



# PETERSEN'S BOWHUNTING

## 2019 MEDIA KIT



[www.bowhuntingmag.com](http://www.bowhuntingmag.com)



## ❧ 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.



## IN EVERY ISSUE

- Better Bowhunting
- Bowhunting 101
- Field Tested
- DIY Guy

Print Audience	754,704
Circulation	110,034
Average Household Income	\$115,500
Average Net Worth	\$484,000
Men/Women %	86/14
Median Age	46

### THE DIY GUY



**A**fter my first DIY trip to Colorado in 1981, I was addicted to Western bowhunting.

On my maiden voyage, I found ground that varied from greenery to alpine meadows. I had a great time in between. I'd worked around in high-altitude habitats, and I had a great time in between. I had a great time in between. I had a great time in between.

Original: I'd figured out and made deer didn't live above tree line. But I'd never seen the mark with that construction! Now, having learned that horns of elk and groups of mule deer make deer bucks spend most of their winter in this rugged mountain. I know where I'd spend my time going forward. And since I was only in my mid-20s, the challenge of tackling such an intimidating environment only fueled

the flames of adventure that were already burning in my soul.

After only a week of chasing elk and deer across the tundra my first year, I headed home with tips in my pocket. Even when staying to add massive peaks above, while skippers below were. Marked in golden yellow. I headed home with tips in my pocket. Even when staying to add massive peaks above, while skippers below were. Marked in golden yellow.

More than a job, it was a calling.

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### BETTER BOWHUNTING



**The Benefits of Micro-Diameter Arrows**

Micro-diameter arrows are the new standard in bowhunting. They are lighter, faster, and more accurate than standard diameter arrows.

**Reduced Wind Drift**

Micro-diameter arrows are lighter, faster, and more accurate than standard diameter arrows. They are lighter, faster, and more accurate than standard diameter arrows.

**Better Penetration**

Micro-diameter arrows are lighter, faster, and more accurate than standard diameter arrows. They are lighter, faster, and more accurate than standard diameter arrows.

### WATCH THOUSANDS OF THE BEST OUTDOOR TV EPISODES RIGHT NOW



Watch thousands of the best outdoor TV episodes right now. This is your chance to see the best of outdoor TV programming.

**Field Tested**

Field Tested is a new series that features the best outdoor gear and equipment. It's a must-watch for any outdoor enthusiast.

### FIELD TESTED



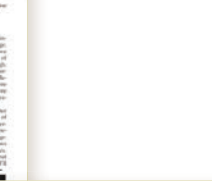
**Tight Quiver, Tighter Groups**

A tight quiver is essential for accurate shooting. This new quiver design helps you hold your arrows steady.

**Steady Your Aim**

This new quiver design helps you hold your arrows steady. It's a must-have for any bowhunter.

### BOWHUNTING 101



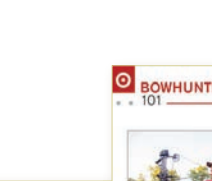
**Finding 10 More Yards**

Learning to find 10 more yards is a key skill for any bowhunter. This article provides tips and techniques.

**Breathing Control**

Breathing control is essential for accurate shooting. This article provides tips and techniques.

### DIY GUY



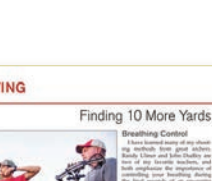
**How to Make a Deer Call**

Learn how to make a deer call that will attract deer to your hunting spot. This article provides tips and techniques.

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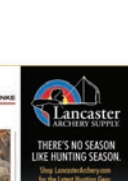
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Source: MRI Doublebase 2016 (audience;age, M/F); Petersen's Bowhunting 2017 Reader Survey by Accelara Publishing Research. AAM June 2018

## MARCH 2019

**Theme:** 2019 New Gear Guide

**Special Features:** Our annual New Gear Guide is the industry's earliest and most comprehensive overview of new archery products and related equipment. This year's issue will place special emphasis on the top new technological innovations and trends driving the marketplace, as well as highlighting the best new products from categories that include bows, crossbows, bow accessories, arrows, broadheads, targets, field wear, packs, treestands, ground blinds, optics and more!

