

GUN DOG®

THE MAGAZINE OF UPLAND BIRD AND WATERFOWL DOGS

2016 MEDIA KIT



35 YEARS AND GOING STRONG!

For three and a half decades GUN DOG has reigned as North America's premier sporting dog publication, the only magazine devoted to all breeds of sporting dogs—pointers, setters, retrievers, versatiles and spaniels. No other magazine provides such comprehensive coverage of these hard-driving performers, and no other magazine appeals to a wider demographic of upland gamebird and waterfowl hunters.

These are people who spend a great amount of time—and money—living with, training and hunting over their dogs. To enhance this relationship, each issue of GUN DOG features breed articles, the latest information on canine medicine, nutrition and new products, hunting stories emphasizing the dog's role in the field, and numerous training articles showcasing the proven techniques and equipment developed and utilized by professional and amateur trainers throughout the country.

www.gundogmag.com

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A Voice In The Field

Whether it's a duck marsh at dawn, a pheasant drive in the Dakotas, a plantation quail hunt in the Deep South or a rugged excursion for chukars in the Mountain West, GUN DOG is there. If it's a gamebird and it's hunted with dogs, we cover it, and we do so with authority. GUN DOG writers are lifelong hunters and trainers who *do* what they write about, and they bring many decades of experience to their assignments. Our regular contributors include:

- Bob West
- Dr. Ed Bailey
- John Holcomb, DVM
- Joe Arnette
- Dave Carty
- Chad Mason
- John McGonigle
- Jerry Thoms
- John M. Taylor
- Steve Gash
- M.J. Nelson
- P.J. Reilly
- Mark Romanack
- Brad Fitzpatrick
- Mike Marsh
- Tyler Shoberg



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Right On Point And Delivering To Hand...

The average GUN DOG reader is anything but “average.” Our latest reader survey shows that the typical GUN DOG reader:

- Owns two dogs and six shotguns
- Hunts upland gamebirds 22 days and/or waterfowl 19 days each season
- Has been doing so for 20 years.

Two thirds of those readers travel out of state to hunt to hunt each year—these are people who are dedicated to their sport and to their dogs, and they are quite willing to “go the extra mile” to increase their hunting opportunities.

They’re also willing to put their money where their passion lies. Readers annually spend:

- \$36 million on dog food
- \$31 million on their dogs’ health care
- \$13 million on training equipment--85 percent of them own e-collars.
- Four hours a week training their own dogs, and half have also had their dogs professionally trained.

GUN DOG delivers a target audience of hard-core bird hunters whose passion is going afield with well-trained dogs. Our writers provide editorial content specifically aimed at making our readers better owners, trainers and hunters, and in turn, our readers have made GUN DOG the number one sporting dog publication in North America.

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Shotguns & Destinations

While GUN DOG is all about the appreciation and practical use of stylish, productive working dogs, to develop the story fully we also highlight great hunting destinations—both public and private—across North America, and the tools of the hunting trade.

Shotguns and ammo-related editorial are regularly featured with special emphasis on delivering the latest and the greatest at the onset of the key third quarter. Throughout the year, shotguns and ammo are also covered in every issue in our “Shotgun Review” department, written by top authorities of the shooting industry.



DEDICATED WATERFOWL SECTION

Because duck and goose populations are currently at an all-time high and retrievers are the most popular type of sporting dog—Labradors have topped American Kennel Club registration numbers for the past 24 years, and goldens are also among the top five breeds—we are expanding our waterfowling coverage in the key fall issues of 2016.

Beginning in September and continuing through the October and November issues, GUN DOG will work closely with its sister publication, WILDFOWL, to bring readers the latest information on hunting hotspots, new equipment, shotguns and loads, plus dynamic hunting stories “straight from the marsh.” The two publications will complement each other in this effort to deliver a powerful one-two punch aimed specifically at the dyed-in-the-camo duck and goose hunter.



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The 2016 Line-Up

DECEMBER 2015-JANUARY/FEBRUARY 2016

Theme: Late-season hunts; holiday gift guide.

Features on hunting under extreme conditions plus a comprehensive list of gifts for the dog person and bird hunter.

Breed feature: German Longhair

AD CLOSE:

ON SALE:

MARCH/APRIL/MAY 2016

Theme: Puppies

Lead features on choosing a pup, beginning training, and special puppy nutritional needs; departments often focus on puppies as well.

