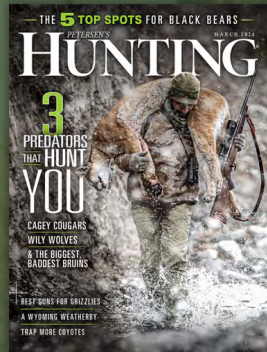


PETERSEN'S HUNTING

2025 MEDIA KIT



Our goal at Petersen's HUNTING is to grow and foster the iconic status of the magazine as the heart and soul of the sport. To bring together the most passionate and discerning hunters of this generation and the next. To inform and entertain, from the edgiest stories to the smartest product features. To create the most dynamic and experiential content in existence on the places, products and people that define and evolve the world of hunting.



MAGAZINES DOMINATE OTHER MEDIA CHOICES

Magazines are the overwhelming overall favorite for hunting information, provide the most accurate and trusted information, as well as the most useful and authoritative information. They also most influence buying decisions and offer new ideas.

• CIRCULATION:	130,846
• FREQUENCY:	8x/year + Annual
• TOTAL AUDIENCE:	1,590,000
• MALE/FEMALE (%):	87/13
• MEDIAN AGE:	48
• AVG. HOUSEHOLD INCOME:	\$108,660

Sources: MRI 2022 Spring Doublebase (Audience, Male/Female, Age); December 2022 AAM (Circulation); most recent Accelera Subscriber Survey.

MARCH

AD CLOSE:
12/10/24

ON SALE:
2/4/25

APR/MAY

AD CLOSE:
1/14/25

ON SALE:
3/11/25

JUN/JUL

AD CLOSE:
3/11/25

ON SALE:
5/6/25

AUGUST

AD CLOSE:
4/22/25

ON SALE:
6/17/25



SEPTEMBER

AD CLOSE:
6/11/25

ON SALE:
8/5/25

OCTOBER

AD CLOSE:
7/15/25

ON SALE:
9/9/25

NOVEMBER

AD CLOSE:
8/19/25

ON SALE:
10/14/25

DEC/JAN

AD CLOSE:
9/23/25

ON SALE:
11/18/25

*Dates subject to change.

MARCH
THE PREDATOR ISSUE

Key Features:

- The Ultimate Bear Defense Test
- An Intro to Thermal Optics
- Coyotes – East v. West

Open Country: Hunt Mountain Lions Now

Guns & Loads: Rimfire Roundup

- AD CLOSE: 12/10/24 | ON SALE: 2/4/25 -

APR/MAY
THE GIANT GUN ISSUE

Key Features:

- The Best New Guns for 2025
- Buying Guns on Budget

New Gear: Gun Safes and Storage

Open Country: Handguns for Hunting

- AD CLOSE: 1/14/25 | ON SALE: 3/11/25 -

JUN/JUL
THE SKILLS ISSUE

Key Features:

- NRL Hunter – Become a Better Shooter
- Build the Ultimate Hunting Truck
- What Modern Conservation Looks Like

New Gear: Backcountry Camp

Open Country: Get in Shape for Elk Season

- AD CLOSE: 3/11/25 | ON SALE: 5/6/25 -

AUGUST
THE ARCHERY ISSUE

Key Features:

- Kill Your Best Buck Early
- Public Land Elk Strategies

Whitetails: How to Feed Your Crossbow

New Gear: New Bowhunting Gear from ATA

Open Country: Buy a Bow That Fits Your Hunting Style

- AD CLOSE: 4/22/25 | ON SALE: 6/17/25 -

THE GEAR GUIDE
2025 GIANT EQUIPMENT ISSUE

The Gear Guide 2024 Giant Equipment Issue is the largest issue of Petersen's Hunting. With over 150 pages and a newsstand price of \$8.99 this is THE issue to be in. The best product in each category secures the Editor's Choice Award—a huge bonus to your marketing!

- AD CLOSE: 5/30/25 | ON SALE: 8/5/25 -



2025 SPECIAL INTEREST PUBLICATIONS

From the team at the heart of Petersen's HUNTING, our 2025 Special Interest Publications cover all the outdoors from where the pavement stops and true adventure begins. In its 10th year, *Wheels Afield* goes full-throttle into vehicle-enabled adventures for outdoor enthusiasts, while *Backcountry Hunter* takes a boot-based approach to big-game hunting deep in the wilderness. For accuracy-afflicted gearheads, we also off *Precision Hunter* that hits newsstands just as outdoorsmen and women are planning their fall excursions.

SEPTEMBER
SPECIAL OPENING DAY ISSUE

Key Features:

- The Biggest Bucks and Bulls of 2024
- Are OTC Tags a Thing of the Past?
- Small Game = Big Fun

Open Country: Getting Close v. Shooting Far

New Gear: Hot-Weather Clothes/Boots

Vision Quest: Spotting Scope Round-Up w/Tripod Sidebar

- AD CLOSE: 6/11/25 | ON SALE: 8/5/25 -

OCTOBER
WESTERN BIG-GAME ISSUE

Key Features:

- Elk Hunting from Intro to Advanced
- The Hunt for Trophy Mule Deer
- Backyard Bucks

Open Country: Setting up Your Rifle for Long-Range

Vision Quest: Why Scopes Have Gotten Bigger

- AD CLOSE: 7/15/25 | ON SALE: 9/9/25 -

NOVEMBER
2025 DEER ANNUAL

Key Features:

- The One Day You Need to Hunt This Month
- How to Really Call Deer
- Whitetails Where You Least Expect Them

Whitetail: The Truth About The Lockdown

Guns & Loads: The Straight-Wall Revolution Continues

New Gear: Ground Game Whitetails

- AD CLOSE: 8/19/25 | ON SALE: 10/14/25 -

DEC/JAN
THE LATE-SEASON ISSUE

Key Features:

- You Still Have Time to Tag a Trophy
- How to Extend Your Season
- The Top 10 Hunts to Do Next Year

Open Country: Mule Deer in Mexico

Guns & Loads: Waterfowl Shotgun Round-Up

New Gear: Keep the Cold at Bay

- AD CLOSE: 9/23/25 | ON SALE: 11/18/25 -

► **APRIL/MAY:
THE GIANT GUN ISSUE**

In what's become an annual tradition, we turn our focus on firearms each spring, just when readers are shopping for next fall's equipment. The expanded package will feature more in-depth reviews on new guns for hunters, including a 2025 SHOT Show round-up, where we pick our favorite firearms and crown the winners with our coveted Editor's Choice Awards.

