



**Petersen's Hunting** is the most trusted brand solely devoted to the pursuit of sport hunting.

Intermixed with content on all facets of this sport - in print, on-line and on the air - are key features on conservation and game management, informing hunting enthusiasts' position at the forefront of the 'green' movement. Advertisers both endemic and non-endemic will find a rapt audience of buyers and purchase-influencers in Petersen's Hunting.



**We Open the Door to the Outdoors!**

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**Petersen's Hunting: Key Facts**

Circulation:	205,374
Frequency:	9 times/year
Total Audience:	2,765,700
Male/Female (%):	79/21
Median Age:	51.0
Average HHI:	\$72,400

**Petersenshunting.com**

Average UVs/Month:	111,000
Average PVs/Month:	721,000

**Hunting and the American Consumer**

As consumers, hunting enthusiasts represent a powerful and deep cross-section of Americans who have far-reaching impact on the economy. Key facts about this influential market include:

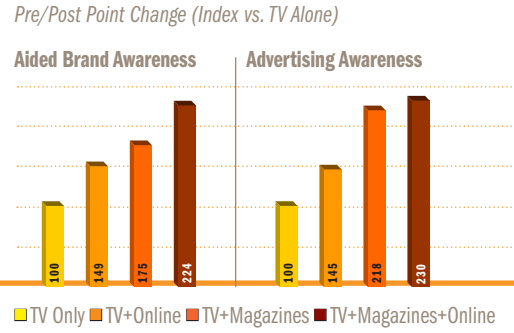
- 12.5 million Americans participate in hunting - more than the population of New York City and Los Angeles combined.
- More Americans hunt than play tennis, and more people hunt than ski.
- America's hunters invest \$280 million annually to help pay for wildlife conservation through special federal excise taxes.
- Hunting enthusiasts spent \$2.1 billion on food and drinks consumed on hunting trips alone.
- Hunting enthusiasts also spent over \$500 million on the care and feeding of their dogs.

**Take Advantage of this Diverse, Active and Influential Consumer by Leveraging the Synergies of the Petersen's Hunting Brand**

Research by Dynamic Logic and Millward Brown confirmed that the most effective approach to driving consumer 'purchase intent' is to rely media synergy to best drive results. Key revelations from 32 studies conducted from 2003 through 2007 include:

- Three media were better than two, and two media were better than one in generating results.
- The combination of TV and magazines provided more response (versus TV alone) than did TV plus online.
- Print was most effective in driving online traffic - and that traffic increased considerably when URLs were included in advertising and marketing messages.

**Cumulative Effects of Different Media Combinations**



Note: Results reflect the impact of different media combinations expressed as an index with TV as the base medium

Sources: Hunting and Fishing: Bright Stars in the American Economy, The Congressional Sportsmen's Foundation, 2012; Dynamic Logic/Millward Brown CrossMedia Research, 2004-2007; The Magazine Publishers Association; AAM, June 2014; MRI, Spring 2014.

# Petersen's Hunting Magazine 2015 Demographic Highlights

PETERSEN'S  
**HUNTING**

		% Comp
Total Audience	2,765,700	
Men		97%
Women		3
Median Age	51.0	
Children in Household		28%
Married		76
Attended College		56
Management		22%
Professional		14
Tradesman/Craftsman/Services		51
Average Household Income	\$83,700	
Average Household Net Worth	\$625,800	
Used the Following for Target Shooting in the Past 12 Months;		
Rifle		84%
Shotgun		55
Handgun		51
Archery equipment		45
Species Hunted in the Past 12 Months;		
Whitetail deer		82%
Big game		61
Small game		58
Upland birds		42
Varmints		38
Elk		16
Waterfowl		24
Exotic game		3
Reloads Own Ammunition		32%
Average Hand-held Rounds Reloaded, Past 12 Months	264	
Took a Hunting Trip, Past 12 Months		61%
Average Amount Spent on Hunting Trips, Past 12 Months	\$508	

(continued)

# Petersen's Hunting Magazine 2015 Demographic Highlights

PETERSEN'S  
**HUNTING**

	% Comp
Average Amount Spent on Hunting Apparel, Past 12 Months	\$223
Household Owns/Leases Pick-up Truck	57%
Household Owns/Leases Sport/Utility Vehicle	55
Household Owns/Leases Vans	7
Household Owns/Leases Any Domestic Make	94%
Household Owns/Leases Any Import Make	35
Types of Vehicle Maintenance Purchased, Past 12 Months	
Changed Oil	82%
Used Car Wax or Polish	48
Used Gas Additives	50
Purchased Spark Plugs	38
Purchased Shock Absorbers/Struts	14
Purchased aftermarket accessories for vehicles in the Past 12 months	43%

# Petersen's Hunting Magazine 2015 Editorial Calendar, Closing & On Sale Dates

## PETERSEN'S HUNTING

### March — THE PREDATOR ISSUE

- Species Focus: Wolves
- Gear Focus: AR-15s/Calls/Lights/Misc. Predator Gear

*Ad Close: December 15, 2014*

*On Sale: February 17, 2015*

### April / May **Special Double-Issue:** THE MEAT EATER ISSUE

- Species Focus: Turkey & Black Bear
- Gear Focus: Game Processing and Cooking Equipment

