

SELECT EDITION**FISHING BONUS – AVID FISHERMAN AND TOP FISHING STATES****CIRCULATION: 600,000**

Outdoor Life's Fishing Bonus is a special editorial section bound into the regular edition of Outdoor Life and circulated only to subscribers in the top fishing states. Geared toward the hard-core angler with articles that discuss technical topics in depth, Fishing Bonus covers a wide variety of species and how-to situations. Cutting-edge tactics and the latest developments in fishing techniques and tackle for bass, walleyes, catfish and other popular species are featured in this fast-paced section.

RATES

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
4/COLOR	\$49,700	\$41,400	\$31,200	\$23,000
2/COLOR	43,200	36,100	27,000	20,100
BLACK & WHITE	39,900	33,200	25,200	18,500

CLOSING DATES

ISSUE	AD CLOSE	ON SALE
MARCH	12/26/08	2/24/09
APRIL	1/26/09	3/24/09
MAY	2/25/09	4/21/09

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 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

AS OF 8/08