



2017 MEDIA KIT

PETERSENHUNTING.COM



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



Petersen's HUNTING has raised the bar for graphic design. Modern, easy-to-read typography is masterfully combined with high-quality photographs and artwork to create a unique sense of style and unparalleled attractiveness.



Circulation	202,833
Frequency	8x a year +Annual
Total Audience	4,719,000
Male/Female (%)	87/13
Median Age	49.4
Average Household Income	\$64,900

Shooting and the American Consumer*

While mainstream marketers often misrepresent the shooting enthusiast and the media that serves them as niche, or as having undesirable connotations, the reality is that these consumers represent a powerful and deep cross-section of American consumers. Key facts about this influential market include:

- 43% of U.S. households own firearms, representing over 200 million guns.
- 20 million individuals take part in competitive shooting in the United States — and the 2016 Summer Olympics featured 15 different shooting events for both men and women.
- Over 1.4 million Americans used firearms in their line of work — including law enforcement and military personnel.
- The U.S. firearms industry includes approximately 200 companies employing about 15,000 individuals with annual revenues in excess of \$2 billion.

Sources: Hunting in America: Hunting and Fishing; Bright Stars in the American Economy, The Congressional Sportsmen's Foundation, 2012; Dynamic Logic/Millward Brown CrossMedia Research, 2004-2007; AAM, June 2016; MRI, Spring 2016.



2017 DEMOGRAPHIC HIGHLIGHTS



Petersen's HUNTING's reader audience is the premium core of avid and passionate hunting enthusiasts.

Our readers "influence the influencers."

From median age to education, income and employment, our highly qualified readers are key to your marketing success.

Total Audience: 4,719,000 % Comp

Men	87%
Women	13%
Median Age	49.7
Single	8%
Married	76%
Widowed or Divorced	9%
In a Long Term Relationship	4%
Management/Professional	22%
Tradesman/Craftsman/Services	16%
Average Household Income	\$64,900
Average Household Net Worth	\$625,800

Average Number of Years Hunting: 28.8

Hunt With:

Firearms	99%
Bow	42%
Crossbow	19%

Species Hunted Past 12 Months:

Whitetail Deer	71%
Blacktail Deer	5%
Mule Deer	20%
Other Deer	3%
Elk	18%
Waterfowl	26%
Exotic Species	6%

Reloads Own Ammunition: 46%

Average Number of Hunting Trips Taken Past 12 Months: 9.2

Average Amount Spent of All Hunting Trips Past 12 Months	\$2,962
Average Amount Spent of Overnight Hunting Trips Past 12 Months	\$2,407
Average Amount Spent of Hunting Gear & Supplies in the Past 12 Months	\$1,030

Types of Vehicles Owned:

Household Owns Pick-up Truck	57%
Household Own Sport/Utility Vehicle	55%
Household Owns Minivan	7%

Vehicle Use:

Hunting	95%
Recreation	76%
Food Plots / Feeding game	32%
Farming / Ranching	29%
Work (Tradesman, Other)	28%

Type of Off-Road Vehicles Owned:

ATV	30%
4-Wheeler	29%
Tractors	24%
Off-road Motorcycle	6%
UTV	5%

Source: MRI, Spring 2016 (Audience, Age, HH Income); 2013 Accelara Reader Survey

2017 EDITORIAL CALENDAR



Each issue of *Petersen's HUNTING* is designed to highlight every season of the hunters' year.

Reach our readers via specific content in specific issues to maximize the efficiencies of your annual marketing plan.

THE ANNUAL: The Big Gear Issue

~ Editor's Pick The Best Gear of—packs, boots, optics, tents, guns, loads, scopes, stoves, ATVs, coolers, knives, bows, crossbows, muzzle-loaders, GPS, spotting scopes, binoculars, rangefinders and more - in short the Annual will be a place for any and every manufacturer of sporting goods related to hunting.

