

Bowhunter®

THE #1 BOWHUNTING MAGAZINE

YEARS
45
SINCE 1971
2016 MEDIA KIT

PHOTO BY EMILY STAURING

BOWHUNTER.COM



Bowhunter[®]



SINCE 1971

Mission Statement

Bowhunter Magazine aims to be the sport's journal of record; to be the eyes, ears, and voice of North America's unique bowhunting community; to bring readers the most insightful, educational, and entertaining hunting adventures; to encourage and perpetuate the ethical, responsible, and effective bowhunting of all legal game; to support pro-hunting and conservation organizations; and to promote and share traditional bowhunting values across all of the brand's media platforms. «««

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**OUTDOOR
SPORTSMAN**
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INTEGRATED MEDIA



Editorial Calendar, Closing & On Sale Dates

MARCH 2016: Scouting & Hunt-Planning

- *Special Section:* Target Panic Solutions
- *Tried & True Column:* Scouters (Trail Cams)
- *What's New:* Staff Gear Review

Ad Close: December 2, 2015

Materials Due: December 10, 2015

In Mail: February 3, 2016

On Sale: February 16, 2016

APRIL/MAY 2016: Spring Pursuits (Bowfishing, Turkey, and Bear Hunting)

- *Tried & True Column:* Gobblers On-The-Go Gear (calls, broadheads, blinds)
- *What's New:* Staff Gear Review

Ad Close: January 8, 2016

Materials Due: January 20, 2016

In Mail: March 9, 2016

On Sale: March 22, 2016

JUNE/GEAR SPECIAL 2016:

New Bowhunting Equipment

Equipment Reviews: Bows, Arrows, Broadheads, Accessories, Treestands, and more

- *Tried & True Column:* Reaching Out – Long Distance Shooting Gear (arrows, targets)
- *Special Advertising Section:* HOT PRODUCTS SHOWCASE
- *What's New:* Best New Products of 2016

Ad Close: March 9, 2016

Materials Due: March 17, 2016

In Mail: May 4, 2016

On Sale: May 17, 2016

JULY 2016: Hunting On Your Own (Economical, DIY Planning, Public-Land Hunting)

- *Tried & True Column:* DIY Essentials (various gear for the DIY hunter)
- *What's New:* Staff Review

Ad Close: April 8, 2016

Materials Due: April 20, 2016

In Mail: June 8, 2016

On Sale: June 21, 2016

AUGUST/BIG GAME SPECIAL 2016:

Big Game Bowhunting Adventures

- *Tried & True Column:* Ranged Right (laser rangefinders)
- *What's New:* Staff Gear Review

Ad Close: May 13, 2016

Materials Due: May 24, 2016

In Mail: July 13, 2016

On Sale: July 26, 2016

SEPTEMBER 2016: Early Season Hunts

(All species of deer, elk, antelope, caribou, moose, etc.)

- *Tried & True Column:* Stink Stoppers (scent eliminators)
- *What's New:* Staff Gear Review
- *Special Advertising Section:* HOT DEER GEAR

Ad Close: June 15, 2016

Materials Due: June 22, 2016

In Mail: August 10, 2016

On Sale: August 23, 2016

OCTOBER 2016: Deer Season

- *Tried & True Column:* The Complete Whitetail Arrow (arrows, vanes)
- *What's New:* Staff Review

Ad Close: July 15, 2016

Materials Due: July 27, 2016

In Mail: September 14, 2016

On Sale: September 27, 2016

NOV/DEC WHITETAIL SPECIAL 2016:

(Celebrating North America's #1 Big Game Animal)

- *Tried & True Column:* Pleasant Perches (treestands)
- *What's New:* Staff Gear Review
- *Special Advertising Section:* HOLIDAY GIFTS

Ad Close: August 12, 2016

Materials Due: August 23, 2016

In Mail: October 12, 2016

On Sale: October 25, 2016

JAN/FEB 2017:

