

GUNDOG®

THE MAGAZINE OF UPLAND BIRD AND WATERFOWL DOGS

SUBSCRIPTION



36 YEARS and GOING STRONG!

SUBSCRIBE TODAY and get the answers to all your questions with America's favorite dog and hunter magazine. Each issue is guaranteed to be filled with useful information devoted to you, your dog and the sport of upland bird and waterfowl hunters.

www.gundogmag.com

**OUTDOOR
SPORTSMAN
GROUP**

A VOICE IN THE FIELD

Whether it's a duck marsh at dawn, a pheasant drive in the Dakotas, a plantation quail hunt in the Deep South or a rugged excursion for chukars in the Mountain West, GUN DOG is there. If it's a gamebird and it's hunted with dogs, we cover it, and we do so with authority. GUN DOG writers are lifelong hunters and trainers who *do* what they write about, and they bring many decades of experience to their assignments. Our regular contributors include:

- Bob West
- Dr. Ed Bailey
- John Holcomb, DVM
- Joe Arnette
- Dave Carty
- Chad Mason
- Jerry Thoms
- John M. Taylor
- Steve Gash
- M.J. Nelson
- Jerry Cacchio
- P.J. Reilly
- Mark Romanack
- Brad Fitzpatrick
- Mike Marsh
- Tyler Shoberg



**OUTDOOR
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IN EVERY ISSUE

SHOTGUN REPORT

An in-depth, two-page illustrated review of a new model of shotgun, written by noted authorities like John M. Taylor, Steve Gash, Brad Fitzpatrick and others. Includes a specifications chart and corresponding information on the brand of ammo and loads used during tests.

GUNS & GEAR

Compiled by the publisher and the editors, this page showcases the newest products of our advertisers—guns, loads, e-collars and other training equipment, training DVDs, dog food, nutrition supplements, hunting apparel, etc.

SNAP SHOTS

Everyone wants to see his or her dog in the magazine, and this department offers that chance—it's a favorite with readers because it's comprised entirely of *their* photos of *their* dogs and puppies at home or in the field, plus a brief "bio" of each.

VETERINARY CLINIC

John Holcomb, DVM, answers reader questions regarding various ailments and injuries suffered by sporting dogs; many of his responses include specific treatment recommendations and the names of related products—from flea and tick control to heartworm preventative to arthritis relief to suggested foods and dietary supplements for all life stages and performance levels.

NOTES FROM THE FIELD

Well-known professional trainer Bob West discusses various training techniques, hunting strategies, health concerns, feeding recommendations and travel tips based on his many years of experience with all breeds of sporting dogs.

SPOTLIGHT

A two-page illustrated profile of one of the "giants" in the modern sporting dog world—an outstanding breeder, trainer or marketer, an innovative product designer, a cutting edge shotgun developer, a leading ammunition manufacturer or a top-drawer outfitter.

SPORTING DOG FORUM

A single-page feature on a canine health-related topic of general interest to all gun dog owners. Topics include nutritional needs during hunting season and the off-season, pre-season conditioning, field first aid, eye and ear care, travel considerations, foot and coat care, senior care, hydration and overheating, etc.

POINT, RETRIEVE AND FLUSH

These three departments are devoted to each of the designated type of sporting dog—pointers, retrievers and spaniels. Primary focus is on training and numerous references to training products are included—e-collars, beeper/locator collars, GPS tracking units, training dummies and bird launchers.

TRAINING & BEHAVIOR PROBLEMS

Dr. Ed Bailey, co-author of *The Training and Care of the Versatile Hunting Dog*, tackles reader questions on various field- and home-related issues and recommends specific training techniques and products he has found useful—everything from training equipment to dog crates and puppy housebreaking aids.

PARTING SHOTS

Joe Arnette wraps up each issue with a one-page "reflection" piece—sometimes humorous, sometimes nostalgic, sometimes bittersweet...and always compelling.



OUTDOOR SPORTSMAN GROUP

The 2017 Editorial Line-up

DECEMBER 2016-JANUARY/FEBRUARY 2017

THEME: Senior dogs; late-season hunts

Features on hunting and caring for older dogs, plus tributes to old dogs fondly remembered; late-season hunts

BREED FEATURE: Longhaired Weimaraner and other rarities

AD CLOSE: SEPTEMBER 19, 2016
ON SALE: NOVEMBER 22, 2016

MARCH/APRIL/MAY 2017

THEME: Puppies

Features on choosing a pup, beginning training, and special puppy nutritional needs; departments often focus on puppies as well.

