

A photograph of a buck with large, multi-tined antlers standing in a field of tall, golden-brown grass. The background shows a forest of green trees and distant mountains under a warm, golden sunset sky. The text "2025 MEDIA KIT" is overlaid in the upper right quadrant.

**2025
MEDIA KIT**

BOWHUNTER.COM
Bowhunter®

PHOTO BY EMILY STAURING



BANNER IMAGE BY DONALDMJONES.COM

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.



Bowhunter



AT A GLANCE

THE COLUMNISTS

- Dr. Dave Samuel, "Know Hunting"
- Fred Eichler, "The Traditional Way"
- Chuck Adams, "On The Track"
- Danny Farris, "The Empty Quiver"
- C.J. Winand, "Hunting Whitetails"
- Brad Fenson, "Crossbows"
- Jon Silks, "Bow Tests"
- Curt Wells, "Ask Bowhunter"

Print Audience	1,088,952
Circulation	90,746
Average Household Income	\$107,800
Average Net Worth	\$444,000
Men/Women %	85/15
Median Age	47

TRADITIONAL WAY

FRED EICHLER | TRADITIONAL EDITOR

DROPPING WEIGHT

UP YOUR ARROW'S IMPACT BY SHEDDING SOME POUNDS

I LIKE TO THINK I've been bow hunting since I was 10. And while the headline of this column is titled "Dropping Weight," this article isn't about you or me shedding pounds. Rather, it's about dropping our bow weight, which is certainly a lot easier to do.

The trick is not just how we drop that weight without affecting the things we want to do. The things that we want to do are things like kinetic energy, arrow speed, and arrow penetration. And these things are all things that we want to have in our arrows. So, how do we drop weight without affecting these things? The answer is simple: by using a lighter arrow. A lighter arrow will have less kinetic energy, but it will also have less weight. This means that the arrow will travel faster through the air, and it will also have less weight when it hits the target. This is a good thing because it means that the arrow will be more accurate and it will also be easier to shoot.

So, how do we drop weight without affecting these things? The answer is simple: by using a lighter arrow. A lighter arrow will have less kinetic energy, but it will also have less weight. This means that the arrow will travel faster through the air, and it will also have less weight when it hits the target. This is a good thing because it means that the arrow will be more accurate and it will also be easier to shoot.

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KNOW HUNTING

DR. DAVE SAMUEL | CONSERVATION EDITOR

SICK WITH WORRY

FOUR VIRUSES IMPACTING THE HUNTING WORLD

It's a scary thought, but it's a reality. Four different viruses are currently circulating in the wild, and they're all capable of infecting humans. While most of these viruses are not deadly, they can cause a wide range of symptoms, from mild flu-like illness to severe neurological damage. The good news is that most of these viruses are not spread by hunting, but the bad news is that they can be spread by contact with infected animals or their droppings.

One of the most concerning viruses is the West Nile virus, which is spread by mosquitoes. It can cause a wide range of symptoms, from mild fever and headache to severe neurological damage. Another virus is the Eastern Equine Encephalitis virus, which is also spread by mosquitoes and can cause a similar range of symptoms. The third virus is the Rabies virus, which is spread by contact with the saliva of an infected animal. And finally, there is the Hantaan virus, which is spread by contact with the droppings of infected rodents.

While most of these viruses are not deadly, they can cause a wide range of symptoms, from mild flu-like illness to severe neurological damage. The good news is that most of these viruses are not spread by hunting, but the bad news is that they can be spread by contact with infected animals or their droppings.

ON THE TRACK

CHUCK ADAMS

PERFECTING YOUR SETUP

FINE-TUNE YOUR BOW SO IT LIVES UP TO ITS FULL POTENTIAL

My favorite Bow Hunter XT is a lot of fun to shoot, but it's not perfect. There are a few things that I need to adjust to make it work better for me. One of the most important things is the draw weight. I need to make sure that the draw weight is set correctly for my strength. If it's too heavy, it will be difficult to pull, and if it's too light, it won't have enough power to take down a deer.

Another important thing is the arrow rest. I need to make sure that the arrow rest is set correctly so that the arrow is held in place properly. If it's not set correctly, the arrow will be off-center, and this will affect the accuracy of the shot.

So, how do we drop weight without affecting these things? The answer is simple: by using a lighter arrow. A lighter arrow will have less kinetic energy, but it will also have less weight. This means that the arrow will travel faster through the air, and it will also have less weight when it hits the target. This is a good thing because it means that the arrow will be more accurate and it will also be easier to shoot.