AD CLOSE: 1/14/25

ON SALE: 3/11/25



INSIDE THE ISSUE:

Key Features:

- The Best New Guns for 2025
- Buying Guns on Budget

New Gear: Gun Safes and Storage
Guns & Loads: Handguns for Hunting

► **SEPTEMBER:
SPECIAL OPENING DAY ISSUE**

The September issue combines our popular Big-Game Forecast with an exclusive all-digital package designed to give hunters the info they want in an up-to-date, online format. The 2025 Season Preview will deliver comprehensive, in-depth forecasts, state-by-state season dates and info, along with insight from experts around the country.

AD CLOSE: 6/11/25

ON SALE: 8/5/25



INSIDE THE ISSUE:

Key Features:

- The Biggest Bucks and Bulls of 2024
- Are OTC Tags a Thing of the Past?
- Small Game= Big Fun

New Gear: Hot-Weather Clothes/Boots
Open Country: Getting Close v. Shooting Far
Vision Quest: Spotting Scope Round-Up w/Tripod Sidebar

► **OCTOBER:
WESTERN BIG-GAME ISSUE**

This comprehensive guide to big-game hunting will delve deep into the most popular species the West, that every hunter, no matter where they live, dreams about hunting. The issue will deliver cutting-edge info on elk, antelope, mule deer and western whitetails, complete with top spots for hunters to fill their tag. The New Gear section and feature sidebars will highlight products best fitted to western big-game hunting.

AD CLOSE: 7/15/25

ON SALE: 9/9/25



INSIDE THE ISSUE:

Key Features:

- Elk Hunting from intro to Advanced
- The Hunt for Trophy Mule Deer
- Backyard Bucks

Open Country: Setting up Your Rifle for Long-Range
Vision Quest: Why Scopes Have Gotten Bigger

► APRIL / MAY 2025 ISSUE

- Special, Exclusive Coverage on the latest hunting rifles, shotguns and handguns, with special sections for the latest optics and ammunition
- Expanded 132-page package
- Specially Designed Format to Showcase New Products
- FP Ad Includes Bonus Digital Component and Guaranteed Feature Article for "New for '25" Product(s)
- Opportunity for Affiliate Sales
- Cover Inset Photo with Caption Opportunities for Rifle, Shotgun and Handgun
- Front Cover, Back Cover and Editorial Inclusion Package Available



AD CLOSE: 1/14/25

ON SALE: 3/11/25

WHEELS AFIELD
(SPRING)



AD CLOSE:
2/3/25

ON SALE:
4/8/25

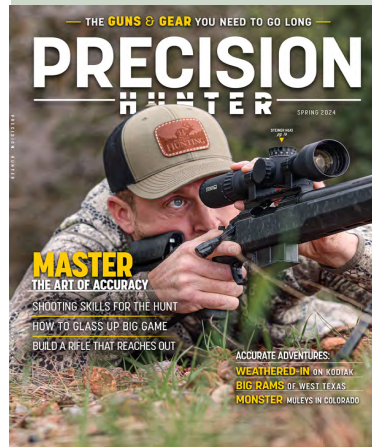
BACKCOUNTRY
HUNTER (SPRING)



AD CLOSE:
3/18/25

ON SALE:
5/20/25

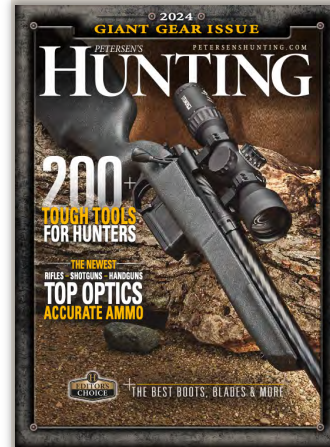
PRECISION
HUNTER



AD CLOSE:
4/7/25

ON SALE:
6/10/25

ANNUAL GEAR
GUIDE 2025



AD CLOSE:
5/30/25

ON SALE:
8/5/25

BACKCOUNTRY
HUNTER (FALL)



AD CLOSE:
6/27/25

ON SALE:
9/2/25

WHEELS AFIELD
(FALL)



AD CLOSE:
8/4/25

ON SALE:
10/7/25

► GOT GEAR? WE DO.

The Annual Equipment Issue is the largest issue of Petersen's Hunting. With over 150 pages and a newsstand price of \$8.99 this is THE issue to be in. The best product in each category secures the Editor's Choice Award—a huge bonus to your marketing!

► GEAR CATEGORIES:

- **Guns:** Rifles, Pistols, Shotguns & Muzzleloaders
- **Optics:** Red Dots, Scopes, Binoculars, Rangefinders & Spotting Scopes
- **Gear:** Blinds, Treestands, Game Cameras & Accessories
- **Archery:** Vertical & Crossbows, Arrows, Releases, Broadheads, Sights & Quivers
- **Misc:** Tents, Stoves, Sleeping Bags, GPS and more!



Distribution: 100,000

Ad Close: 5/30/25

On Sale: 8/5/25

► SPECIAL RATES:

FULL PAGE	\$3,749
½ PAGE	\$1,875

Backcountry hunters have re-defined the trophy, focusing less on a set of antlers and instead finding success in the adventure itself. They value the experience, relishing in the hard work it takes to hunt in the backcountry, and show their pride in the form of a bloody game bag. Backcountry Hunter will cover all aspects of wilderness hunting in the western U.S., Alaska and Canada, with a particular emphasis on DIY adventures for the hardcore sportsman.