*Ad Close: January 26, 2015*

*On Sale: March 24, 2015*

### June / July **Special Double-Issue:** THE SKILLS ISSUE

- Species Focus: Varmints/Prairie Dogs
- Gear Focus: New Shooting Gear for 2015

*Ad Close: March 10, 2015*

*On Sale: May 5, 2015*

### August — THE POLITICS ISSUE

- Species Focus: Whitetails
- Gear Focus: Crossbow Test & Crossbow Gear

*Ad Close: May 11, 2015*

*On Sale: July 7, 2015*

### ANNUAL

Best of Best Gear with Editor's Choice Awards

Special Petersen's Hunting TV section

Over 160 Products Tested

Top 25 Bargains

- Essentially if you have a new hot hunting/shooting product, This issue has a spot for it.

*Ad Close: May 28, 2015*

*On Sale: August 4, 2015*

### September — THE ELK ISSUE

- Species Focus: Western DIY Big Game/ELK
- Gear Focus: Archery Gear: Bows/Arrows/Heads/Releases/Sights

*Ad Close: June 18, 2015*

*On Sale: August 11, 2015*

### October — THE DIY ISSUE

- Species Focus: Western Big Game
- Gear Focus: Long Range/Western Rifles/Rangefinders

*Ad Close: July 20, 2015*

*On Sale: September 15, 2015*

### November — THE WHITETAIL RUT ISSUE

- Species Focus: Whitetails
- Gear Focus: Budget Whitetail Rifles and Whitetail Scopes/Ammo

*Ad Close: August 21, 2015*

*On Sale: October 20, 2015*

### December / January 2016 — THE ADVENTURE ISSUE

- Species Focus: African Game
- Gear Focus: Adventure/Backcountry gear

*Ad Close: September 28, 2015*

*On Sale: November 24, 2015*



# Petersen's Hunting Magazine 2015 General Advertising Rates

## PETERSEN'S HUNTING

Effective January 1, 2015

<b>4-Color</b>	<b>1 x</b>	<b>3 x</b>	<b>6 x</b>	<b>10 x</b>
Full Page	\$25,215	\$24,461	\$23,686	\$22,190
2/3 Page	20,169	19,557	18,968	17,745
1/2 Page	16,380	15,889	15,408	14,404
1/3 Page	13,879	13,442	13,039	12,198
1/4 Page	11,597	11,248	10,910	10,210
<b>2-Color</b>	<b>1 x</b>	<b>3 x</b>	<b>6 x</b>	<b>10 x</b>
Full Page	\$18,979	\$18,411	\$17,854	\$16,708
2/3 Page	14,819	14,360	13,923	13,027
1/2 Page	11,761	11,411	11,062	10,352
1/3 Page	9,108	8,835	8,562	8,026
1/4 Page	7,579	7,371	7,142	6,683
<b>B&amp;W</b>	<b>1 x</b>	<b>3 x</b>	<b>6 x</b>	<b>10 x</b>
Full Page	\$15,179	\$14,709	\$14,273	\$13,355
2/3 Page	11,531	11,193	10,833	10,156
1/2 Page	9,108	8,835	8,562	8,026
1/3 Page	6,836	6,617	6,432	6,006
1/4 Page	5,307	5,165	5,001	4,674
1/6 Page	3,800	3,680	3,582	3,353
1/12 Page	2,064	1,988	1,922	1,812
1 Inch	841	819	786	720
<b>Covers</b>	<b>1 x</b>	<b>3 x</b>	<b>6 x</b>	<b>10 x</b>
Cover 4	\$32,771	\$31,799	\$30,794	\$28,851
Cover 2	28,982	28,130	27,245	25,520
Cover 3	27,726	26,896	26,066	24,406

# Petersen's Hunting Digital Advertising Opportunities

## PETERSEN'S HUNTING

**Petersen's Hunting** online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on big-game hunting, presented with engaging video content, gear reviews, hunting tips and access to the adventure and big-game hunting community.

- Site Skin
- 728 x 90 Leaderboard
- 300 x 250 Rectangle

### Petersen's Hunting Online: Vital Statistics

Monthly Avg.

Unique Visitors	111,000
Pageviews	721,000
Per Session Time-on-Site	4:50
Traffic from Mobile Device/Tablet	54%

### Petersen's Bowhunting e-Newsletter

Subscribers

2x/month Distribution	70,000
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Source: Google Analytics, January 1, 2014 - September 30, 2014.