**Ad Close/Materials Due:** December 1, 2018

**On Sale:** February 6, 2019

## APRIL/MAY 2019

**Theme:** Spring Bowhunting Adventures

**Field Test(s):** Best Blinds & Broadheads for Turkeys

**Special Features:** "Bowhunting's New No. 1 Turkey Tactic," "North of the Border Black Bears," and "Steel & Slime – Bowfishing Pittsburgh's Three Rivers"

**Plus Bow Tests & New Product Highlights**

**Ad Close/Materials Due:** January 4, 2019

**On Sale:** March 5, 2019

## JUNE 2019

**Theme:** The DIY Issue

**Field Test(s):** Backcountry Packs & High-Tech Navigation Tools

**Special Features:** "DIY Strong: Getting Fit for Backcountry Adventure," "Spot-and-Stalk Like a Pro," and "BOWHUNTING's 5 Most Affordable DIY Destinations"

**Plus Bow Tests & New Product Highlights**

**Ad Close/Materials Due:** March 1, 2019

**On Sale:** May 7, 2019

## JULY 2019

**Theme:** Summer Scouting Special

**Field Test(s):** Trail Cameras & Spotting Scopes

**Special Features:** "Tactical Trail-Cam Surveillance," "Becoming a Mineral Site Master" and "The Expert's Guide to Treestand Setup"

**Plus Bow Tests & New Product Highlights**

**Ad Close/Materials Due:** April 5, 2019

**On Sale:** June 4, 2019

## AUGUST 2019

**Theme:** The Shooting Issue

**Field Test(s):** Arrows & Targets

**Special Features:** "Dialed & Deadly: Maximizing Your Accuracy," "Nerves of Steel: Mastering the Mental Side of High-Pressure Shots" and "Secrets from the Bow Pros: 5 Equipment Tweaks Every Bowhunter Should Consider"

**Plus Bow Tests & New Product Highlights**

**Ad Close/Materials Due:** May 10, 2019

**On Sale:** July 9, 2019

## SEPTEMBER 2019

**Theme:** Western Bowhunting Adventures

**Field Test(s):** Arrow Rests & Rangefinders

**Special Features:** "Elk Every Way: Top Tactics for Busting Bulls," "High Plains Muley Madness" and "Pronghorn Posse: DIY Antelope on the South Dakota Prairie"

**Plus Bow Tests & New Product Highlights**

**Ad Close/Materials Due:** June 8, 2018

**On Sale:** August 7, 2018

## OCTOBER 2019

**Theme:** Whitetail Strategies

**Field Test(s):** Scent Elimination & Whitetail Apparel

**Special Features:** "2019 Deer Season Calendar, featuring Rutting Activity & Moon-Phase Predictions," "Hunting from the Outside In" and "Plot, Plan & Execute: Formulating a Season-Long Strategy for Success"

**Plus Bow Tests & New Product Highlights**

**Ad Close/Materials Due:** July 12, 2019

**On Sale:** September 10, 2019

## NOVEMBER/DECEMBER 2019

**Theme:** 2019 Rut Guide

**Field Test(s):** Deer Calls, Decoys & Attractants

**Special Features:** "Aggressive Tactics for Rutting Bucks," "Midday Magic: Why Packing a Lunch Pays," and "Plan B: 5 Offbeat Options for Filling Your Tag"

**Plus Bow Tests & New Product Highlights**

**Ad Close/Materials Due:** August 9, 2019

**On Sale:** October 15, 2019

## JANUARY/FEBRUARY 2020

**Theme:** Late-Season Bowhunting

**Field Test(s):** Top Cold-Weather Clothing

**Special Features:** "Patterning Pressured Bucks," "To the Bitter End: How to Finish Strong" and "2020 Bow Preview"

**Plus Bow Tests & New Product Highlights**

**Ad Close/Materials Due:** October 4, 2019

**On Sale:** December 3, 2019

Print Audience	754,704	Married	82%
Circulation	110,034	Have Children	53%
Average Household Income	\$115,500	Attended College	59%
Average Net Worth	\$484,000	Management/professional	34%
Men/Women %	86/14	Tradesmen/Craftsmen	47%
Median Age	46		

**BOWHUNTING**

**What they own...**

- **99%** Own a Bow.
- Petersen's Bowhunting readers own an average of **2.5** Bows.

**What they hunt with...**

- **99%** Hunt with a Bow and Arrow.
- **31%** have Hunted with a Crossbow.

**What they spend...**

- **\$883.79** for hunting gear (excluding bow tackle), another **\$806** for bows, arrows, and accessories; and an average annual cumulative volume spend for bows, arrows, and accessories of **\$86,627,049**.

**What they plan to buy...**

- Readers plan to Spend **\$750** on their next Bow Purchase.
- **53.6%** Plan to Buy Any Verticle Bows in the next year.
- **54%** Plan to Buy Verticle Bow Accessories in the next year.