THE EMPTY QUIVER

DANNY FARRIS

SHOOTING FOR ELK SEASON

PRACTICE TIPS TO PREPARE FOR THE WOODS

My heart rate jumped as an arrow tip whizzed from the bow into the target. This was my first shot of the season, and it was a good one. I had practiced a lot, and I was finally ready to take a shot. The target was a bull's head, and I had to make sure that the arrow hit the bull's eye.

One of the most important things to remember when shooting for elk is to practice. You need to be able to shoot accurately from a variety of distances and angles. You also need to be able to shoot in a variety of weather conditions. This means that you need to practice a lot, and you need to be prepared for anything.

So, how do we drop weight without affecting these things? The answer is simple: by using a lighter arrow. A lighter arrow will have less kinetic energy, but it will also have less weight. This means that the arrow will travel faster through the air, and it will also have less weight when it hits the target. This is a good thing because it means that the arrow will be more accurate and it will also be easier to shoot.

HUNTING WHITETAILS

C.J. WINAND

BUSTING RUT MYTHS

FROM HUNTING DOES TO CULLING BUCKS, UNDERSTANDING BIOLOGY HELPS SORT FACT FROM FICTION

From the perspective of a deer biologist, there is a lot of misinformation out there about whitetail deer. One of the most common myths is that deer are in their best condition during the rut. In reality, the rut is a time of stress and exhaustion for the deer. They are expending a lot of energy on finding a mate, and this can lead to a decline in their overall health.

Another common myth is that deer are more active during the rut. In reality, deer are actually less active during the rut. They are spending a lot of time resting and recovering from the stress of the rut. This means that it is not the best time to hunt for deer.

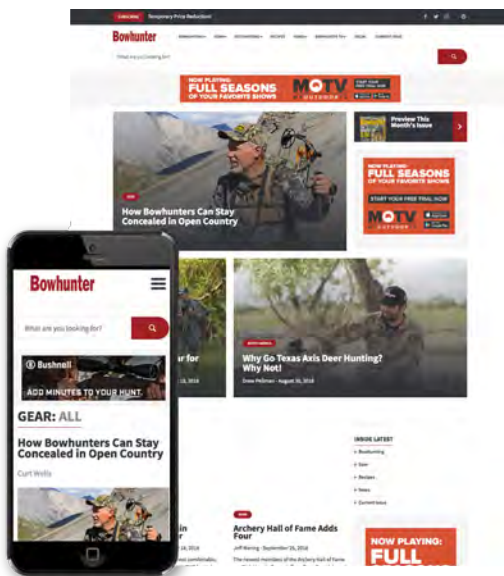
So, how do we drop weight without affecting these things? The answer is simple: by using a lighter arrow. A lighter arrow will have less kinetic energy, but it will also have less weight. This means that the arrow will travel faster through the air, and it will also have less weight when it hits the target. This is a good thing because it means that the arrow will be more accurate and it will also be easier to shoot.

Source: MRI Doublebase 2022 (audience; age; M/F); June 2024 AAM; Most recent Accelara Reader Survey

Bowhunter®

DIGITAL/SOCIAL AUDIENCE

As “The #1 Bowhunting Magazine,” **Bowhunter** is the preeminent, most respected media brand in bowhunting. Our team of expert contributors covers the full spectrum of bowhunting adventure, how-to tips, and the latest in bowhunting/archery equipment, and delivers category leading content to a hardcore audience of enthusiastic consumers.



1.3M

Active Users 
(Up 25%)

2.2M

Annual Page Views 
(Up 22%)

84%
Mobile

Male (%)	83%
Avg. Time Spent	2:23
Pages Per Session	1.64
eNewsletter Subscribers	74,000
Social Media Followers (Facebook: 34,214; Instagram: 10,307; X: 4,777)	49,298
YouTube Subscribers	5,670
Video Views	1,955,084
Total Impressions	4,882,088

Bowhunter®

EDITORIAL CALENDAR

NEW GEAR GUIDE (New Bowhunting Equipment)

- **8 BIG SECTIONS** The Industry's Earliest and Most Comprehensive Collection of Cutting-Edge Products
- **TRENDS:** Highlighting Top Trends and Interesting Innovations From Each Product Category
- **GOAL:** Covering Everything Bowhunting Related

Ad Close/Material Due: October 25, 2024
On Sale: February 4, 2025

APRIL/MAY '25 (Spring Bowhunting Pursuits)

- **PRODUCT SPOTLIGHT:** Turkey Arsenal (blinds, calls, decoys, broadheads, spring apparel, etc)
- **SPECIAL FEATURE:** North America's Best Bear Hunts
- **PLUS:** Bow Tests & New Gear Reviews