The collage illustrates various digital advertising placements on the Petersen's Hunting website and mobile app. Key elements include:

- Desktop Website:** Shows the main navigation bar with categories like 'SHOT SHOW 2014', 'NEWS', 'BIG GAME', 'WHITETAIL', 'GUNS & GEAR', and 'CONSERVATION & POLITICS'. A central banner reads 'HUNTING IS A BLOODSPORT'. A sidebar on the right features a 'Nosler UP FRONT' ad and a 'Hunting e-Newsletter' sign-up.
- Mobile Phone:** Displays the website's responsive design on a smartphone, showing the same navigation and content adapted for a smaller screen.
- Content Targeted Ads:** Several articles are highlighted with callouts, such as 'Is the .308 the Perfect North American Big Game Cartridge?' and 'Wheels Afield: Kawasaki Mule PRO-FXT'.
- Advertisements:** Includes a 'Badlands' tent advertisement, a 'Wolverine' hunting boot advertisement, and a 'Predator Nation Winter/Spring 2014' magazine subscription offer for \$130.
- Social Media:** A Facebook social plug-in is shown, indicating that 15,418 others like the page.

# Petersen's Hunting Digital Advertising Rates

## PETERSEN'S HUNTING

### InterMedia Outdoors Digital Network

offers marketers the ability to develop highly-targeted campaigns that are fully integrated with any combination of multi-media assets – including IMO magazines, television programming, mobile and events. These advertising opportunities give your products and services high-profile exposure to 80+million American Sportsmen – and drive results!

**Display Advertising Units:** The IMO network utilizes the Internet Advertising Bureau's (www.iab.net) standard display units as well as several custom creative options.

**Streaming Video:** Delivers your brand's video messaging (or TV spot) to a captive audience via:

- :15 or :30 pre-roll
- Embedded in custom Superheader ad

**E-Mail Newsletters:** Sent directly to opt-in subscribers, with advertisements appearing within the most current information and content on Sportsmen's preferred passion – whether it is hunting, fishing or shooting. Custom e-blasts (with exclusive content about your brand) are also available.

**Custom Creative:** High-profile and engaging ad units that best position your brand and surround the most relevant content across IMO websites.

**Targeting:** Increase your hyper-focused marketing efforts by targeting consumers most likely to purchase - we deliver them to your home page, specific product pages, e-commerce site or retail location.

Available with geographic, contextual or section targeting - and many others, please inquire.

**Online Ad Specs:** Complete and comprehensive technical advertising creative specifications are available by clicking [here](#).

### IMO Online Properties Complement and Support the Most Effective Multi-Media Marketing Programs

#### Online User Demographics

Male: (%)	76.7	Unique Visitors per Month (MM)	3.1
Median Age:	43.0	Page Views per Month (MM)	22.5
Age 18-49: (%)	58.4	Average Time Spent (minutes)	8.02
Age 35-64: (%)	59.3	Average Page Views/Visit	5.74
Average HHI:	\$75,760	Researched Product Online (%)	84.0
Fish (past 12 months)	74.0	Brought Product Online (%)	79.0
Hunt (past 12 months)	56.0	Shooting (past 12 months)	70.0

Sources: Google Analytics Jan-Jul 2014 monthly average; Digital User Survey, TouchPoint Research June 2014 (demographics, activities); ComScore July 2013 (media age).

#### Advertising Rates & Positions

All online advertising is sold on a cost-per-thousand (CPM) basis, unless otherwise noted.

Site Placement	Advertising Unit	Net CPM
Leaderboard	728 x 90	\$10
Medium Rectangle	300 x 250	12
Sticky-Medium Rectangle	300 x 250	10
Half-Page	300 x 600	14
Roadblock	300 x 250; 728 x 90	20
Targeting	Geographic, Section, Contextual	CPM plus \$2
Mobile	320 x 50 / 300 x 50	5

#### Custom Creative

Site Placement	Advertising Unit	Net CPM
Video Pre-Roll: 15 / 30 Seconds	640 x 480	\$20/30
Superheader (pushdown)	1080 x 90 > 1080 x 415	35 with video/25
Site Skin	1400 x 800	25
Interstitial (pre-)	600 x 400	25
Monthly Forums Sponsor	Logo with Forums ROS 300 x 250; 728 x 90	13
E-Commerce Widget	Custom, with product integration	25

#### E-Mail Newsletters & Custom E-Blasts

Site Placement	Advertising Unit	Net CPM
E-Mail Newsletter	728 x 90, 300 x 250	15
Custom E-Blast	600 x 800	100

InterMedia Outdoors Digital Network also offers customized packages, beyond standard sizes and placements, that satisfy the specific needs and objectives of our clients. For more information, please contact your local sales rep or email: [david.grant@imoutdoors.com](mailto:david.grant@imoutdoors.com).

Terms : ROS: Run-of-site (on a specific website). ROC: Run-of-category (hunt, fish, shoot).RON: Run-of-network (all IMO websites).