~ Hunting Adventures TV Section

Ad Close: May 26, 2017 *On Sale:* August 1, 2017

MARCH: THE PREDATOR ISSUE

~ Top 5 North American Predators and where to hunt them.
~ Build a lightweight predator AR
~ Attacked! Survival story from victim of predator attack
~ Field Test: Predator Calls
~ New Gear: Predator Gear/Cold Weather Gear

Ad Close: Dec. 15, 2016 *On Sale:* Feb. 14, 2017

APRIL / MAY: THE DIY ISSUE (Special Double Issue)

~ DIY Backpacking Spring Bear hunt
~ Top 10 skills to survive in an emergency or lost in the woods
~ Top public land destinations broken down by state & species
~ The modern turkey p laybook (compilation of several writers turkey experiences+ new guns/loads, gear)
~ New Gear: Lightweight gear
~ Field Test: Pack rafts

Ad Close: Jan. 23, 2017 *On Sale:* March 21, 2017

JUNE/JULY: THE PEOPLE ISSUE (Special Double Issue)

~ Feature: Hunters through the ages-Round up of the best hunters of the 21st century – both in NA and abroad.
~ Sticking to Tradition-feature on older sportsmen who stick to their old ways of hunting (thinking dad/grandpa's who still hunt with their first rifles, wooden decoys, red flannel—guys like your dad. Imagining on location photography)
~ Celebrity Profile – TBD
~ New Gear: TBD after SHOT
~ Field Test: Packs

Ad Close: March 7, 2017 *On Sale:* May 2, 2017

AUGUST: SPECIAL ARCHERY ISSUE

~ How to make the ultimate bow camp—wall tents, stoves, portable showers, cots, etc. for the best DIY hunt camp.
~ Crossbow Shootout
~ New Gear: All Archery Themed
~ Field Test: Compound bows

Ad Close: May 8, 2017 *On Sale:* July 4, 2017

SEPTEMBER: WESTERN BIG GAME ISSUE

~ Feature: Annual Big Game Forecast
~ Feature: Plan a DIY roadtrip for big game including places to camp, public land, over the counter tags, etc.
~ New Gear: Western/Big Game Themed TBD
~ Field Test: 15X Binocs for Western Hunting.

Ad Close: June 12, 2017 *On Sale:* August 8, 2017

OCTOBER: CONSERVATION/HERITAGE ISSUE

~ Hunting related legislation. (Delisting of wolves, grizzlies, etc.)
~ Leaders/organizations in conservation. Round-up of individuals making a difference
~ Outfitter/News: Selling of public land-Who has voted for it, who is against it? The results may surprise some.
~ New Gear: Old is new again (functional heritage/retro gear)
~ Field test: Budget Riflescopes (New players on the market; many of them making great optics at an entry-level price)

Ad Close: July 17, 2017 *On Sale:* Sept. 12, 2017

NOVEMBER: THE RUT

~ State by State breakdown for whitetails for non-residents. License/tag prices, where to hunt, season, etc.
~ DIY butchering. Breakdown of different cuts of meat, and equipment one needs to make an at-home butcher shop.
~ Rut techniques for hard-hunted public land
~ New Gear: All whitetail/rut related.
~ Field Test: Hunting handguns

Ad Close: Aug. 21, 2017 *On Sale:* Oct. 17, 2017

DEC./JAN.: ADVENTURE/INTERNATIONAL (Special Double Issue)

~ Best and worst African countries to hunt (and what species). Ease of travel with a firearm, laws, licenses, expenses, etc.
~ Your first international hunt: are you ready to go?
~ Great Christmas products by price category
~ New Gear: International travel gear
~ Field Test: Gun Case Test

Ad Close: Sept. 26, 2017 *On Sale:* Nov. 21, 2017

2017
ON SALE &
AD CLOSE DATES



Our NEW GEAR department presents products in a new and exciting way. In-house studio photography displays items to their utmost advantage, and our product category groupings are designed to complement each other, thereby increasing reader interest and knowledge.