Ad Close/Material Due: December 20, 2024
On Sale: March 4, 2025

JUNE – GEAR SPECIAL '25 (New Bowhunting Equipment)

- **PRODUCT SPOTLIGHT:** Hard-Sided Blinds
- **SPECIAL FEATURES:** Year's Best Bows, Crossbows and Accessories; Optics and Trail Cameras; Top New Bowhunting Innovations

Ad Close/Material Due: February 28, 2025
On Sale: May 6, 2025

JULY '25 (Blue-Collar Bowhunting)

- **PRODUCT SPOTLIGHT:** Mobile Bowhunting Gear (saddles, stands & climbing aids)
- **SPECIAL FEATURES:** The Saddle Revolution: Changing Bowhunting for the Better
- **PLUS:** Bow Tests & New Gear Reviews

Ad Close/Material Due: March 28, 2025
On Sale: June 3, 2025

AUGUST – BIG GAME SPECIAL '25 (Epic Bowhunting Adventures)

- **PRODUCT SPOTLIGHT:** Best Bowhunting Apparel
- **SPECIAL FEATURE:** Cellular Trail-Cam Test
- **PLUS:** Bow Tests & New Gear Reviews

Ad Close/Material Due: April 25, 2025
On Sale: July 1, 2025

SEPTEMBER '25 (Best of the West)

- **PRODUCT SPOTLIGHT:** Elk Camp Essentials
- **SPECIAL FEATURES:** 10 Keys to Kill Your Buck, Truck Camp Pronghorns and A Lifetime of Mega Muleys
- **PLUS:** Bow Tests & New Gear Reviews

Ad Close/Material Due: June 13, 2025
On Sale: August 19, 2025

OCTOBER '25 (Whitetail Season Preview – Expert Tips & Tactics for Success)

- **PRODUCT SPOTLIGHT:** Deer Calls & Attractants
- **SPECIAL FEATURE:** 2025 Deer Forecast: The Season's Best Days to Hunt! and Whitetail Masterclass: Insights from America's Best Buck Slayers
- **PLUS:** Bow Tests & New Gear Previews

Ad Close/Material Due: July 18, 2025
On Sale: September 23, 2025

NOV/DEC – WHITETAIL SPECIAL '25 (Incredible Deer-Hunting Success)

- **PRODUCT SPOTLIGHT:** Field Processing/Game Care Tools
- **SPECIAL FEATURES:** Proven Mobile Hunting Strategies and Finding Success in Hard-to-hunt Areas
- **PLUS:** Bow Tests & New Gear Reviews

Ad Close/Material Due: August 22, 2025
On Sale: October 28, 2025

FEB – WINTER SPECIAL 2026 (Late Season Bowhunting & 2026 Gear Preview)

- **PRODUCT SPOTLIGHT:** Cold-Weather Performance Apparel
- **SPECIAL FEATURES:** Bowhunter's New Year Resolutions
- **PLUS:** Bow Tests & New Gear Review

Ad Close/Material Due: September 26, 2025
On Sale: December 2, 2025

**OUTDOOR
SPORTSMAN
GROUP®**



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2025 ON SALE /
AD CLOSE DATES

ISSUE	THEME	AD SPACE CLOSE/MATERIALS DUE	NEWSSTAND ON SALE
NEW GEAR GUIDE	New Bowhunting Equipment /ATA Show Distribution	10/25/2024	2/4/2025
APRIL/MAY	Spring Bowhunting Pursuits	12/20/2024	3/4/2025
JUNE	Gear Special – New Bowhunting Equipment	2/28/2025	5/6/2025
JULY	Blue-Collar Bowhunting	3/28/2025	6/3/2025
AUGUST	Big Game Special – Epic Bowhunting Adventures	4/25/2025	7/1/2025
CROSSBOW REVOLUTION	New Gear, Shooting Advice, Tactics & Adventures	5/2/2025	7/15/2025
SADDLE HUNTER	New Gear, Techniques, Tactics & Proven Strategies	5/16/2025	7/29/2025
SEPTEMBER	Best of the West	6/13/2025	8/19/2025
OCTOBER	Whitetails Season Preview – Expert Tips & Tactics for Success	7/18/2024	9/23/2025
NOVEMBER/DECEMBER	Whitetail Special – Incredible Deer-Hunting Success	8/22/2024	10/28/2025
FEBRUARY 2025	Winter Special – Late Season Bowhunting & 2026 Gear Preview	9/26/2025	12/2/2025

HOME TURF
Advantage

NOW IN MY 80s, EVERY BUCK IS A PERSONAL RECORD-BOOK ENTRY

BY M.R. JAMES, FOUNDER



Put Him to BED!