**GAME HARVESTED WITH BOW AND ARROW...**

- **86%** Hunt Big Game
- **79%** Hunt Whitetail Deer
- **31%** Hunt Turkeys
- **16%** Hunt Feral Pigs/Wild Hogs
- **12%** Hunt Bears
- **15%** Hunt Elk

**TRAVEL**

- **73%** Traveled to Hunt within the U.S in the last year.
- A typical reader spends **25 Days** bowhunting annually.
- A typical reader spends **38.3 Days** on other bowhunting activities annually.

**What they spend...**

- On average readers spend **\$1,532** on each bowhunting trip annually. (excluding Bows, Accessories, and Hunting Gear).
- **\$151,342,430** is the average annual cumulative volume spend on bowhunting trips (excluding Bows, Accessories, and Hunting Gear).

**FIREARMS**

- **90%** Occasionally Hunt with Firearms.
- **78%** Use Rifle for Hunting.
- **67%** Use Shotgun for Hunting.
- **19%** Use Handguns for Hunting.
- **50%** Use Muzzleloader/Blackpowder for Hunting.

**ATV/UTV/TRACTOR**

- **43%** Own Tractor, ATV or UTV.
- **19%** Plan to Buy Tractor, ATV or UTV.
- **59%** Plan to Use Tractor, ATV or UTV to Plant Food Plots in the Next Year.
- **33%** Plan to Buy Food Plot Implements in the Next Year.

**BOWHUNTING READING PROFILE**

Hours Spent Reading Typical Issue	1.48
Save Issue for Later Reference	64.9%
Pass Issue Along to Friend or Relative	42.4%

**ACTIONS TAKEN AS RESULT OF READING MAGAZINE**

Discussed Article or Referred Someone To It	55.8%
Used Article for Ideas	91%
Visited Advertiser's Website for Information	75.9%
Purchased Product or Service	55.3%



ISSUE	THEME	AD SPACE CLOSE/ MATERIALS DUE	NEWSSTAND ON SALE
MARCH	2019 New Gear Guide	12/1/2018	2/6/2019
APRIL/MAY	Spring Bowhunting Adventures	1/4/2019	3/5/2019
JUNE	The DIY Issue	3/1/2019	5/7/2019
JULY	Summer Scouting Special	4/5/2019	6/4/2019
AUGUST	The Shooting Issue	5/10/2019	7/9/2019
SEPTEMBER	Western Bowhunting Adventures	6/8/2019	8/7/2019
OCTOBER	Whitetail Strategies	7/12/2019	9/10/2019
NOVEMBER/DECEMBER	2019 Rut Guide	8/9/2019	10/15/2019
JANUARY/FEBRUARY 2020	Late-Season Bowhunting	10/4/2019	12/3/2019

### 2018 HEAD-TO-HEAD BROADHEAD TEST

## MECHANICAL MAYHEM!

By John F. Ball



**We Put 14 Popular Models Through the Winner Takes It All Test. How They Stacked Up...**

The last average broadhead test you've seen... This year's test was a head-to-head battle. We put 14 of the most popular models through a series of 10 tests. The results are in... **Winner: #11**

**Test Philosophy**  
The goal of this test was to evaluate the mechanical performance of the most popular broadheads. We used a series of 10 tests to evaluate their performance. The results are in... **Winner: #11**

**Bow Setup**  
All broadheads were tested on a 30lb bow. The test results are in... **Winner: #11**

**Online Video Exclusive**  
Watch the full test results online... [www.outdoorsupply.com/2018-broadhead-test](http://www.outdoorsupply.com/2018-broadhead-test)

### 2018 HEAD-TO-HEAD BROADHEAD TEST

Tests: Results

#### BROADHEAD PHYSICAL DIMENSIONS

Broadhead	Brand	Weight (lb)	Length (in)	Width (in)	Depth (in)	Eye (in)	Eye Spacing (in)
Prophet	Bowrage Star II	1.120	1.50	1.50	1.00	0.80	1.00
Pro	Bowhead	1.120	1.50	1.50	1.00	0.80	1.00
Prody	BowMax	1.120	1.50	1.50	1.00	0.80	1.00
Reno	Wings	1.120	1.50	1.50	1.00	0.80	1.00
MSP	Wings	1.120	1.50	1.50	1.00	0.80	1.00
Kyle	Wings	1.120	1.50	1.50	1.00	0.80	1.00
Prophet	Sparc	1.120	1.50	1.50	1.00	0.80	1.00
Pro	Sparc	1.120	1.50	1.50	1.00	0.80	1.00
Prody	Sparc	1.120	1.50	1.50	1.00	0.80	1.00
Kyle	Sparc	1.120	1.50	1.50	1.00	0.80	1.00
Pro	Sparc	1.120	1.50	1.50	1.00	0.80	1.00
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Pro	Sparc	1.120	1.50	1.50	1.00	0.80	1.00
Prody	Sparc	1.120	1.50	1.50	1.00	0.80	1.00