► SECTION TOPICS:

GEAR CLOSET: Combines educational insight into gear materials and construction with hands-on, in-depth reviews of quality hunting and camping equipment.

SKILLSET: Devoted to all thing how-to, from basic and advanced orienteering to survival skills to tracking and animal behavior.

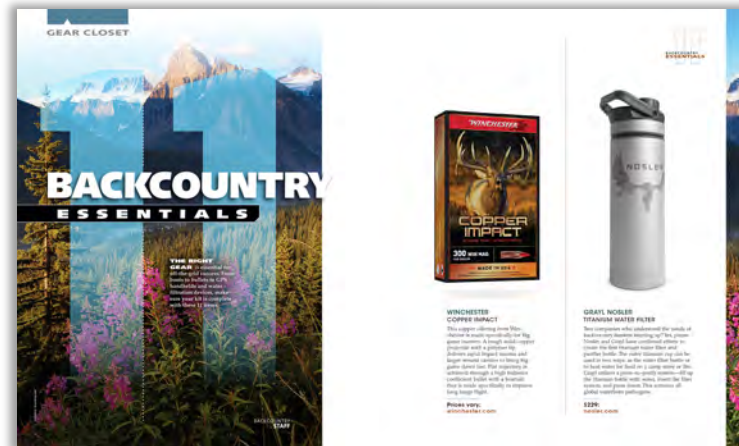
ADVENTURE: Finding, hunting and exploring all the best backcountry destinations, including little known and up-and-coming areas.



Distribution: 60,000

Spring Issue
Ad Close: 3/18/25
On Sale: 5/20/25

Fall Issue
Ad Close: 6/27/25
On Sale: 9/2/25



► SPECIAL RATES:

2-PAGE SPREAD	\$6,427
FULL PAGE	\$3,749
½ PAGE	\$1,875
¼ PAGE	\$937

Precision rifle shooting is the hottest trend the firearms world has seen in a long time. Now, hunters are getting into the game in a big way, tricking out guns and investing in new gear in order to make that long-range shot on the trophy of a lifetime. Precision Hunter magazine will give readers the skills they need to make ethical shots on game at distance, highlight the most exciting big-game hunts and feature insider information on the hottest rifles, optics and equipment from this ever-evolving segment of the shooting and hunting market.

► DEPARTMENTS:

VISION QUEST

Optics In-Depth

HARDWARE

Rifle Accessories for Enhanced Accuracy

BENCH 2 BACKCOUNTRY

Hunting Skills for the Precision Shooter

GEARED UP

Essential Equipment for the Hunter

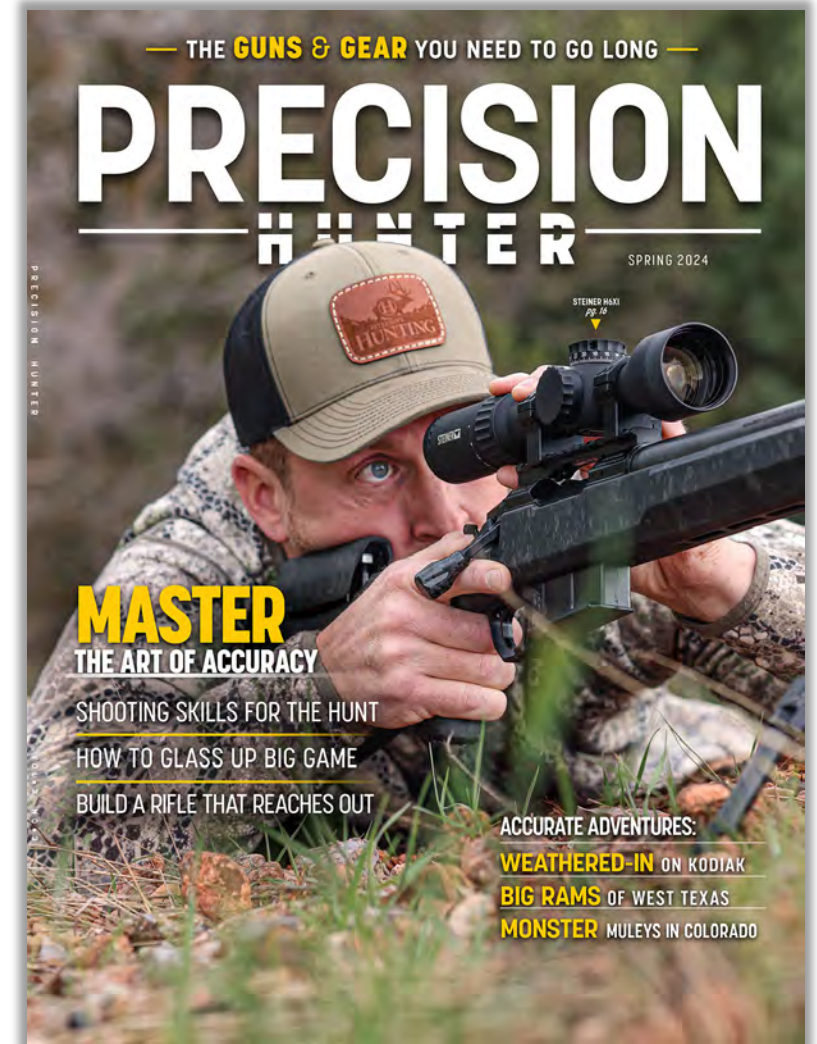


FULL PAGE:	\$3,748
1/2 PAGE:	\$2,062
1/3 PAGE:	\$1,489
1/4 PAGE:	\$1,124

Distribution: 90,000

Ad Close: 4/7/25

On Sale: 6/10/25



Wheels Afield caters to the large and growing overland market of outdoor enthusiasts who utilize all types of vehicles— from mountain bikes and adventure motorcycles to trucks and UTVs — to enjoy the outdoors as hunters, anglers, campers, and adventurers. In short, our readers are as varied as their outdoor passions, but they have one common denominator: the love of adventure in the wild places of the world that require a vehicle to access.