AFTER HUNTING an entire day of the rut, it's possible to get a buck's bed ready for the next morning. It's a game of hide-and-seek, and the buck will be on the move before you know it. The man in the photo is Bill Winkler, a seasoned bowhunter who has hunted for decades. He's shown us how to find a buck's bed, and he's got some tips that will help you succeed. The buck in the photo is a record-breaking buck, and it's a testament to the man's skill and patience. The photo was taken by Bill Winkler, and it's a great example of the quality of the photography in this magazine. The man is smiling, and the buck is looking towards the camera. The background is a beautiful autumn landscape with trees in shades of orange and red. The overall tone is one of excitement and achievement.

When Hunting Rutting Bucks, Doe Bedding Areas Are Hard to Beat *By Bill Winkler*

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INDUSTRY ADVERTISING RATES

EFFECTIVE JANUARY 1, 2025



	4-Color	1 x	3 x	6 x	9 x
Full Page		\$10,380	\$9,855	\$9,330	\$9,127
2/3 Page		8,275	7,868	7,450	7,311
1/2 Page		6,749	6,395	6,052	5,940
1/3 Page		5,688	5,410	5,147	5,013
1/4 Page		4,772	4,520	4,306	4,188
1/6 Page		3,905	3,428	3,106	2,828
2-Color		1 x	3 x	6 x	9 x
Full Page		\$8,109	\$7,707	\$7,300	\$7,129
2/3 Page		6,133	5,999	5,672	5,565
1/2 Page		5,029	4,788	4,520	4,429
1/3 Page		3,905	3,696	3,492	3,417
1/4 Page		3,240	3,069	2,914	2,828
1/6 Page		2,533	2,373	2,260	2,142
B&W		1 x	3 x	6 x	9 x
Full Page		\$6,491	\$6,154	\$5,822	\$5,704
2/3 Page		4,917	4,687	4,429	4,354
1/2 Page		3,905	3,696	3,492	3,417
1/3 Page		2,924	2,785	2,624	2,517
1/4 Page		2,271	2,158	2,057	1,982
1/6 Page		1,612	1,543	1,468	1,435
Covers		1 x	3 x	6 x	9 x
Cover 4		\$13,486	\$12,806	\$12,137	\$11,837
Cover 3		11,403	10,835	10,267	10,032
Cover 2		11,912	11,339	10,728	10,476



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WHERE-TO-GO ADVERTISING RATES

EFFECTIVE JANUARY 1, 2025



4-Color	1 x	3 x	6 x	9 x
1/4 Page	\$2,266	\$2,250	\$2,137	\$1,982
1/6 Page	1,955	1,923	1,800	1,719
1/8 Page	1,462	1,435	1,307	1,210
1/12 Sq. or Horizontal	1,007	980	900	852
1 3/4 Inches	819	809	761	744
1 1/2 Inches Horizontal	744	734	691	643
1 Inch	653	643	595	536
2-Color	1 x	3 x	6 x	9 x
1/4 Page	\$1,767	\$1,757	\$1,666	\$1,564
1/6 Page	1,543	1,510	1,398	1,339
1/8 Page	1,141	1,109	1,028	969
1/12 Sq. or Horizontal	771	761	734	691
1 3/4 Inches	653	643	595	584
1 1/2 Inches Horizontal	584	573	525	487
1 Inch	487	471	461	423
B&W	1 x	3 x	6 x	9 x
1/4 Page	\$1,425	\$1,398	\$1,323	\$1,243
1/6 Page	1,210	1,189	1,125	1,082
1/8 Page	900	873	809	771
1/12 Sq. or Horizontal	643	616	584	536
1 3/4 Inches	503	487	461	450
1 1/2 Inches Horizontal	450	434	423	396
1 Inch	423	396	370	348



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MARKETPLACE ADVERTISING RATES

EFFECTIVE JANUARY 1, 2025



4-Color	1 x	3 x	6 x	9 x
1/8 Page	\$1,462	\$1,435	\$1,307	\$1,210
1/12 Sq. or Horizontal	1,007	980	900	852
1 3/4 Inches	819	809	761	744
1 1/2 Inches Horizontal	744	734	691	643
1 Inch	653	643	595	536
2-Color	1 x	3 x	6 x	9 x
1/8 Page	\$1,141	\$1,109	\$1,028	\$969
1/12 Sq. or Horizontal	771	761	734	691
1 3/4 Inches	653	643	595	584
1 1/2 Inches Horizontal	584	573	525	487
1 Inch	487	471	461	423
B&W	1 x	3 x	6 x	9 x
1/8 Page	\$900	\$873	\$809	\$771
1/12 Sq. or Horizontal	643	616	584	536
1 3/4 Inches	503	487	461	450
1 1/2 Inches Horizontal	450	434	423	396
1 Inch	423	396	370	348