***Special 6-page photo spread of readers' puppy photos makes this one of the year's most popular issues.

Breed feature: Sussex Spaniel

AD CLOSE:

ON SALE:

JUNE/JULY 2016

Themes: E-collars; summertime activities; Dock Dog competition

***Annual e-collar review—the latest models, with tips for choosing, using and maintenance.

Breed feature: Braque D'Auvergne

AD CLOSE:

ON SALE:

AUGUST 2016

Theme: 35th Anniversary Issue; hunting season preparation & gear guide

Features on pre-season conditioning and training tune-ups; tips on traveling with dogs. ***Complementary equipment sections on upland bird guns and upland loads, training equipment and food & medications.

Breed feature: Golden Retriever

AD CLOSE:

ON SALE:

SEPTEMBER 2016

Theme: Annual Bird Hunter's Classic

Features on premier destinations and equipment; state-by-state quail & pheasant forecast; new dedicated waterfowl section highlighting early season hunts.

***Special equipment sections showcasing waterfowl guns, ammunition & chokes and miscellaneous accessories.

Breed feature: German Shorthair

AD CLOSE:

ON SALE:

OCTOBER 2016

Theme: Waterfowl hunting, with a focus on mallards and other popular dabblers ***Features on premier duck and goose destinations/outfitters, decoys & calls, waterfowling clothing & equipment.

Breed feature: Flat-Coated Retriever

AD CLOSE:

ON SALE:

NOVEMBER 2016

Theme: Destinations—Outfitters and public land opportunities

***Features on top outfitters; dedicated waterfowl section on late-season hunts, divers, and boats & blinds.

Breed feature: Bohemian Griffon

AD CLOSE:

ON SALE:

DECEMBER 2016-JANUARY/FEBRUARY 2017

Theme: Senior dogs; holiday gift guide

Features on hunting and caring for older dogs, plus tributes to old dogs fondly remembered; comprehensive gift guide for bird hunters.

Breed feature: Longhaired Weimaraner

AD CLOSE:

ON SALE:



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2016 General Advertising Rates

4-C (Page)	1 x	3 x	6 x	9 x	12 x	B&W (page)	1x	3x	6x	9x	12x
Full	\$4,970	\$4,465	\$4,220	\$3,980	\$3,710	Full	\$3,665	\$3,305	\$3,115	\$2,935	\$2,755
2/3	\$3,810	\$3,380	\$3,240	\$3,040	\$2,860	2/3	\$2,510	\$2,260	\$2,150	\$2,015	\$1,880
1/2	\$3,215	\$2,890	\$2,745	\$2,565	\$2,405	1/2	\$1,900	\$1,720	\$1,615	\$1,530	\$1,435
1/3	\$2,490	\$2,240	\$2,110	\$1,985	\$1,865	1/3	\$1,305	\$1,180	\$1,125	\$1,055	\$990
1/4	\$2,230	\$2,015	\$1,885	\$1,765	\$1,675	1/4	\$1,035	\$940	\$875	\$820	\$780
1/6	\$1,915	\$1,725	\$1,625	\$1,530	\$1,445	1/6	\$720	\$655	\$620	\$580	\$550

2-C (Page)	1x	3x	6x	9x	12x	Covers	1x	3x	6x	9x	12x
Full	\$4,315	\$3,955	\$3,765	\$3,585	\$3,405	4	\$6,150	\$5,515	\$5,225	\$4,930	\$4,610
2/3	\$3,155	\$2,910	\$2,795	\$2,665	\$2,530	2	\$5,435	\$4,880	\$4,620	\$4,360	\$4,075
1/2	\$2,550	\$2,370	\$2,265	\$2,180	\$2,085	3	\$5,205	\$4,670	\$4,425	\$4,175	\$3,900
1/3	\$1,950	\$1,830	\$1,770	\$1,705	\$1,640						
1/4	\$1,685	\$1,590	\$1,525	\$1,470	\$1,425						
1/6	\$1,370	\$1,305	\$1,265	\$1,230	\$1,200						

Destination Advertising Rates

4-Color Only	3x	7x
Full Page	\$3,230	\$2,960
2/3 Page	\$2,550	\$2,280
1/2 Page	\$1,925	\$1,840
1/3 Page	\$1,405	\$1,200