► SECTION TOPICS:

EQUIP: Overlanders and off-roaders are gear junkies, and here they'll find cool product highlights, new vehicle reviews and in-depth looks into the hottest trends.

DISCOVER: Comprehensive how-to articles, awesome project vehicles and all kinds of inspiration for your own outdoor truck, trailer or ATV/UTV.

EXPLORE: Searching every corner of the globe, from close-to-home trails to exotic routes from the industry's most experienced adventurers.

Distribution: 60,000

Spring Issue

Ad Close: 2/3/25
On Sale: 4/8/25

Fall Issue

Ad Close: 8/4/25
On Sale: 10/7/25



► SPECIAL RATES:

2-PAGE SPREAD	\$6,427
FULL PAGE	\$3,749
½ PAGE	\$1,875
¼ PAGE	\$937

► GENERAL PRINT ADVERTISING RATES

4-Color	1x	3x	6x	10x
Full Page	15,934	15,566	15,072	14,121
2/3 Page	12,816	12,445	12,070	11,292
1/2 Page	10,423	10,111	9,805	9,166
1/3 Page	8,832	8,554	8,298	7,762
1/4 Page	7,379	7,158	6,942	6,497

2-Color	1x	3x	6x	10x
Full Page	12,077	11,716	11,361	10,632
2/3 Page	9,430	9,137	8,860	8,289
1/2 Page	7,483	7,262	7,039	6,587
1/3 Page	5,796	5,622	5,448	5,106
1/4 Page	4,823	4,691	4,545	4,253

B&W	1x	3x	6x	10x
Full Page	9,659	9,360	9,083	8,498
2/3 Page	7,338	7,122	6,893	6,463
1/2 Page	5,796	5,622	5,448	5,106
1/3 Page	4,350	4,211	4,092	3,822
1/4 Page	3,377	3,286	3,183	2,974
1/6 Page	2,418	2,342	2,280	2,134
1/12 Page	1,313	1,265	1,222	1,153
1 Inch	535	521	500	457

Covers	1x	3x	6x	10x
Cover 4	20,854	20,235	19,595	18,359
Cover 2	18,443	17,900	17,337	16,239
Cover 3	17,656	17,115	16,586	15,530



► For current advertising rates and detailed specifications please contact:

Kevin Steele, Publisher
 805.472.2168 | kevin.steele@outdoorsg.com

Mike Savino, Vice President, Ad Sales
 901.848.0901 | mike.savino@outdoorsg.com

ENGAGE WITH OUR GROWING ONLINE COMMUNITY THROUGH HIGHLY CUSTOMIZABLE PLANS

143,264

MONTHLY UNIQUE WEBSITE VISITORS



2,824,690

ANNUAL PAGE VIEWS



40,254

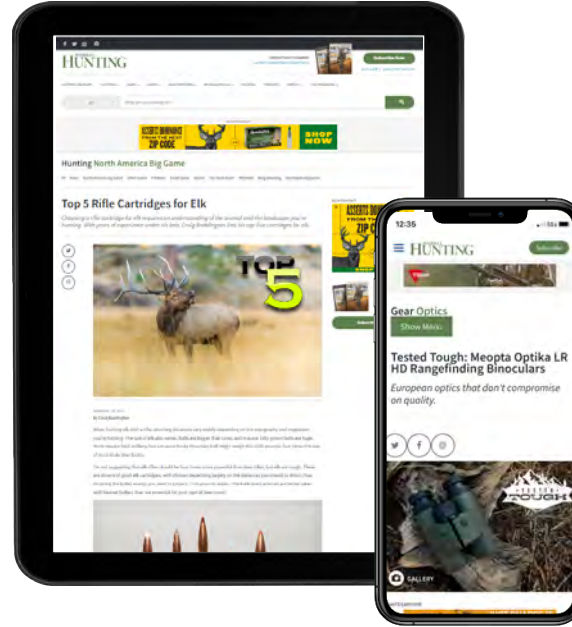
E-NEWSLETTER SUBSCRIBERS



34% OPEN RATE!

44,353

SOCIAL MEDIA FOLLOWERS



A YOUNGER, SAVVY, MALE DIGITAL AUDIENCE

MEDIAN AGE: 42

WORK FULL-TIME: 29% MORE LIKELY THAN AVG.

BUSINESS DECISION MAKERS: 51% MORE LIKELY

VISIT SITE FROM MOBILE/TABLET: 77%

Total Audience:	1,590,000
Average Household Income:	\$108,600
Average Net Worth:	\$662,600
Average Years Hunting:	38.8

WHAT THEY HUNT

- **99% Hunt Big Game**
 - 98% Deer
 - 47% Elk
 - 40% Bear
 - 36% Feral Hogs
 - 13% Exotic species (game ranches)
 - 21% Other large game
- **92% Hunt Birds**
 - 73% Turkeys
 - 69% Upland Birds
 - 56% Waterfowl
 - 11% Other birds
- **82% Hunt Small Game**
 - 73% Rabbits
 - 68% Squirrels
 - 8% Other small game
- **72% Hunt Predators/Varmints**
 - 66% Coyotes
 - 29% Other varmints

TRAVEL

- 75% of readers took overnight trips in the last 12-months; on average each of these has gone on 4+ hunting trips .
- On average, each spent 16 days on their overnight hunting trips.
- 1 to 9 days: 40%
- 10 to 20 days: 60%
- 20+ days: 25%
- A typical reader spends an average of \$2,492 on overnight hunting trips annually.

GUIDED HUNTS

- 26% of readers have gone on a guided hunt within the last 24 months spending an average of \$5,497 each.

LAND

- 75% Hunt on private land; 67% Hunt on Public Land.
- 25% Own their own land and on average each owns 122 acres.
- 30% are interested in buying or leasing land in the next 3 months.