*** Special 6-page photo spread of readers' puppy photos makes this one of the year's most popular issues.

BREED FEATURE: English Springer Spaniel

AD CLOSE: DECEMBER 5, 2016
ON SALE: FEBRUARY 7, 2017

JUNE/JULY 2017

THEMES: E-collars; summertime activities; international hunts

*** Annual e-collar review—the latest models, with tips for choosing, using and maintenance.

BREED FEATURE: Airedale

AD CLOSE: FEBRUARY 28, 2017
ON SALE: MAY 2, 2017

AUGUST 2017

THEME: Hunting season kickoff; field trials vs. actual hunts

Features on pre-season conditioning and training tune-ups; tips on traveling with dogs.

*** Complementary equipment sections on new upland bird guns and upland loads & chokes.

BREED FEATURE: Wirehaired Vizsla

AD CLOSE: MAY 1, 2017
ON SALE: JULY 4, 2017

SEPTEMBER 2017

THEME: Annual Bird Hunter's Classic

State-by-state quail & pheasant forecast; features on premier destinations

*** Special equipment sections on training tools, food & meds, crates & kennels, miscellaneous accessories.

BREED FEATURE: Gordon Setter

AD CLOSE: JUNE 5, 2017
ON SALE: AUGUST 8, 2017

OCTOBER 2017

THEME: Waterfowl hunting

*** Features on premier duck and goose destinations/outfitters, non-toxic loads and semi-autos, other waterfowling equipment and accessories.

BREED FEATURE: Labrador Retriever

AD CLOSE: JULY 10, 2017
ON SALE: SEPTEMBER 12, 2017

NOVEMBER 2017

THEME: East/West hunting

*** Stories on grouse & woodcock; chukars & prairie birds; contrasting hunting methods and the gear needed for each.

BREED FEATURE: Boykin Spaniel

AD CLOSE: AUGUST 14, 2017
ON SALE: OCTOBER 17, 2017

DECEMBER 2017-JANUARY/FEBRUARY 2018

THEME: Cold weather/late-season hunts

*** Stories on hunting in the Far North—ptarmigan in Alaska; recommended gear for hunting in extreme conditions.

BREED FEATURE: Italian Spinone

AD CLOSE: SEPTEMBER 19, 2017
ON SALE: NOVEMBER 21, 2017

Right On Point and Delivering to Hand...

The average GUN DOG reader is anything but “average.” Our latest reader survey shows that the typical GUN DOG reader:

- Owns two dogs and six shotguns
- Hunts upland gamebirds 22 days and/or waterfowl 19 days each season
- Has been involved in the sport for 20+ years.
- Two-thirds of those readers travel out of state to hunt to hunt each year—these are people who are dedicated to their sport and to their dogs, and they are quite willing to “go the extra mile” to increase their hunting opportunities.
- They’re also willing to put their money where their passion lies. Readers annually spend:
 - \$36 million on dog food
 - \$31 million on their dogs’ health care
 - \$13 million on training equipment
- 85% of them own e-collars
- They spend at least four hours a week training their own dogs, and half have also had their dogs professionally trained.

GUN DOG delivers a target audience of hard-core bird hunters whose passion is going afield with one or more well-trained dogs. Our writers provide editorial content specifically aimed at making our readers better owners, trainers and hunters, and in turn, our readers have made GUN DOG the number one sporting dog publication in North America.



**OUTDOOR
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SHOTGUNS & DESTINATIONS

Shotgun Report | By Brad Fitzpatrick

Fit for the Field

Weatherby's new stack bears a familiar name, but this is not your father's Orion.

Weatherby **WILL ALWAYS** be associated with high-powered rifles, associated with big game and big game companies. In fact, the Weatherby name is so well known that it's often used as a shorthand for "big game rifle." But in the past few years, the company has been making a name for itself in the shotgun world. The Orion, which was introduced in 2010, was the first Weatherby shotgun to be marketed as a "game bird" shotgun. It was a 12-gauge, semi-automatic, pump-action shotgun with a 28-inch barrel and a 2.75-inch chamber. It was a shotgun that was designed to be used in the field, and it was a shotgun that was designed to be used in the field.

Weatherby Orion

The Orion would feel like breaking a new habit. The Orion is a pump-action shotgun with a 28-inch barrel and a 2.75-inch chamber. It was a shotgun that was designed to be used in the field, and it was a shotgun that was designed to be used in the field. The Orion is a pump-action shotgun with a 28-inch barrel and a 2.75-inch chamber. It was a shotgun that was designed to be used in the field, and it was a shotgun that was designed to be used in the field.

