

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