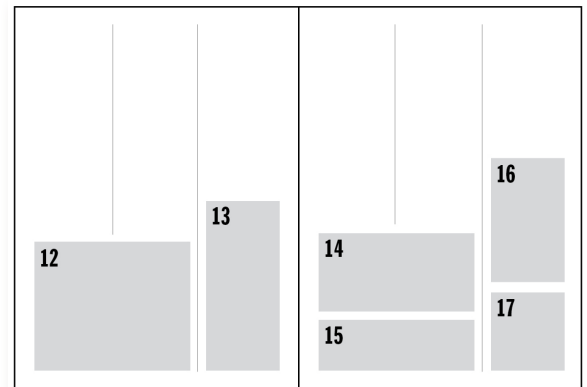
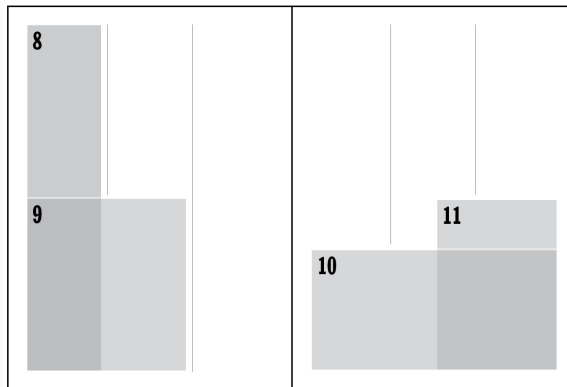
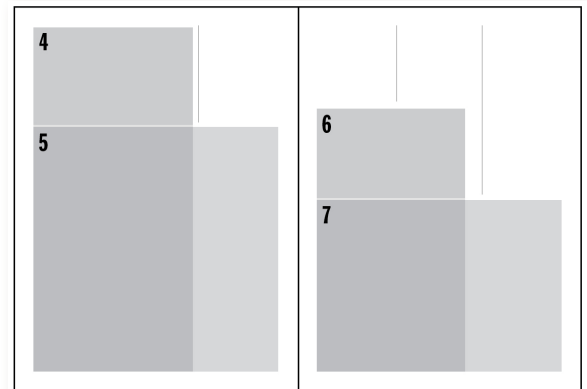
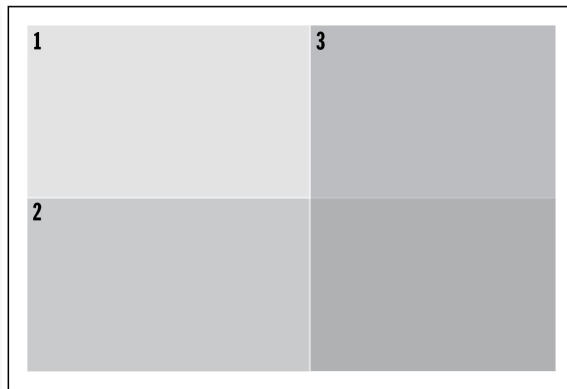


# Petersen's Hunting Magazine 2015 Contract & Copy Regulations

PETERSEN'S  
**HUNTING**

## Typical Advertising Sizes and Mechanical Specifications:

Trim Size: 7 <sup>3</sup>/<sub>4</sub> w x 10 <sup>1</sup>/<sub>2</sub> h



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

Bleed: 4.125 x 5.5

Trim: 3.125 x 4.5

Safety: 3.125 x 4.25

### 12. One-Quarter Horizontal

Non-Bleed: 4.375 x 3.625

Bleed: 5.125 x 4.5

Trim: 4.125 x 3.375

Safety: 3.625 x 3.375

### 13. One-Sixth Vertical

Non-Bleed: 2.125 x 4.75

Bleed: 2.875 x 5.5

Trim: 1.875 x 4.5

Safety: 1.875 x 4.25

### 14. One-Sixth Horizontal

Non-Bleed: 4.375 x 2.25

Bleed: 5.125 x 3.0

Trim: 4.125 x 2.0

Safety: 3.625 x 2.0

### 15. One-Eighth Horizontal

Non-Bleed: 4.375 x 1.5

Bleed: 5.125 x 2.25

Trim: 4.125 x 1.25

Safety: 3.625 x 1.25

### 16. One-Eighth Page

Non-Bleed: 2.125 x 3.5

Bleed: 2.875 x 4.25

Trim: 1.875 x 3.25

Safety: 1.875 x 3.0

### 17. One-Twelfth Page

Non-Bleed: 2.125 x 2.25

Bleed: 2.875 x 3.0

Trim: 1.875 x 2.0

Safety: 1.875 x 1.75

### 18. One Inch Banner

Non-Bleed: 6.75 x 1

Bleed: 7.5 x 1.5

Trim: 6.25 x 0.75

Safety: 6.25 x 0.75

### 19. Two Inch Banner

Non-Bleed: 6.75 x 2

Bleed: 7.5 x 3.0

Trim: 6.25 x 1.5

Safety: 6.25 x 1.5

### 20. Eight Inch Vertical

Non-Bleed: 2.125 x 8

Bleed: 2.875 x 9.5

Trim: 1.875 x 7.5

Safety: 1.875 x 7.25

### 21. Seven Inch Vertical

Non-Bleed: 2.125 x 7

Bleed: 2.875 x 8.5

Trim: 1.875 x 6.5

Safety: 1.875 x 6.25

### 22. Six Inch Vertical

Non-Bleed: 2.125 x 6

Bleed: 2.875 x 7.5

Trim: 1.875 x 5.5

Safety: 1.875 x 5.25

### 23. One Inch 2-Column

Non-Bleed: 4.375 x 1

Bleed: 5.125 x 1.5

Trim: 4.125 x 0.75

Safety: 3.625 x 0.75

### 24. One Inch Vertical

Non-Bleed: 2.125 x 1

Bleed: 2.875 x 1.5

Trim: 1.875 x 0.75

Safety: 1.875 x 0.75



# Petersen's Hunting Magazine 2015 Contract & Copy Regulations

## PETERSEN'S HUNTING

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### **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 InterMedia Outdoors, 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.