FIREARMS & BOWS

- 96% own Firearms. 80% own a Bow.
- 95% Centerfire Rifles, 94% Shotguns, 57% Muzzleloader, 62% Handguns for Hunting
- 41% Plan to buy a new firearm in the next 12 months.
- On average Petersen's Hunting readers fire nearly 300 rounds of ammo per year; with 46% shooting more than 300 rounds.
- 40% reloads own ammunition.
- 51% own a Bow; 26% own a Crossbow.
- A typical reader spends an average of \$5,014 on Hunting Gear and Supplies (including firearms) annually.

ATV/UTV

- 46% own an ATV/UTV .

VEHICLE USE

- 95% Hunting; 82% recreation, 28% Food Plots/Feeding Game;
- 23% Farming/Ranching; 22% Work .

FOOD PLOTS & NUTRITION

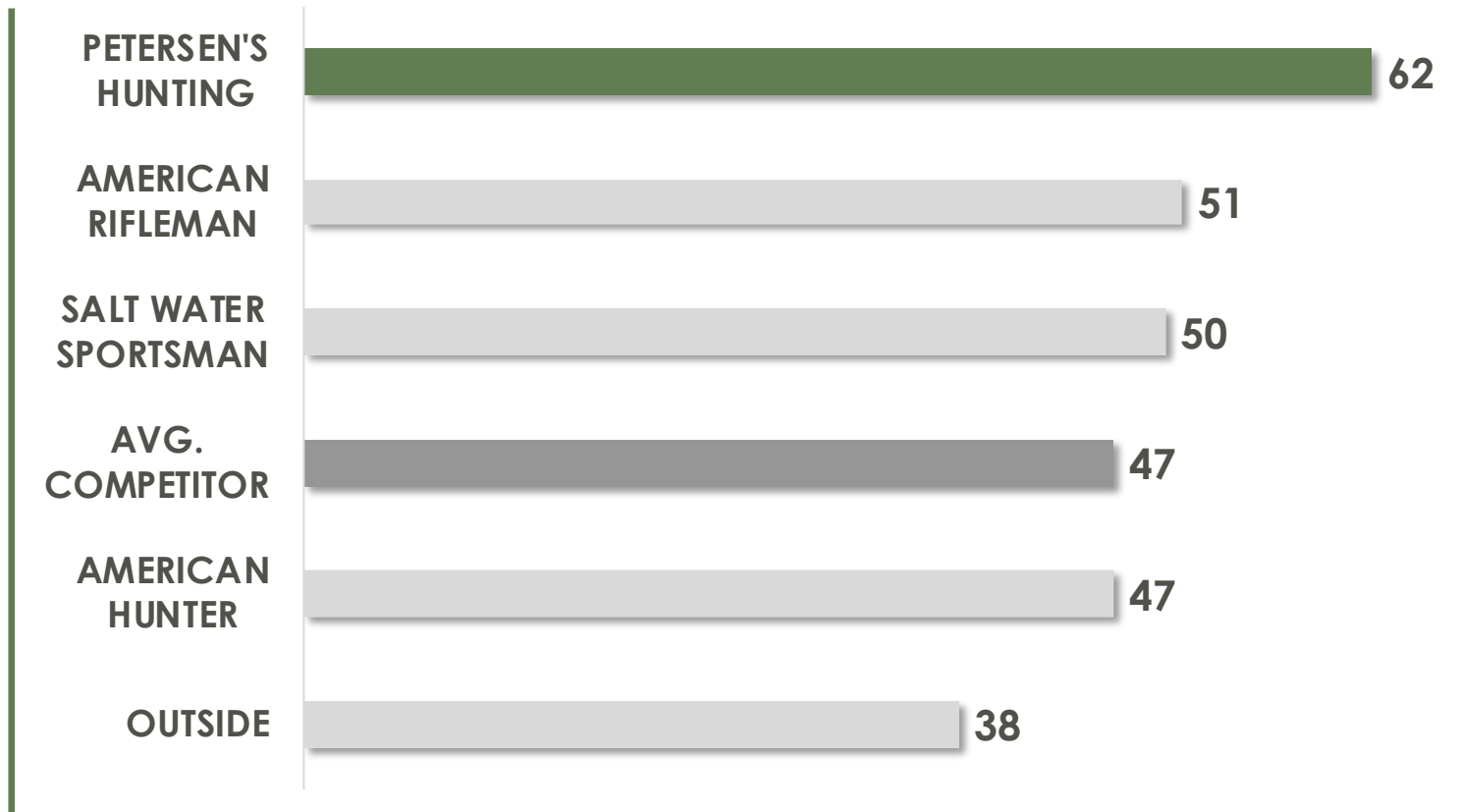
- 86% create food plots for year-round food supply.
- 25% plant to harvest feed for game.
- 50% provide salt, minerals or nutritional supplements to deer, 35% plant food plots and 32% provide supplemental feed or other nutrition.
- 56% plant food plots in spring & fall.

DOGS

- 50% of readers own dogs, on average each owns 2 dogs. A typical Petersen's Hunting dog owner spends \$426 on dog health care annually.
- 86% purchase flea &/or tick preventative; 43% purchase de-wormer;
- 25% buy flea/tick collars; 17% buy dog arthritis/pain medication.

