

north american WHITETAIL



2016 MEDIA KIT

northamericanwhitetail.com

KING OF THE HILL

In terms of hunter interest, no other North American big-game animal comes close to matching the white-tailed deer. And when it comes to reaching the hunter who's most serious about this species, no other brand can equal *North American Whitetail*. After more than a third of a century of publishing cutting-edge content for hardcore hunters and habitat managers, *NAW* is clearly the leading authority in today's whitetail market. Add award-winning *North American Whitetail TV* and the reach of *NorthAmericanWhitetail.com* and you have a diverse media platform serving the interests of the most important market in big-game hunting.





REBOOT YOUR BRAIN

Marty Whitetail hunter-educator...
It's easy to fall into an unproductive hunting pattern. Will 2015 be the year you open your mind to new ways of looking...



NO EXCUSES

Too hot? Too windy? Too many other boomerangs? Early season is still open...



R

Remember a morning walk from the...
The white-tailed deer is so much more than just a deer...



WISDOM CRUISES

When the start described above, water coverage...
The deer is a creature of many talents...



The Acorn Advantage

To get the edge on early-season bucks, in many places it helps to know what's going on with the mast crop. Here's a practical approach for oak country.

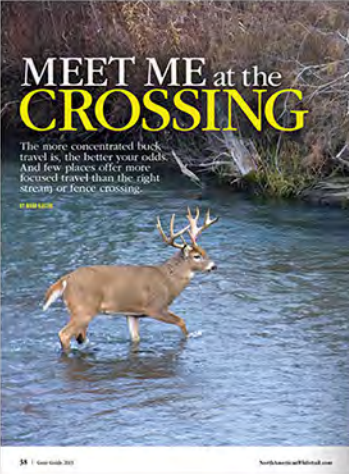
At first glance, the ground beneath any tree...
With nearly 100 years of this oak acorn crop...
Think, all at once, every hunter in...



A VOICE IN THE WHITETAIL WOODS

Today's deer enthusiast wants the most relevant and most timely information available. And producing that content starts with rock-solid experts: writers who not only talk the talk but walk the walk. The pages of *NAW* are filled with the work of authors who are themselves lifelong whitetail hunters and resource managers. Among them are biologist **Dr. James C. Kroll** ("Dr. Deer") and editor in chief **Gordon Whittington**, who between them have spent over a century in the whitetail woods.

In *NAW* they're joined by such authorities as **Steve Bartylla**, **Travis Faulkner**, **Mark Kayser**, **Terry Wunderle**, **Bernie Barringer**, **Patrick Hogan**, **Tony J. Peterson**, **Patrick Meitin**, **P.J. Reilly** and **Tracy Breen**: all writers whose words echo decades of real-world whitetail experience. A special-interest magazine is only as good as the information it provides, and what these experts share with readers helps them be more successful in the field.



Even among true deer experts, no one knows it all. That's why *North American Whitetail* presents ideas and advice from veteran writers across the range of the species.



SENSIBLE GOALS

There's a management objective for every whitetail deer population. But how do you set it? It's not as simple as you think. In this issue, I'll help you set realistic goals for your deer population. It's all about setting a goal that's achievable, measurable, and realistic. It's about setting a goal that's meaningful to you and your land. It's about setting a goal that's achievable, measurable, and realistic. It's about setting a goal that's meaningful to you and your land.

WHITETAIL

An International Outdoor Publication
 Volume 10, Issue 1
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KNOW DEER

Years ago, I hunted from Missouri to Florida. I was a deer hunter for 20 years. I know deer. I know their habits, their behavior, their needs. I know how to hunt them. I know how to manage them. I know how to protect them.



DIY

Why is it so hard to find a good deer stand? Why is it so hard to find a good deer stand? Why is it so hard to find a good deer stand? Why is it so hard to find a good deer stand?

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IN EVERY ISSUE

MY STAND: Editor in Chief Gordon Whittington has traveled to every corner of the whitetail world, and he shares his unique perspective on our No. 1 big-game species.

