

SELECT EDITION

HUNTING BONUS – AVID HUNTERS AND TOP HUNTING STATES

CIRCULATION: 600,000

Outdoor Life's Hunting Bonus is a special editorial section bound into the regular edition of Outdoor Life and circulated only to subscribers in the top hunting states. Dedicated to the hard-core sportsman with in-depth articles on advanced hunting tactics, Hunting Bonus covers how-to and guns-and-gear information for rifle, muzzleloader and shotgun enthusiasts. Big-game, waterfowl, predator, upland-bird and small-game hunting are covered in this fast-paced section along with the latest gear innovations.

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
AUGUST	5/25/09	7/21/09
SEPTEMBER	6/24/09	8/18/09
OCTOBER	7/27/09	9/22/09
NOVEMBER	8/27/09	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, CA, IL, MS, OK, OR, WV, SC, WA, IA, FL, KS, UT, MT, CO, ID