



# PETERSEN'S BOWHUNTING

## 2016 PRINT MEDIA KIT



# PETERSEN'S BOWHUNTING

## ❧ MISSION STATEMENT ❧

*Petersen's BOWHUNTING* is the undisputed leader in equipment news and technical bowhunting advice. From the latest product innovations, insightful gear reviews and in-depth, technical equipment tests to practical bow-tuning tips, expert shooting instruction and effective field strategies, *BOWHUNTING* works with a team of world-renowned archery experts who solidify the brand's position as "The Modern Bowhunting Authority" across its market-leading print and digital platforms.





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## 2016 PRINT MEDIA KIT



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### MARCH 2016

**Theme:** 2016 New Gear Guide

**Buyer's Guide:** New 2016 Archery Products

**Special Feature:** The industry's earliest and most comprehensive overview of new archery tackle and related equipment. This special issue will feature hundreds of new products in nine sections: **Bows; Crossbows; Bow Accessories; Arrows and Broadheads; Treestands and Blinds; Scents, Calls, Lures and Decoys; Field Wear and Packs; Optics and Scouting Gear; and Useful Tools.**

**Ad Close:** December 2, 2015

**Materials Due:** December 8, 2015

**In Mail:** January 20, 2016

**On Sale:** February 2, 2016

### APRIL/MAY 2016

**Theme:** Spring Turkey Manual

**Buyer's Guide:** Treestands, Ground Blinds & Trail Cameras

**Special Features:** "Essential Turkey Tactics for Bowhunters," "5 Sure-Fire Turkey Sets," "How to Call Like a Pro" and "Monster Bears of the Boreal"

**Bow Reviews, Field Tests and New Product Highlights**

**Ad Close:** January 8, 2016

**Materials Due:** January 14, 2016

**In Mail:** February 24, 2016

**On Sale:** March 8, 2016

### JUNE 2016

**Theme:** Food Plots and Summer Scouting

**Buyer's Guide:** The Year's Top Pig-Hunting Products

**Testing Exclusive:** The Truth About Arrow Speed

**Special Features:** "The Perfect Food Plot Plan," "Super Charged Scouting," "Summertime Stand Setup" and "Charting New Ground"

**Bow Reviews, Field Tests and New Product Highlights**

**Hot Products Showcase**

**Ad Close:** March 9, 2016

**Materials Due:** March 14, 2016

**In Mail:** April 20, 2016

**On Sale:** May 3, 2016

### JULY 2016

**Theme:** The Super Tuning Issue

**Buyer's Guides:** Arrow Rests, Bow Sights & Stabilizers

**Special Features:** "5 Bow Tweaks for Peak Accuracy," "Tuning Secrets from the Pros" and "The Advanced Bow-Tuning How-To Guide"

**Bow Reviews, Field Tests and New Product Highlights**

**Ad Close:** April 8, 2016

**Materials Due:** April 15, 2016

**In Mail:** May 27, 2016

**On Sale:** June 7, 2016

### AUGUST 2016

**Theme:** The Shooting Issue

**Buyer's Guide:** Arrows, Release Aids & Targets

**Special Features:** "Overhaul Your Shooting," "Backyard Drills for Bowhunting Success," "Advanced Aiming," "How to Make Bowhunting's Toughest Shots" and "Mastering the Mental Game"

**Bow Reviews, Field Tests and New Product Highlights**

**Ad Close:** May 13, 2016

**Materials Due:** May 19, 2016

**In Mail:** July 1, 2016

**On Sale:** July 12, 2016

# 2016 Editorial Calendar

### SEPTEMBER 2016

**Theme:** The Elk-Hunter's How-To Guide

**Buyer's Guides:** Bowhunting Optics, Elk-Hunting Essentials & Hunting Packs

**Testing Exclusive:** 2016 Head-to-Head Broadhead Test

**Special Features:** "Advanced Elk Scouting," "Successful Glassing," "Elk Talk 101," "Alternative Elk Tactics" and "Down & Out: After Your Bull Hits the Ground"