PRO SHOP ADVERTISING RATES

ProShop	3 x net	6 x net	9 x net
1/4 Page 4/C	\$1,762	\$1,682	\$1,596

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



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MEET THE READERS



Print Audience	998,206	Married	81%
Circulation	90,746	Have Children	48%
Average Household Income	\$107,800	Attended College	61%
Average Net Worth	\$444,000	Management/Professional	33%
Men/Women %	85/15	Tradesmen/Craftsmen	46%
Median Age	47		

BOWHUNTER READING PROFILE

Hours Spent Reading Typical Issue	1.44
Save Issue for Later Reference	62%
Pass Issue Along to Friend or Relative	42.7%

ACTIONS TAKEN AS RESULT OF READING MAGAZINE

Discussed Article or Referred Someone To It	57.2%
Used Article for Ideas	89.4%
Visited Advertiser's Website for Information	74.6%
Purchased Product or Service	52%

BOWHUNTER

What they own...

- 99% Own a Bow.
- **Bowhunter** readers own an average of 2.6 Bows.

What they hunt with....

- 99% Hunt with a Bow and Arrow.
- 30% have Hunted with a Crossbow.

What they spend...

- \$807.79 for hunting gear (excluding bow tackle); another \$725 for bows, arrows, and accessories; and an average annual cumulative volume spend for bows, arrows, and accessories of \$90,659,861.

What they plan to buy...

- Readers plan to Spend \$750 on Next Bow Purchase.
- 54% Plan to Buy Any Vertical Bows in the next year.
- 43% Plan to Buy Vertical Bow Accessories in the next year.
- 19% Plan to Buy A Crossbow in the next year.

GAME HARVESTED WITH BOW AND ARROW

- 89% Hunt Big Game
- 81% Hunt Whitetail Deer
- 32% Hunt Turkeys
- 14% Hunt Feral Pigs/Wild Hogs
- 13% Hunt Bears
- 12% Hunt Elk

TRAVEL

- 68% Traveled to hunt within the U.S. in the last year.
- A typical reader spends 25 Days bowhunting annually.
- A typical reader spends 37.1 Days on other bowhunting activities annually.

What they spend...

- On average readers spent \$1,582 on each bowhunting trip annually (excluding Bows, Accessories, and Hunting Gear).
- \$148,306,604 is the average cumulative volume spend on bowhunting trips. (excluding Bows, Accessories, and Hunting Gear).

FIREARMS

- 88% Occasionally Hunt with Firearms.
- 71% Use Rifle for Hunting.
- 65% Use Shotgun for Hunting.
- 18% Use Handguns for Hunting.
- 49% Use Muzzleloader/Blackpowder for Hunting.

ATV/UTV/TRACTOR

- 41% Own Tractor, ATV, or UTV.
- 22% Plan to Buy Tractor, ATV, or UTV.
- 61% Plan to Use Tractor, ATV, or UTV to Plant Food Plots.
- 41% Plan to Buy Food Plot Implements, Next 12 months

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2025 NEW GEAR GUIDE

EQUIPMENT is arguably the lifeblood of bowhunting, because while hunting seasons last just a few short months, interest in the latest and greatest archery gear runs hot all year round! The **BOWHUNTER 2025 New Gear Guide** stands alone when it comes to gear-focused magazines for the serious bowhunter, offering the industry's earliest and most comprehensive collection of cutting-edge products designed to help archers shoot better, prepare for their hunts and make the most of their precious time afield. We cover it all, from staple product categories such as bows, crossbows, bow accessories, arrows and broadheads to high-tech hunting tools and the hottest niches such as saddles and ebikes. Simply put, if it has to do with bowhunting, you'll find it in the **2025 New Gear Guide**. Our audience of loyal and dedicated bowhunters looks to us when making important buying decisions, so don't miss this one-of-a-kind opportunity to catch their attention!

FREE at the ATA Show, 1/8/25 ▪ **Simultaneous mail delivery to ATA Dealer Members and Industry VIPs, 1/8/25** ▪ **On sale at newsstands nationwide, 2/4/25**

GEAR: 8 Big Sections Covering Everything Bowhunting Related!