#### HEMORRHAGE TEST

Each arrow passed the test... **Winner: #11**

#### TOTAL CUTTING POTENTIAL

Broadhead	Brand	Cutting Potential (ft)
Prophet	Bowrage Star II	1.120
Pro	Bowhead	1.120
Prody	BowMax	1.120
Kyle	Wings	1.120
MSP	Wings	1.120
Kyle	Wings	1.120
Pro	Sparc	1.120
Pro	Sparc	1.120
Prody	Sparc	1.120
Kyle	Sparc	1.120
Pro	Sparc	1.120
Prody	Sparc	1.120
Pro	Sparc	1.120
Prody	Sparc	1.120
Pro	Sparc	1.120
Prody	Sparc	1.120
Pro	Sparc	1.120
Prody	Sparc	1.120
Pro	Sparc	1.120
Prody	Sparc	1.120

#### SHARPNESS TEST: TOP 10 PERFORMERS

Rank	Broadhead	Brand	Sharpness (ft)
1	Prophet	Bowrage Star II	1.120
2	Pro	Bowhead	1.120
3	Prody	BowMax	1.120
4	Kyle	Wings	1.120
5	MSP	Wings	1.120
6	Kyle	Wings	1.120
7	Pro	Sparc	1.120
8	Pro	Sparc	1.120
9	Prody	Sparc	1.120
10	Kyle	Sparc	1.120

#### HARD-IMPACT TEST RESULTS

Rank	Broadhead	Brand	Impact Results
1	Prophet	Bowrage Star II	Pass
2	Pro	Bowhead	Pass
3	Prody	BowMax	Pass
4	Kyle	Wings	Pass
5	MSP	Wings	Pass
6	Kyle	Wings	Pass
7	Pro	Sparc	Pass
8	Pro	Sparc	Pass
9	Prody	Sparc	Pass
10	Kyle	Sparc	Pass

#### FOAM PENETRATION: TOP 10 PERFORMERS

Rank	Broadhead	Brand	Foam Penetration (in)
1	Prophet	Bowrage Star II	1.120
2	Pro	Bowhead	1.120
3	Prody	BowMax	1.120
4	Kyle	Wings	1.120
5	MSP	Wings	1.120
6	Kyle	Wings	1.120
7	Pro	Sparc	1.120
8	Pro	Sparc	1.120
9	Prody	Sparc	1.120
10	Kyle	Sparc	1.120

#### COMBO PENETRATION: TOP 10 PERFORMERS

Rank	Broadhead	Brand	Combo Penetration (in)
1	Prophet	Bowrage Star II	1.120
2	Pro	Bowhead	1.120
3	Prody	BowMax	1.120
4	Kyle	Wings	1.120
5	MSP	Wings	1.120
6	Kyle	Wings	1.120
7	Pro	Sparc	1.120
8	Pro	Sparc	1.120
9	Prody	Sparc	1.120
10	Kyle	Sparc	1.120

### 2018 HEAD-TO-HEAD BROADHEAD TEST

Tests: Results

#### DRAG & RETAINED ENERGY DATA

Broadhead	Brand	Drag (lb)	Retained Energy (ft)
Prophet	Bowrage Star II	1.120	1.120
Pro	Bowhead	1.120	1.120
Prody	BowMax	1.120	1.120
Kyle	Wings	1.120	1.120
MSP	Wings	1.120	1.120
Kyle	Wings	1.120	1.120
Pro	Sparc	1.120	1.120
Pro	Sparc	1.120	1.120
Prody	Sparc	1.120	1.120
Kyle	Sparc	1.120	1.120
Pro	Sparc	1.120	1.120
Prody	Sparc	1.120	1.120
Pro	Sparc	1.120	1.120
Prody	Sparc	1.120	1.120
Pro	Sparc	1.120	1.120
Prody	Sparc	1.120	1.120
Pro	Sparc	1.120	1.120
Prody	Sparc	1.120	1.120
Pro	Sparc	1.120	1.120
Prody	Sparc	1.120	1.120