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Weatherby Orion. Manufacturer: Weatherby. Action: Pump. Gauge: 12. Barrel Length: 28. Chamber: 2.75. Weight: 10.99 lbs.

The Duck List

Shotgun Report | Steve Gash

A Woman's World

Syren is making real shotguns for the fairer sex.

It's not every day that a woman's name is associated with a shotgun. But Syren is making real shotguns for the fairer sex. Syren is a woman's name, and it's a name that is associated with a shotgun. Syren is a woman's name, and it's a name that is associated with a shotgun. Syren is a woman's name, and it's a name that is associated with a shotgun.

The Right Start

Mossberg's 410 is ideal for teaching youngsters the ropes.

Mossberg's 410 is ideal for teaching youngsters the ropes. The 410 is a pump-action shotgun with a 28-inch barrel and a 2.75-inch chamber. It was a shotgun that was designed to be used in the field, and it was a shotgun that was designed to be used in the field. The 410 is a pump-action shotgun with a 28-inch barrel and a 2.75-inch chamber. It was a shotgun that was designed to be used in the field, and it was a shotgun that was designed to be used in the field.



Mossberg Model 500 Pump-Action Field 410. Manufacturer: Mossberg. Action: Pump. Gauge: 10. Barrel Length: 28. Chamber: 2.75. Weight: 10.99 lbs.

While GUN DOG is all about the appreciation and practical use of stylish, productive working dogs, to develop the story fully we also highlight great hunting destinations—both public and private—across North America, and the tools of the hunting trade.

Shotguns and ammo-related editorial are regularly featured with special emphasis on delivering the latest and the greatest at the onset of the key third quarter. Throughout the year, shotguns and ammo are also covered in every issue in our "Shotgun Report" department, written by top authorities of the shooting industry.

The Dogs of South Georgia

Complementary skills at work? Pointer or Bluetick, these dogs bring their best to the workplace.

The English setter, with its long, flowing coat and its distinctive tail, is a dog that is well known for its ability to hunt. The English setter is a dog that is well known for its ability to hunt. The English setter is a dog that is well known for its ability to hunt. The English setter is a dog that is well known for its ability to hunt.

Syren XLRs Waterfowler

Syren XLRs Waterfowler. The Syren XLRs Waterfowler is a pump-action shotgun with a 28-inch barrel and a 2.75-inch chamber. It was a shotgun that was designed to be used in the field, and it was a shotgun that was designed to be used in the field. The Syren XLRs Waterfowler is a pump-action shotgun with a 28-inch barrel and a 2.75-inch chamber. It was a shotgun that was designed to be used in the field, and it was a shotgun that was designed to be used in the field.



Syren XLRs Waterfowler. Manufacturer: Syren. Action: Pump. Gauge: 12. Barrel Length: 28. Chamber: 2.75. Weight: 10.99 lbs.