TRENDS: Our expert team of writers highlights top trends and interesting innovations from each product category

GOAL: Put YOUR NEW PRODUCTS in Front of Thousands of Potential Customers

RATES

2-Page Spread \$6,876

Full Page: \$4,011

1/2 Page: \$1,489

1/4 Page: \$801

AD CLOSE/MATERIALS DUE: 10/25/24

ON SALE: 2/4/25

DISTRIBUTION: 31,000

CONTACT: Jeff Waring; 717-554-4020; jeff.waring@outdoorsg.com



Crossbow

REVOLUTION

The Numbers Don't Lie — crossbows represent the fastest-growing segment in bowhunting! In fact, with tens of thousands of new crossbow hunters taking to the field each year, horizontal bowhunters now outnumber vertical bowhunters when it comes to archery season participation and deer harvest in many of America's top whitetail states. **Crossbow Revolution** is a magazine dedicated to the newbie and veteran crossbow hunter alike. From the latest new crossbows, accessories and field tools to bow tuning and shooting advice to proven field tactics and epic crossbow-hunting adventures from around the globe, **Crossbow Revolution** is a comprehensive, authoritative go-to source of news and information for crossbow enthusiasts!

One BIG ISSUE focused on new gear, shooting advice, proven hunting tactics and adventures abroad!

GEAR: The Latest Crossbows, Accessories & Related Equipment

TRENDS: We highlight the exploding popularity of crossbow hunting — and explain why these weapons offer so many advantages to archery hunters!

GOAL: Get YOUR NEW PRODUCTS in Front of a Passionate, Dedicated Audience of Hunters Eager to Purchase the Best New Products.

RATES

2-Page Spread \$6,876

Full Page: \$4,011

1/2 Page: \$1,489

1/4 Page: \$801

AD CLOSE/MATERIALS DUE: 5/2/25

ON SALE: 7/15/25

DISTRIBUTION: 25,000

CONTACT: Jeff Waring; 717-554-4020; jeff.waring@outdoorsg.com



SADDLE HUNTER

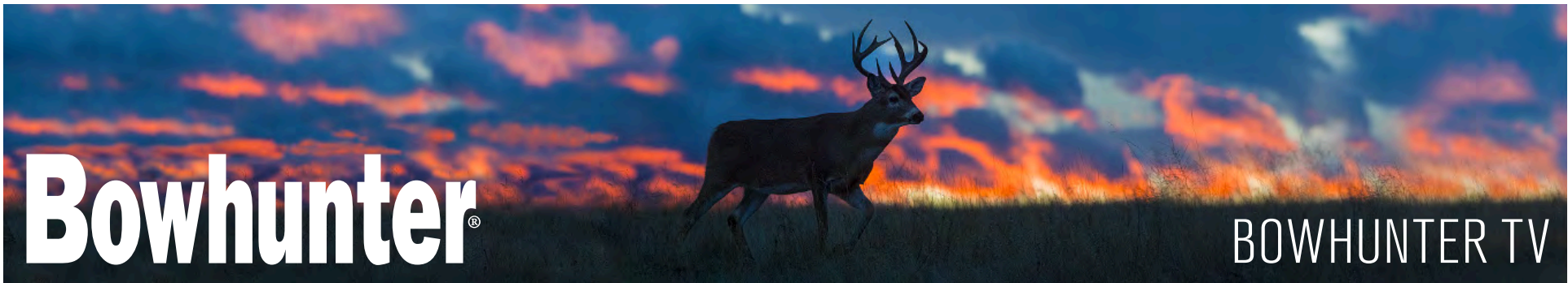


SADDLE HUNTING is one the hottest trends with the bowhunting community, and its popularity continues to soar as more and more hunters discover the advantages of this mobile bowhunting method. For only the third time, Outdoor Sportsman Group is dedicating a special publication aimed squarely at saddle hunters — both veterans and newcomers alike. From the latest saddles and related climbing gear to climbing and shooting techniques and proven saddle-hunting strategies that will help bag more bucks, **Saddle Hunter** will be the go-to source of news and information for mobile bowhunting enthusiasts.

- TACTICS:** Make the absolute most of saddle-hunting mobility
- GEAR:** A comprehensive review of saddle-hunting equipment
- GOAL:** Introduce a greater audience to saddle-hunting strategies

- RATES**
- 2-Page Spread \$6,876
 - Full Page: \$4,011
 - 1/2 Page: \$1,489
 - 1/4 PPage: \$801

- AD CLOSE/MATERIALS DUE: 5/16/25
- ON SALE: 7/29/25
- DISTRIBUTION: 25,000
- CONTACT: Jeff Waring; 717-554-4020; jeff.waring@outdoorsg.com



Bowhunter TV airs nationally in a combined **28+ million** U.S. Households via Outdoor Channel, Sportsman Channel, and Sportsman Channel Canada, 52 weeks a year!