#### DRAG & RETAINED ENERGY DATA (Cont.)

Broadhead	Brand	Drag (lb)	Retained Energy (ft)
Prophet	Bowrage Star II	1.120	1.120
Pro	Bowhead	1.120	1.120
Prody	BowMax	1.120	1.120
Kyle	Wings	1.120	1.120
MSP	Wings	1.120	1.120
Kyle	Wings	1.120	1.120
Pro	Sparc	1.120	1.120
Pro	Sparc	1.120	1.120
Prody	Sparc	1.120	1.120
Kyle	Sparc	1.120	1.120
Pro	Sparc	1.120	1.120
Prody	Sparc	1.120	1.120
Pro	Sparc	1.120	1.120
Prody	Sparc	1.120	1.120
Pro	Sparc	1.120	1.120
Prody	Sparc	1.120	1.120
Pro	Sparc	1.120	1.120
Prody	Sparc	1.120	1.120

#### FOAM PENETRATION: SPECIAL THANKS!

Special thanks to the sponsors of this test... **Winner: #11**

#### COMBO PENETRATION: SPECIAL THANKS!

Special thanks to the sponsors of this test... **Winner: #11**



<b>4-Color</b>	<b>1 x</b>	<b>3 x</b>	<b>6 x</b>	<b>9 x</b>
Full Page	\$9,690	\$9,200	\$8,710	\$8,520
2/3 Page	\$7,725	\$7,345	\$6,955	\$6,825
1/2 Page	\$6,300	\$5,970	\$5,650	\$5,545
1/3 Page	\$5,310	\$5,050	\$4,805	\$4,680
1/4 Page	\$4,455	\$4,220	\$4,020	\$3,910
1/6 Page	\$3,645	\$3,200	\$2,900	\$2,640
<b>2-Color</b>	<b>1 x</b>	<b>3 x</b>	<b>6 x</b>	<b>9 x</b>
Full Page	\$7,570	\$7,195	\$6,815	\$6,655
2/3 Page	\$5,725	\$5,600	\$5,295	\$5,195
1/2 Page	\$4,695	\$4,470	\$4,220	\$4,135
1/3 Page	\$3,645	\$3,450	\$3,260	\$3,190
1/4 Page	\$3,025	\$2,865	\$2,720	\$2,640
1/6 Page	\$2,365	\$2,215	\$2,110	\$2,000
<b>B &amp; W</b>	<b>1 x</b>	<b>3 x</b>	<b>6 x</b>	<b>9 x</b>
Full Page	\$6,060	\$5,745	\$5,435	\$5,325
2/3 Page	\$4,590	\$4,375	\$4,135	\$4,065
1/2 Page	\$3,645	\$3,450	\$3,260	\$3,190
1/3 Page	\$2,730	\$2,600	\$2,450	\$2,350
1/4 Page	\$2,120	\$2,015	\$1,920	\$1,850
1/6 Page	\$1,505	\$1,440	\$1,370	\$1,340
<b>Covers</b>	<b>1 x</b>	<b>3 x</b>	<b>6 x</b>	<b>9 x</b>
Cover 4	\$12,590	\$11,955	\$11,330	\$11,050
Cover 3	\$10,645	\$10,115	\$9,585	\$9,362
Cover 2	\$11,120	\$10,585	\$10,015	\$9,780

**PROSHOP**

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**AMERICA'S BEST PROSHOPS**

**WILDERNESS ARCHERY**  
Boulder, CO 80501  
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**WILDERNESS OUTDOORS**  
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www.wildernessoutdoors.com

**BLAKE OUTDOORS**  
Boulder, CO 80501  
www.blakeoutdoors.com

**Facebook LIVE**  
Tune into our Facebook Live events for exclusive content, including an interview with

**Backcountry Hunters & Anglers on Monday, May 7**

**www.facebook.com/PetersensBowhunting**

**PETERSEN'S BOWHUNTING 63**

## MarketPlace

	4-Color	1 x	3 x	6 x	9 x
1/8 Page		\$1,365	\$1,340	\$1,220	\$1,130
1/12 Sq or Horizontal		\$940	\$915	\$840	\$795
1-3/4 Inches		\$765	\$755	\$710	\$695
1-1/2 Inches Horizontal		\$695	\$685	\$645	\$600
1 Inch		\$610	\$600	\$555	\$500
	2-Color	1 x	3 x	6 x	9 x
1/8 Page		\$1,065	\$1,035	\$960	\$905
1/12 Sq or Horizontal		\$720	\$710	\$685	\$645
1-3/4 Inches		\$610	\$600	\$555	\$545
1-1/2 Inches Horizontal		\$545	\$535	\$490	\$455
1 Inch		\$455	\$440	\$430	\$395
	B&W	1 x	3 x	6 x	9 x
1/8 Page		\$840	\$815	\$755	\$720
1/12 Sq or Horizontal		\$600	\$575	\$545	\$500
1-3/4 Inches		\$470	\$455	\$430	\$420
1-1/2 Inches Horizontal		\$420	\$405	\$395	\$370
1 Inch		\$395	\$370	\$345	\$325
	ProShop	3 x net	6 x net	9 x net	
1/4 Page 4/C		\$1,645	\$1,570	\$1,490	