**Bow Reviews, Field Tests and New Product Highlights**

**Hot Deer Gear Showcase**

**Ad Close:** June 15, 2016

**Materials Due:** June 17, 2016

**In Mail:** July 27, 2016

**On Sale:** August 9, 2016

### OCTOBER 2016

**Theme:** Whitetail Strategies

**Buyer's Guides:** Crossbows, Crossbow Accessories & Scent Elimination

**Special Feature:** "2016 Deer Season Calendar, featuring Rutting Activity & Moon-Phase Predictions," "Xtreme Scent Control," "Over the Top Stand Sites" and "Age Before Beauty: Targeting Mature Bucks"

**Bow Reviews, Field Tests and New Product Highlights**

**Ad Close:** July 15, 2016

**Materials Due:** July 22, 2016

**In Mail:** September 2, 2016

**On Sale:** September 13, 2016

### NOVEMBER/DECEMBER 2016

**Theme:** 2016 Rut Guide

**Buyer's Guides:** Deer Calls, Decoys & Attractant Scents

**Special Features:** "Getting Aggressive: The Expert's Guide to Calling, Rattling and Decoying Rutting Bucks," "6 Super Scent Setups," "Maximum Stealth" and "Land of the Giants"

**Bow Reviews, Field Tests and New Product Highlights**

**Holiday Gift Showcase**

**Ad Close:** August 12, 2016

**Materials Due:** August 18, 2016

**In Mail:** September 28, 2016

**On Sale:** October 11, 2016

### JANUARY/FEBRUARY 2017

**Theme:** Late-Season Bowhunting

**Buyer's Guide:** 2017 Bow Preview

**Special Features:** "Cold Comfort: Late-Season Apparel & Accessories," "Buzzer Beater: Strategies for Last-Minute Success" and "5 DIY Bowhunts You Can Do This Year"

**Bow Reviews, Field Tests and New Product Highlights**

**Ad Close:** October 5, 2016

**Materials Due:** October 13, 2016

**In Mail:** November 23, 2016

**On Sale:** December 6, 2016





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# 2016 Industry Advertising Rates

| <b>4-Color</b>   | <b>1 x</b> | <b>3 x</b> | <b>6 x</b> | <b>9 x</b> |
|------------------|------------|------------|------------|------------|
| 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    |
| <b>2-Color</b>   | <b>1 x</b> | <b>3 x</b> | <b>6 x</b> | <b>9 x</b> |
| 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>B &amp; W</b> | <b>1 x</b> | <b>3 x</b> | <b>6 x</b> | <b>9 x</b> |
| 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    |
| <b>Covers</b>    | <b>1 x</b> | <b>3 x</b> | <b>6 x</b> | <b>9 x</b> |
| 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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# 2016 Marketplace/ProShop Advertising Rates

## MarketPlace

| 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 or Horizontal   | \$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   |

## ProShop

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



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# 2016 Where-To-Go Advertising Rates

## Where-To-Go

|                         | 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 or Horizontal   |         | \$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   |

# Petersen's Bowhunting Digital Advertising Opportunities

**Petersen's Bowhunting** online adds a valuable dimension to the brand by bringing site visitors the most up-to-date news and information on bowhunting, presented with engaging video content, gear reviews, hunting strategy and direct access to the bowhunting community.

## Petersen's Bowhunting Online: Vital Statistics

Monthly Avg.

|                            |         |
|----------------------------|---------|
| Unique Visitors            | 94,000  |
| Pageviews                  | 600,000 |
| Traffic from Mobile Device | 49%     |
| Traffic from Tablet        | 12%     |

## Petersen's Bowhunting e-Newsletter

Subscribers

|                       |        |
|-----------------------|--------|
| 2x/month Distribution | 50,000 |
|-----------------------|--------|

