ISSUE	AD CLOSE	ON SALE
<b>SEPTEMBER</b>	6/25/09	8/18/09
<b>OCTOBER</b>	7/27/09	9/22/09