## ProShop





**WHERE TO GO**  
For more information or to place an order, call Steve Toffel at 1-800-360-7865. Canada & International 940-346-8810. Visa, Mastercard and American Express accepted. Ship: Where To Go in Magazine section. Petersen's Publishing, 10112 Via La Plata, San Juan Capistrano, CA 92675. Or email at mark@bhfishing.com

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**GUIDES AND OUTFITTERS**

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 3-DAY DEER HUNTS  
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10 to 15 to 20 lbs. Bucks, 10 to 15 lbs. Deer, 10 to 15 lbs. Pigs

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### Where-To-Go

	4-Color	1 x	3 x	6 x	9 x
1/4 Page	\$2,115	\$2,100	\$1,995	\$1,850	
1/6 Page	\$1,825	\$1,795	\$1,680	\$1,605	
1/8 Page	\$1,365	\$1,340	\$1,220	\$1,130	
1/12 Sq or Horizontal	\$940	\$915	\$840	\$795	
1-3/4 Inches	\$765	\$755	\$710	\$695	
1-1/2 Inches Horizontal	\$695	\$685	\$645	\$600	
1 Inch	\$610	\$600	\$555	\$500	
	<b>2-Color</b>	<b>1 x</b>	<b>3 x</b>	<b>6 x</b>	<b>9 x</b>
1/4 Page	\$1,650	\$1,640	\$1,555	\$1,460	
1/6 Page	\$1,440	\$1,410	\$1,305	\$1,250	
1/8 Page	\$1,065	\$1,035	\$960	\$905	
1/12 Sq or Horizontal	\$720	\$710	\$685	\$645	
1-3/4 Inches	\$610	\$600	\$555	\$545	
1-1/2 Inches Horizontal	\$545	\$535	\$490	\$455	
1 Inch	\$455	\$440	\$430	\$395	
	<b>B&amp;W</b>	<b>1 x</b>	<b>3 x</b>	<b>6 x</b>	<b>9 x</b>
1/4 Page	\$1,330	\$1,305	\$1,235	\$1,160	
1/6 Page	\$1,130	\$1,110	\$1,050	\$1,010	
1/8 Page	\$840	\$815	\$755	\$720	
1/12 Sq or Horizontal	\$600	\$575	\$545	\$500	
1-3/4 Inches	\$470	\$455	\$430	\$420	
1-1/2 Inches Horizontal	\$420	\$405	\$395	\$370	
1 Inch	\$395	\$370	\$345	\$325	