ISSUE	AD CLOSE / MATERIALS DUE	ON NEWSTAND
March 2017	12/15/16	2/14/17
April - May 2017	1/23/17	3/21/17
June - July 2017	3/7/17	5/2/17
August 2017	5/8/17	7/4/17
September 2017	6/12/17	8/8/17
October 2017	7/17/17	9/12/17
November 2017	8/21/17	10/17/17
Dec. 2017 - Jan. 2018	9/26/16	11/21/17
2018 Annual	5/26/17	8/1/17



2017 ADVERTISING RATES



For current advertising rates and detailed specifications please contact:

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

James McConville,
National Endemic Sales —
440.327.3610
james.mcconville@outdoorsg.com

Electronic media kits
can be obtained at:

outdoorsg.com/brands/hunting/petersens-hunting

4-COLOR	1 x	3 x	6 x	10 x
Full Page	\$25,971	\$25,194	\$24,396	\$22,855
2/3 Page	20,774	20,143	19,537	18,277
1/2 Page	16,871	16,365	15,870	14,836
1/3 Page	14,295	13,845	13,430	12,563
1/4 Page	11,944	11,585	11,237	10,516
2-COLOR	1x	3x	6x	10x
Full Page	\$19,548	\$18,963	\$18,389	\$17,209
2/3 Page	15,263	14,790	14,340	13,417
1/2 Page	12,113	11,753	11,393	10,662
1/3 Page	9,381	9,100	8,818	8,266
1/4 Page	7,806	7,592	7,356	6,883
B&W	1x	3x	6x	10x
Full Page	\$15,634	\$15,150	\$14,701	\$13,755
2/3 Page	11,876	11,528	11,157	10,460
1/2 Page	9,381	9,100	8,818	8,266
1/3 Page	7,041	6,815	6,624	6,186
1/4 Page	5,466	5,319	5,151	4,814
1/6 Page	3,914	3,790	3,689	3,453
1/12 Page	2,125	2,047	1,979	1,866
1 Inch	866	843	809	741
COVERS	1x	3x	6x	10x
Cover 4	\$33,754	\$32,752	\$31,717	\$29,716
Cover 2	29,851	28,973	28,062	26,285
Cover 3	28,557	27,702	26,847	25,138

