

## MISSION STATEMENT

***Outdoor Life: The Source For Hunting and Fishing Adventure.*** *Outdoor Life* is the go-to magazine for sportsmen who want to improve their hunting and fishing skills. Lively service pieces loaded with tips and information provide readers with everything they need to know to take action right now. And while reader service is key, every issue of *Outdoor Life* also explodes with adventure stories and true tales from the wild.

## EDITOR PROFILES

**Todd Smith** joined *Outdoor Life* as Editor-in-Chief in 1996. He has devoted the better part of his adult life to plying the world's game fields and streams to gather stories for publication. Before joining the *Outdoor Life* team, Smith had written hundreds of articles for various magazines and books. He spent 14 years with Petersen Publishing Company, where he served as editor of *Petersen's HUNTING Magazine* and as editorial director for the Outdoor Group. In 1998 he received the Chairman's Award as "Editor of the Year" for Times Mirror Magazines. Smith holds a Bachelor of Arts degree in English from U.C.L.A with a specialization in journalism.

**John Snow** is *Outdoor Life's* Shooting Editor. He has been at the magazine since 2001, serving most recently as Executive Editor prior to assuming his new duties. Since coming to *Outdoor Life*, Snow has overseen the magazine's comprehensive gear tests, launched the "Guns & Gear" and "Recreational Shooting" sections and written frequently on hunting and firearms. He also hosts "The Gun Shots" on outdoorlife.com, one of the most popular shooting-related blogs on the Internet. Snow is an avid big-game hunter and wingshooter with worldwide hunting and shooting experience. Before coming to *Outdoor Life*, Snow was Editor-in-Chief of *Fishing & Hunting News* and spent several years working at newspapers, including *The New York Times*. Snow received his Master's Degree from the Medill School of Journalism at Northwestern University.

**Terry Gibson** recently joined *Outdoor Life* as our new Fishing Editor. A lifelong fisherman and resident expert, Terry previously served as editor of *Saltwater Fly Fishing* magazine, and most recently as the projects editor for *Florida Sportsman* magazine and managing editor of *Shallow Water Angler*. He has also worked extensively in television, helping to co-host shows under both of these titles. Terry has guided anglers in Florida, South Dakota and Alaska and has written or edited several books on fishing, including *Sportsman's Best: Spotted Seatrout*. When he's not out fishing, Terry is one of the most determined and effective young leaders in the conservation movement. His writing and advocacy have helped protect public fishing access and create new fishing and hunting opportunities, as well as preserve and enhance essential habitats. Terry currently serves as recreational Fishing Advisor on the South Atlantic Fisheries Management Council's Habitat Advisory Panel. Gibson grew up fishing with his parents, sister and grandparents on Florida's renowned Lake Okeechobee and other Everglades waters. The family traveled extensively to fish and hunt, and in his professional life he has fished extensively in diverse fresh, salt and brackish waters, in more than 20 states and 10 countries.

**Pat McManus** is the Humor Columnist for *Outdoor Life Magazine*. His special brand of humor has graced the pages of *Field & Stream*, *Reader's Digest*, *TV Guide*, *Sports Illustrated*, *The New York Times* and many other publications. He has written over 16 books, four of which—*The Grasshopper Trap*, *Rubber Legs and White Tail-Hairs*, *The Night The Bear Ate Gombaw* and *The Good Samaritan Strikes Again*—have been on the New York Times bestseller list. He is a recipient of the Excellence in Craft Award from the Outdoor Writers Association of America, the Governor's Award for Literature in Washington State, The Pacific Northwest Booksellers Award for Literary Excellence and Idaho's Hall of Fame Award for Outstanding Achievement in Literature/Writing.

**Andrew McKean** is the Hunting Editor for *Outdoor Life*. McKean was raised on a Missouri farm where he grew up hunting deer, turkey, predators and upland birds. A former newspaper and magazine editor, McKean is the author of *Hunting the West* and has won numerous awards for writing from the Washington, Montana and Western newspaper guilds. The former editor of *Rocky Mountain Fishing & Hunting News*, McKean was the Western Columnist for *Outdoor Life* and the Montana State President of the National Wild Turkey Federation. He is a hunter education and bowhunter education instructor and Cub Scout leader. In his career with Montana Fish, Wildlife & Parks he was recognized with the Director's Award and took national honors from the Association for Conservation Information for magazine writing. He has hunted around the continent with a rifle, shotgun and bow for big game, birds, predators and small game.