*(continued)*

# Petersen's Hunting Magazine 2015 Contract & Copy Regulations

## PETERSEN'S HUNTING

**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.

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### Digital Advertising Requirements:

For advertisements prepared in InDesign and QuarkXPress, place the page layout document and all images (InDesign: use Package – Quark: use Collect for Output) in one folder. Collect all the fonts, both screen and printer, used in the document and place them in a folder labeled “fonts” inside the document folder. It's critical that you supply all fonts used, even such common ones as Times and Helvetica. Different versions of fonts with the same name from the same foundry may have different metrics or kerning pairs, and these differences can cause type to reflow. We will use your fonts exclusively for your ad.

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### Media:

Files can be sent via advertising materials portal\*, CD, or by email (must not exceed 5MB in size).

\*Upon completion of your upload to our advertising materials portal, please contact your InterMedia advertising materials manager right away to inform us that your files are ready for us to download. Additionally, we will require a fax copy of the ad for preliminary proofing purposes. If your ad is color, we will require an acceptable color proof be shipped to us at the earliest date possible.

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### Advertising Materials Portal:

InterMedia Outdoors maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files. The IMO Portal is a simple way to transmit large files over the internet. However, content proofs are still required for electronically submitted ads (see Proof Policy below for requirements). Please contact your InterMedia advertising materials manager upon upload to the portal.

**Portal URL:** <http://imo.sendmyad.com>

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### Proofs:

A content proof should be submitted with every ad. All proofs should be at 100%. Proofs of full-page ads should include registration marks. For color ads a properly calibrated, SWOP-certified proof with color bar should be included for guidance on press. A list of SWOP-certified systems is available at: <http://swop.org/certification.html#cert>. For ads submitted via email or via the advertising materials portal, a low resolution PDF or JPEG file is acceptable in lieu of a hardcopy proof. The PDF or JPEG file should be clearly labeled “Proof” to differentiate it from the high resolution ad file.

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### Fonts:

We can only accept OpenType or PostScript Type 1 fonts. If TrueType fonts are used, they must be converted to outline in Illustrator or a similar program, or embedded within a PDF. Type must not have styles (bold, italic, etc.) applied in the page layout program. The actual (bold or italic) font must be selected.

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# Petersen's Hunting Magazine 2015 Contract & Copy Regulations

## PETERSEN'S HUNTING

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### Document Setup:

For full-page ads, your document page size should match the magazine page size. Please include trim marks with 1/8" offset. Bleeds should extend 1/8" beyond trim. Two-page ads must be created as two individual pages, not one double-size page. Maximum one ad per document.

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### Images:

#### Photographic:

Should be saved in TIFF or EPS format, not JPEG, and must not contain extra channels. The color space should be CMYK or Grayscale. The maximum ink coverage (C+Y+M+K) should be no more than 300%. The effective resolution of images should be between 240 and 400 dpi. Images should not contain embedded transfer functions or halftone screens. Do not use ICC profiles or other color management.

#### Linework:

Should be saved as a bitmap TIFF. Should have an effective resolution of 1200 to 2400 dpi.

#### Vector (EPS logos, etc.):

Images must be embedded, not linked. Fonts must be converted to outline (preferred) or embedded within the EPS. Do not place EPS files inside of EPS files.

#### Colors:

No RGB or Pantone. Must be CMYK. Total ink coverage must not exceed 300%. (Exception: if you have paid for a fifth color in your ad it must be a Pantone set to Spot.)

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### Specifications for Business Reply Mail & Full-Page Advertising Inserts:

#### Quantity:

Please call the Production Manager 309-679-5079 for amount for specific months.

#### Minimum Dimensions:

3 7/8" deep; 5" from backbone (fold) to face (outside edge); 3 1/2" flap on high-folio side. These measurements yield an overall (unfolded) size of 12 1/8" wide by 3 7/8" deep. Deliver cards folded.

#### Maximum Dimensions:

11" deep; 8" from backbone (fold) to face (outside edge); 4" flap on high-folio side. These measurements yield an overall (unfolded) size of 8" wide by 11" deep. Deliver cards folded.

#### Trim & Lap:

Absolute minimum lap is 3/8". Lap should be on low-folio side. Issues will jog to the foot; therefore, 1/8" will be trimmed off the foot of all supplied inserts. No trim at gutter (backbone). Final magazine size is 7 3/4" wide by 10 1/2" deep.

#### Live Matter:

Keep vital advertising material (type, logos, and important parts of photos) 1/2" from final trim.

#### Perforation:

Perforation must be 60% paper, 40% hole. (If holes are too large, the cards may tear apart during binding). Make sure your printer is aware of this specification.