Late Season/ATA & SHOT Show Issue

- *Tried & True Column:* Toasty Toes (boots, socks, toe warmers, heated soles)
- *What's New:* New Product Launches for '17
- *HOT LIST Dealer Bind-In:* Must-See New Gear at the ATA Show

Ad Close: October 5, 2016

Materials Due: October 13, 2016

In Mail: November 23, 2016

On Sale: December 6, 2016

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Industry Advertising Rates Effective January 1, 2016

4-Color	1 x	3 x	6 x	9 x
Full Page	\$9,500	\$9,020	\$8,540	\$8,355
2/3 Page	7,575	7,200	6,820	6,690
1/2 Page	6,175	5,855	5,540	5,435
1/3 Page	5,205	4,950	4,710	4,590
1/4 Page	4,370	4,135	3,940	3,835
1/6 Page	3,575	3,135	2,845	2,590

2-Color	1 x	3 x	6 x	9 x
Full Page	\$7,420	\$7,055	\$6,680	\$6,525
2/3 Page	5,615	5,490	5,190	5,095
1/2 Page	4,605	4,380	4,135	4,055
1/3 Page	3,575	3,380	3,195	3,125
1/4 Page	2,965	2,810	2,665	2,590
1/6 Page	2,320	2,170	2,070	1,960

B&W	1 x	3 x	6 x	9 x
Full Page	\$5,940	\$5,630	\$5,330	\$5,220
2/3 Page	4,500	4,290	4,055	3,985
1/2 Page	3,575	3,380	3,195	3,125
1/3 Page	2,675	2,550	2,400	2,305
1/4 Page	2,080	1,975	1,880	1,815
1/6 Page	1,475	1,410	1,345	1,315

Covers	1 x	3 x	6 x	9 x
Cover 4	\$12,345	\$11,720	\$11,110	\$10,835
Cover 3	10,435	9,915	9,395	9,180
Cover 2	10,900	10,375	9,820	9,590



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Where-To-Go Advertising Rates

Effective January 1, 2016

4-Color	1 x	3 x	6 x	9 x
1/4 Page	\$2,075	\$2,060	\$1,955	\$1,815
1/6 Page	1,790	1,760	1,645	1,575
1/8 Page	1,340	1,315	1,195	1,110
1/12 Sq or Horizontal	920	895	825	780
1 3/4 Inches	750	740	695	680
1 1/2 Inches Horizontal	680	670	630	590
1 Inch	600	590	545	490

2-Color	1 x	3 x	6 x	9 x
1/4 Page	\$1,620	\$1,610	\$1,525	\$1,430
1/6 Page	1,410	1,380	1,280	1,225
1/8 Page	1,045	1,015	940	885
1/12 Sq or Horizontal	705	695	670	630
1 3/4 Inches	600	590	545	535
1 1/2 Inches Horizontal	535	525	480	445
1 Inch	445	430	420	385

B&W	1 x	3 x	6 x	9 x
1/4 Page	\$1,305	\$1,280	\$1,210	\$1,135
1/6 Page	1,110	1,090	1,030	990
1/8 Page	825	800	740	705
1/12 Sq of Horiz	590	565	535	490
1 3/4 Inches	460	445	420	410
1 1/2 Inches Horizontal	410	395	385	365
1 Inch	385	365	340	320



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Marketplace Advertising Rates Effective January 1, 2016

4-Color	1 x	3 x	6 x	9 x
1/8 Page	\$1,340	\$1,315	\$1,195	\$1,110
1/12 Sq or Horizontal	920	895	825	780
1 3/4 Inches	750	740	695	680
1 1/2 Inches Horizontal	680	670	630	590
1 Inch	600	590	545	490
2-Color	1 x	3 x	6 x	9 x
1/8 Page	\$1,045	\$1,015	\$940	\$885
1/12 Sq or Horizontal	705	695	670	630
1 3/4 Inches	600	590	545	535
1 1/2 Inches Horizontal	535	525	480	445
1 Inch	445	430	420	385
B&W	1 x	3 x	6 x	9 x
1/8 Page	\$825	\$800	\$740	\$705
1/12 Sq of Horiz	590	565	535	490
1 3/4 Inches	460	445	420	410
1 1/2 Inches Horizontal	410	395	385	365
1 Inch	385	365	340	320