2017 MECHANICAL SPECIFICATIONS



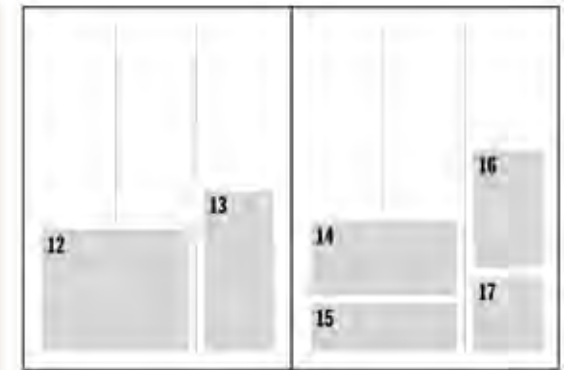
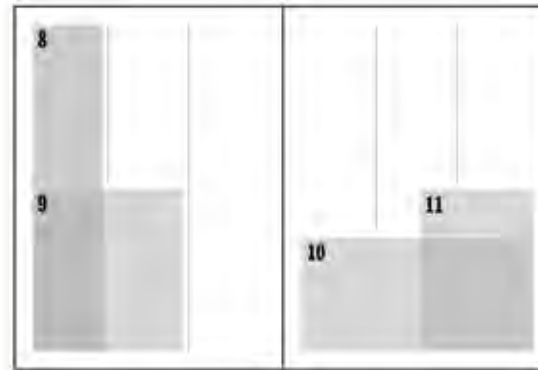
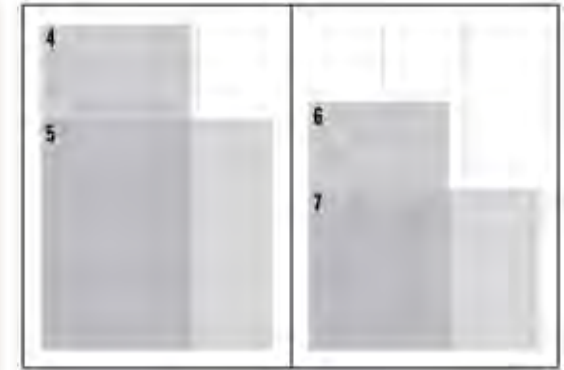
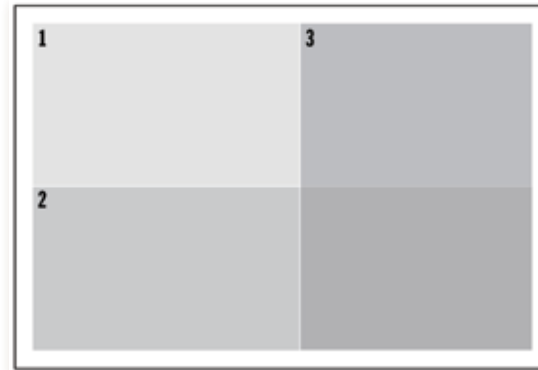
A SWOP-standard proof, pulled from the supplied file, must be submitted with each 4-color ad.

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: 5.125 x 5.5
Trim: 5 x 5.25
Safety: 4.5 x 4.75

10. One-Third Horizontal

Non-Bleed: 6.75 x 3.375
Bleed: 8 x 4.125
Trim: 7.75 x 3.875
Safety: 7.25 x 3.625

11. One-Quarter Vertical

Non-Bleed: 3.375 x 4.75

12. One-Quarter Horizontal

Non-Bleed: 4.375 x 3.625

13. One-Sixth Vertical

Non-Bleed: 2.125 x 4.75

14. One-Sixth Horizontal

Non-Bleed: 4.375 x 2.25

15. One-Eighth Horizontal

Non-Bleed: 4.375 x 1.5

16. One-Eighth Page

Non-Bleed: 2.125 x 3.5

17. One-Twelfth Page

Non-Bleed: 2.125 x 2.25

18. One-Inch Banner

Non-Bleed: 6.75 x 1

19. Two-Inch Banner

Non-Bleed: 6.75 x 2

20. Eight-Inch Vertical

Non-Bleed: 2.125 x 8

21. Seven-Inch Vertical

Non-Bleed: 2.125 x 7

22. Six-Inch Vertical

Non-Bleed: 2.125 x 6

23. One-Inch 2-Column

Non-Bleed: 4.375 x 1

24. One-Inch Vertical

Non-Bleed: 2.125 x 1

2017 REQUIREMENTS & SPECIFICATIONS



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

General Production Information:

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

Trim Size: 7¾-in. wide x 10½-in. high

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

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

Trim: The edge of the page.

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

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

Advertising File Requirements:

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

Files must have:

All fonts embedded.

Page geometry defined and consistent (trim, bleed, and media/art boxes).

Correct color space for all elements (CMYK or grayscale).

Spot colors converted to CMYK.

Color and grayscale image resolution between 266 and 300 ppi at 100% placement.

Bitmap image resolution between 600 and 1200 ppi.


Total ink coverage should not exceed 300%.