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**

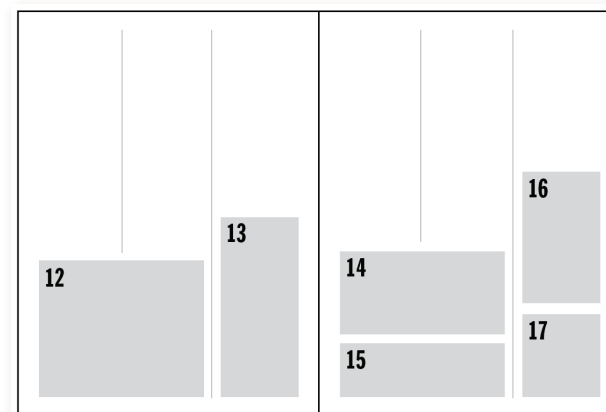
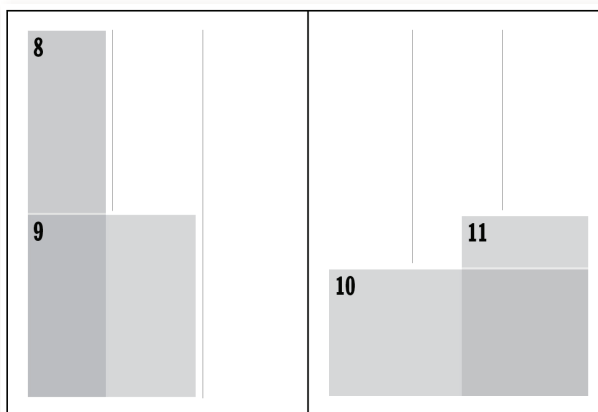
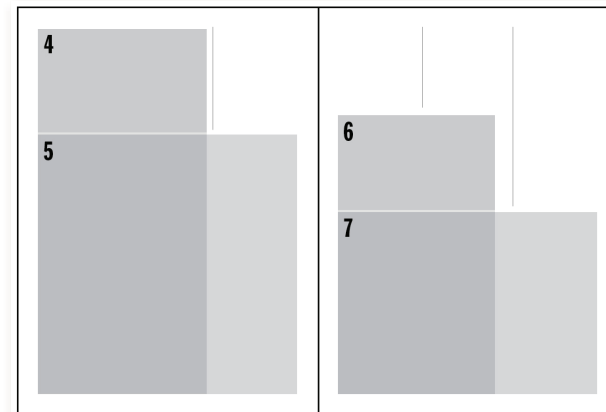
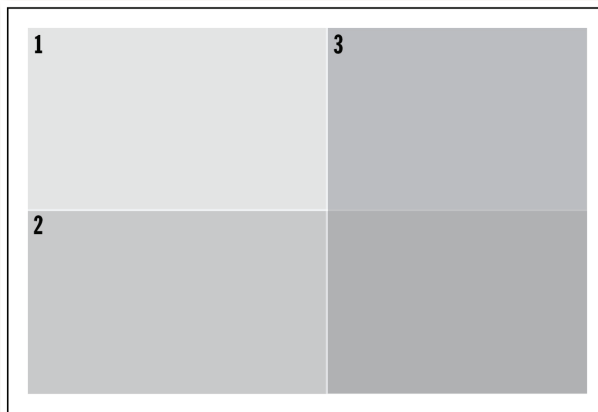
Non-Bleed: 2.125 x 9.5  
Bleed: 2.875 x 10.75  
Trim: 2.625 x 10.5  
Safety: 2.125 x 10

**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



Editor Christian Berg

### General Production Information

Production Manager  
Petersen's Bowhunting  
6385 Flank Drive, Suite 800  
Harrisburg, PA 17112-2784  
717-695-8089  
brittany.kennedy@outdoorsg.com  
leah.jaroh@outdoorsg.com

**Trim Size**• 7<sup>3</sup>/<sub>4</sub>-in. wide x 10<sup>1</sup>/<sub>2</sub>-in. high

**Non-Bleed**• 1/2-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:

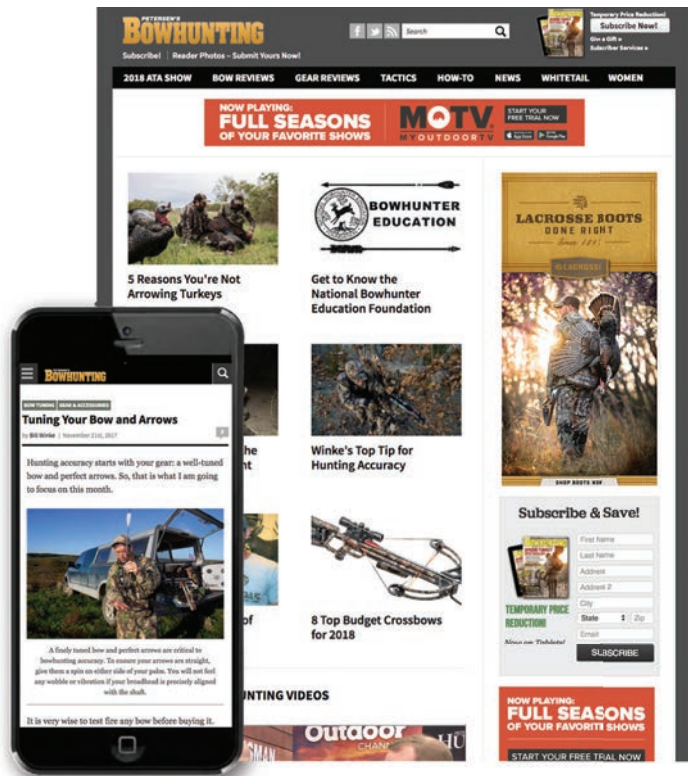
[osg.sendmyad.com](http://osg.sendmyad.com)


## Terms and Conditions


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- 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 Georgia without regard to conflict of laws provisions. Any action or proceeding arising out of or relating to this agreement or publisher's publication of the advertising shall be brought in the courts of record in the State of Georgia.

