



WHEELS A FIELD

GO BEYOND

EQUIP ◦ EXPLORE ◦ DISCOVER

At its core, life is about exploration. For the intrepid outdoor enthusiasts in our midst, getting to a far-off destination is half the adventure. With those passions in mind, the publisher and editors of *Petersen's Hunting* are introducing a whole new crossover publication:

WHEELS AFIELD



GO BEYOND

THIS MAGAZINE IS a first-of-its-kind periodical combining DIY sporting pursuits with adventurous, overland exploration. These two markets have always been separate in traditional media, and hundreds of thousands of self-reliant traveling outdoorsmen have been without a voice. These enthusiasts share many of the same passions, values, and equipment, and now they can share this complete resource for their lifestyle. *Wheels Afield* is about the vehicles that help us explore the remotest parts of the world, the adventure that unfolds when we get there, and the gear needed to get it done.



OUR INTENT

WHEELS AFIELD caters to the large and growing market of younger outdoor enthusiasts who utilize all types of vehicles — from mountain bikes and adventure motorcycles to trucks and UTVs — to enjoy the outdoors as hunters, anglers, campers, and adventurers.



OUR AUDIENCE

TARGET AGE

25-45

TARGET HHI

\$90,000

DISTRIBUTION

160,000

SOME OF OUR READERS dream of a self-driven overland expedition from Cape Town to Cairo, while others use their pickup for hunting elk each fall. Some tow a teardrop trailer to fish blue ribbon trout streams in Montana, while others haul bird dogs in UTVs through the fields of South Dakota.

IN SHORT, our readers are as varied as their outdoor passions, but they have one common denominator: the love of sporting endeavors in the wild places of the world that require a vehicle to access.



EARTHROAMER
XV-LT

4550



OUR QUALITY

WHEELS AFIELD is defined by best-in-class practices at every step. The large trim size, increased page count, and perfect binding provide the canvas for award-winning photographers and writers with a modern, compelling graphic design that engages readers at every turn.

OUR **CONTENT**



FOUR **WHEELS**

TRUCKS JEEPS SUVS ATVS UTVS



TWOWHEELS

BIKES MOTORCYCLES TRAILERS



LIFESTYLE

EXPLORATION SPORTING ADVENTURE



OFF-ROADING SHOOTING



OUR DETAILS

WHEELS AFIELD provides a clean, distraction-free background to convey your message by limiting the advertisement to no more than 30 percent of the entire magazine. To ensure our readers our as engaged with our advertisers as they are with our editorial content we limit advertisements to products that fit our core subject matter and represent quality. If an advertiser's product is something we would use ourselves, and we would happily recommend to a friend, Wheels Afield welcomes the opportunity to showcase it to the world.

AD RATES

TWO PAGE SPREAD	\$6,000*
FULL PAGE	\$3,500*
1/2 PAGE	\$1,300
1/3 PAGE VERTICAL	\$850
1/3 PAGE SQUARE	\$850
1/4 PAGE	\$700

15% surcharge for premium placement

*Includes 100,000 impression guaranteed digital ad campaign on wheelsafield.com

For more information regarding advertising, contact:

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AD DEADLINE: **March 15, 2015**

ON SALE DATES:

FIRST DROP - **May 25, 2015** (DISTRIBUTION 90,000)

SECOND DROP - **September 1, 2015** (DISTRIBUTION 70,000)

(COMBINED FIRST ISSUE DISTRIBUTION 160,000)

OUR SPECS

The ad portal is a convenient way to submit digital ad materials, perform preflight checking and get confirmation of your ads. It's fast, easy and a free service to all advertisers. Go here to get started: <http://imo.sendmyad.com>