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Marketplace Advertising Rates

	1x	3x	7x
1ci	\$225	\$210	\$195 (4C)
2 1/8 x 1	\$180	\$170	\$160 (B&W)
2ci	\$365	\$335	\$315
2 1/8 x 2 1/4	\$295	\$265	\$250
3ci	\$525	\$475	\$440
2 1/8 x 3 1/2	\$415	\$380	\$355
4ci	\$625	\$575	\$545
2 1/8 x 4 3/4	\$505	\$465	\$435
4 3/8 x 2 1/4	\$505	\$465	\$435
7ci	\$985	\$880	\$835
2 1/8 x 7	\$790	\$705	\$670
6 3/4 x 2	\$790	\$705	\$670
1/3 pg	\$1235	\$1180	\$1150
2 1/8 x 9 1/4	\$885	\$800	\$750
6 5/8 x 3 3/8	\$885	\$800	\$750
4 3/8 x 4 3/4	\$885	\$800	\$750
1/2 pg	\$1695	\$1595	\$1535
6 5/8 x 4 3/4	\$1360	\$1225	\$1080
4 3/8 x 7 1/4	\$1360	\$1225	\$1080
Full pg	\$2540	\$2400	\$2290
6 5/8 x 9 5/8	\$2355	\$2105	\$2005

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Gun Dog Digital Advertising Opportunities

728 x 90
Leaderboard

300 x 250
Rectangle

The **Gun Dog** digital property adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on sport-dog hunting presented with the latest gear, nutrition and training tactics, while showcasing all the breeds in popular photo galleries and delivering marketing access to the dedicated wing-shooters community and more.

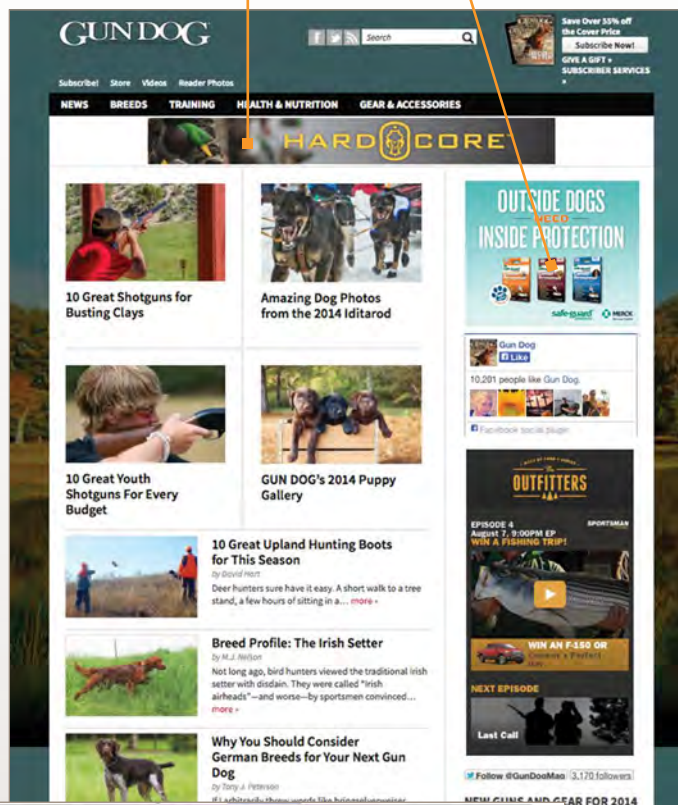
Gun Dog Online: Vital Statistics

	Monthly Avg.
Average Unique Visitors	52,000
Average Pageviews	263,000
Traffic from Mobile Device	35%
Traffic from Tablet	16%