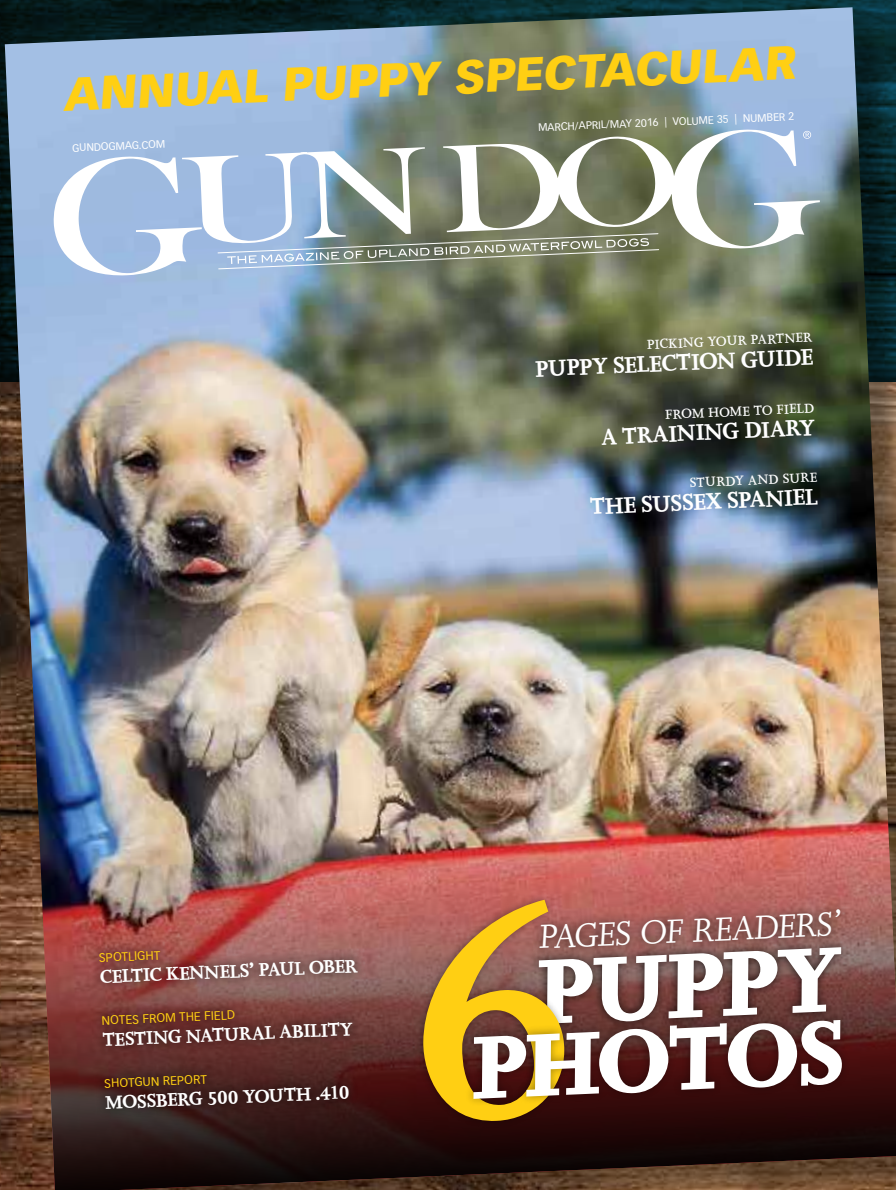
OUTDOOR SPORTSMAN GROUP

SPECIAL INTEREST ISSUE

PUPPY ISSUE

March/April/May

The “Puppy Spectacular” includes one of our most endearing and enduring features—a six-page spread of reader-submitted photos of their little pride-and-joys. Everyone hopes to see their puppy in the pages of the magazine, and this has become an annual highlight. Also, editorial content is geared toward choosing and starting a pup, preliminary training and selecting the right equipment to get the job done properly.



**OUTDOOR
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SPECIAL INTEREST ISSUE

BIRD HUNTER'S CLASSIC

September

2016 BIRD HUNTER'S CLASSIC Annual Quail & Pheasant Forecast

SEPTEMBER 2016 | VOLUME 35 | NUMBER 5

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GUN DOG

THE MAGAZINE OF THE SPORTSMAN
FOR FOWL DOGS

WATERFOWL SPECIAL SECTION

- Saskatchewan Cranes
- Guns, Loads & Chokes
- First Season Mistakes

CLASSIC PLANTATION
QUAIL HUNT
**THE DOGS OF
SOUTH GEORGIA**

NOTES FROM THE FIELD
PREPPING FOR
THE SEASON

PUBLIC LAND POSSIBILITIES
**THE OTHER
SOUTH DAKOTA**

DEUTSCH KURZHAAR

THE ORIGINAL GSP

SHOTGUN REPORT
CZ-USA'S
UPLAND STERLING

SPOTLIGHT
RICK AND
RONNIE SMITH

**OUTDOOR
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The September "Bird Hunter's Classic" features our annual state-by-state quail and pheasant forecast and travel-related articles to help readers plan their season in the uplands, plus extended product sections on training equipment, canine nutrition and supplements, crates and kennels and other miscellaneous accessories.



FIRST SEASON MISTAKES WITH OUR RETRIEVERS

Avoid these pitfalls to build a proper foundation.
BY ROBYN LEON

The first group of Canada geese shows up on rank you've been waiting for all fall this year. The flock perfectly they fly to head in range and you're all gathered and when the shot is called, the group flies a valley that drops grow all over the ground.