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

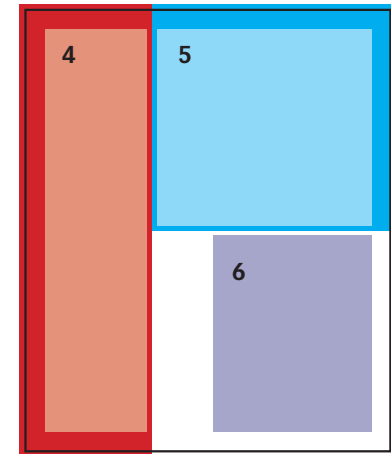
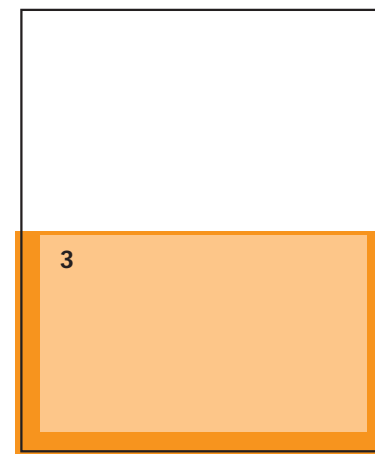
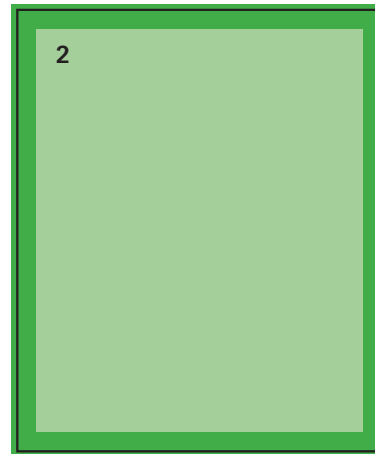
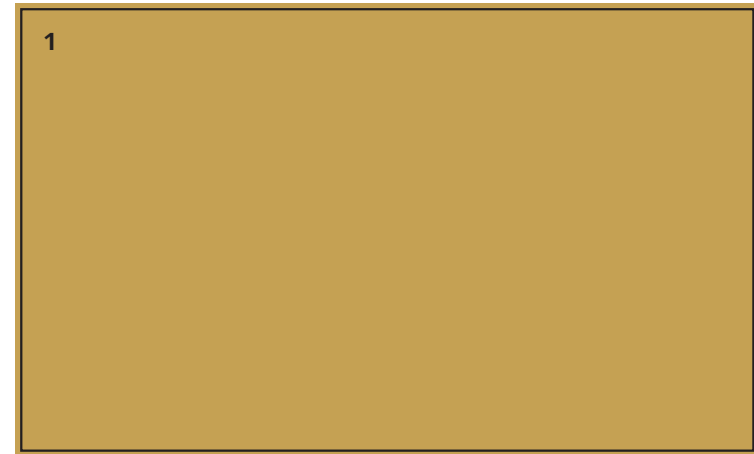
1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement.

NON-BLEED

1/2" inside trim. Non-bleed ads should have all elements within this measurement.

For further details pertaining to ad specifications please contact:

ELIZABETH CAREY,
PROD. COORDINATOR
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1. TWO-PAGE SPREAD

Bleed: 18.25 x 11.125

Trim: 18 x 10.375

Safety: 17.5 x 10

2. FULL PAGE

Bleed: 9.25 x 11.125

Trim: 9 x 10.875

Safety: 8.5 x 10.375

Non-Bleed: 8 x 9.875

3. One-Half Horizontal

Bleed: 9.25 x 5.625

Trim: 9 x 5.375

Safety: 8.5 x 4.875

Non-Bleed: 8 x 4.8125

4. One-Third Vertical

Bleed: 3.25 x 11.125

Trim: 3 x 10.875

Safety: 2.5 x 10.375

Non-Bleed: 2.5 x 9.875

5. One-Third Square

Bleed: 6 x 5.5625

Trim: 5 x 5.25

Safety: 4.5 x 4.75

Non-Bleed: 5.25 x 4.8125

6. One-Quarter

Non-Bleed: 3.875 x 4.8125

NOTE: Ads smaller than Full Page will share a page in an advertising section



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