**Rich Johnson** is an avid outdoorsman, adventurer and world traveler. During his military years, he served in the Special Forces, where he learned the military approach to survival, escape and evasion. After returning to civilian life, his interest turned to non-military outdoor survival. Wanting to write and teach based on actual experience, Johnson took his family (wife and two children, ages 1 and 3) into the remote wilds of southern Utah, the land of the ancient Anasazi cliff dwellers, where they lived a survival lifestyle in the desert and mountains for a year. During that time, they lived in a couple of different caves, an abandoned shack, a wikiup, and a mine shaft. They ate wild plants and used primitive traps to catch food. Lizard and snake, chipmunk and rabbit, grub worm, ants and road kill all paid a visit to the family menu. The Johnsons utilized natural resources for food, shelter, fire, medicine, and other needs. At the end of the year, they returned to civilization in Southern California, where Johnson launched his writing career. Today, the Johnsons live on the northern edge of the Olympic Peninsula in Washington State, where the hunting and fishing are fabulous, and survival is easy.

## EDITORIAL CALENDAR (SUBJECT TO CHANGE)

### February

#### PREDATORS

- Predator Secrets
- Mountain Lions
- Franchise Feature: Alaska Grand Slam
- Gear:
  - Electronic Varmint Calls
- Gear Tests:
  - Flashlights
  - Air Rifles

AD CLOSE: 12/1/08  
ON SALE: 1/20/09

### March

#### SURVIVAL

- How to Survive
- Return of the Grizzly
- Turkey Tactics
- Gear Test: Annual Tackle Test

AD CLOSE: 1/2/09  
ON SALE: 2/24/09

### April

#### DEER OF THE YEAR

- Deer of the Year
- Spring Black Bear
- Louisiana Fishing
- Gear Tests:
  - Knives
  - Backpacks
  - Raingear
  - Fishing Footwear

AD CLOSE: 2/2/09  
ON SALE: 3/24/09

### May

#### ADVENTURE!

- Cape Buffalo
- B.C. Mountain Goats
- 20 Best Fishing Adventures
- Gear Tests:
  - Best New Bows
  - Waders
  - Fishing Electronics
- New Bonus Section! Camping Select

AD CLOSE: 3/4/09  
ON SALE: 4/21/09

### June/July

#### BEST PLACES TO LIVE

##### Double Issue

- Top 200 Towns
- Great Outdoor Hoaxes
- Alberta Moose and Deer
- Reader Adventure Writing Contest
- Reader Adventure Photo Contest
- Summer Bass
- Gear Tests:
  - Shotguns
  - Binoculars/Spotting Scopes
- New Bonus Section! Camping Select

AD CLOSE: 4/2/09  
ON SALE: 5/26/09

### August

#### BEST NEW RIFLES & SCOPES

- Budget Gear
- Colorado Mule Deer
- Chukar Nuts
- Gear Tests:
  - Rifles
  - Riflescopes

AD CLOSE: 6/1/09  
ON SALE: 7/21/09

### September

#### HUNT THE WEST

- Hunt the West (For Less Than You Think)
- South Dakota Whitetails
- Deer Tactics
- Gear:
  - Best Ammo of the Year
  - Crossbows
  - Dove Gear
- Gear Test:
  - Two-Way Radios

AD CLOSE: 7/1/09  
ON SALE: 8/18/09

### October

#### BIGGEST BUCKS EVER

- 25 Best Deer of All Time!
- Poaching in the Oil Patch
- Wyoming Mule Deer
- Kentucky Whitetails
- Gear Roundup:
  - Climbing Stands
- Gear Tests:
  - Gun Cases
  - Sleeping Bags
  - Hunting Boots

AD CLOSE: 8/3/09  
ON SALE: 9/22/09

### November

#### HEART OF THE RUT

- Guide to Deer Hunting's Best Days
- Missouri Whitetails
- Adventure: Wyoming Guide Disaster
- Gear:
  - Waterfowl Calls
  - Upland Vests
  - Buck Lure
- Gear Test:
  - Range Finders

AD CLOSE: 9/1/09  
ON SALE: 10/20/09

### December/January '10

#### DEEP WINTER BUCKS!

##### Double Issue

- The Ultimate Deer Season
- OL's Bucket List
- Predator Secrets
- Maine Sea Ducks
- Gear: Holiday Gift Guide, Annual Truck and ATV Buyer's Guide
- Gear Test:
  - Extreme Outerwear
- Franchise:
  - Africa Grand Slam
  - The OL 25
  - Save-A-Stream

AD CLOSE: 10/1/09  
ON SALE: 11/24/09

## NATIONAL DISPLAY ADVERTISING RATES

### \$ GROSS OPEN RATES PER PAGE

Rate Base: 800,000

Effective January 1, 2009

4/COLOR		1x	BLACK & WHITE	
Full Page		\$67,000	Full Page	\$53,800
2/3 Page		55,900	2/3 Page	44,800
1/2 Page		43,600	1/2 Page	34,900
1/3 Page		30,100	1/3 Page	25,200
2/COLOR			COVERS	
Full Page		\$58,500	Cover 2	\$77,000
2/3 Page		48,700	Cover 3	73,600
1/2 Page		38,000	Cover 4	87,200
1/3 Page		26,300		

#### Bleed:

Available on all ROB units one-third page or larger; add 10% to the gross rate.