Advertising File Submission:

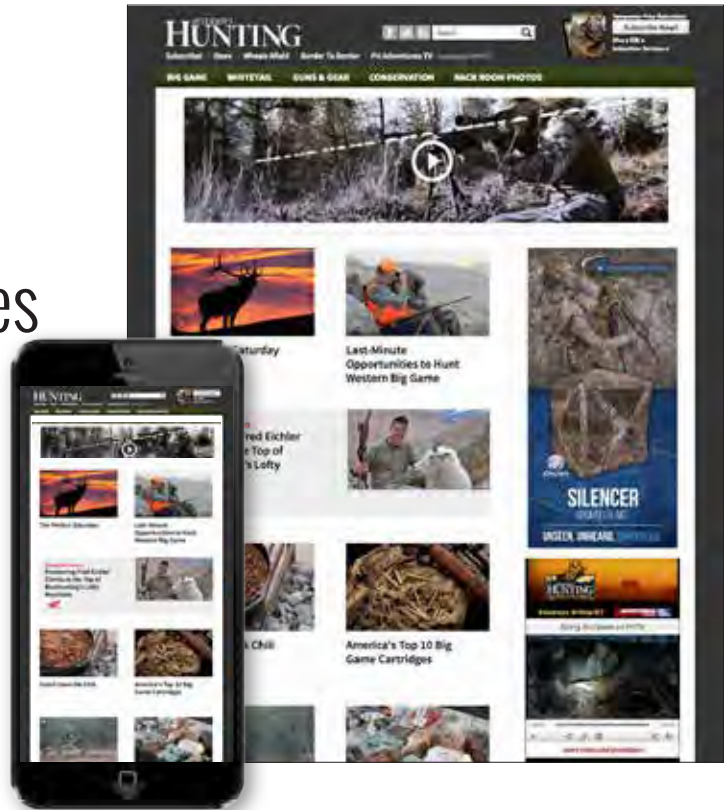
Outdoor Sportsman Group maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files:

osg.sendmyad.com

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

185k 
Average Monthly Uniques

41.8 
Median Age



At A Glance

Average HHI	\$74,500
Male (%)	87%
Annual Page Views	10,905,550
Average Time Spent	1:48
Pages Per Session	4.1
Traffic From Mobile/Tablet Devices	64%
eNewsletter Subscribers	70,000
Social Media Followers	28,126

Source: Site Traffic and Gender Skew based on Google Analytics data August 2015 - July 2016. Social data as of November 2016. MRI Doublebase 2015: Income and Age for Websites reflects the audience for Petersen's Hunting combined with 1+ hours of internet usage the prior day.

IDEAL FOR ACTIVATION AND CONVERSION

Reach Your Target Audience with Visually Engaging Display Ads.

IMPROVED PERFORMANCE

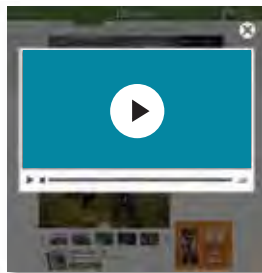
OSG Network CTR performs 50% better than standard industry benchmarks.

OSG Network

.21 CTR

Standard Industry Benchmarks

.14 CTR



VIDEO

Pre Roll (:15 or :30 sec)
Interstitial
In-Stream

1400x200 (Super Header)

1400x500 (Super Header Expanded)

970x250 (Billboard)

300x600 (Half Page)

300x250 (medium rectangle)

728x90 (Leaderboard)



MOBILE / TABLET

Desktop Road Block	970x250	300x600	300x250 (optional)	
Desktop Takeover	970x250	300x600	300x250	728x90
Mobile Takeover	320x100	320x50 (optional)	300x250	
Tablet Takeover	300x600	300x250	728x90	

Outdoor Channel:

Desktop Only	728x90	300x600	300x250	
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World Fishing Network:

Desktop/Mobile	728x90	300x250	300x100	
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Source: Google Benchmarks January-July 2016

Contact your ad sales representative or visit <http://www.outdoorsg.com/advertise/> for more information