SPECIAL INTEREST ISSUE

WET & WILD
October

WET & WILD! *The Waterfowl Issue*

GUNDOG[®]
THE MAGAZINE OF UPLAND GUN DOGS

OCTOBER 2015 | VOLUME 34 | NUMBER 6

GUNDOGSMAG.COM

**NORTH DAKOTA
CRUCIBLE
GOLDEN
MOMENT**

HUMOR BY COCHRAN
**A LIFETIME
OF LABS**

**The
CHESAPEAKE BAY
★ BORN IN THE U.S.A. ★
RETRIEVER**

**GOTTA
HAVE GEAR**

- DECOYS & CALLS
- CLOTHING & ACCESSORIES

Shotgun Report
BENELLI 828U

Notes from the Field
**DUCKING
DISTRACTIONS**

Spotlight
**ARTIST
ROSS YOUNG**

For the dyed-in-the-camo duck and goose hunters of our readership, the “Wet & Wild” October issue emphasizes waterfowl hunting and retrievers with colorful and compelling stories “straight from the marsh” and product sections on duck guns and loads, decoys, calls, blinds, clothing and accessories.

MATTIE'S MOMENT

A Young retriever comes of age on the North Dakota prairie.

BY FRANK MCCONNELL

For most bird hunters, what you want out of a hunt and what you get are usually within a few feet. In the big one, however, a lot of things can go wrong. A young retriever comes of age on the North Dakota prairie.

It was a beautiful day. The sun was shining brightly, and the birds were flying overhead. I had just finished my morning walk, and I was feeling good. I was about to head out for another day of hunting when I saw a young retriever puppy running through the brush. It was a beautiful sight, and I knew I had to take care of it. I picked it up and held it close to me. It was a beautiful puppy, and I knew I had to take care of it. I named it Mattie, and she became my best friend.



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**Everything
but the Duck**

Father and son shortlists are up to the challenge on their first waterfowl hunt.

BY USA PRICE



**WHEN ICY
MEANS DICEY**

There's no doubt, DON'T send your dog

There's no doubt, DON'T send your dog. It's a common mistake to think that your dog is safe in the snow. In reality, your dog can get lost or injured in the snow. It's important to take extra precautions when hunting in the snow. Make sure your dog is wearing a collar with a tag, and make sure you have a way to contact your dog. Also, make sure your dog is wearing a life jacket if you are hunting near water. Finally, make sure your dog is wearing a hat and gloves to keep them warm.



2017 General Advertising Rates

4-C (Page)	1X	3X	6X	9X	12X
Full	\$5,069	\$4,554	\$4,304	\$4,060	\$3,784
2/3	\$3,886	\$3,448	\$3,305	\$3,101	\$2,917
1/2	\$3,279	\$2,948	\$2,800	\$2,616	\$2,453
1/3	\$2,540	\$2,285	\$2,152	\$2,025	\$1,902
1/4	\$2,275	\$2,055	\$1,923	\$1,800	\$1,709
1/6	\$1,953	\$1,760	\$1,658	\$1,561	\$1,474

2-C (Page)	1X	3X	6X	9X	12X
Full	\$4,401	\$4,034	\$3,840	\$3,657	\$3,473
2/3	\$3,218	\$2,968	\$2,851	\$2,718	\$2,581
1/2	\$2,601	\$2,417	\$2,310	\$2,224	\$2,127
1/3	\$1,989	\$1,867	\$1,805	\$1,739	\$1,673
1/4	\$1,719	\$1,622	\$1,556	\$1,499	\$1,454
1/6	\$1,397	\$1,331	\$1,290	\$1,255	\$1,224

B&W (page)	1X	3X	6X	9X	12X
Full	\$3,738	\$3,371	\$3,177	\$2,994	\$2,810
2/3	\$2,560	\$2,305	\$2,193	\$2,055	\$1,918
1/2	\$1,938	\$1,754	\$1,647	\$1,561	\$1,464
1/3	\$1,331	\$1,204	\$1,148	\$1,076	\$1,010
1/4	\$1,056	\$959	\$893	\$836	\$796
1/6	\$734	\$668	\$632	\$592	\$561

Covers	1X	3X	6X	9X	12X
4	\$6,273	\$5,625	\$5,330	\$5,029	\$4,702
2	\$5,544	\$4,978	\$4,712	\$4,447	\$4,157
3	\$5,309	\$4,763	\$4,514	\$4,259	\$3,978

Destination Advertising Rates

4-Color Only	3X	7X
Full Page	\$3,295	\$3,019
2/3 Page	\$2,601	\$2,326
1/2 Page	\$1,964	\$1,877
1/3 Page	\$1,433	\$1,224

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Marketplace Advertising Rates