No charge for gutter bleed on two facing pages.

## **OUTDOOR LIFE MAGAZINE ADVERTISING TERMS AND CONDITIONS**

The following are certain general terms and conditions governing advertising published in OUTDOOR LIFE MAGAZINE (the "Magazine") published by Bonnier Active Media (the "Publisher").

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
2. The Magazine is a member of the Audit Bureau of Circulations (ABC). Total audited circulation is reported on an issue-by-issue basis in Publisher's statements audited by the ABC. Total audited circulation for the Magazine comprises paid plus verified.
3. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertisers index.
4. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
5. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.
6. Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is granted, in writing, by the Publisher.
7. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any manner.
8. Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due.
9. Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness, and/or testimonial of each and every living person which is contained therein. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense, or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement.
10. Until credit is approved, advertisements are run on a prepaid basis only.
11. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned Advertiser discounts.
12. Special advertising production premiums do not earn any discounts or agency commissions.
13. The Magazine is subject to the Outdoor Life 2009 issue-by-issue tally (IBIT) pricing system.

## CUSTOM REGIONAL ADVERTISING RATES

### FULL PAGE UNITS ONLY

#### CUSTOM REGIONALS

		B&W	2 COLOR	4 COLOR
Minimum Circulation: 200,000	CPM:	\$80.58	\$87.63	\$100.72
PRODUCTION CHARGE	NET:	\$1,500	\$1,800	\$2,200

#### COPY SPLIT CHARGES

Apply to all space units per page, per split, per magazine. For more than 5 copy changes, the per split charge is higher.

		B&W	2 COLOR	4 COLOR
BY STATE	NET:	\$1,500	\$1,800	\$2,200
RANDOM A/B SPLIT	NET:	\$1,500	\$1,800	\$2,200
PERFECT A/B SPLIT	NET:	\$8,200	\$8,500	\$8,900

Custom Regionals and copy splits by DMA are available on a limited basis only.  
Please consult Publisher. Requests should be made by sectional center (first three digits of the zip code) as well as by city.

Bleed available on all ROB units; add 10% to the gross rate.

## SUPPLIED INSERTS

### CARD/INSERT SPECIFICATIONS FOR OUTDOOR LIFE

**SHIPPING ADDRESS:** Outdoor Life Magazine  
Quad Graphics  
56 Duplainville Rd.  
Saratoga Springs, NY 12866  
Attn: Denise D'Angelo  
(518) 581-4346

**Send a sample or blueline that includes the publication title before printing to:**  
Stefanie La Bella, Associate Production Director  
Outdoor Life Magazine  
2 Park Avenue, 10th Floor,  
New York, NY 10016

**IDENTIFICATION:** Each skid should be clearly marked with the following identification:

- Publication name
- Date of issue
- Skid Count (key number and quantity on each carton if cartons are used)
- Load Weight-gross
- Load Tare
- Load Weight-net
- Outdoor Life Job #

Contact the production department to obtain the correct job #. A sample of the card or insert should be affixed to four sides of each skid for identification of skid contents.

**SKID/PALLET SIZE:** Material-handling equipment at the plant can handle all standard size skids and pallets.

**INSERT SIZE:** Trim Size: 7-7/8" x 10-1/2"  
Preferable Bleed size: 8-1/8" x 10-3/4"

Trims: Top: 1/8" or balance  
Foot: 1/8"  
Outside: 1/8" or balance  
Spine: 1/8"

**CARD SIZE:** Minimum: 6" x 4" (BRC)  
Maximum (Inserts): 8-1/8" x 10-3/4" (bleed size)  
**All live matter should be kept 1/4" away from all trimmed edges** of the insert or card when it is bound into the magazine.  
Vertical perforations should be a minimum of 1/2" away from backbone skive.

**POROSITY:** Gurley, 100cc's of air in 25 seconds.

**CARD THICKNESS:** At least .007, but not more than .0085 (US Post Office Requirements) (Please check PO)

**CARD PAPER:** 75# basis weight and free of groundwood except when coated to resist an applied bending force (US Post Office Requirements) (Please check PO)

**BINDING METHOD:** Perfect, with all products jogging to the foot.

**DELIVERY TIMES:** Delivery of cards to the plant can be made between 7am and 7pm Monday through Friday. Any special arrangements for delivery outside of the above times must be made through the Production Department. All shipments must be "prepaid". "Collect" shipments will be rejected at the receiving dock. You must call (414) 566-2100 with shipping information, publication title, issue date and job # for delivery appointment.