(continued)



# Petersen's Hunting Magazine 2015 Contract & Copy Regulations

## PETERSEN'S HUNTING

### **Porosity Specs:**

Inserts are fed by vacuum grippers. Insert stock should not be too porous for proper feeding. Stock with excessive porosity will cause two or more inserts to be picked up at one time (causing a premature depletion of supply); or it may fail to pick up an insert at all. Our printer uses the Gurley Porosity Tester. It should take at least 25 seconds to force 100ccs of air through the stock, using the Gurley Tester. Your insert stock should be Gurley specified and be guaranteed to meet the above minimum specifications.

### **Deadline:**

Insertion order committing space must be at our office by closing date for a specific issue to allow time for proper pagination, for postal requirements, and for press information, etc. Inserts must be delivered by no later than the 20th of the month.

### **Shipping & Packing:**

Please advise your printer to follow the specs above. Ship to: Account Manager - Petersen's Hunting, Quad Graphics, Sussex Plant, N63 W23075 Hwy. 74, Sussex, WI 53089. Blueline sample of insert must be provided to the Production Manager for approval prior to printing.

### **Postal Requirements:**

The U.S. Postal Service requires that any business reply mail be at least .007 inches thick (7-point stock). To get card rate, return portion of card should be at least 3 ½" by 5", but not exceed 4 ¼" by 6". All business reply mail must comply with postal specifications.

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### **Mailing / Miscellaneous:**

Send all advertising materials to:

Elizabeth Carey, Production Manager - Petersen's Hunting  
2 News Plaza, 2nd Floor  
Peoria, IL 61614  
309-679-5079  
elizabeth.carey@imoutdoors.com

Audited by Audit Bureau of Circulation.

**MAGAZINE**  
**Publisher's Statement**  
**6 months ended June 30, 2014**  
*Subject to Audit*

**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 InterMedia Outdoors, Inc.  
Frequency: 11 times/year

**1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION**

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid					
Print	137,199	66.8			
Digital (Replica)	1,208	0.6			
<b>Total Paid Subscriptions</b>	<b>138,407</b>	<b>67.4</b>			
Verified					
Print	56,993	27.8			
<b>Total Verified Subscriptions</b>	<b>56,993</b>	<b>27.8</b>			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>195,400</b>	<b>95.2</b>			
Single Copy Sales					
Print	9,908	4.8			
Digital (Replica)	66	0.0			
<b>Total Single Copy Sales</b>	<b>9,974</b>	<b>4.8</b>			
<b>Total Paid &amp; Verified Circulation</b>	<b>205,374</b>	<b>100.0</b>	<b>None Claimed</b>		

**2. PRICES**

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$19.94		
Average Subscription Price Annualized (11 issue frequency)		\$10.89	\$11.00
Average Subscription Price per Copy		\$0.99	\$1.00

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2013.

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

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital (Replica)	Total Single Copy Sales			
Dec./Jan.	140,564	1,279	141,843	54,014	54,014	195,857	13,318	60	13,378	207,896	1,339	209,235
Mar.	137,855	1,017	138,872	53,824	53,824	192,696	9,031	74	9,105	200,710	1,091	201,801
Apr./May	137,351	1,409	138,760	58,851	58,851	197,611	8,630	81	8,711	204,832	1,490	206,322
June/July	133,026	1,127	134,153	61,283	61,283	195,436	8,654	49	8,703	202,963	1,176	204,139

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

None

### 5. TREND ANALYSIS

	2009	%	2010	%	2011	%	2012	%	2013	%
Subscriptions:										
Paid	218,161	87.9	186,818	89.6	171,127	82.2	155,622	74.4	148,412	72.4
Verified	8,500	3.4	1,333	0.7	17,825	8.6	36,449	17.4	43,610	21.2
<b>Total Paid &amp; Verified Subscriptions</b>	<b>226,661</b>	<b>91.3</b>	<b>188,151</b>	<b>90.3</b>	<b>188,952</b>	<b>90.8</b>	<b>192,071</b>	<b>91.8</b>	<b>192,022</b>	<b>93.6</b>
Single Copy Sales	21,575	8.7	20,317	9.7	19,198	9.2	17,082	8.2	13,039	6.4
<b>Total Paid &amp; Verified Circulation</b>	<b>248,236</b>	<b>100.0</b>	<b>208,468</b>	<b>100.0</b>	<b>208,150</b>	<b>100.0</b>	<b>209,153</b>	<b>100.0</b>	<b>205,061</b>	<b>100.0</b>
Year Over Year Percent of Change		-22.5		-16.0		-0.2		0.5		-2.0
Avg. Annualized Subscription Price	\$12.38		\$10.70		\$11.17		\$11.15		\$11.07	



## 6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Print Average for Period	Digital (Replica) Average for Period	Total	% of Circulation
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions*	137,165	1,208	138,373	67.4
Association: Deductible*	34		34	0.0
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>137,199</b>	<b>1,208</b>	<b>138,407</b>	<b>67.4</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
Public Place (See Par. 6A)	55,945		55,945	27.3
Individual Use (See Par. 6B)	1,048		1,048	0.5
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>56,993</b>		<b>56,993</b>	<b>27.8</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>194,192</b>	<b>1,208</b>	<b>195,400</b>	<b>95.2</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	9,908	66	9,974	4.8
<b>TOTAL SINGLE COPY SALES</b>	<b>9,908</b>	<b>66</b>	<b>9,974</b>	<b>4.8</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>204,100</b>	<b>1,274</b>	<b>205,374</b>	<b>100.0</b>

