

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