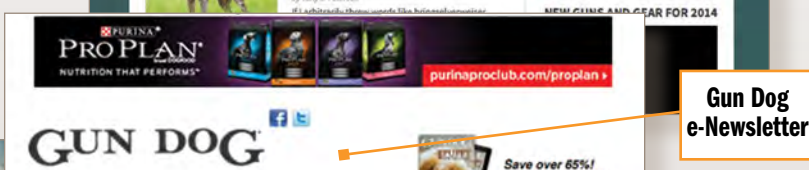
Gun Dog e-Newsletters

	Subscribers
Bi-monthly Distribution	19,000

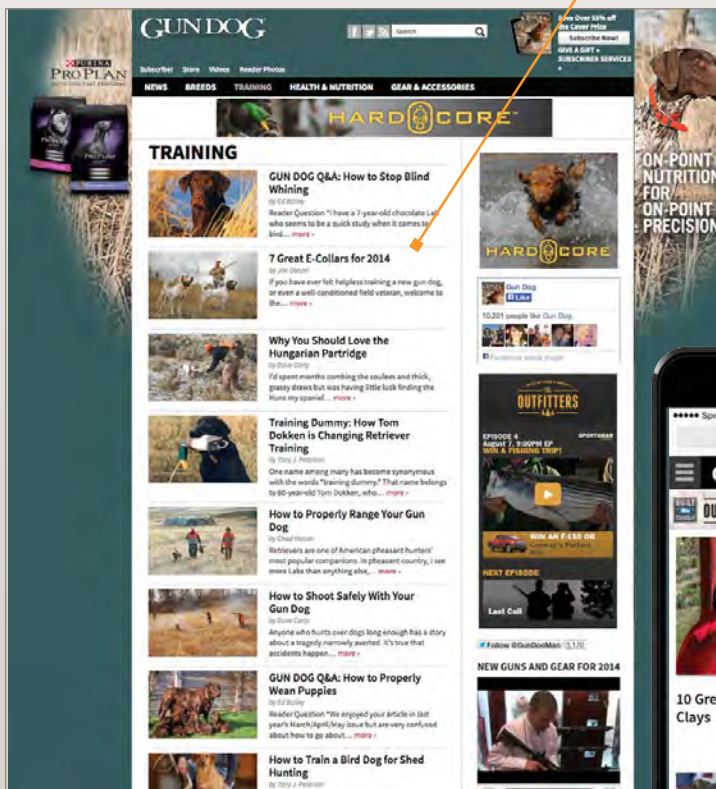
Source: Google Analytics, September 1, 2014 - August 31, 2015.



Target Ads to Training Content



Gun Dog e-Newsletter



Gun Dog Mobile



Gun Dog Digital Advertising Opportunities

Outdoor Sportsman Group Digital

Network offers marketers the ability to develop highly-targeted campaigns that are fully integrated with any combination of multimedia assets – including OSG magazines, television programming, mobile and events.

These advertising opportunities give your products and services high-profile exposure to 80+million American Sportsmen – and drive results!

Display Advertising Units: The OSG network utilizes the Internet Advertising Bureau's (www.iab.net) standard display units as well as several custom creative options.

Streaming Video: Delivers your brand's video messaging (or TV spot) to a captive audience via:

- :15 or :30 pre-roll

- Embedded in custom Superheader ad

E-Mail Newsletters: Sent directly to opt-in subscribers, with advertisements appearing within the most current information and content on Sportsmen's preferred passion – whether it is hunting, fishing or shooting.

- Custom e-blasts (with exclusive content about your brand) are also available.

Custom Creative: High-profile and engaging ad units that best position your brand and surround the most relevant content across OSG websites.

Targeting: Increase your hyper-focused marketing efforts by targeting consumers most likely to purchase - we deliver potential buyers to your home page, specific product pages, e-commerce site or retail location.

- Available with geographic, contextual or section targeting.

- Sponsorships available for specific sections of content and specific stories – please inquire.

Online Ad Specs: Comprehensive technical advertising creative specifications are available by clicking [here](#).

OSG Online Properties Complement and Support the Most Effective Multi-Media Marketing Programs

Online User Demographics

Male: (%)	76.7	Unique Visitors per Month (MM)	6.6
Median Age:	43.0	Page Views per Month (MM)	35.1
Age 18-49: (%)	45.4	Average Time Spent (minutes)	10.2
Age 35-64: (%)	55.0	Average Page Views/Visit	5.3
Average HHI:	\$77,000	Researched Product Online (%)	85.1
Fish (Index)	254	Brought Product Online (%)	85.0
Hunt (Index)	425	Camp (Index)	157

Sources: Google Analytics Sept-Aug 2015 monthly average; Digital User Survey, TouchPoint Research June 2014 (demographics, activities); ComScore July 2014 (median age).

Advertising Rates & Positions

All online advertising is sold on a cost-per-thousand (CPM) basis, unless otherwise noted.