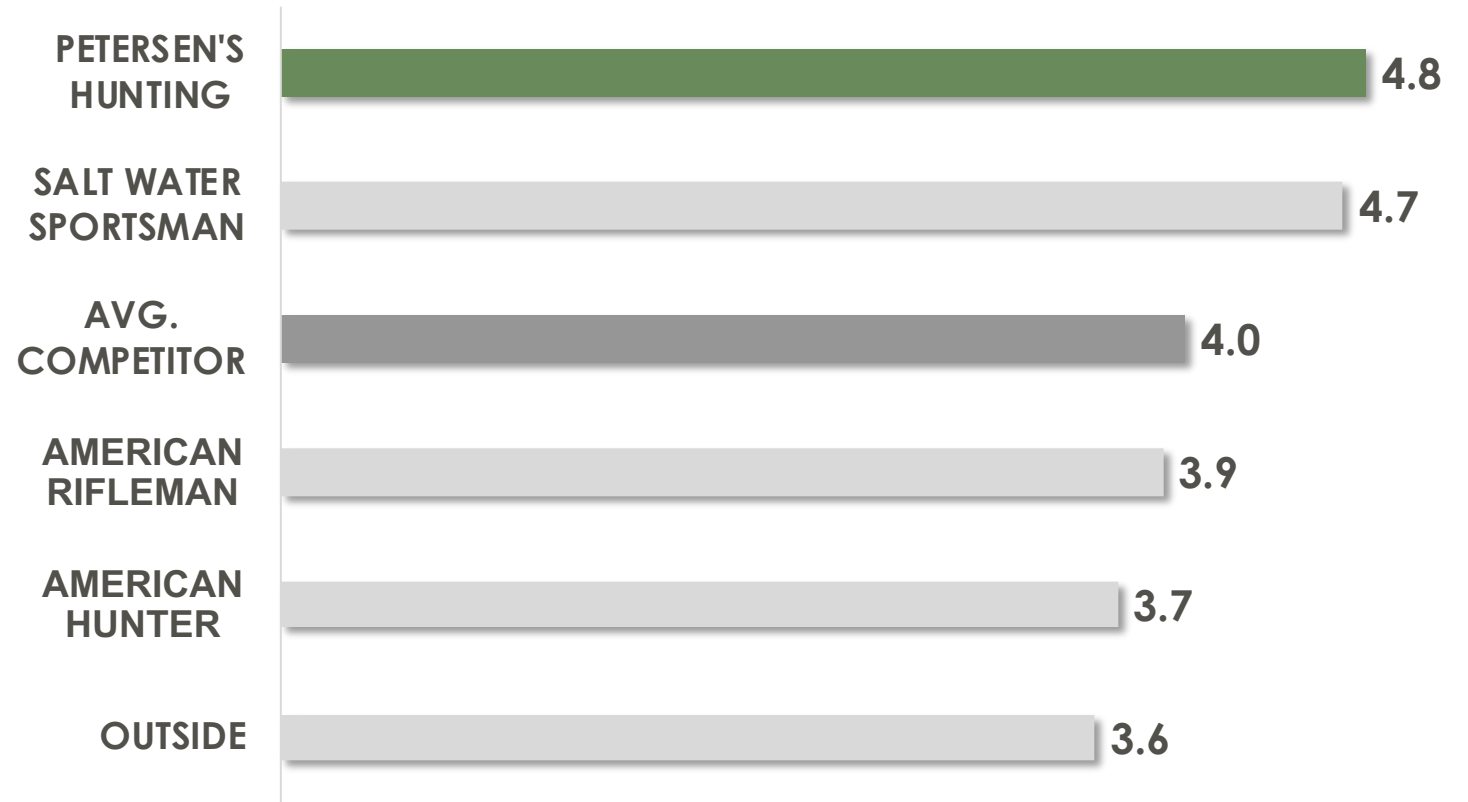
READERS SPEND MORE TIME WITH PETERSEN'S HUNTING

MALE AUDIENCE – AVERAGE MINUTES SPENT READING



READERS EXPOSED TO EACH PAGE MORE TIMES

MALE AUDIENCE – AVERAGE PAGE EXPOSURES



SUBSCRIBERS HAVE POWERFUL PASSION FOR OUR BRAND

SUBSCRIBER STUDY – QUALITATIVE FACTORS

96%

SATISFIED

WITH PETERSEN'S HUNTING

67%

LOYAL SUBSCRIBERS

FOR 4 OR MORE YEARS

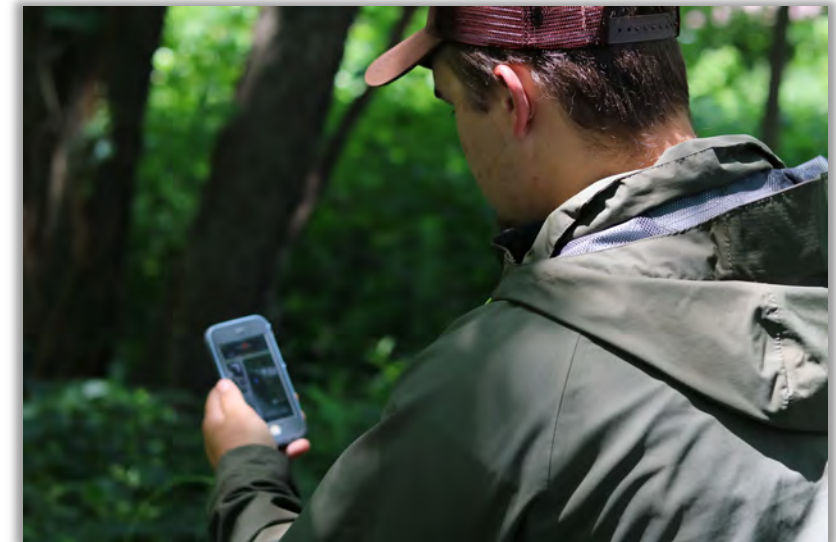
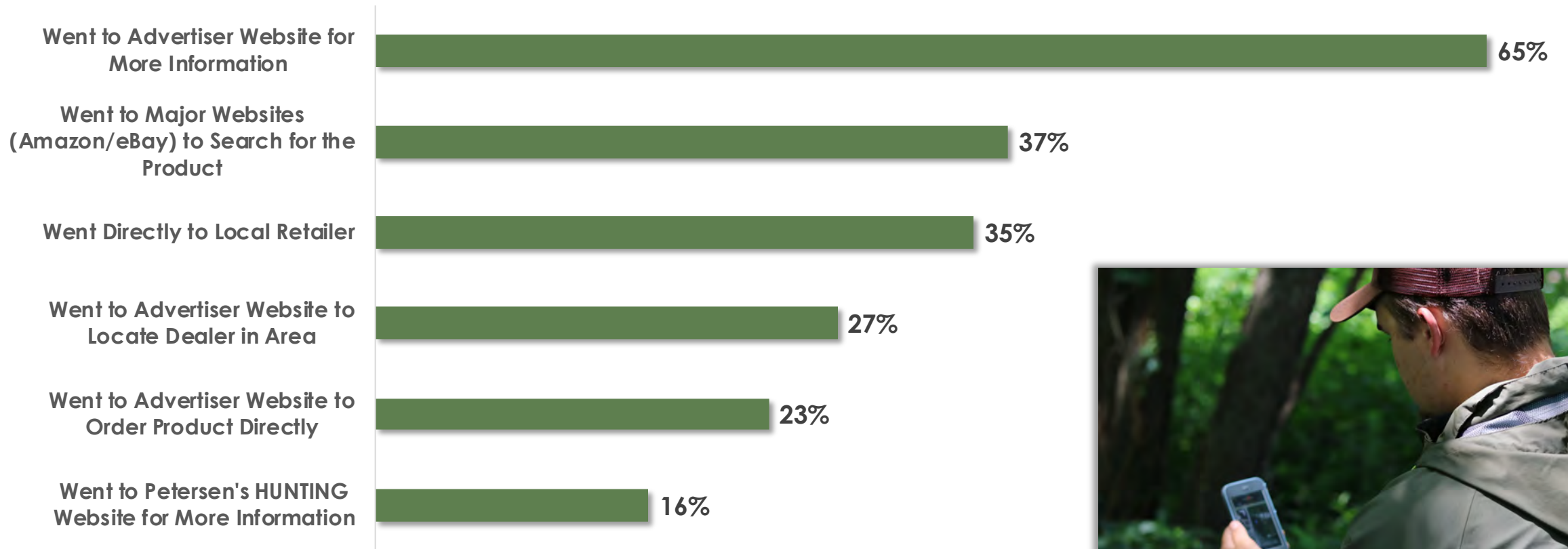
69%

