

# OUTDOORLIFE

## 2009 SELECT EDITIONS

In-depth coverage presented as a magazine-within-a-magazine bound into the pages of OUTDOOR LIFE.

SELECT EDITION	CIRC	ISSUES									
<b>Hunter's Bonus</b> Avid hunters and top hunting states <b>Close Dates</b> August: 5/25/09   September: 6/24/09   October: 7/27/09   November: 8/27/09	600,000	February	March	April	May	June/July	August	September	October	November	Dec '09/Jan '10
<b>Fishing Bonus</b> Avid fishermen and top fishing states <b>Close Dates</b> March: 12/26/08   April: 1/26/09   May: 2/25/09	600,000	February	March	April	May	June/July	August	September	October	November	Dec '09/Jan '10
<b>Turkey Bonus</b> Top states for harvesting wild turkeys as well as by turkey population <b>Close Dates</b> March: 12/26/08   April: 1/26/09	300,000	February	March	April	May	June/July	August	September	October	November	Dec '09/Jan '10
<b>Waterfowl Bonus</b> Subscribers that purchased a waterfowl hunting license or waterfowl hunting equipment in the last 12 months <b>Close Dates</b> September: 6/24/09   October: 7/27/09	300,000	February	March	April	May	June/July	August	September	October	November	Dec '09/Jan '10
<b>Bowhunting Bonus</b> Subscribers that purchased an archery hunting license or archery equipment in the last 12 months <b>Close Dates</b> June/July: 3/26/09   August: 5/25/09   September: 6/24/09	200,000	February	March	April	May	June/July	August	September	October	November	Dec '09/Jan '10
<b>Recreation Shooting Bonus</b> Subscribers obtained from purchase data from shooting sport enthusiast retailers <b>Close Dates</b> June/July: 3/26/09   Dec. '09/Jan. '10: 9/24/09	200,000	February	March	April	May	June/July	August	September	October	November	Dec '09/Jan '10
<b>Camping Bonus</b> Subscribers who are avid campers and have reserved a campsite in the past 12 months <b>Close Dates</b> May: 2/25/09   June/July: 3/26/09	200,000	February	March	April	May	June/July	August	September	October	November	Dec '09/Jan '10
<b>The Sporting Life</b> Targeting households with income over \$100,000 <b>Close Dates</b> June/July: 3/26/09   October: 7/27/09   Dec. '09/Jan. '10: 9/24/09	100,000	February	March	April	May	June/July	August	September	October	November	Dec '09/Jan '10

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### HUNTER'S BONUS

CIRCULATION: 600,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
<b>4/Color</b>	\$49,700	\$41,400	\$31,200	\$23,000
<b>2/Color</b>	\$43,200	\$36,100	\$27,000	\$20,100
<b>Black &amp; White</b>	\$39,900	\$33,200	\$25,200	\$18,500

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, CA, IL, MS, OK, OR, WV, SC, WA, IA, FL, KS, UT, MT, CO, ID

### FISHING BONUS

CIRCULATION: 600,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
<b>4/Color</b>	\$49,700	\$41,400	\$31,200	\$23,000
<b>2/Color</b>	\$43,200	\$36,100	\$27,000	\$20,100
<b>Black &amp; White</b>	\$39,900	\$33,200	\$25,200	\$18,500

Circulation from a mix of top fishing states: CA, TX, FL, MN, NY, OH, IL, PA, MI, GA, MO, WI, NC, WA, IN, VA, LA, TN, OK, AL, KY, SC, CO, AR, NJ, OR, IA, MD, MS, MA

### TURKEY BONUS

CIRCULATION: 300,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
<b>4/Color</b>	\$25,000	\$20,100	\$15,700	\$11,700
<b>2/Color</b>	\$21,700	\$18,200	\$13,700	\$10,100
<b>Black &amp; White</b>	\$20,100	\$16,800	\$12,600	\$9,400

Circulation from a mix of top states for turkey: MO, PA, AL, MS, WI, TN, GA, NY, OH, KY, TX, IA, VA, AR

### WATERFOWL BONUS

CIRCULATION: 300,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
<b>4/Color</b>	\$25,000	\$20,100	\$15,700	\$11,700
<b>2/Color</b>	\$21,700	\$18,200	\$13,700	\$10,100
<b>Black &amp; White</b>	\$20,100	\$16,800	\$12,600	\$9,400

Circulation from subscribers that purchased a waterfowl hunting license or waterfowl hunting equipment in the last 12 months

### BOWHUNTING BONUS

CIRCULATION: 200,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
<b>4/Color</b>	\$16,800	\$14,000	\$10,600	\$7,900
<b>2/Color</b>	\$14,600	\$12,300	\$9,400	\$6,900
<b>Black &amp; White</b>	\$13,500	\$11,300	\$8,600	\$6,400

Circulation from subscribers that purchased an archery hunting license or archery equipment in the last 12 months

### RECREATIONAL SHOOTING BONUS

CIRCULATION: 200,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
<b>4/Color</b>	\$16,800	\$14,000	\$10,600	\$7,900
<b>2/Color</b>	\$14,600	\$12,300	\$9,400	\$6,900
<b>Black &amp; White</b>	\$13,500	\$11,300	\$8,600	\$6,400

Circulation from subscribers obtained from purchase date from shooting sport enthusiast retailers

### CAMPING BONUS

CIRCULATION: 200,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
<b>4/Color</b>	\$16,800	\$14,000	\$10,600	\$7,900
<b>2/Color</b>	\$14,600	\$12,300	\$9,400	\$6,900
<b>Black &amp; White</b>	\$13,500	\$11,300	\$8,600	\$6,400

Circulation from subscribers who have reserved a campsite through Reserve America in the past 12 months.

### THE SPORTING LIFE

CIRCULATION: 100,000

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
<b>4/Color</b>	\$15,500	\$12,900	\$9,700	\$7,200
<b>2/Color</b>	\$13,600	\$11,300	\$8,600	\$6,400
<b>Black &amp; White</b>	\$12,300	\$10,500	\$7,900	\$5,900

Targeted to households with HHI \$100K+ nationwide