

Brenda MacKinnon, Sales Representative
1-800-280-2069 or brenda@mi-ms.com

Field & Stream Destinations Rates

Black & White	3X	6X	11X
1 inch	\$573	\$559	\$545
1.5 inch	855	833	813
2 inch	1,134	1,106	1,079
2.5 inch	1,411	1,375	1,342
3 inch	1,684	1,642	1,602
4 inch	2,234	2,178	2,125
5 inch	2,779	2,708	2,643
6 inch	3,318	3,233	3,156
7 inch	3,851	3,752	3,662
8 inch	4,378	4,267	4,164
9 inch	4,899	4,774	4,660

rates listed per issue

Four Color	3X	6X	11X
1 inch	\$688	\$670	\$654
1.5 inch	1,026	1,001	976
2 inch	1,361	1,327	1,295
2.5 inch	1,693	1,650	1,610
3 inch	2,021	1,971	1,923
4 inch	2,682	2,614	2,550
5 inch	3,335	3,250	3,172
6 inch	3,981	3,880	3,786
7 inch	4,621	4,503	4,395
8 inch	5,253	5,120	4,996
9 inch	5,880	5,729	5,592

rates listed per issue

Please note: Column width is 1.75". Multiple column buys available.

FS DEMOGRAPHICS

Rate Base	1,500,000
Median Age	45 years
Median HHI	\$58,238
Att/Graduated College	46%
With Kids	41%
Read 3 Out of 4 Issues	92%

MRI Doublebase 2008, Subscriber Study 2006, ABC, June 2008



Outdoor Life Destinations Rates

Black & White	3X	6X	10X
1 inch	\$431	\$416	\$410
1.5 inch	644	622	611
2 inch	854	824	811
2.5 inch	1,062	1,025	1,008
3 inch	1,267	1,223	1,203
4 inch	1,681	1,623	1,597
5 inch	2,090	2,018	1,986
6 inch	2,495	2,410	2,370
7 inch	2,896	2,797	2,751
8 inch	3,292	3,179	3,128

rates listed per issue

Four Color	3X	6X	10X
1 inch	\$517	\$500	\$491
1.5 inch	772	746	733
2 inch	1,024	989	972
2.5 inch	1,274	1,230	1,210
3 inch	1,520	1,468	1,444
4 inch	2,017	1,948	1,916
5 inch	2,508	2,422	2,382
6 inch	2,994	2,892	2,844
7 inch	3,474	3,356	3,301
8 inch	3,951	3,816	3,753

rates listed per issue

Please note: Column width is 1.75". Multiple column buys available.

FS Issue	Close	Material	On Sale
February	12/1/08	12/10/08	1/20/09
March	1/2/09	1/9/09	2/24/09
April	2/2/09	2/9/09	3/24/09
May	3/4/09	3/11/09	4/21/09
June	4/1/09	4/8/09	5/19/09
July	5/1/09	5/8/09	6/23/09
August	6/1/09	6/8/09	7/21/09
September	7/1/09	7/8/09	8/18/09
October	8/3/09	8/10/09	9/22/09
November	9/1/09	9/8/09	10/20/09
Dec/Jan '09	10/1/09	10/8/09	11/24/09

OL Issue	Close	Material	On Sale
February	12/1/08	12/10/08	1/20/09
March	1/2/09	1/9/09	2/24/09
April	2/2/09	2/9/09	3/24/09
May	3/4/09	3/11/09	4/21/09
June/July	4/2/09	4/8/09	5/26/09
August	6/1/09	6/8/09	7/21/09
September	7/1/09	7/8/09	8/18/09
October	8/3/09	8/10/09	9/22/09
November	9/1/09	9/8/09	10/20/09
Dec/Jan '09	10/1/09	10/8/09	11/24/09

OL DEMOGRAPHICS

Rate Base	800,000
Median Age	44 years
Median HHI	\$59,535
Att/Graduated College	46%
With Kids	45%
Read 3 Out of 4 Issues	92%

MRI Doublebase 2008, Subscriber Study 2006, ABC, June 2008