VERY SATISFIED

WITH PETERSEN'S HUNTING

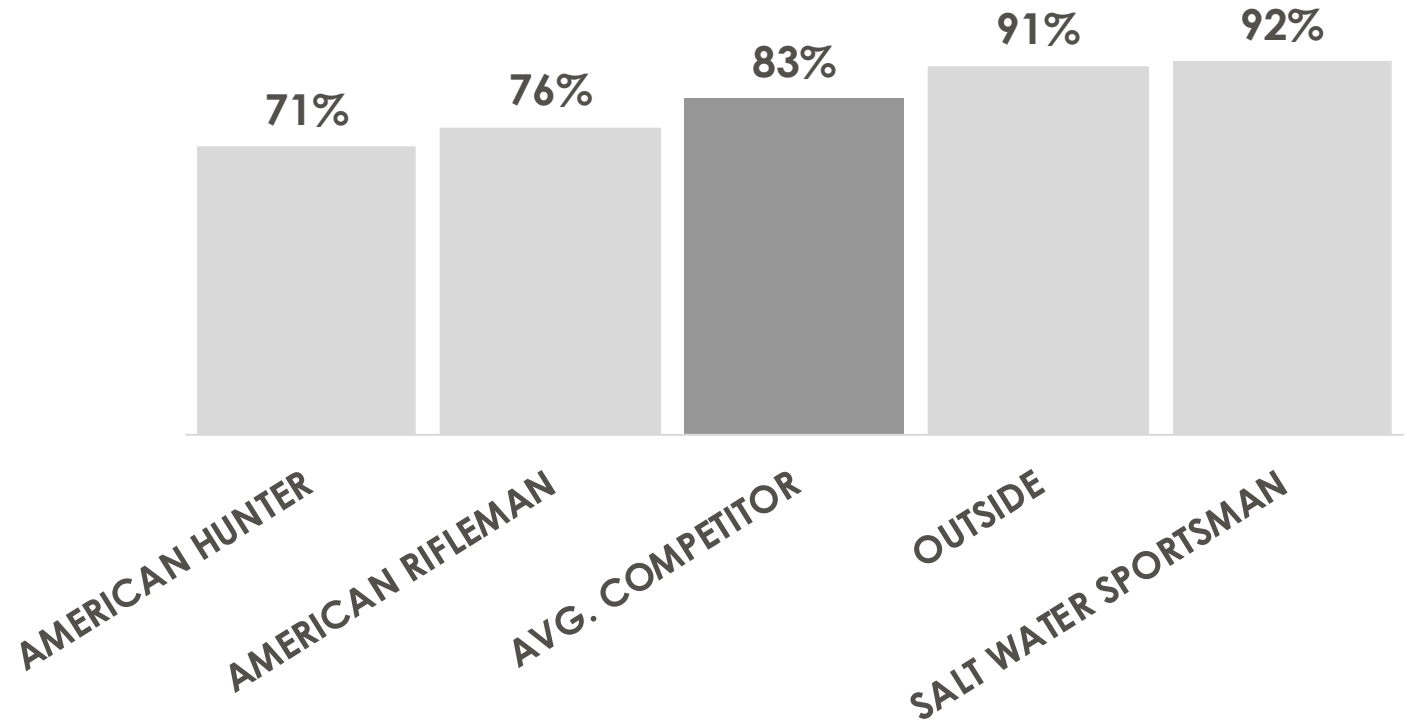
OUR SUBSCRIBERS TAKE ACTION AFTER SEEING ADS