Pro Shop Advertising Rates Effective January 1, 2016

ProShop	3 x net	6 x net	9 x net
1/4 Page 4/C	\$1,615	\$1,540	\$1,460

***Classified Rates: \$5 per word with a 20-word minimum.**



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Digital Advertising Opportunities



Bowhunter online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on the sport of bowhunting, presented with engaging video content, gear reviews, hunting strategy and direct access to the bowhunting community.

Bowhunter Online: Vital Statistics

Monthly Avg.

Unique Visitors	71,000
Pageviews	421,000
Traffic from Mobile Device	45%
Traffic from Mobile Tablet	12%

Bowhunter e-Newsletter

Subscribers

2x/month Distribution	55,000
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Source: Google Analytics, September 1, 2014 - August 31, 2015.

- Site Skin
- 728 x 90 Leaderboard
- 300 x 250 Rectangle

The collage illustrates the digital advertising opportunities across different platforms and content types:

- Desktop Website:** Shows the main navigation, search bar, and various content blocks including 'BATTLE OF BOWS', 'PRONGHORN', and 'OUTFITTERS'.
- Mobile Website:** Shows the responsive design of the website on a smartphone.
- Tablet Website:** Shows the website layout optimized for tablet devices.
- Advertisements:** Includes a 728 x 90 leaderboard ad for 'PRONGHORN' and a 300 x 250 rectangle ad for 'viking'.
- Newsletter Sign-up:** A 'Bowhunter e-Newsletter' sign-up form with a 'Subscribe Now!' button.
- Content Targeted Ads:** A 'New Hunting Boots and Apparel for 2014' article with a 'WILDBIRD' ad overlay.

Bowhunter e-Newsletter

Bowhunter Mobile

Content Targeted Ads

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Digital Advertising Rates

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).

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Demographic Highlights

	% Comp
Total Audience.....	747,763
Men.....	85%
Women.....	15%
Average Age.....	46
Married.....	81%
Have Children in Household.....	48%
Attended College.....	61%
Management/Professional.....	33%
Tradesmen/Craftsmen.....	46%
Average Household Income.....	\$103,800
Average Household Net Worth.....	\$512,000
Own a Bow.....	99%
Average Number of Bows Owned.....	2.6%
Own Shotgun.....	92%
Own a Pump Action Shotgun.....	72%
Own a Semi-Automatic Shotgun.....	43%
Own an Over & Under Shotgun.....	19%
Own a Handgun.....	67%
Use Archery Equipment for Target Shooting.....	99%
Use Rifle for Target Shooting.....	74%
Use Shotgun for Target Shooting.....	57%
Use Handguns for Target Shooting.....	45%
Hunt with a Bow and Arrow.....	99%
Hunt with a Rifle.....	81%
Participated in Whitetail Deer Hunting, Past 12 mos.....	92%
Participated in Big Game Hunting, Past 12 mos.....	74%
Participated in Small Game Hunting, Past 12 mos.....	71%
Participated in Upland Bird Hunting, Past 12 mos.....	45%
Participated in Varmint Hunting, Past 12 mos.....	39%
Purchased Factory Loaded Cartridges, Past 12 mos.....	88%
Purchased Shot Shells, Past 12 mos.....	74%
Purchased Center Fire, Past 12 mos.....	65%
Purchased Rim Fire, Past 12 mos.....	55%
Average Handheld Rounds Reloaded, Past 12 mos.....	727