**QUANTITY:** Please contact Stefanie La Bella (212) 779-5139, Stefanie.LaBella@bonniercorp.com or Barbara Taffuri (212) 779-5136, Barbara.Taffuri@bonniercorp.com

**CIRCULATION BY STATE**

<u>STATE</u>	<u>CIRC</u>	<u>STATE</u>	<u>CIRC</u>
Alabama	13,300	Nebraska	9,600
Alaska	2,900	Nevada	5,200
Arizona	9,900	New Hampshire	4,100
Arkansas	12,300	New Jersey	10,400
California	37,200	New Mexico	4,300
Colorado	13,500	New York	34,600
Connecticut	5,800	North Carolina	20,400
Delaware	1,900	North Dakota	5,200
Florida	22,200	Ohio	32,300
Georgia	18,200	Oklahoma	12,700
Hawaii	700	Oregon	13,500
Idaho	9,000	Pennsylvania	51,200
Illinois	27,100	Rhode Island	1,100
Indiana	20,300	South Carolina	9,900
Iowa	16,200	South Dakota	6,000
Kansas	12,900	Tennessee	18,600
Kentucky	15,700	Texas	41,300
Louisiana	10,300	Utah	7,600
Maine	6,400	Vermont	4,200
Maryland & D.C.	9,500	Virginia	19,200
Massachusetts	8,400	Washington	18,000
Michigan	38,300	West Virginia	9,300
Minnesota	30,000	Wisconsin	35,300
Mississippi	9,900	Wyoming	4,000
Missouri	27,800	Canada	6,800
Montana	8,500	Other	400

**CIRCULATION WITHOUT NEWSSTAND: 773,500**
**NEWSSTAND: 26,500**
**CIRCULATION WITH NEWSSTAND: 800,000**

NOTE: ABOVE STATE COUNTS REFLECT SUBSCRIPTION ONLY AND ARE TO BE UTILIZED FOR REGIONAL BUYS.  
 ALLOW A 5% MARGIN IN THE CIRCULATION OF REGIONAL EDITIONS.  
 SOURCE: CIRCULATION BASED ON JUNE 2008 PUBLISHER'S STATEMENT

## 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

**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**

	<b>FULL PAGE</b>	<b>2/3 PAGE</b>	<b>1/2 PAGE</b>	<b>1/3 PAGE</b>
<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

**CLOSING DATES**

<b>ISSUE</b>	<b>AD CLOSE</b>	<b>ON SALE</b>
<b>MARCH</b>	12/26/08	2/24/09
<b>APRIL</b>	1/26/09	3/24/09
<b>MAY</b>	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

## SELECT EDITION

### TURKEY BONUS – TOP STATES FOR HARVESTING WILD TURKEYS AS WELL AS BY TURKEY POPULATION

**CIRCULATION: 300,000**

Outdoor Life readers are hard-core turkey-hunting fanatics. To provide these readers with even more of the entertaining, informative articles they like best, Outdoor Life's Turkey Bonus will be circulated to subscribers in the top turkey-hunting states. This special editorial section will cover everything from the latest tips, tactics and calling techniques to guns, loads, new calls and equipment. Emphasis in our March and April issues will center on spring turkey-hunting tips supported by information-packed sidebars, photos and field diagrams.

## RATES

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
<b>4/COLOR</b>	\$25,000	\$20,800	\$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

## CLOSING DATES

ISSUE	AD CLOSE	ON SALE
<b>MARCH</b>	12/26/08	2/24/09
<b>APRIL</b>	1/26/09	3/24/09

**SELECT EDITION****WATERFOWL BONUS – WATERFOWL LICENSE AND EQUIPMENT PURCHASERS****CIRCULATION: 300,000**

Outdoor Life reaches thousands of hard-core waterfowl hunters each and every issue. To provide even more service to duck and goose hunters, Outdoor Life's Waterfowl Bonus will be circulated to subscribers that purchased a waterfowl hunting license or waterfowl hunting equipment in the last 12 months. This special editorial section will cover everything from the latest tips, tactics and techniques for hunters to the most authoritative information on guns, loads, camouflage, decoys, calls and equipment. Informative sidebars, diagrams of decoy setups and hands-on advice from top writers in the field will provide readers with everything they need to know to make this their most successful waterfowl season ever.