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

Site Skin

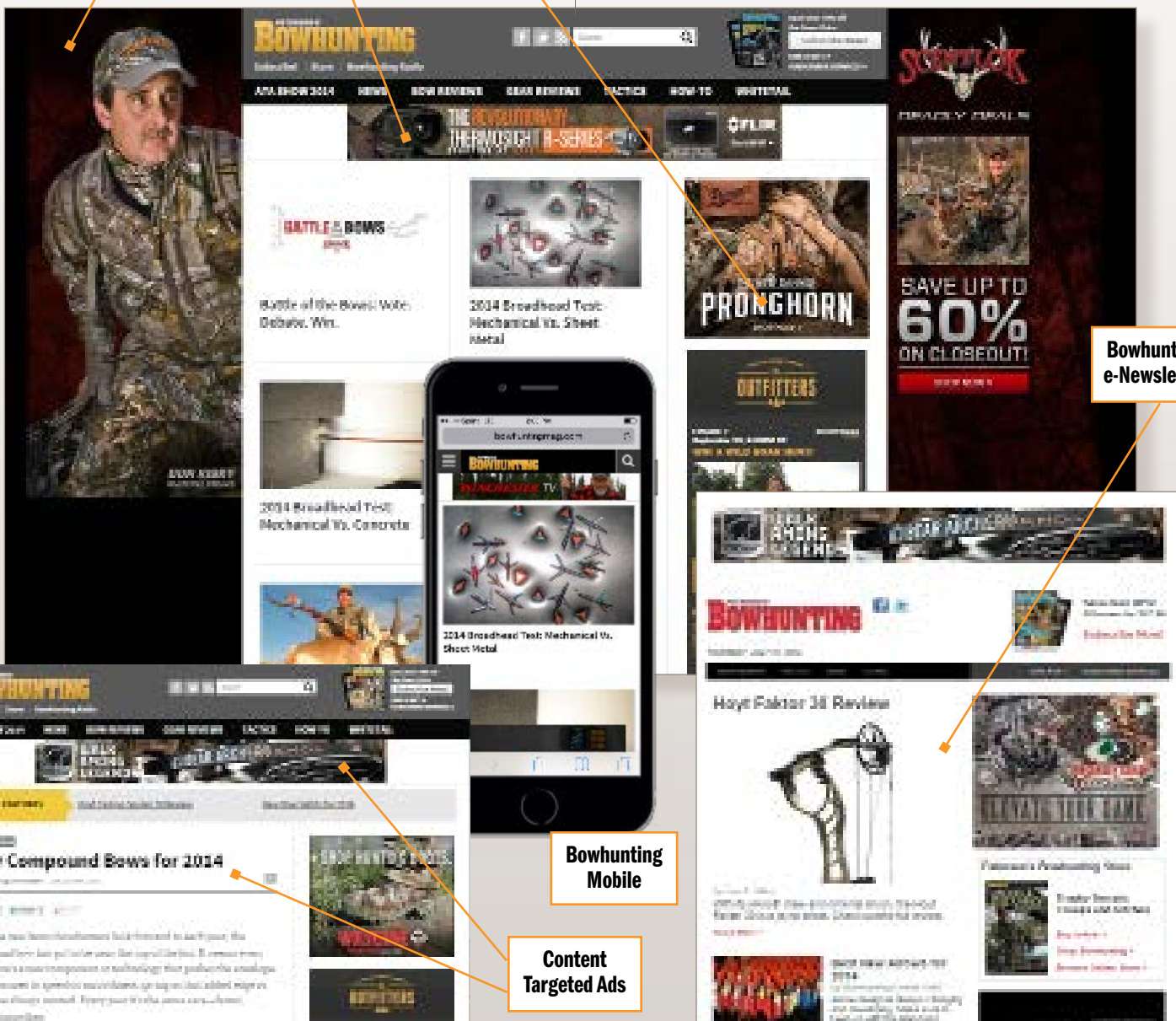
728 x 90 Leaderboard

300 x 250 Rectangle

Bowhunting e-Newsletter

Bowhunting Mobile

Content Targeted Ads





# Petersen's Bowhunting 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](mailto: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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*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.