Also, watch for **Bowhunter TV** episodes and segments streaming on various video-on-demand platforms like Hulu, YouTube, and our own MOTV.

Target the Heart of the Hardcore

- Targeted to attract, compel, and recruit new bowhunting participants while fueling the desires of loyal subscribers and avid bowhunting enthusiasts everywhere.
- Produced for hardcore bowhunting enthusiasts, with emphasis on the story, thrill, challenge, and total experience of the hunt, which includes the how-to and the equipment needed for success.



BENEFITS OF BOWHUNTER TV

- Editorial promotion and year-round advertising in **BOWHUNTER & OSG BOW-HUNTING BRANDS'** magazines to drive immediate audiences to the TV program.
- Editorial features relating to the TV show appear in regular issues of BOWHUNTER magazine to highlight the TV program and its sponsors.
- Sponsors' products will receive special priority consideration in all **BOWHUNTER & OSG BOWHUNTING BRANDS** print and online editorial coverage of equipment and services.
- Produced to compel existing hunters to hunt more often and more successfully while also attracting new participants with the teaching of fundamentals, the challenge of the hunt, and the beauty of the sport.
- Edited and produced by award-winning TV content providers.
- Bowhunter.com features a special TV watch section where readers can view video clips from TV episodes that feature and highlight sponsors' products and benefits.

For information, please contact:

Jeff Waring (717) 695-8080 | jeff.waring@outdoorsg.com

Jeff Millar (717) 695-8081 | jeff.millar@outdoorsg.com



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ADVERTISING SPECIFICATIONS

Typical Advertising Sizes and Mechanical Specifications:

Trim Size: 7³/₄ W x 10¹/₂ H

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

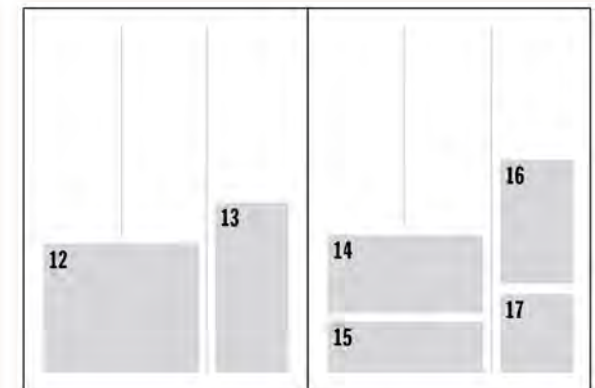
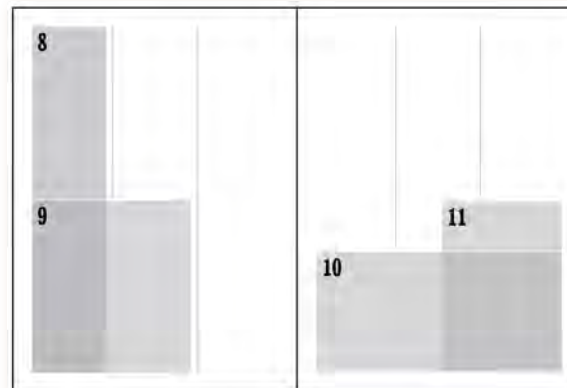
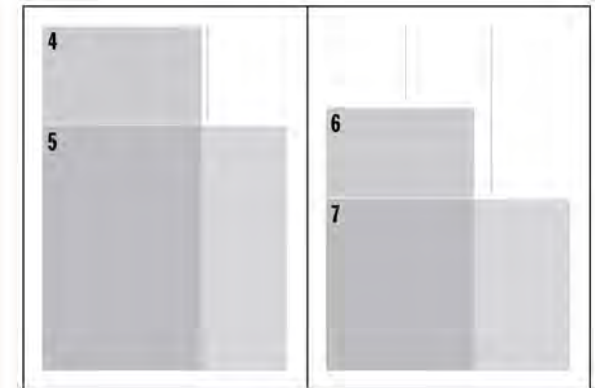
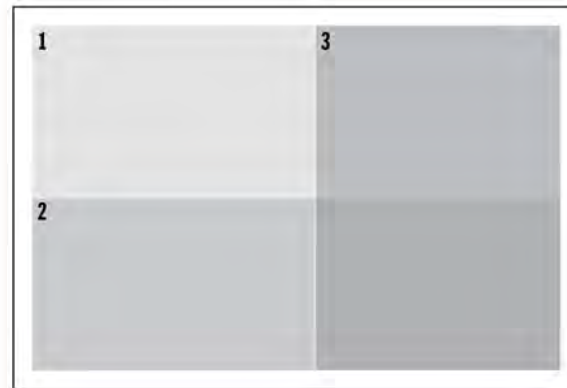
Non-Bleed: 2.125 x 6

23. One Inch 2-Column

Non-Bleed: 4.375 x 1

24. One Inch Vertical

Non-Bleed: 2.125 x 1



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.