SUBSCRIBER STUDY – QUALITATIVE FACTORS



OUR AUDIENCE CAN'T BE FOUND ELSEWHERE

% OF PETERSEN'S HUNTING MALE AUDIENCE WHO DO NOT READ THE FOLLOWING PUBLICATIONS



► TYPICAL ADVERTISING SIZES & MECHANICAL SPECIFICATIONS

Trim Size: 7.75 w x 10.5 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

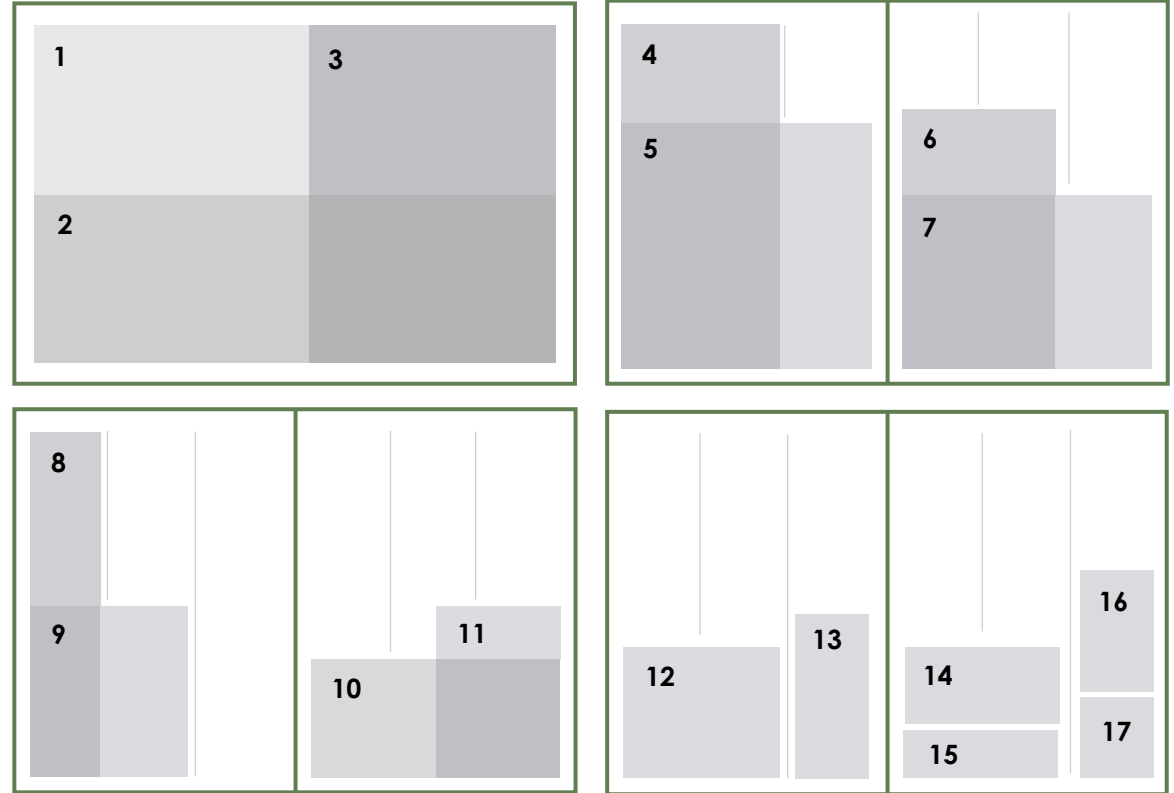
Non-Bleed: 2.125 x 6

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.

► GENERAL PRODUCTION INFORMATION

Production Manager
Petersen's HUNTING
2 News Plaza
Peoria, IL 61614
309-679-5079
connie.mendoza@outdoorsg.com

Trim Size: 7¾-in. wide x 10½-in. high

Non-Bleed: 1/8-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: 1/4-in. inside of the trim edge on all four sides for a total 1/2-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: osg.sendmyad.com

► Whether it's rangefinders, binoculars, gun cases, spotting scopes or the latest in archery equipment, our **FIELD TEST** department doesn't just tell the customer what is out there and why it is the best, we inform them what is the best buy for their hard-earned money. The winner receives the Petersen's HUNTING Editor's Choice Award.

► **TERMS & 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

[Learn more about this media property at auditedmedia.com](https://www.auditedmedia.com)

Annual Frequency: 10 times/year

Field Served: Sport hunting, including big game, small game, upland birds, waterfowl, varmints and exotic game. Reports on game management, guns and loads, gun dogs, bow hunting, and big game anatomy. Basic where-to and how-to information for all types of recreational hunting.

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
126,103	4,743	130,846	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			
Dec/Jan	87,383	211	87,594	29,093	10,000	39,093	126,687	5,279	49	5,328	121,755	10,260	132,015
Mar	84,697	211	84,908	28,939	10,000	38,939	123,847	3,869	21	3,890	117,505	10,232	127,737
Apr/May	88,510	205	88,715	27,387	10,000	37,387	126,102	6,272	26	6,298	122,169	10,231	132,400
Jun/Jul	86,665	186	86,851	30,923	10,000	40,923	127,774	3,412	45	3,457	121,000	10,231	131,231
Average	86,814	203	87,017	29,086	10,000	39,086	126,103	4,708	35	4,743	120,608	10,238	130,846

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	86,814	203	87,017	66.5
Total Paid Subscriptions	86,814	203	87,017	66.5
Verified Subscriptions				
Public Place	28,903	10,000	38,903	29.7
Individual Use	183		183	0.1
Total Verified Subscriptions	29,086	10,000	39,086	29.9
Total Paid & Verified Subscriptions	115,900	10,203	126,103	96.4
Single Copy Sales				
Single Issue	4,708	35	4,743	3.6
Total Single Copy Sales	4,708	35	4,743	3.6
Total Paid & Verified Circulation	120,608	10,238	130,846	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2023	None Claimed	150,534	150,534		
12/31/2021	None Claimed	164,397	164,397		
12/31/2020	None Claimed	165,349	165,349		

Visit [auditedmedia.com](https://www.auditedmedia.com) Media Intelligence Center for audit reports

PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$6.99	
Subscription	\$23.94	
Average Subscription Price Annualized (2)		\$9.60
Average Subscription Price per Copy		\$0.96

(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