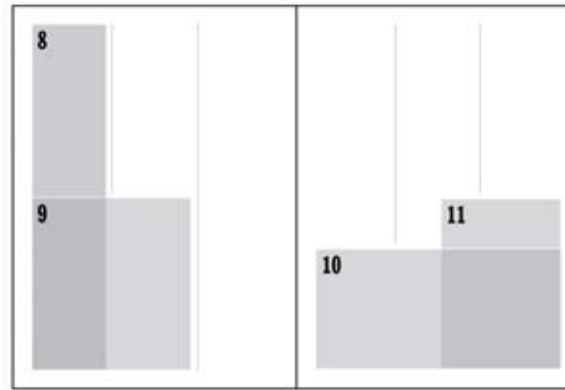
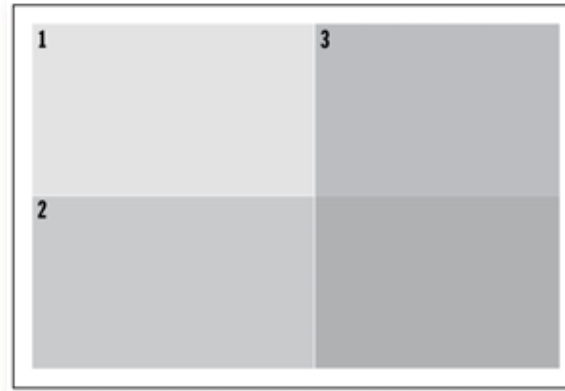
**1. Two Page Spread**  
Non-Bleed: 14.5 x 9.5  
Bleed: 15.75 x 10.75  
Trim: 15.5 x 10.5  
Safety: 15 x 10

**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

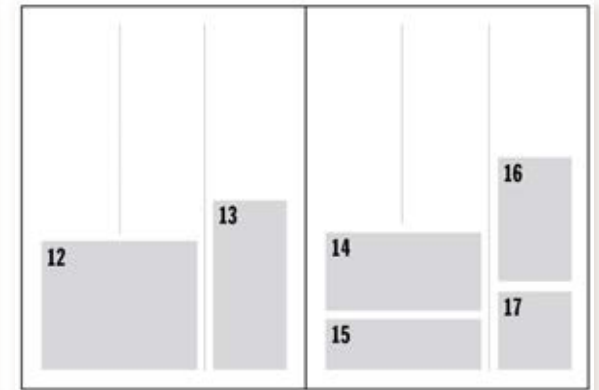
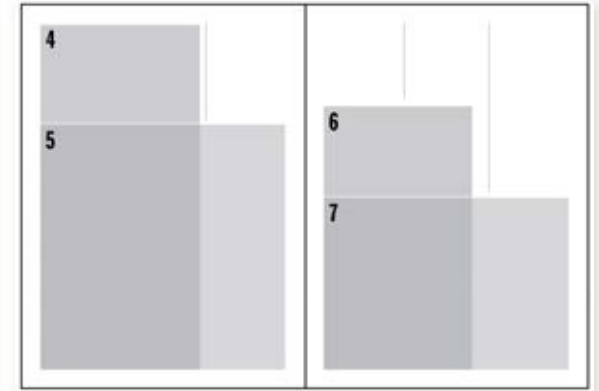
**8. One-Third Vertical**  
Non-Bleed: 2.125 x 9.5  
Bleed: 2.875 x 10.75  
Trim: 2.625 x 10.5  
Safety: 2.125 x 10

**9. One-Third Square**  
Non-Bleed: 4.375 x 4.75  
Bleed: 5.25 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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## 2016 Demographic Highlights