**RATES**

	<b>FULL PAGE</b>	<b>2/3 PAGE</b>	<b>1/2 PAGE</b>	<b>1/3 PAGE</b>
<b>4/COLOR</b>	\$25,000	\$20,800	\$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

**CLOSING DATES**

<b>ISSUE</b>	<b>AD CLOSE</b>	<b>ON SALE</b>
<b>SEPTEMBER</b>	6/24/09	8/18/09
<b>OCTOBER</b>	7/27/09	9/22/09

**SELECT EDITION****BOWHUNTER'S BONUS – ARCHERY LICENSE AND EQUIPMENT PURCHASERS****CIRCULATION: 200,000**

Outdoor Life's Bowhunter's Bonus is a special editorial section bound into the regular edition of Outdoor Life and circulated to subscribers that purchased an archery hunting license or archery equipment in the last 12 months. Because our readers are gear-savvy sportsmen hungry for hot, new gadgets and cutting-edge advice, the June/July Bowhunter's Bonus will feature a comprehensive selection of gear for today's bowhunters. August and September Bonus will feature an array of topics, ranging from technical shooting instruction from the pros to the latest insight on hunting strategies and new gear. This section is jam-packed with information.

**RATES**

	<b>FULL PAGE</b>	<b>2/3 PAGE</b>	<b>1/2 PAGE</b>	<b>1/3 PAGE</b>
<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

**CLOSING DATES**

<b>ISSUE</b>	<b>AD CLOSE</b>	<b>ON SALE</b>
<b>JUNE/JULY</b>	3/26/09	5/26/09
<b>AUGUST</b>	5/25/09	7/21/09
<b>SEPTEMBER</b>	6/24/09	8/18/09

## SELECT EDITION

### CAMPING BONUS – RESERVED CAMPSITE SPACE AND PURCHASED CAMPING EQUIPMENT

**CIRCULATION: 200,000**

Outdoor Life's new Camping Bonus is designed to reach 200,000 hardcore outdoorsmen whose passion for fishing and hunting takes them miles into the backcountry every season. Editorial will center on three themes:

- The best backcountry destinations
- Lightweight camping gear
- Survival skills

Designed as a "magazine within a magazine," Outdoor Life's new Camping Bonus will provide everything readers need to plan a great backcountry adventure of their own.

## RATES

	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

## CLOSING DATES

ISSUE	AD CLOSE	ON SALE
<b>MAY</b>	2/25/09	4/21/09
<b>JUNE/JULY</b>	3/26/09	5/26/09

**SELECT EDITION****RECREATIONAL SHOOTING BONUS – PURCHASED EQUIPMENT FROM SHOOTING SPORT ENTHUSIAST RETAILERS****CIRCULATION: 200,000**

Outdoor Life's Recreational Shooting Bonus is a special editorial section bound into the regular edition of Outdoor Life and circulated to subscribers who have participated in competitive shooting or who have purchased products related to competitive shooting in the last 12 months. The section will cover the gamut of competitive shooting games as well as provide editorial designed to improve the skills of these serious shooters. Three-gun matches, sporting clays, Bullseye pistol, cowboy action, practical pistol, long-range shooting—the gear, tactics and winning strategies for all these disciplines will be part of the editorial mix. If it involves having fun while sending copious amounts of lead downrange, it will have a home in the Recreational Shooting Bonus.

**RATES**

	<b>FULL PAGE</b>	<b>2/3 PAGE</b>	<b>1/2 PAGE</b>	<b>1/3 PAGE</b>
<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

**CLOSING DATES**

<b>ISSUE</b>	<b>AD CLOSE</b>	<b>ON SALE</b>
<b>JUNE/JULY</b>	3/26/09	5/26/09
<b>DECEMBER/JANUARY</b>	9/24/09	11/24/09

**SELECT EDITION****COASTAL STATES – STATES THAT BORDER AN OCEAN COAST  
AND SELECT INLAND LAKE AREAS****CIRCULATION: 325,000****RATES**

	<b>FULL PAGE</b>
<b>4/COLOR</b>	\$33,200
<b>2/COLOR</b>	29,900
<b>BLACK &amp; WHITE</b>	26,500

**CLOSING DATES**

<b>ISSUE</b>	<b>AD CLOSE</b>	<b>ON SALE</b>
<b>FEBRUARY</b>	11/24/08	1/20/09
<b>MARCH</b>	12/26/08	2/24/09
<b>APRIL</b>	1/26/09	3/24/09
<b>MAY</b>	2/25/09	4/21/09
<b>JUNE/JULY</b>	3/26/09	5/26/09
<b>SEPTEMBER</b>	6/24/09	8/18/09
<b>OCTOBER</b>	7/27/09	9/22/09

THIS SELECT EDITION DOES NOT HAVE DEDICATED EDIT AND CAN ONLY RUN FULL PAGES

ALL RATES GROSS

RATES SUBJECT TO CHANGE

BLEED: ADD 10% TO THE GROSS RATE.