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Demographic Highlights

	% Comp
Traveled to Hunt within the U.S., Past 12 mos.....	52%
Household Owns/Leases 1+ Pick Up Truck(s).....	72%
Household Owns/Leases 1+ Sport Utility Vehicle.....	43%
Household Owns/Leases 1+ Van.....	18%
Household Owns/Leases Domestic Only.....	71%
Household Owns/Leases Import and Domestic.....	24%
Personally Responsible for Maintaining Vehicle(s).....	44%
Changed Own Motor Oil, Past 12 mos.....	86%
Purchased Aftermarket Auto Accessories for Vehicles, Past 12 mos.....	44%
You or Other Household Member Did Any Household Improvement Work or Any Home Remodeling, Past 12 mos.....	76%



Curt Wells, Editor

Sources: MRI, Spring, 2015 (audience; age); Bowhunter Subscriber Study, Beta Research, 2004.

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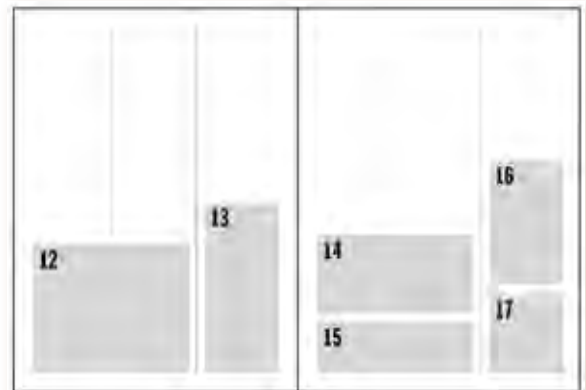
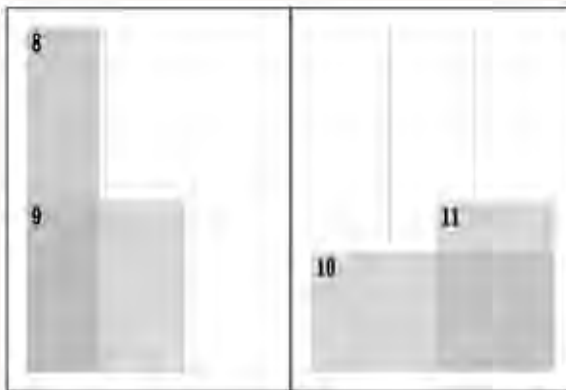
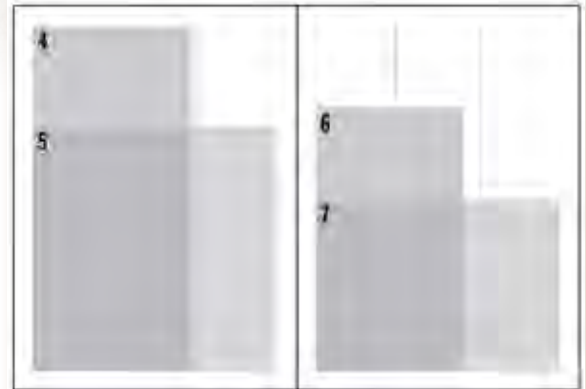
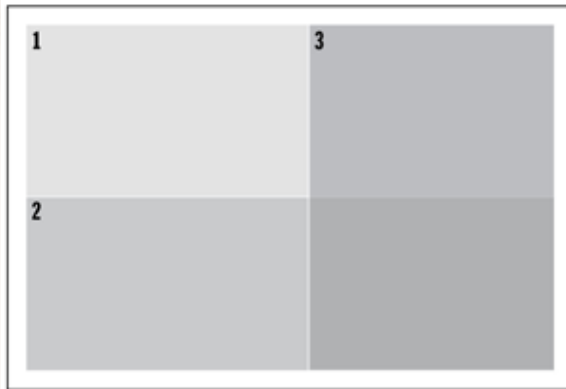
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Advertising Specifications

Typical Advertising Sizes and Mechanical Specifications:

Trim Size: 7³/₄ W x 10¹/₂ H



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

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Contract & Copy Regulations

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.