As “The Modern Bowhunting Authority,” **Petersen's Bowhunting** is the undisputed leader in gear review in the bowhunting category. Bowhunting's team of expert contributors covers the full spectrum of bows, archery accessories & related hunting products & deliver their content to a hardcore audience of enthusiast consumers.



85.9k   
Avg. Monthly Uniques

45.6   
Median Age

Average HHI	\$115,500
Male (%)	99%
Annual Page Views	2,319,201
Avg. Time Spent	1:39
Pages Per Session	1.8
Traffic From Mobile/Tablet	67%
eNewsletter Subscribers	53,900
Social Media Followers	23,864



# PETERSEN'S BOWHUNTING

Annual Frequency: 10 times/year

Field Served: PETERSEN'S BOWHUNTING magazine features in-depth articles on archery equipment and bowhunting techniques. Each issue contains profiles of new bows, arrows and accessories, detailed how-to features, new product sections and industry developments.

Published by Outdoor Sportsman Group - Integrated Media

## Publisher's Statement

6 months ended June 30, 2018, *Subject to Audit*

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
106,526	3,508	110,034	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	62,564	1,881	64,445	39,124		39,124	103,569	4,298	19	4,317	105,986	1,900	107,886
Mar	58,985	2,595	61,580	34,710	10,000	44,710	106,290	3,769	68	3,837	97,464	12,663	110,127
Apr/May	58,793	2,511	61,304	36,270	10,000	46,270	107,574	3,301	28	3,329	98,364	12,539	110,903
Jun	58,687	1,782	60,469	38,204	10,000	48,204	108,673	2,515	33	2,548	99,406	11,815	111,221
<b>Average</b>	<b>59,757</b>	<b>2,192</b>	<b>61,949</b>	<b>37,077</b>	<b>7,500</b>	<b>44,577</b>	<b>106,526</b>	<b>3,471</b>	<b>37</b>	<b>3,508</b>	<b>100,305</b>	<b>9,729</b>	<b>110,034</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	59,757	2,192	61,949	56.3
<b>Total Paid Subscriptions</b>	<b>59,757</b>	<b>2,192</b>	<b>61,949</b>	<b>56.3</b>
<b>Verified Subscriptions</b>				
Public Place	36,628	7,500	44,128	40.1
Individual Use	449		449	0.4
<b>Total Verified Subscriptions</b>	<b>37,077</b>	<b>7,500</b>	<b>44,577</b>	<b>40.5</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>96,834</b>	<b>9,692</b>	<b>106,526</b>	<b>96.8</b>
<b>Single Copy Sales</b>				
Single Issue	3,471	37	3,508	3.2
<b>Total Single Copy Sales</b>	<b>3,471</b>	<b>37</b>	<b>3,508</b>	<b>3.2</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>100,305</b>	<b>9,729</b>	<b>110,034</b>	<b>100.0</b>

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2017	None Claimed	113,630	113,630		
12/31/2016	None Claimed	125,187	125,187		
12/31/2015	None Claimed	125,178	125,178		

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### PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$5.99		
Average Subscription Price Annualized (3)	\$17.97		
Average Subscription Price per Copy		\$11.20	
		\$1.12	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2017

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

### ADDITIONAL DATA IN [WWW.AUDITEDMEDIA.COM](http://WWW.AUDITEDMEDIA.COM) MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions

Geographic Data

Analysis of New & Renewal Paid Individual Subscriptions

Trend Analysis

**ADDITIONAL ANALYSIS OF VERIFIED**

	Print	Digital Issue	Total
<b>Public Place</b>			
Automotive Outlets	20,068		20,068
Doctor/Health Care Providers	7,034	7,500	14,534
Fitness/Recreational Facilities	643		643
Personal Care Salons	1,471		1,471
Specialty Locations/Retail	7,412		7,412
<b>Total Public Place Copies</b>	<b>36,628</b>	<b>7,500</b>	<b>44,128</b>
<b>Individual Use</b>			
Ordered/Payment Not Received	449		449
<b>Total Individual Use Copies</b>	<b>449</b>		<b>449</b>

**RATE BASE**

None Claimed

**NOTES**

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

**Double Issues:** A double issue represents two copies of service. The Average Subscription Price Annualized is based on 10 issues, which includes 1 double issue.

**Post-Expire Copies:** The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 5,742

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 124

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.  
 PETERSEN'S BOWHUNTING, published by Outdoor Sportsman Group - Integrated Media \* 1040 Sixth Avenue 12th Floor \* New York, NY 10018

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 AAM Member since: 1994