CIRCULATION FROM A MIX OF COASTAL STATES: AL, AK, CA, CT, FL, GA, LA, ME, MD, MA, MI, NH, NJ, NY, NC, OR, SC, TX, VA, WA

AS OF 8/08

**SELECT EDITION**

**HOMEOWNERS – IDENTIFIED HOMEOWNERS IN OUR DATABASE AND  
HIGH CONCENTRATION RESIDENTIAL AREAS NATIONWIDE**

**CIRCULATION: 500,000**

**RATES**

	<b>FULL PAGE</b>
<b>4/COLOR</b>	\$47,700
<b>2/COLOR</b>	\$41,400
<b>BLACK &amp; WHITE</b>	\$38,000

**CLOSING DATES**

<b>ISSUE</b>	<b>AD CLOSE</b>	<b>ON SALE</b>
<b>FEBRUARY</b>	11/24/08	1/20/09
<b>MARCH</b>	12/26/08	2/24/09
<b>APRIL</b>	1/26/09	3/24/09
<b>MAY</b>	2/25/09	4/21/09
<b>JUNE/JULY</b>	3/26/09	5/26/09
<b>SEPTEMBER</b>	6/24/09	8/18/09
<b>OCTOBER</b>	7/27/09	9/22/09

THIS SELECT EDITION DOES NOT HAVE DEDICATED EDIT AND CAN ONLY RUN FULL PAGES

ALL RATES GROSS

RATES SUBJECT TO CHANGE

BLEED: AVAILABLE ON ALL ROB UNITS ONE-THIRD PAGE OR LARGER; ADD 10% TO THE GROSS RATE.

## SELECT EDITION

### SPORTING LIFE—TARGETED TO HOUSEHOLDS WITH HHI \$100K+ NATIONWIDE CIRCULATION: 100,000

Outdoor Life’s Sporting Life is a special editorial section bound into the regular edition of Outdoor Life and targeted to subscribers with a household income over \$100,000. The Sporting Life’s sophisticated editorial is focused on areas of particular interest to the upscale outdoorsman including fine guns, travel, essentials, skills, and collectibles.

**Fine Guns:** Tips for those in the market for high-end rifles, plus new guns to add to your “must-have” list. Featuring Outdoor Life Shooting Editor Jim Carmichel.

**Travel:** Highlights the hottest spots for hunting and fishing, plus the finest lodge and guide offerings, both in North America and internationally.

**Essentials:** A selection of top-shelf hunting and fishing gear for the sportsman who wants to purchase “the best,” plus what to look for when shopping.

**Skills:** Time-lapse photographic sequences, along with tips from experts, help sportsmen improve their casting and shooting skills.

**Collectibles:** Focuses on the wide world of sporting collectibles, including what they’re worth and where to find the best deals and investments.

## RATES

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
4/COLOR	\$15,500	\$12,900	\$ 9,700	\$ 7,200
2/COLOR	13,600	11,300	8,600	6,400
BLACK & WHITE	12,300	10,500	7,900	5,900

## CLOSING DATES

ISSUE	AD CLOSE	ON SALE
JUNE/JULY	3/26/09	5/26/09
OCTOBER	7/27/09	9/22/09
DECEMBER '09/ JANUARY '10	9/24/09	11/24/09

**ADVERTISING CLOSING DATES****CIRCULATION: 800,000**

<b>Issue</b>	<b>National Ad Close</b>	<b>Regional/Selects Ad Close</b>	<b>On Sale Date</b>
February	12/1/08	11/24/08	1/20/09
March	1/2/09	12/26/08	2/24/09
April	2/2/09	1/26/09	3/24/09
May	3/4/09	2/25/09	4/21/09
June/July	4/2/09	3/26/09	5/26/09
August	6/1/09	5/25/09	7/21/09
September	7/1/09	6/24/09	8/18/09
October	8/3/09	7/27/09	9/22/09
November	9/1/09	8/27/09	10/20/09
December '09/January '10	10/1/09	9/24/09	11/24/09

## OUTDOOR LIFE DIGITAL FILE SPECIFICATIONS

### AD DIMENSIONS

Printing: Web offset, perfect bound.

Trim Size: 7<sup>7</sup>/<sub>8</sub>" x 10<sup>1</sup>/<sub>2</sub>"

Please allow 1/4" safety for live matter from TRIM on all sides. For spreads, allow 1/4" safety on each side from the gutter.

Ad Page Dimensions	Non-Bleed	Bleed
Full Page	7" x 10"	8 <sup>1</sup> / <sub>8</sub> " x 10 <sup>3</sup> / <sub>4</sub> "
2/3 Page	4 <sup>5</sup> / <sub>8</sub> " x 10"	5 <sup>1</sup> / <sub>8</sub> " x 10 <sup>3</sup> / <sub>4</sub> "
1/2 Digest	4 <sup>5</sup> / <sub>8</sub> " x 7 <sup>1</sup> / <sub>2</sub> "	5 <sup>1</sup> / <sub>8</sub> " x 8"
1/2 Horizontal	7" x 5"	8 <sup>1</sup> / <sub>8</sub> " x 5 <sup>1</sup> / <sub>4</sub> "
1/3 Vertical	2 <sup>1</sup> / <sub>4</sub> " x 10"	2 <sup>3</sup> / <sub>4</sub> " x 10 <sup>3</sup> / <sub>4</sub> "
1/3 Square	4 <sup>5</sup> / <sub>8</sub> " x 5"	5 <sup>1</sup> / <sub>8</sub> " x 5 <sup>1</sup> / <sub>4</sub> "
1/2 Horizontal Spread	15" x 5"	16" x 5 <sup>1</sup> / <sub>4</sub> "
Two Page Spread	14" x 10"	16" x 10 <sup>3</sup> / <sub>4</sub> "
Two Page Gutter Spread	-----	15" x 10"