IMPROVED PERFORMANCE

IDEAL FOR BRAND RECOGNITION AND RECALL

Native Advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

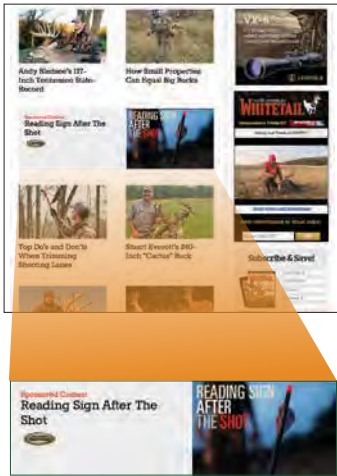
18%

Higher Lift In Purchase Intent

25%

More Engagement

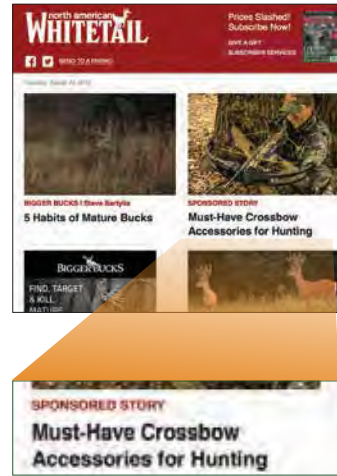
Native Ads



Your Content



E-Newsletter



eCommerce Widget



Content to be shared across social.

PACKAGES

Custom Content

Your brand is associated with original custom content created for you by OSG writers.

- Story Creation
- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- Reporting
- 30 day run

Editorial Sponsorships

Your brand is associated with original content created by OSG writers.

- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- Reporting
- 30 day run

E-Commerce Widget

Your products are seamlessly displayed within highly relevant content and linked directly to your store.

- You provide 6-10 products
- Widget is responsive and automatically adapts across all devices

Source: Polar 2016



FISHING



HUNTING



SHOOTING

OVER 1 MILLION

Outdoor Sports Enthusiasts receive one or more OSG branded newsletters per month.

eNewsletter:

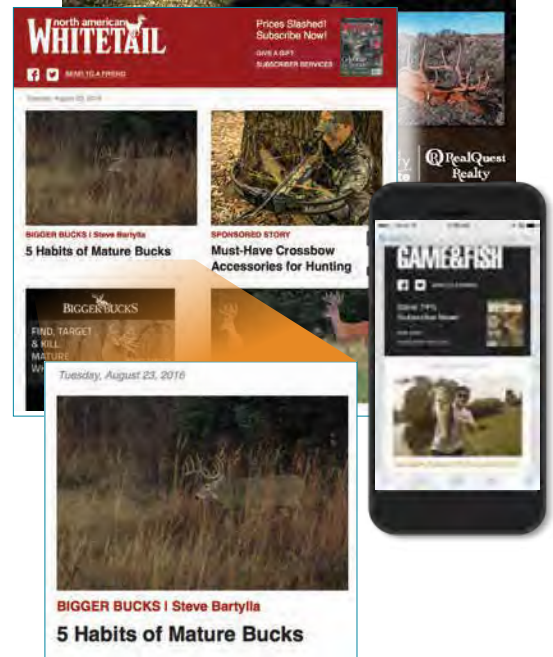
- (1) 300x250 ad surrounding the content area
- Reporting

High Impact Package Includes:

- (2) 300x250 ads surrounding content area
- Integration with Native Campaign to promote your sponsored content
- Reporting

eBlast:

- Connect with our 3rd party opt-in subscribers at 100% share of voice.
- Deliver a message directly to the OSG audience
- Reporting



Contact your ad sales representative or visit <http://www.outdoorsg.com/advertise/> for more information