\*Included in Average Price calculation

## 6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription:	Automotive Outlets	Personal Care Salons	Specialty Locations/Retail	Fitness/ Recreational Facilities	Public Place Other	Total Public Place Copies
Public Place	30,342	22,118	3,373	112		55,945

## 6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

Verified Subscription:	Individually Requested	Individual Use Other	Total Individual Use Copies
Individual Use	1,048		1,048

## 7. GEOGRAPHIC DATA for the December 2013/January 2014 issue

Total paid & verified circulation of this issue was 1.9% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS		VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES					
	Print	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation		
Alabama	2,326	2,326	1,433	1,433	3,759	209	209	3,968	3,968		
Arizona	1,813	1	1,814	667	2,481	207	207	2,687	2,688		
Arkansas	2,017	1	2,018	970	2,988	83	83	3,070	3,071		
California	6,099	6,099	2,887	2,887	8,986	729	729	9,715	9,715		
Colorado	2,780	2,780	1,070	1,070	3,850	427	427	4,277	4,277		
Connecticut	903	1	904	513	1,417	55	55	1,471	1,472		
Delaware	321	321	129	129	450	15	15	465	465		
District of Columbia	23	23			23	16	16	39	39		
Florida	3,591	3,591	2,080	2,080	5,671	981	981	6,652	6,652		
Georgia	2,791	1	2,792	1,419	4,211	664	664	4,874	4,875		
Idaho	1,635	1	1,636	492	2,128	104	104	2,231	2,232		
Illinois	3,846	3,846	1,344	1,344	5,190	399	399	5,589	5,589		
Indiana	3,010	3,010	1,743	1,743	4,753	161	161	4,914	4,914		
Iowa	2,670	2,670	1,187	1,187	3,857	121	121	3,978	3,978		
Kansas	1,942	1,942	946	946	2,888	111	111	2,999	2,999		
Kentucky	2,401	2,401	1,184	1,184	3,585	149	149	3,734	3,734		
Louisiana	2,314	2,314	1,150	1,150	3,464	103	103	3,567	3,567		
Maine	900	900	629	629	1,529	124	124	1,653	1,653		
Maryland	1,791	1,791	192	192	1,983	123	123	2,106	2,106		
Massachusetts	1,246	1,246	353	353	1,599	117	117	1,716	1,716		
Michigan	6,656	6,656	1,540	1,540	8,196	400	400	8,596	8,596		
Minnesota	4,962	4,962	1,215	1,215	6,177	350	350	6,527	6,527		
Mississippi	1,679	1,679	815	815	2,494	80	80	2,574	2,574		
Missouri	4,231	4,231	1,303	1,303	5,534	243	243	5,777	5,777		
Montana	1,793	1,793	585	585	2,378	101	101	2,479	2,479		
Nebraska	1,896	1,896	705	705	2,601	124	124	2,725	2,725		
Nevada	746	746	307	307	1,053	162	162	1,215	1,215		
New Hampshire	775	775	283	283	1,058	99	99	1,157	1,157		
New Jersey	1,640	1,640	12	12	1,652	80	80	1,732	1,732		
New Mexico	947	947	637	637	1,584	91	91	1,675	1,675		
New York	6,889	6,889	1,712	1,712	8,601	451	451	9,052	9,052		
North Carolina	3,874	3,874	2,491	2,491	6,365	334	334	6,699	6,699		
North Dakota	1,367	1,367	347	347	1,714	111	111	1,825	1,825		
Ohio	5,115	5,115	2,477	2,477	7,592	351	351	7,943	7,943		
Oklahoma	2,152	2,152	1,054	1,054	3,206	176	176	3,382	3,382		
Oregon	2,528	2,528	1,041	1,041	3,569	261	261	3,830	3,830		
Pennsylvania	9,785	9,785	2,775	2,775	12,560	510	510	13,070	13,070		
Rhode Island	189	189	213	213	402	13	13	415	415		
South Carolina	1,702	1	1,703	1,265	2,968	167	167	3,134	3,135		
South Dakota	1,470	1,470	316	316	1,786	105	105	1,891	1,891		
Tennessee	3,006	3,006	1,377	1,377	4,383	382	382	4,765	4,765		
Texas	7,418	7,418	4,732	4,732	12,150	628	628	12,778	12,778		
Utah	1,188	1,188	662	662	1,850	194	194	2,044	2,044		
Vermont	987	987	319	319	1,306	79	79	1,385	1,385		
Virginia	3,910	3,910	1,298	1,298	5,208	285	285	5,493	5,493		
Washington	3,378	3,378	835	835	4,213	510	510	4,723	4,723		
West Virginia	2,107	2,107	816	816	2,923	111	111	3,034	3,034		
Wisconsin	6,413	6,413	2,130	2,130	8,543	328	328	8,871	8,871		
Wyoming	966	966	315	315	1,281	74	74	1,355	1,355		
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>134,188</b>	<b>6</b>	<b>134,194</b>	<b>53,965</b>	<b>53,965</b>	<b>188,159</b>	<b>11,698</b>	<b>11,698</b>	<b>199,851</b>	<b>6</b>	<b>199,857</b>
Alaska	747		747	6	6	753	131	131	884		884
Hawaii	214		214	2	2	216	33	33	249		249
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>961</b>		<b>961</b>	<b>8</b>	<b>8</b>	<b>969</b>	<b>164</b>	<b>164</b>	<b>1,133</b>		<b>1,133</b>
U.S. Unclassified											
<b>TOTAL UNITED STATES</b>	<b>135,149</b>	<b>6</b>	<b>135,155</b>	<b>53,973</b>	<b>53,973</b>	<b>189,128</b>	<b>11,862</b>	<b>11,862</b>	<b>200,984</b>	<b>6</b>	<b>200,990</b>
Poss. & Other Areas	13		13			13		13			13
<b>U.S. &amp; POSS., etc.</b>	<b>135,162</b>	<b>6</b>	<b>135,168</b>	<b>53,973</b>	<b>53,973</b>	<b>189,141</b>	<b>11,862</b>	<b>11,862</b>	<b>200,997</b>	<b>6</b>	<b>201,003</b>
Canada	5,147	1	5,148	38	38	5,186	1,251	1,251	6,436	1	6,437
International	204		204	2	2	206	130	130	336		336
Other Unclassified		1,272	1,272			1,272		60	60	1,332	1,332
Military or Civilian Personnel Overseas	51		51	1	1	52	75	75	127		127
<b>GRAND TOTAL</b>	<b>140,564</b>	<b>1,279</b>	<b>141,843</b>	<b>54,014</b>	<b>54,014</b>	<b>195,857</b>	<b>13,318</b>	<b>60</b>	<b>13,378</b>	<b>1,339</b>	<b>209,235</b>