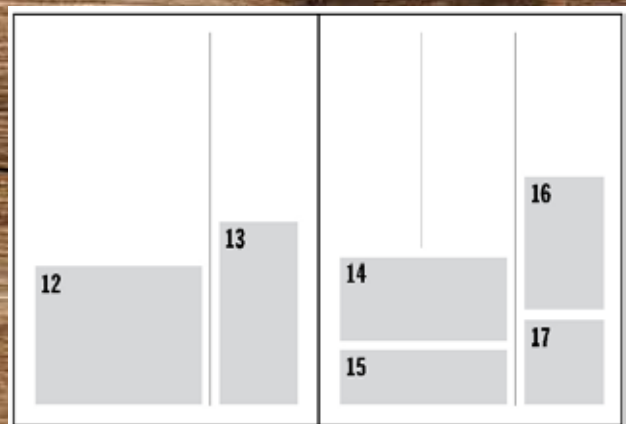
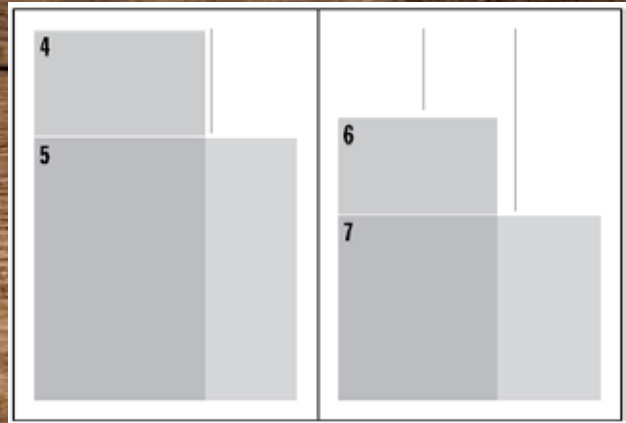
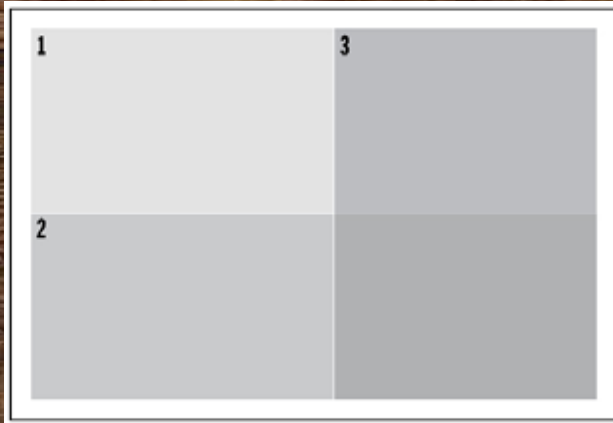
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1ci	\$230	\$214	\$199 4/C
2 1/8" x 1"	\$184	\$173	\$163 (B&W)
2ci	\$372	\$342	\$321
2 1/8" x 2 1/4"	\$301	\$270	\$255
3ci	\$536	\$485	\$449
2 1/8" x 3 1/2"	\$423	\$388	\$362
4ci	\$638	\$587	\$556
2 1/8" x 4 3/4"	\$515	\$474	\$444
4 3/8" x 2 1/4"	\$515	\$474	\$444
7ci	\$1,005	\$898	\$852
2 1/8" x 7"	\$806	\$719	\$683

	1x	3x	7x
6 3/4" x 2"	\$806	\$719	\$683
1/3 pg	\$1,260	\$1,204	\$1,173
2 1/8" x 9 1/4"	\$903	\$816	\$765
6 5/8" x 3 3/8"	\$903	\$816	\$765
4 3/8" x 4 3/4"	\$903	\$816	\$765
1/2 pg	\$1,729	\$1,627	\$1,566
6 5/8" x 4 3/4"	\$1,387	\$1,250	\$1,102
4 3/8" x 7 1/4"	\$1,387	\$1,250	\$1,102
Full pg	\$2,591	\$2,448	\$2,336
6 5/8" x 9 5/8"	\$2,402	\$2,147	\$2,045

ANNUAL E-COLLAR REVIEW
 JUNE/JULY 2016 | VOLUME 35 | NUMBER 3
 GUNDOG.COM
GUN DOG
 THE MAGAZINE OF UPPER MIDDLE CLASS DOGS
ARGENTINA ADVENTURE DRAHTHAAR & PERDIZ
JUMPING FOR GOLD DOCK DOGS
SHOTGUN REPORT REMINGTON REMINISCENCES
RARE FRENCH POINTER The BRAQUE d'AUVERGNE
SPOTLIGHT NAVHDA'S JIM APPLGATE
NOTES FROM THE FIELD BIRDS MAKE THE DOG

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SOUTH DAKOTA PHEASANT HUNTS
DOG & ROCKY

Advertising File Sizes



- 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.

