

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

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
4/COLOR	\$25,000	\$20,800	\$15,700	\$11,700
2/COLOR	21,700	18,200	13,700	10,100
BLACK & WHITE	20,100	16,800	12,600	9,400

CLOSING DATES

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