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Contract & Copy Regulations

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 right away to inform us that your files are ready for us 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.

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Contract & Copy Regulations

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.)

Specifications for Business Reply Mail & Full-Page Advertising Inserts:

Quantity:

Please contact the Production Manager at 717-695-8090 or kyle.morgan@outdoorsg.com 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.

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.

(continued)

Bowhunter®

OUTDOOR
SPORTSMAN
GROUP
INTEGRATED MEDIA



Contract & Copy Regulations

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 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 – **Bowhunter**, Quad Graphics, Sussex Plant, N63 W23075 Hwy. 74, Sussex, WI 53089. 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 3½" by 5", but not exceed 4¼" by 6". All business reply mail must comply with postal specifications.

Mailing /Miscellaneous:

Send all advertising materials and insert bluelines to:

Production Coordinator — **Bowhunter**
6385 Flank Drive,
Suite 800,
Harrisburg, PA 17112
717-695-8089
brittany.troutman@outdoorsg.com



Bowhunter®

Field Served: A magazine for the hunting archer.

Published by Outdoor Sportsman Group
 Frequency: 10 times/year

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid					
Print	96,724	77.6			
Digital Issue	1,884	1.5			
Total Paid Subscriptions	98,608	79.1			
Verified					
Print	15,962	12.8			
Total Verified Subscriptions	15,962	12.8			
Total Paid & Verified Subscriptions	114,570	91.9			
Single Copy Sales					
Print	10,045	8.1			
Digital Issue	44	0.0			
Total Single Copy Sales	10,089	8.1			
Total Paid & Verified Circulation	124,659	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2)
		Net Gross (Optional)
Average Single Copy	\$4.99	
Subscription	\$19.94	
Average Subscription Price Annualized (10 issue frequency)		\$13.00
Average Subscription Price per Copy		\$1.30

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2014.

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation Digital Issue	Total Paid & Verified Circulation	
	Print	Digital Issue	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales			
Jan./Feb.	97,481	1,930	99,411	9,298	9,298	108,709	13,970	53	14,023	120,749	1,983	122,732
Mar.	99,772	1,975	101,747	16,712	16,712	118,459	7,583	55	7,638	124,067	2,030	126,097
Apr./May	97,606	1,922	99,528	16,523	16,523	116,051	7,719	28	7,747	121,848	1,950	123,798
June/Gear	92,036	1,708	93,744	21,313	21,313	115,057	10,907	40	10,947	124,256	1,748	126,004

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2010	%	2011	%	2012	%	2013	%	2014	%
Subscriptions:										
Paid	106,573	84.9	95,182	75.4	99,440	79.2	96,944	77.4	94,032	75.0
Verified	436	0.4	14,011	11.1	11,243	9.0	15,710	12.6	20,247	16.2
Total Paid & Verified Subscriptions	107,009	85.3	109,193	86.5	110,683	88.2	112,654	90.0	114,279	91.2
Single Copy Sales	18,480	14.7	17,009	13.5	14,783	11.8	12,567	10.0	11,001	8.8
Total Paid & Verified Circulation	125,489	100.0	126,202	100.0	125,466	100.0	125,221	100.0	125,280	100.0
Year Over Year Percent of Change		-2.4		0.6		-0.6		-0.2		
Avg. Annualized Subscription Price	\$15.46		\$14.09		\$13.44		\$13.22		\$13.30	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Print Average for Period	Digital Issue Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	96,724	1,884	98,608	79.1
TOTAL PAID SUBSCRIPTIONS	96,724	1,884	98,608	79.1
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	14,779		14,779	11.9
Individual Use (See Par. 6B)	1,183		1,183	0.9
TOTAL VERIFIED SUBSCRIPTIONS	15,962		15,962	12.8
TOTAL PAID & VERIFIED SUBSCRIPTIONS	112,686	1,884	114,570	91.9
SINGLE COPY SALES				
Single Issue Sales	10,045	44	10,089	8.1
TOTAL SINGLE COPY SALES	10,045	44	10,089	8.1
TOTAL PAID & VERIFIED CIRCULATION	122,731	1,928	124,659	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription:	Personal Care Salons	Specialty Locations/Retail	Fitness/ Recreational Facilities	Public Place Other	Total Public Place Copies
Public Place	10,494	3,822	463		14,779