HIGH IMPACT



Unit	Size	CPM	HIGH IMPACT	
			Road Block CPM	Takeover CPM
DESKTOP			\$26	\$65
Superheader Expanded	1400x500	\$30		✓
Superheader	1400x200	\$25		✓
Billboard	970x250	\$14	✓	✓
Half Page	300x600	\$12	✓	✓
Medium Rectangle	300x250	\$10	✓	✓
Leaderboard	728x90	\$8		✓
MOBILE			\$28	
Mobile Leaderboard	320x100 320x50	\$7 \$5	✓	
Medium Rectangle	320x250	\$10	✓	
TABLET				\$35
Medium Rectangle	300x250	\$10		✓
Half Page	300x600	\$12		✓
Leaderboard	728x90	\$8		✓
ALL DISPLAY				
Pre-Roll		\$25		
Interstitial/In-Stream		\$15		
NATIVE				
Custom Content		\$5,000 Flat Rate		
Editorial Sponsorships		\$4,000 Flat Rate		
E-Commerce Widget		\$25		
E-MAIL				
E-Newsletter		Contact Your Sales Representative For More Details		
E-Blast		\$150		

OSG Digital Network offers customized packages, beyond standard sizes and placements, to satisfy the specific needs and objectives of our clients. Programmatic opportunities available.
Go to <http://www.outdoorsg.com/marketing-solutions/digital/digital-ad-specs/> for digital specs

*Rich Media: Standard Display: +\$2 for Rich Media, Data Layer, Targeting | High Impact: +\$2-\$8 for Rich Media - costs based on campaign

Contact your ad sales representative or visit <http://www.outdoorsg.com/advertise/> for more information

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.



Publisher's Statement

6 months ended June 30, 2016, Subject to Audit

Annual Frequency: 11 times/year

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

Published by Outdoor Sportsman Group - Integrated Media

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
194,459	8,374	202,833	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Dec/Jan	135,637	1,389	137,026	56,939		56,939	193,965	8,229	35	8,264	200,805	1,424	202,229
Mar	133,413	1,956	135,369	59,544		59,544	194,913	7,363	75	7,438	200,320	2,031	202,351
Apr/May	134,377	1,327	135,704	59,840		59,840	195,544	8,512	56	8,568	202,729	1,383	204,112
Jun/Jul	122,123	1,939	124,062	69,349		69,349	193,411	9,200	27	9,227	200,672	1,966	202,638
Average	131,388	1,653	133,041	61,418		61,418	194,459	8,326	48	8,374	201,132	1,701	202,833

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	131,388	1,653	133,041	65.6
Total Paid Subscriptions	131,388	1,653	133,041	65.6
Verified Subscriptions				
Public Place	59,779		59,779	29.5
Individual Use	1,639		1,639	0.8
Total Verified Subscriptions	61,418		61,418	30.3
Total Paid & Verified Subscriptions	192,806	1,653	194,459	95.9
Single Copy Sales				
Single Issue	8,326	48	8,374	4.1
Total Single Copy Sales	8,326	48	8,374	4.1
Total Paid & Verified Circulation	201,132	1,701	202,833	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2015	None Claimed	206,640	206,640		
12/31/2014	None Claimed	206,262	206,262		
12/31/2013	None Claimed	205,063	205,063		

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$4.99		
Average Subscription Price Annualized (3)	\$19.94	\$10.45	
Average Subscription Price per Copy		\$0.95	

- (1) For statement period
- (2) Represents subscriptions for the 12 month period ended December 31, 2015
- (3) Based on the following issue per year frequency: 11

ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
Geographic Data
Analysis of New & Renewal Paid Individual Subscriptions
Trend Analysis



Publisher's Statement Continued

Annual Frequency: 11 times/year

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

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ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Automotive Outlets	31,807		31,807
Doctor/Health Care Providers	5,188		5,188
Government/Civil Services	565		565
Personal Care Salons	18,017		18,017
Specialty Locations/Retail	4,202		4,202
Total Public Place	59,779		59,779
Individual Use			
Individually Requested	1,639		1,639
Total Individual Use	1,639		1,639

RATE BASE

None Claimed.

NOTES

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

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 12,669

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 151

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.

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