### DIGITAL REQUIREMENTS

Outdoor Life utilizes a digital workflow and we require all ad materials be submitted in a digital format. Supplied materials that do not comply with the following specifications will be rejected, or corrected and the advertiser billed for the required production.

### AD SIZES

All ads must be created to the exact size specifications on the rate card or will incur charges for re-sizing. All ad files must be supplied with trim and bleed marks. No live copy within 1/4" of gutter or trim on full page or spread ads.

### REQUIRED FORMAT

PDF/X-1a is the required file format for all ad submissions. When preparing PDF/X-1a files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see [www.adobe.com/products/acrobat/pdfs/pdfx.pdf](http://www.adobe.com/products/acrobat/pdfs/pdfx.pdf) for guidelines and instructions. We do not accept application files.

### MEDIA

CD-ROM, DVD

### PROOFS

Advertisers must submit a contract-level digital proof at 100% that conforms to SWOP standards (including a color bar) for all ads. To obtain information on acceptable proofs visit the SWOP web site at [www.swop.org](http://www.swop.org). Client supplied contract proofs are required in order to guarantee color. Ads without color proofs will be accepted with the understanding that the publisher cannot be held responsible for color reproduction. If a contract proof is not supplied, we will generate an Epson proof at a charge of \$50 per page.

### ELECTRONIC TRANSMISSIONS

Our brand new Ad Portal allows advertisers to submit ad materials electronically via a web browser:

**[adportal.bonniec corp.com](http://adportal.bonniec corp.com)**

Select the publication and the issue you are submitting the ad for, fill out the form, attach the hi-res file for print and low-res file for quality check and upload your ad.

**Required Hi-res file type:** PDF/X1A

**Required Low-res content proofing file type:** JPEG, TIFF

**Proofs:** For Full Page or Spreads: If you do not intend to ship a contract color proof, we will generate one at a charge of \$50 per page. *You will receive a confirmation email after your file uploads successfully.*

### CONTACTS

Please call in the order listed.

Associate Production Director

Stefanie La Bella (212) 779-5139

[Stefanie.LaBella@bonniec corp.com](mailto:Stefanie.LaBella@bonniec corp.com)

Production Director

Barbara Taffuri (212) 779-5136

[Barbara.Taffuri@bonniec corp.com](mailto:Barbara.Taffuri@bonniec corp.com)

### SHIPPING INSTRUCTIONS

When shipping ad materials make sure to identify the magazine and issue in which the ad is scheduled to run.

### Send All Advertising Materials To:

Attn: Prepress Ad Production

Special Instructions: Magazine/Issue

Bonnier Corporation

460 N. Orlando Ave, Suite 200

Winter Park, FL 32789

1-407-571-4711

## READER INFORMATION

DEMOGRAPHICS	
Total Adults:	5,783,000
Median Age:	44
Att/Graduated College:	46%
Employed:	72%
Served in Armed Forces:	38%
With Kids:	45%
Median HHI:	\$59,535
Total Men:	4,664,000
Male:	81%
Men 18-24:	9%
Men 25-34:	12%
Men 35-44:	20%
Men 45-54:	19%
Men 55-64:	11%
Men 65+:	8%
<i>Source: MRI Doublebase 2008, Subscriber Study 2006</i>	

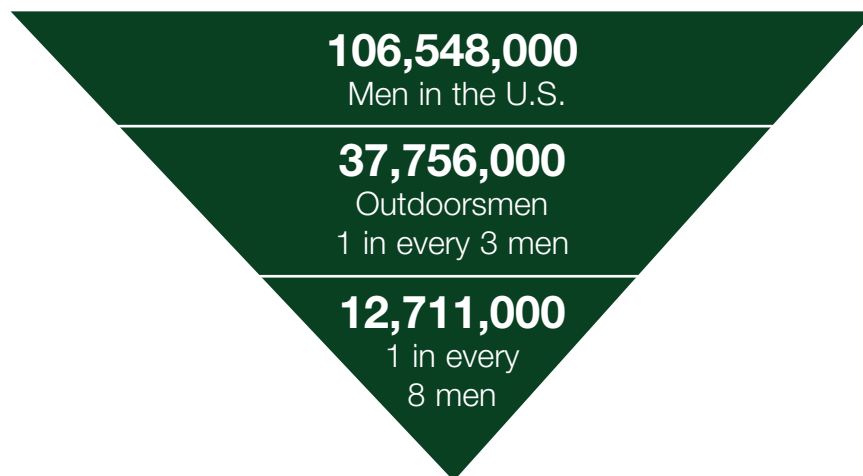
READERSHIP	
Mean time spent with magazine:	87 min.
Read 3 out of 4 issues:	92%
<i>Source: Subscriber Study 2006</i>	