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

Verified Subscription:	Individually Requested	Individual Use Other	Total Individual Use Copies
Individual Use	1,183		1,183

7. GEOGRAPHIC DATA for the January/February 2015 issue

Total paid & verified circulation of this issue was 1.5% less than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES					
	Print	Digital Issue	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital Issue	Total Paid & Verified Circulation
Alabama	1,156		1,156	227	227	1,383	258		258	1,641		1,641
Arizona	1,150		1,150	89	89	1,239	200		200	1,439		1,439
Arkansas	1,276		1,276	152	152	1,428	138		138	1,566		1,566
California	2,407		2,407	308	308	2,715	353		353	3,068		3,068
Colorado	1,578		1,578	194	194	1,772	463		463	2,235		2,235
Connecticut	877		877	74	74	951	60		60	1,011		1,011
Delaware	327		327	23	23	350	49		49	399		399
District of Columbia	12		12	1	1	13	12		12	25		25
Florida	2,346		2,346	327	327	2,673	760		760	3,433		3,433
Georgia	1,534		1,534	233	233	1,767	491		491	2,258		2,258
Idaho	691		691	95	95	786	93		93	879		879
Illinois	3,942		3,942	333	333	4,275	275		275	4,550		4,550
Indiana	2,527		2,527	271	271	2,798	183		183	2,981		2,981
Iowa	2,310		2,310	209	209	2,519	86		86	2,605		2,605
Kansas	1,509		1,509	188	188	1,697	130		130	1,827		1,827
Kentucky	1,537		1,537	221	221	1,758	188		188	1,946		1,946
Louisiana	1,375		1,375	181	181	1,556	161		161	1,717		1,717
Maine	413		413	55	55	468	101		101	569		569
Maryland	1,610		1,610	89	89	1,699	217		217	1,916		1,916
Massachusetts	1,240		1,240	62	62	1,302	91		91	1,393		1,393
Michigan	5,375		5,375	423	423	5,798	691		691	6,489		6,489
Minnesota	3,412		3,412	274	274	3,686	355		355	4,041		4,041
Mississippi	853		853	151	151	1,004	112		112	1,116		1,116
Missouri	4,374		4,374	252	252	4,626	361		361	4,987		4,987
Montana	969		969	127	127	1,096	60		60	1,156		1,156
Nebraska	996		996	112	112	1,108	152		152	1,260		1,260
Nevada	339		339	28	28	367	72		72	439		439
New Hampshire	584		584	32	32	616	100		100	716		716
New Jersey	1,879		1,879	61	61	1,940	210		210	2,150		2,150
New Mexico	529		529	87	87	616	53		53	669		669
New York	5,647		5,647	310	310	5,957	463		463	6,420		6,420
North Carolina	1,993		1,993	333	333	2,326	471		471	2,797		2,797
North Dakota	754		754	77	77	831	102		102	933		933
Ohio	5,023		5,023	351	351	5,374	1,459		1,459	6,833		6,833
Oklahoma	1,335		1,335	151	151	1,486	135		135	1,621		1,621
Oregon	1,399		1,399	190	190	1,589	134		134	1,723		1,723
Pennsylvania	9,276		9,276	554	554	9,830	748		748	10,578		10,578
Rhode Island	153		153	17	17	170	12		12	182		182
South Carolina	882		882	178	178	1,060	268		268	1,328		1,328
South Dakota	671		671	67	67	738	72		72	810		810
Tennessee	1,586		1,586	190	190	1,776	366		366	2,142		2,142
Texas	4,113		4,113	837	837	4,950	657		657	5,607		5,607
Utah	367		367	80	80	447	192		192	639		639
Vermont	508		508	42	42	550	91		91	641		641
Virginia	2,587		2,587	192	192	2,779	234		234	3,013		3,013
Washington	1,373		1,373	173	173	1,546	218		218	1,764		1,764
West Virginia	1,408		1,408	94	94	1,502	122		122	1,624		1,624
Wisconsin	7,189		7,189	526	526	7,715	388		388	8,103		8,103
Wyoming	436		436	57	57	493	69		69	562		562
TOTAL 48 CONTERMINOUS STATES	95,827		95,827	9,298	9,298	105,125	12,676		12,676	117,801		117,801
Alaska	268		268			268	91		91	359		359
Hawaii	198		198			198	3		3	201		201
TOTAL ALASKA & HAWAII	466		466			466	94		94	560		560
U.S. Unclassified												
TOTAL UNITED STATES	96,293		96,293	9,298	9,298	105,591	12,770		12,770	118,361		118,361
Poss. & Other Areas	10		10			10				10		10
U.S. & POSS., etc.	96,303		96,303	9,298	9,298	105,601	12,770		12,770	118,371		118,371
Canada	1,021		1,021			1,021	1,188		1,188	2,209		2,209
International	133		133			133				133		133
Other Unclassified		1,930	1,930			1,930		53	53		1,983	1,983
Military or Civilian Personnel Overseas	24		24			24	12		12	36		36
GRAND TOTAL	97,481	1,930	99,411	9,298	9,298	108,709	13,970	53	14,023	120,749	1,983	122,732