| Total Audience                                       | 747,763   | % Comp  |
|--|-----------|---|
| Men  | 85%       | Participated in Big Game Hunting, Past 12 mos. 65%  |
| Women  | 15%       | Participated in Small Game Hunting, Past 12 mos. 65%  |
| Median Age   | 46        | Participated in Upland Bird Hunting, Past 12 mos. 41%   |
| Married  | 82%       | Participated in Varmint Hunting, Past 12 mos. 40%   |
| Have Children in Household                           | 53%       |   |
| Attended College                                     | 59%       |   |
| Management/Professional                              | 34%       | Purchased Factory Loaded Cartridges, Past 12 mos. 88%   |
| Tradesmen/Craftsmen                                  | 47%       | Purchased Shot Shells, Past 12 mos. 77%   |
|  |           | Purchased Center Fire, Past 12 mos. 63%   |
|  |           | Purchased Rim Fire, Past 12 mos. 58%  |
| Average Household Income                             | \$90,800  | Average Handheld Rounds Reloaded, Past 12 mos. 509  |
| Average Household Net Worth                          | \$431,000 |   |
| Own a Bow  | 99%       | Traveled to Hunt within the U.S., Past 12 mos. 53%  |
| Average Number of Bows Owned                         | 2.5       |   |
| Own Shotgun  | 93%       | Household Owns/Leases 1+ Pick Up Truck(s) 69%   |
| Own a Pump Action Shotgun                            | 74%       | Household Owns/Leases 1+ Sport Utility Vehicle 38%  |
| Own a Semi-Automatic Shotgun                         | 44%       | Household Owns/Leases 1+ Van 22%  |
| Own an Over & Under Shotgun                          | 19%       | Household Owns/Leases Domestic Only 74%   |
|  |           | Household Owns/Leases Import and Domestic 20%   |
| Own a Handgun  | 68%       | Personally Responsible for Maintaining Vehicle(s) 38%   |
| Use Archery Equipment for Target Shooting            | 97%       | Changed Own Motor Oil, Past 12 mos. 85%   |
| Use Rifle for Target Shooting                        | 69%       | Purchased Aftermarket Auto Accessories for Vehicles, Past 12 mos. 46%                                     |
| Use Shotgun for Target Shooting                      | 54%       | You or Other Household Member Did Any Household Improvement Work or Any Home Remodeling, Past 12 mos. 78% |
| Use Handguns for Target Shooting                     | 43%       |   |
| Hunt with a Bow and Arrow                            | 99%       |   |
| Hunt with a Rifle                                    | 77%       |   |
| Participated in Whitetail Deer Hunting, Past 12 mos. | 94%       |   |

Sources: MRI, Spring 2015 (audience; age); Petersen's Bowhunting Subscriber Study, Beta Research, 2004.



# PETERSEN'S BOWHUNTING

## 2016 PRINT MEDIA KIT



# 2016 Circulation & Distribution

## 1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

|  | Average<br>for the<br>Statement<br>Period | %            | Rate Base           | Above<br>(Below) | % Above<br>(Below) |
|--|---|--------------|---------------------|------------------|--------------------|
| <b>Paid &amp; Verified Circulation: (See Par. 6)</b> |   |              |                     |                  |                    |
| <b>Subscriptions</b>                                 |   |              |                     |                  |                    |
| Paid   |   |              |                     |                  |                    |
| Print  | 82,509                                    | 65.9         |                     |                  |                    |
| Digital Issue  | 3,154                                     | 2.5          |                     |                  |                    |
| <b>Total Paid Subscriptions</b>                      | <b>85,663</b>                             | <b>68.4</b>  |                     |                  |                    |
| Verified   |   |              |                     |                  |                    |
| Print  | 33,259                                    | 26.5         |                     |                  |                    |
| <b>Total Verified Subscriptions</b>                  | <b>33,259</b>                             | <b>26.5</b>  |                     |                  |                    |
| <b>Total Paid &amp; Verified Subscriptions</b>       | <b>118,922</b>                            | <b>94.9</b>  |                     |                  |                    |
| Single Copy Sales                                    |   |              |                     |                  |                    |
| Print  | 6,255                                     | 5.0          |                     |                  |                    |
| Digital Issue  | 110                                       | 0.1          |                     |                  |                    |
| <b>Total Single Copy Sales</b>                       | <b>6,365</b>                              | <b>5.1</b>   |                     |                  |                    |
| <b>Total Paid &amp; Verified Circulation</b>         | <b>125,287</b>                            | <b>100.0</b> | <b>None Claimed</b> |                  |                    |