Site Placement	Advertising Unit	Net CPM
Leaderboard	728 x 90	\$10
Medium Rectangle	300 x 250	12
Sticky-Medium Rectangle	300 x 250	10
Half-Page	300 x 600	14
Roadblock	300 x 250; 728 x 90	20
Targeting	Geographic, Section, Contextual	CPM plus \$2
Mobile	320 x 50 / 300 x 50	5

Custom Creative

Site Placement	Advertising Unit	Net CPM
Video Pre-Roll: 15 / 30 Seconds	640 x 480	\$20/30
Superheader	1020 x 90 > 1020 x 415	35 with video/25
Site Skin	1400 x 800	25
Interstitial (pre-)	600 x 400	25
E-Commerce Widget	Custom, with product integration	25

E-Mail Newsletters & Custom E-Blasts

Site Placement	Advertising Unit	Net CPM
E-Mail Newsletter (by brand)	728 x 90, 300 x 250	Flat fee; see p. 5
Custom E-Blast	600 x 800	50

Outdoors Sportsman Group Digital Network also offers customized packages, beyond standard sizes and placements, that satisfy the specific needs and objectives of our clients. For more information, please contact your local sales rep or email: david.grant@outdoorsg.com.

Terms : **ROS:** Run-of-site (on a specific website). **ROC:** Run-of-category (hunt, fish, shoot). **RON:** Run-of-network (all OSG websites).



Advertising File Sizes

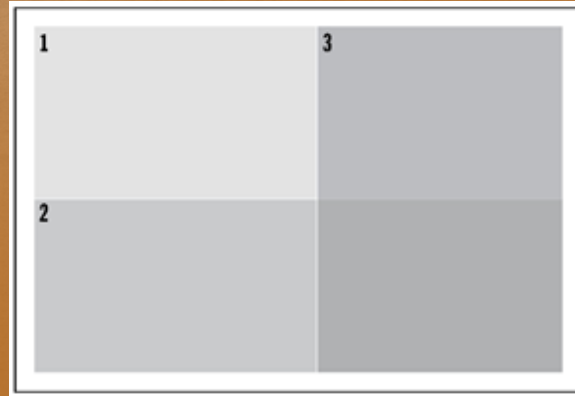
A SWOP-standard proof, pulled from the supplied file, must be submitted with each 4-color ad.

Non-Bleed - 1/2" inside trim. Non-bleed ads should have all elements within this measurement.

Bleed - 1/8" outside the trim. Elements that "bleed" off trimmed page should extend at least 1/8" beyond trim.

Trim - The edge of the page

Safety - 1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement.



1. Two Page Spread
 Non-Bleed: 14.5 x 9.5
 Bleed: 15.75 x 10.75
 Trim: 15.5 x 10.5
 Safety: 15 x 10

2. Two Page One-Half Horizontal
 Non-Bleed: 14.5 x 4.75
 Bleed: 15.75 x 5.5
 Trim: 15.5 x 5.25
 Safety: 15 x 4.75

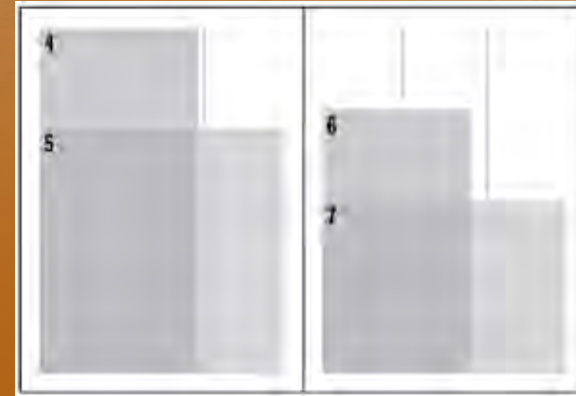
3. Full Page
 Non-Bleed: 6.75 x 9.5
 Bleed: 8 x 10.75
 Trim: 7.75 x 10.5
 Safety: 7.25 x 10