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2015

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 5 issues)	44	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	36,603	94.0
(b) Seven to eleven months (6 to 9 issues)	97	0.3	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	566	1.4
(c) Twelve months (10 issues)	33,347	85.6	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	1,783	4.6
(d) Thirteen to twenty-four months	4,600	11.8	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	864	2.2	Total Subscriptions Sold in Period	38,952	100.0
Total Subscriptions Sold in Period	38,952	100.0			

B. USE OF PREMIUMS		
		%
(a) Ordered without premium	38,952	100.0
(b) Ordered with material reprinted from branded editorial material	None	
(c) Ordered with other premiums	None	
Total Subscriptions Sold in Period	38,952	100.0

9. EXPLANATORY

- (a) Suggested Retail Prices: No additional prices.
- (b) Average nonanalyzed nonpaid circulation for the 6 month period: 653 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 17,367 or 17.6% of average paid subscription circulation.
- (d) 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.barnesandnoble.com and itunes.com.
- (e) This publication publishes double issues during the year. Each double issue represents two copies of service during the subscription period. This publication published one double issue during the average price calculation period. The average price and the annualized price are based on 10 issues.
- (f) Verified Public Place: The average of 14,779 copies per issue, shown in Par. 6 and included in Par. 1, represents reception room subscriptions. Copies were mailed by the publisher to names and addresses selected from Consumer Marketing Solutions database.
- (g) An average of 1,183 copies are included in Verified Individually requested that were served to subscribers that ordered the magazine for which payment was not received.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2013; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
12-31-13	None Claimed	125,221	125,221		
12-31-12	None Claimed	125,466	125,466		
12-31-11	None Claimed	126,202	126,202		
12-31-10	None Claimed	125,490	125,490		
12-31-09	None Claimed	128,525	128,525		

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.

Parent Company: Outdoor Sportsman Group

BOWHUNTER, published by Outdoor Sportsman Group • 512 Seventh Avenue, 11th Floor • New York, NY 10018

CARTER VONASEK

JEFF WARING

Planning Director

Associate Publisher

P: 212.852.6682 • F: 212.302.4472 • URL: www.bowhunter.com

Established: 1971 AAM Member since: 1991

04-0132-0	Analyzed Issue Date	01-02/01/15
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.99
	Association Subscription Price	
	U.S. Subscription Price	19.94
	Canadian Subscription Price	
	International Subscription Price	