## 2. PRICES

|   | Suggested<br>Retail Prices (1) | Average Price (2)<br>Net | Average Price (2)<br>Gross (Optional) |
|---|--------------------------------|--------------------------|---------------------------------------|
| Average Single Copy   | \$4.99                         |                          |                                       |
| Subscription  | \$19.94                        |                          |                                       |
| Average Subscription Price Annualized<br>(10 issue frequency) |                                | \$11.10                  |                                       |
| Average Subscription Price per Copy                           |                                | \$1.11                   |                                       |

(1) For the Statement period

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



# PETERSEN'S BOWHUNTING

## 2016 PRINT MEDIA KIT



# 2016 Circulation & Distribution

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

| Issue     | Paid Subscriptions |               | Verified Subscriptions |               | Total Paid & Verified Subscriptions |               | Single Copy Sales |               | Total Paid & Verified Circulation |               | Total Paid & Verified Circulation |               |
|-----------|--------------------|---------------|------------------------|---------------|-------------------------------------|---------------|-------------------|---------------|-----------------------------------|---------------|-----------------------------------|---------------|
|           | Print              | Digital Issue | Print                  | Digital Issue | Print                               | Digital Issue | Print             | Digital Issue | Print                             | Digital Issue | Print                             | Digital Issue |
| Jan./Feb. | 83,092             | 2,708         | 30,944                 | 7,009         | 30,944                              | 7,009         | 135               | 7,144         | 121,045                           | 2,843         | 123,888                           |               |
| Mar.      | 87,059             | 3,723         | 30,885                 | 7,700         | 30,885                              | 7,700         | 91                | 7,791         | 125,644                           | 3,814         | 129,458                           |               |
| Apr./May  | 84,043             | 2,534         | 30,895                 | 4,736         | 30,895                              | 4,736         | 125               | 4,861         | 119,674                           | 2,659         | 122,333                           |               |
| June      | 75,842             | 3,650         | 40,311                 | 5,576         | 40,311                              | 5,576         | 87                | 5,663         | 121,729                           | 3,737         | 125,466                           |               |

### 4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

### 5. TREND ANALYSIS

|  | 2010           | %            | 2011           | %            | 2012           | %            | 2013           | %            | 2014           | %            |
|--|----------------|--------------|----------------|--------------|----------------|--------------|----------------|--------------|----------------|--------------|
| Subscriptions:                                 |                |              |                |              |                |              |                |              |                |              |
| Paid   | 107,281        | 84.9         | 94,489         | 75.3         | 96,706         | 76.3         | 90,443         | 70.9         | 83,540         | 66.7         |
| Verified                                       | 4,713          | 3.8          | 19,161         | 15.3         | 19,740         | 15.6         | 27,229         | 21.4         | 34,372         | 27.5         |
| <b>Total Paid &amp; Verified Subscriptions</b> | <b>111,994</b> | <b>88.7</b>  | <b>113,650</b> | <b>90.6</b>  | <b>116,446</b> | <b>91.9</b>  | <b>117,672</b> | <b>92.3</b>  | <b>117,912</b> | <b>94.2</b>  |
| Single Copy Sales                              | 14,329         | 11.3         | 11,812         | 9.4          | 10,311         | 8.1          | 9,835          | 7.7          | 7,295          | 5.8          |
| <b>Total Paid &amp; Verified Circulation</b>   | <b>126,323</b> | <b>100.0</b> | <b>125,462</b> | <b>100.0</b> | <b>126,757</b> | <b>100.0</b> | <b>127,507</b> | <b>100.0</b> | <b>125,207</b> | <b>100.0</b> |
| Year Over Year Percent of Change               |                | 0.4          |                | -0.7         |                | 1.0          |                | 0.6          |                | -1.8         |
| Avg. Annualized Subscription Price             | \$14.00        |              | \$12.47        |              | \$12.03        |              | \$11.28        |              | \$11.20        |              |