TRIM SIZE: 7 3/4" W X 10 1/2" H

1. TWO PAGE SPREAD

Non-Bleed: 14.5 x 9.5
Bleed: 15.75 x 10.75
Trim: 15.5 x 10.5
Safety: 15 x 10

2. TWO PAGE ONE-HALF HORIZONTAL

Non-Bleed: 14.5 x 4.75
Bleed: 15.75 x 5.5
Trim: 15.5 x 5.25
Safety: 15 x 4.75

3. FULL PAGE

Non-Bleed: 6.75 x 9.5
Bleed: 8 x 10.75
Trim: 7.75 x 10.5
Safety: 7.25 x 10

4. 2/3 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. 2/3 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. 1/2 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. 1/2 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. 1/3 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. 1/3 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. 1/3 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. 1/4 VERTICAL

Non-Bleed: 3.375 x 4.75

12. 1/4 HORIZONTAL

Non-Bleed: 4.375 x 3.625

13. 1/6 VERTICAL

Non-Bleed: 2.125 x 4.75

14. 1/6 HORIZONTAL

Non-Bleed: 4.375 x 2.25

15. 1/8 HORIZONTAL

Non-Bleed: 4.375 x 1.5

16. 1/8 VERTICAL

Non-Bleed: 2.125 x 3.5

17. 1/12 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. 8 INCH VERTICAL

Non-Bleed: 2.125 x 8

21. 7 INCH VERTICAL

Non-Bleed: 2.125 x 7

22. 6 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

**OUTDOOR
SPORTSMAN
GROUP**

Terms and Conditions

- 1 The publisher may reject any advertising for any reason at any time, even if previously acknowledged or accepted.
- 2 Cancellations or changes in advertising (including changes in insertion orders) will not be accepted by the publisher after the issue closing date.
- 3 Cancellations must be in writing, and none are considered accepted until confirmed in writing by the publisher.
- 4 Cancellation of a space contract by the advertiser or its agency will result in the forfeiture of position protection and/or the contract rate, if any. The rate on past and subsequent insertions will be adjusted to conform to the actual space used at current rates.
- 5 The publisher shall not be liable for any delay or failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, work stoppages, accidents, or other circumstances beyond the publisher's control. The liability of publisher, if any, for any act, error, or omission for which it may be held responsible at law or in equity shall not exceed the cost of the advertising space affected by the error. In no event shall publisher be liable for any indirect, consequential, punitive, special, or incidental damages, including, but not limited to, lost income or profits.
- 6 Advertiser and agency represent and warrant that they are authorized to publish the entire contents and subject matter of any advertisement in any issue or edition and that publication will not violate any law or infringe upon any right of any party or result in any claims against publisher. In consideration of the publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify, defend and hold harmless KSE Sportsman Media, Inc. its affiliates officers, agents and employees against any and all losses and expenses (including legal fees) arising from or relating to (a) a breach or misrepresentation of the foregoing representations and warranties, and/or (b) the publication or contents of the advertisement including, without limitation, claims or suits for defamation, libel, misappropriation, privacy or publicity rights, copyright or trademark infringement, plagiarism, and from any and all similar claims now known or hereafter devised or created.
- 7 No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies or the terms and conditions stated herein will be binding on the publisher and to the extent inconsistent with the terms herein, these terms and conditions shall govern and supersede any such conditions.
- 8 The publisher has the continuing right to adjust its rate schedule and will regard the failure of an order to correspond to the rate schedule as a clerical error and will, without further communication, invoice the advertiser based on rates in effect at that time.
- 9 The publisher will hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Please be advised that there is no "sequential liability" to the publisher. Payment is due upon receipt of invoice. All payments must be in United States currency. Advertiser and/or its advertising agency are jointly and severally liable for all costs, fees and expenses (including attorney or collection agency fees) incurred in connection with the collection of all monies due.
- 10 The forwarding of an order is construed as an acceptance of all the publisher's rates and conditions in effect at that time.
- 11 This agreement shall be governed by and construed in accordance with the laws of the State of 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.



GENERAL PRODUCTION INFORMATION

PRODUCTION MANAGER

GUN DOG

2 News Plaza
Peoria, IL 61614
309-679-5073
terry.boyer@outdoorsg.com

TRIM SIZE: 7-3/4" w x 10-1/2" h

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 the trim edge on all four sides for a total 1/2" 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 dpi.
- 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

Once at the home page you can sign up as a new user or sign into your existing account. The ad portal will do a general check for correct ad size, font embedding, and image resolution per OSG's general ad submission guidelines.