CIRCULATION INFORMATION		
2009 Rate Base	800,000	
Paid	100%	
% Subscription copies	97%	
% Newsstand copies	3%	
County Coverage:	A	19%
	B	28%
	C	21%
	D	32%
<i>Source: ABC, June 2008</i>		

## BRAND POWER

**Field & Stream and Outdoor Life are the #1 and #2 most recognized brands in the outdoors**

**Outdoor Life and Field & Stream reach  
1 in every 8 men in the U.S.**



- Today's hunters and anglers represent nearly 1/3rd of the nation's potential vote.
- Today's sportsmen pour \$76 billion into the economy annually.
- Today's sportsmen could fill every NASCAR track 13 times over.

## MORE THAN JUST MAGAZINES

### SELECTS

In-depth editorial presented as a magazine-within-a-magazine bound into OUTDOOR LIFE.



### EDITORIAL FRANCHISES

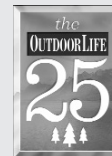
**Editor's Choice/Great Buy:**  
Annual product test citing the best new gear and the best bang for your buck.



**Outdoor Life Contests:**  
Deer of the Year, Photo, Adventure Writing: Readers submit photos or essays for the opportunity to win prizes and a chance to be in OUTDOOR LIFE.

**This Happened to Me:**  
Acclaimed monthly column in which readers submit true adventures.

### INTEGRATED MARKETING PROGRAMS



**25 Most Influential Sportsmen**  
For a third year, OUTDOOR LIFE

will publicly recognize the most influential individuals in our sports.



**Grand Slam Adventures**  
A challenge to OUTDOOR LIFE readers to bag a set number of game or fish species in a given amount of time.



**Project Save-A-Stream**  
Working in partnership with the Country Music Association, OUTDOOR LIFE has kicked off a nationwide campaign to clean up our waterways.

### SHOT SHOW

Nation's largest industry trade show [40,000 attendees] for hunting and shooting sports.



### OUTDOOR LIFE ONLINE

- #1 hunting & fishing network per @Plan
- 1.2M page views/month
- 6M ad impressions/month
- Opt-in newsletter of 125,000+
- Dedicated newsletter of 75,000

### PARTNERSHIP MARKETING

Our consumer marketing team can create customized subscription programs at retail, on pack, on the Web, or elsewhere to meet your specific marketing need.



### INDUSTRY RELATIONSHIPS



### DATABASE MARKETING

Our subscriber database includes hundreds of geographic, demographic and affinity criteria to create targeted in-magazine or direct marketing programs.

[www.outdoorlife.com](http://www.outdoorlife.com)



- 1.2M page views per month
- 6M ad impressions per month
- Opt-in email newsletter of 125,000+

Rated part of #1 hunting and fishing network  
(@Plan Web Research Fall '08)

## Features

- Popular Blogs
  - Big Buck Zone
  - The Strut Zone
  - The Gun Shots
  - Gone Fishin'
  - News Hound
- Field-Tested Gear
- Video/Photo Galleries
- Daily Tips & Articles
- Do-It-Yourself Projects
- Quizzes, Trivia and Games
- Best Times to Hunt & Fish Chart

## 2009 Online Rates

All rates based on CPM or cost per thousand impressions

Creative Size in Pixels	Site Location	Gross CPM
728 X 90	Run of Site	\$32
728 X 90	Targeted Area	\$34
300 X 250	Run of Site	\$32
300 X 250	Targeted Area	\$34
160 X 600	Run of Site	\$32
160 X 600	Targeted Area	\$34
640 X 840	Home Page Takeover	\$80
728 X 90	Newsletter (125K opt-in emails)	\$5,000 net / per blast
300 X 250	Newsletter (125K opt-in emails)	\$5,000 net / per blast
Text Link (35 words or less)	Newsletter (125K opt-in emails)	\$2,500 net / per blast
600 X 800	Dedicated Mailing	\$105 gross CPM

## Classified Digital Directories

Outdoor Life also offers online classified listings. Listings are updated with new advertisers monthly.

6-month listing: \$365	with 120 X 60 logo: \$465
12-month listing: \$630	with 120 X 60 logo: \$730