## 8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2014

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 5 issues) .....	35	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	39,597	97.3
(b) Seven to eleven months (6 to 10 issues) .....	223	0.5	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	403	1.0
(c) Twelve months (11 issues) .....	14,686	36.1	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	685	1.7
(d) Thirteen to twenty-four months.....	24,070	59.2	(d) Subscriptions as part of membership in an organization .....	None	
(e) Twenty-five months and more .....	1,671	4.1	Total Subscriptions Sold in Period .....	40,685	100.0
Total Subscriptions Sold in Period .....	40,685	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium .....	40,685	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums.....	None				
Total Subscriptions Sold in Period .....	40,685	100.0			

## 9. EXPLANATORY

- (a) Suggested Retail Prices: No additional prices.
- (b) Average nonanalyzed nonpaid circulation for the 6 month period: 2,420 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 10,037 or 7.3% of average paid subscription circulation.
- (d) DESCRIPTION OF DIGITAL (Replica) - The Digital Edition is an exact replica of the print product in format and advertising content. The Digital Edition is available at [www.amazon.com](http://www.amazon.com), [barnesandnoble.com](http://barnesandnoble.com) and [itunes.com](http://itunes.com).
- (e) This publication publishes double issues during the year. Each double issue represents two copies of service during the subscription period. This publication published three double issues during the average price calculation period. The average price and the annualized price are based on 11 issues.
- (f) Association (Deductible): The average of 34 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of the Union Sportsman's Alliance. Benefits include personalized membership card, gift certificate from Beretta field gear, discounts on outdoor gear and services, access to "Members-Only" USA website to plan trips, swap tips, post photos and more. \$2.00 is allocated for an 11 issue subscription to this publication.
- (g) Verified Public Place: The average of 55,945 copies per issue, shown in Par. 6 and included in Par. 1, represents reception room subscriptions. Copies were mailed by publisher to names and addresses selected from Consumer Marketing Solutions database.
- (h) An average of 1,048 copies are included in Verified Individually Requested that were served to subscribers that ordered the magazine for which payment was not received.

## 10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2013; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid)	Audit Report (Paid)	Publisher's Statements (Paid)	Difference (Paid)	Percentage of Difference (Paid)
12-31-13	None Claimed	205,063	205,063		
12-31-12	None Claimed	205,510	209,154	-3,644	-1.7
12-31-11	None Claimed	208,151	208,151		
12-31-10	None Claimed	208,467	208,467		
12-31-09	None Claimed	249,236	248,236	1,000	0.4

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: InterMedia Outdoors, Inc.

PETERSEN'S HUNTING, published by InterMedia Outdoors, Inc. • 512 Seventh Avenue, 11th Floor • New York, NY 10018

PETER N. WATT  
VP, Consumer Marketing

KEVIN STEELE  
Publisher

Date Signed: July 30, 2014

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AAM Member since: 1975



04-0853-5	Analyzed Issue Date	12-01/01/14
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	2.00
	U.S. Subscription Price	19.94
	Canadian Subscription Price	
	International Subscription Price	