Proofs supplied by the advertiser for color guidance will be forwarded to press.



**OUTDOOR
SPORTSMAN**
GROUP

DIGITAL AUDIENCE/GUN DOG

GUN DOG online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on training, canine health and nutrition, breeds, annual gamebird forecasts, favorite hunting locales and topnotch outfitters, plus engaging video content and shotgun, ammunition and gear reviews.

68k

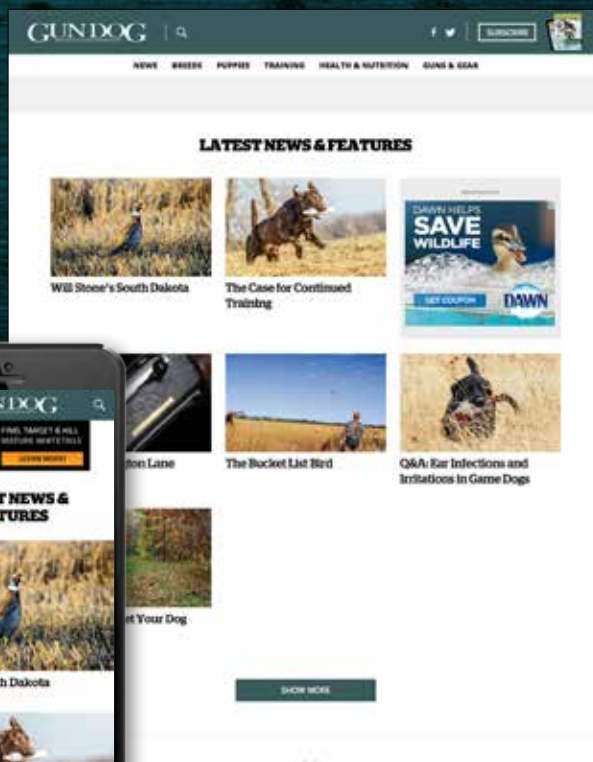


AVERAGE MONTHLY UNIQUES

38.8



MEDIAN AGE



AT A GLANCE

AVERAGE HHI.....	\$78,900
MALE (%)	78%
ANNUAL PAGE VIEWS.....	3,868,515
AVERAGE TIME SPENT.....	1:45
PAGES PER SESSION	3.8
TRAFFIC FROM MOBILE/TABLET DEVICES.....	60%
NEWSLETTER SUBSCRIBERS	17,000
SOCIAL MEDIA FOLLOWERS	25,291

Source: Site Traffic and Gender Skew based on Google Analytics data August 2015-July 2016. MRI Doublebase 2015; Demographics for Gun Dog based on the combined digital profile of Petersen's Hunting and Game & Fish magazines combined with 1+ hours of internet usage the prior day.

Annual Frequency: 7 times/year

Field Served: Serving the serious upland bird and waterfowl hunter.

Published by Outdoor Sportsman Group - Integrated Media

Publisher's Statement

6 months ended June 30, 2016, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Rate Base	Variance to Rate Base
35,795	5,874	41,669	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Paid & Verified Subscriptions - Print	Paid & Verified Subscriptions - Digital Issue	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/Feb	27,013	1,592	28,605	5,316		5,316	32,329	1,592	33,921	7,296	77	7,373	39,625	1,669	41,294
Mar/Apr	27,501	1,563	29,064	6,407		6,407	33,908	1,563	35,471	6,116	76	6,192	40,024	1,639	41,663
Jun/Jul	25,846	1,629	27,475	10,515		10,515	36,361	1,629	37,990	4,000	56	4,056	40,361	1,685	42,046
Average	26,787	1,595	28,382	7,413		7,413	34,200	1,595	35,795	5,804	70	5,874	40,004	1,665	41,669

PRICES

	Suggested Retail Prices (1)
Average Single Copy	\$4.99
Subscription	\$27.97

(1) For statement period

RATE BASE

None Claimed.

NOTES

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 3,114

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 89

Included in Paid Circulation

Included in paid circulation are copies obtained through:

- Individual Subscriptions
- Single Copy Sales

Included in Verified Circulation

Included in verified circulation are copies distributed to:

- Individuals
- Public Place Locations

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.

GUN DOG, published by Outdoor Sportsman Group - Integrated Media • 1040 Sixth Ave 12th Floor • New York, NY 10018

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TOM WEAVER

Publisher

AAM Member since: 1984