Bowhunter[®]

MAGAZINE REQUIREMENTS & SPECS



CHRISTIAN BERG, **Bowhunter** Editor-In-Chief

General Production Information:

Leah Jaroh, Production Manager
Bowhunter Magazine
6385 Flank Drive, Suite 800
Harrisburg, PA 17112-2784
Work: 717-695-8087; Mobile: 717-364-7101
leah.jaroh@outdoorsg.com

Trim Size: 7¾-in. wide x 10½-in. high

Non-Bleed: ½-in. inside trim. Non-bleed ads should have all elements within this measurement.

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

Trim: The edge of the page.

Safety: ¼-in. inside of the trim edge on all four sides for a total ½-in. safety both vertically and horizontally. All image and text not intended to bleed should be within this measurement.

Please contact the production manager for specs, quantities, and delivery information for supplied inserts and cards.

Advertising File Requirements:

OSG requires that ads be submitted in PDF/X-1a format.

Files must have:

- All fonts embedded.
- Page geometry defined and consistent (trim, bleed, and media/art boxes).
- Correct color space for all elements (CMYK or grayscale).
- Spot colors converted to CMYK.
- Color and grayscale image resolution between 266 and 300 ppi at 100% placement.
- Bitmap image resolution between 600 and 1200 ppi.
- Total ink coverage should not exceed 300%.

Advertising File Submission:

Outdoor Sportsman Group maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files:

<https://osg.sendmyad.com>



Bowhunter[®]

TERMS AND CONDITIONS

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 KSE Sportsman Media, 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 Colorado 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 Colorado.



Publisher's Statement

6 months ended June 30, 2024, Subject to Audit

Bowhunter®

Annual Frequency: 8 times/year

Field Served: A magazine for the hunting archer

Published by: Outdoor Sportsman Group – Integrated Media

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
88,183	2,563	90,746	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Jan/Feb	57,832	259	58,091	18,095	10,000	28,095	86,186	3,719	4	3,723	79,646	10,263	89,909
Apr/May	70,675	262	70,937	7,686	10,000	17,686	88,623	2,087	13	2,100	80,448	10,275	90,723
Jun/Gear	65,404	231	65,635	14,104	10,000	24,104	89,739	1,860	6	1,866	81,368	10,237	91,605
Average	64,637	251	64,888	13,295	10,000	23,295	88,183	2,555	8	2,563	80,487	10,259	90,746

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	64,637	251	64,888	71.5
Total Paid Subscriptions	64,637	251	64,888	71.5
Verified Subscriptions				
Public Place	13,087	10,000	23,087	25.4
Individual Use	208		208	0.2
Total Verified Subscriptions	13,295	10,000	23,295	25.7
Total Paid & Verified Subscriptions	77,932	10,251	88,183	97.2
Single Copy Sales				
Single Issue	2,555	8	2,563	2.8
Total Single Copy Sales	2,555	8	2,563	2.8
Total Paid & Verified Circulation	80,487	10,259	90,746	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2021	None Claimed	107,020	107,020		
12/31/2020	None Claimed	107,722	107,722		
12/31/2019	None Claimed	108,860	108,860		

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PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$6.99	
Subscription	\$27.94	
Average Subscription Price Annualized (2)		\$17.20
Average Subscription Price per Copy		\$1.72

(1) Represents subscriptions for the 6 month period ended June 30, 2024

(2) Based on the following issue per year frequency: 10

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue
 Circulation by Regional, Metro & Demographic Editions
 Geographic Data
 Trend Analysis



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ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Medical/Dental		10,000	10,000
Personal Care	2,070		2,070
Other - Public Place	11,017		11,017
Total Public Place Copies	13,087	10,000	23,087
Individual Use			
Individually Requested	208		208
Total Individual Use Copies	208		208

RATE BASE

None Claimed

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 7,367

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 3

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: KSE Sportsman Media, Inc.
Bowhunter, published by Outdoor Sportsman Group - Integrated Media * 1040 Sixth Avenue 12th Floor * New York, NY 10018

CARTER VONASEK
Planning Director
P: 212.852.6682 * URL: www.bowhunter.com
Established: 1971

JEFF WARING
Publisher
AAM Member since: 1991