4. Two-Third Vertical
 Non-Bleed: 4.375 x 9.5
 Bleed: 5.25 x 10.75
 Trim: 5 x 10.5
 Safety: 4.5 x 10

5. Two-Third Horizontal
 Non-Bleed: 6.75 x 6.75
 Bleed: 8 x 7.125
 Trim: 7.75 x 6.875
 Safety: 7.25 x 6.375

6. One-Half Vertical
 Non-Bleed: 4.375 x 7.25
 Bleed: 5.25 x 8
 Trim: 5 x 7.75
 Safety: 4.5 x 7.25

7. One-Half Horizontal
 Non-Bleed: 6.75 x 4.75
 Bleed: 8 x 5.5
 Trim: 7.75 x 5.25
 Safety: 7.25 x 4.75



8. One-Third Vertical
 Non-Bleed: 2.125 x 9.5
 Bleed: 2.875 x 10.75
 Trim: 2.625 x 10.5
 Safety: 2.125 x 10

9. One-Third Square
 Non-Bleed: 4.375 x 4.75
 Bleed: 5.125 x 5.5
 Trim: 5 x 5.25
 Safety: 4.5 x 4.75

10. One-Third Horizontal
 Non-Bleed: 6.75 x 3.375
 Bleed: 8 x 4.125
 Trim: 7.75 x 3.875
 Safety: 7.25 x 3.625

11. One-Quarter Vertical
 Non-Bleed: 3.375 x 4.75

12. One-Quarter Horizontal
 Non-Bleed: 4.375 x 3.625

13. One-Sixth Vertical
 Non-Bleed: 2.125 x 4.75

14. One-Sixth Horizontal
 Non-Bleed: 4.375 x 2.25

15. One-Eighth Horizontal
 Non-Bleed: 4.375 x 1.5

16. One-Eighth Page
 Non-Bleed: 2.125 x 3.5

17. One-Twelfth Page
 Non-Bleed: 2.125 x 2.25

18. One Inch Banner
 Non-Bleed: 6.75 x 1

19. Two Inch Banner
 Non-Bleed: 6.75 x 2

20. Eight Inch Vertical
 Non-Bleed: 2.125 x 8

21. Seven Inch Vertical
 Non-Bleed: 2.125 x 7

22. Six Inch Vertical
 Non-Bleed: 2.125 x 6

23. One Inch 2-Column
 Non-Bleed: 4.375 x 1

24. One Inch Vertical
 Non-Bleed: 2.125 x 1

Typical Advertising Sizes and Mechanical Specifications: Trim Size: 7¾ w x 10½ h



Terms and Conditions:

1. The publisher may reject any advertising for any reason at any time, even if previously acknowledged or accepted.
2. Cancellations or changes in advertising (including changes in insertion orders) will not be accepted by the publisher after the issue closing date.
3. Cancellations must be in writing, and none are considered accepted until confirmed in writing by the publisher.
4. Cancellation of a space contract by the advertiser or its agency will result in the forfeiture of position protection and/or the contract rate, if any. The rate on past and subsequent insertions will be adjusted to conform to the actual space used at current rates.
5. The publisher shall not be liable for any delay or failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, work stoppages, accidents, or other circumstances beyond the publisher's control. The liability of publisher, if any, for any act, error, or omission for which it may be held responsible at law or in equity shall not exceed the cost of the advertising space affected by the error. In no event shall publisher be liable for any indirect, consequential, punitive, special, or incidental damages, including, but not limited to, lost income or profits.
6. Advertiser and agency represent and warrant that they are authorized to publish the entire contents and subject matter of any advertisement in any issue or edition and that publication will not violate any law or infringe upon any right of any party or result in any claims against publisher. In consideration of the publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify, defend and hold harmless InterMedia Outdoors, Inc., its affiliates, officers, agents and employees against any and all losses and expenses (including legal fees) arising from or relating to (a) a breach or misrepresentation of the foregoing representations and warranties, and/or (b) the publication or contents of the advertisement including, without limitation, claims or suits for defamation, libel, misappropriation, privacy or publicity rights, copyright or trademark infringement, plagiarism, and from any and all similar claims now known or hereafter devised or created.
7. No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies or the terms and conditions stated herein will be binding on the publisher and to the extent inconsistent with the terms herein, these terms and conditions shall govern and supersede any such conditions.
8. The publisher has the continuing right to adjust its rate schedule and will regard the failure of an order to correspond to the rate schedule as a clerical error and will, without further communication, invoice the advertiser based on rates in effect at that time.
9. The publisher will hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Please be advised that there is no "sequential liability" to the publisher. Payment is due upon receipt of invoice. All payments must be in United States currency. Advertiser and/or its advertising agency are jointly and severally liable for all costs, fees and expenses (including attorney or collection agency fees) incurred in connection with the collection of all monies due.
10. The forwarding of an order is construed as an acceptance of all the publisher's rates and conditions in effect at that time.
11. This agreement shall be governed by and construed in accordance with the laws of the State of Georgia without regard to conflict of laws provisions. Any action or proceeding arising out of or relating to this agreement or publisher's publication of the advertising shall be brought in the courts of record in the State of Georgia.



Digital Advertising Requirements

For advertisements prepared in InDesign and QuarkXPress, place the page layout document and all images (InDesign: use Package — Quark: use Collect for Output) in one folder. Collect all the fonts, both screen and printer, used in the document and place them in a folder labeled “fonts” inside the document folder. It’s critical that you supply all fonts used, even such common ones as Times and Helvetica. Different versions of fonts with the same name from the same foundry may have different metrics or kerning pairs, and these differences can cause type to reflow. We will use your fonts exclusively for your ad.

Media:

Files can be sent via advertising materials portal*, CD, or by email (must not exceed 5MB in size). *Upon completion of your upload to our advertising materials portal, please contact your InterMedia advertising materials manager immediately to let us know that your files are ready to download. Additionally, we will require a fax copy of the ad for preliminary proofing purposes. If your ad is color, we will require an acceptable color proof be shipped to us at the earliest date possible.

Advertising Materials Portal:

InterMedia Outdoors maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files. The IMO Portal is a simple way to transmit large files over the internet. However, content proofs are still required for electronically submitted ads (see Proof Policy below for requirements). Please contact your InterMedia advertising materials manager upon upload to the portal. Portal URL: <http://imo.sendmyad.com>

Proofs:

A content proof should be submitted with every ad. All proofs should be at 100%. Proofs of full-page ads should include registration marks. For color ads a properly calibrated, SWOP-certified proof with color bar should be included for guidance on press. A list of SWOP-certified systems is available at: <http://swop.org/certification.html#cert>. For ads submitted via email or FTP, a low resolution PDF or JPEG file is acceptable in lieu of a hardcopy proof. The PDF or JPEG file should be clearly labeled “Proof” to differentiate it from the high resolution ad file.

Fonts:

We can only accept OpenType or PostScript Type 1 fonts. If TrueType fonts are used, they must be converted to outline in Illustrator or a similar program, or embedded within a PDF. Type must not have styles (bold, italic, etc.) applied in the page layout program. The actual (bold or italic) font must be selected.

Document Setup:

For full-page ads, your document page size should match the magazine page size. Please include trim marks with 1/8” offset. Bleeds should extend 1/8” beyond trim. Two-page ads must be created as two individual pages, not one double-size page. Maximum one ad per document.

Images:

Photographic:

Should be saved in TIFF or EPS format, not JPEG, and must not contain extra channels. The color space should be CMYK or Grayscale. The maximum ink coverage (C+Y+M+K) should be no more than 300%. The effective resolution of images should be between 240 and 400 dpi. Images should not contain embedded transfer functions or halftone screens. Do not use ICC profiles or other color management.

Linework:

Should be saved as a bitmap TIFF. Should have an effective resolution of 1200 to 2400 dpi.

Vector (EPS logos, etc.):

Images must be embedded, not linked. Fonts must be converted to outline (preferred) or embedded within the EPS. Do not place EPS files inside of EPS files.

Colors:

No RGB or Pantone. Must be CMYK. Total ink coverage must not exceed 300%. (Exception: if you have paid for a fifth color in your ad it must be a Pantone set to Spot.)

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Specifications for Business Reply Mail & Full-Page Advertising Inserts



Live Matter:

Keep vital advertising material (type, logos, and important parts of photos) 1/2" from final trim.

Perforation:

Perforation must be 60% paper, 40% hole. (If holes are too large, the cards may tear apart during binding). Make sure your printer is aware of this specification.

Porosity Specs:

Inserts are fed by vacuum grippers. Insert stock should not be too porous for proper feeding. Stock with excessive porosity will cause two or more inserts to

Quantity:

Please call the Production Manager at 309-679-5085 for amount for specific months.

Minimum Dimensions:

3 7/8" deep; 5" from backbone (fold) to face (outside edge); 3 1/2" flap on high-folio side. These measurements yield an overall (unfolded) size of 12 1/8" wide by 3 7/8" deep. Deliver cards folded.

Maximum Dimensions:

11" deep; 8" from backbone (fold) to face (outside edge); 4" flap on high-folio side. These measurements yield an overall (unfolded) size of 8" wide by 11" deep. Deliver cards folded.

Trim & Lap:

Absolute minimum lap is 3/8." Lap should be on low-folio side. Issues will jog to the foot; therefore, 1/8" will be trimmed off the foot of all supplied inserts. No trim at gutter (backbone). Final magazine size is 7 3/4" wide by 10 1/2" deep.

be picked up at one time (causing a premature depletion of supply); or it may fail to pick up an insert at all. Our printer uses the Gurley Porosity Tester. It should take at least 25 seconds to force 100ccs of air through the stock, using the Gurley Tester. Your insert stock should be Gurley specified and be guaranteed to meet the above minimum specifications.

Deadline:

Insertion order committing space must be at our office by closing date for a specific issue to allow time for proper pagination, for postal requirements, and for press information, etc. Inserts must be delivered by no later than the 20th of the month.

Shipping & Packing:

Please advise your printer to follow the specs above. Ship to: Account Manager - Wildfowl, Quad Graphics, West Allis Plant, 555 South 108th Street, West Allis, WI 53214-1145. Blueline sample of insert must be provided to the Production Manager for approval prior to printing.

Postal Requirements:

The U.S. Postal Service requires that any business reply mail be at least .007 inches thick (7-point stock). To get card rate, return portion of card should be at least 3 1/2" by 5", but not exceed 4 1/4" by 6". All business reply mail must comply with postal specifications.

Mailing / Miscellaneous:

Send all advertising materials to:

Production Manager,
Wildfowl Magazine
2 News Plaza, 2ND Floor
Peoria, IL 61614
309-679-5085
prodmgr_wildfowl@outdoorsg.com

Audited by Audit Bureau of Circulation.

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GUN DOG[®]

THE MAGAZINE OF UPLAND BIRD AND WATERFOWL DOGS

MAGAZINE

Publisher's Statement

6 months ended June 30, 2015

Subject to Audit

Field Served: Serving the serious upland bird and waterfowl hunter.

Published by Outdoor Sportsman Group

Frequency: 7 times/year

1. TOTAL AVERAGE CIRCULATION

	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Rate Base	% Above or Below Rate Base
Print	26,261	7,327	33,588	6,947	40,535		
Digital	1,672	-	1,672	122	1,794		
Total Circulation	27,933	7,327	35,260	7,069	42,329	None Claimed	

2. PAID & VERIFIED CIRCULATION BY ISSUE

	Issue	Subscriptions			Single Copy Sales	Total Paid & Verified Circulation
		Paid	Verified	Total		
PRINT	Dec./Jan./Feb.	26,630	3,901	30,531	8,110	38,641
	Mar./Apr.	26,852	8,717	35,569	7,566	43,135
	June/July	25,302	9,364	34,666	5,164	39,830
DIGITAL	Dec./Jan./Feb.	1,496	-	1,496	138	1,634
	Mar./Apr.	2,068	-	2,068	168	2,236
	June/July	1,451	-	1,451	61	1,512
TOTAL	Dec./Jan./Feb.	28,126	3,901	32,027	8,248	40,275
	Mar./Apr.	28,920	8,717	37,637	7,734	45,371
	June/July	26,753	9,364	36,117	5,225	41,342

Additional Information

PRICES

Annual Suggested Retail Price - Subscriptions \$19.94

Average Single Copy \$4.99

Included in paid circulation are copies obtained through Individual Subscriptions and Single Copy Sales.

Included in verified circulation are copies distributed to Public Place and Individual Use.

Average nonanalyzed nonpaid circulation for the 6 month period: 774 copies per issue.

Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 3,070 or 11.0% of average paid subscription circulation.

An average of 67 copies are included in Verified Individually Requested that were served to subscribers that ordered the magazine for which payment was not received.

DESCRIPTION OF DIGITAL - The Digital Issue is identical to the print product in format and advertising content. The Digital Issue is available at www.amazon.com, www.itunes.com and www.barnesandnoble.com.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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