ON TARGET: Legendary archery coach and hunter Terry Wunderle discusses gear and practice techniques, as well as the mental side of success in bowhunting big whitetails.

DIY: There are countless challenges in pursuing trophy bucks on your own, far from home — but freelance hunter Bernie Barringer knows exactly what it takes to fill a coveted tag.

NAW TELEVISION: We look behind the scenes to see what's happening with one of the most highly rated programs airing on Sportsman Channel.

DR. DEER: Renowned deer researcher Dr. James C. Kroll shares inside information that can help today's hunters

and land managers better understand, appreciate, hunt and manage whitetails.

HALL OF FAME: Featured in full color are great reader-submitted photos of real-world bucks from across North America — with a special focus on memorable deer taken by younger hunters.

TRAILS & TAILS: This back-page feature, written by a number of authors, captures the many highs and lows of life in the deer woods.

Facebook icon
Twitter icon
Instagram icon

TV&ONLINE

WHAT'S ON

- NOV 14** **9/11** - A special 10th anniversary issue featuring a special double issue with a special double issue.
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DR. DEER



PROPERLY COVERED

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Our many popular departments cover diverse topics of interest to whitetail enthusiasts across North America. These short features resonate with today's most avid deer hunters and land managers.

TRAILS & TAILS

WINTER'S END

“The man turned the clock in his hands and thought about the annual cycles of abundance and scarcity. His own life and those of everyone he really took the time to know were filled with similar fluctuations.”

The man turned the clock in his hands and thought about the annual cycles of abundance and scarcity. His own life and those of everyone he really took the time to know were filled with similar fluctuations. The man turned the clock in his hands and thought about the annual cycles of abundance and scarcity. His own life and those of everyone he really took the time to know were filled with similar fluctuations.



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NEW & IMPROVED

No matter where you hunt whitetails or how you do it, there's your worth checking out at your local hunting supply store. Here are some highlights of the 2015 product crop.

IF BUCKS BE

Very soon, when you seem to be settled in an already high level, and then, the next year... it's that old adage.

CENTERFIRE RIFLES



REMODELING AWE
The new Remington-Union Model 700 rifle, available in 243 Winchester, 308 Win., 30.06 Norma, and 30.06 Winchester, is a true centerfire rifle that offers the same accuracy and reliability as the venerable Model 700. The new Model 700 is a true centerfire rifle that offers the same accuracy and reliability as the venerable Model 700.



ROCKY MOUNTAIN KRYPTON
The new Rocky Mountain Krypton rifle is a true centerfire rifle that offers the same accuracy and reliability as the venerable Model 700. The new Rocky Mountain Krypton is a true centerfire rifle that offers the same accuracy and reliability as the venerable Model 700.



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2015 Hunting Edition

Public Passion

By investing my time and effort, I've managed to put some fine public-land trophies on the wall.

IF BUCKS BE

Every time I go out to hunt, I'm reminded of the words of the late, great hunter and author, John G. Bourke: "The only way to get a buck is to go out and hunt." It's a simple truth, but one that is often forgotten. The only way to get a buck is to go out and hunt.

Gun season is when most hunters are afield — and our pages offer tons of content for this huge part of the whitetail audience. From tales of gun-taken giants to the latest on new firearms, optics and ammo, you'll find *North American Whitetail* is always fully loaded.

ONCE IN A LIFETIME

MANY YEARS OF OWNING AND MANAGING HUNTING LANDS LED ME TO THE RAREST OF ALL WHITELAND OPPORTUNITIES: A CHANCE TO SHOT A DEER BIGGER THAN LIFE.

IF BUCKS BE

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PERFECTION IS KEY

IN THE MIDDLE OF THE 1980s, I came across a 10-acre hunting property that I had to see. It was a small property, but it was a perfect property. It was a small property, but it was a perfect property.

TAKE AIM AT SUCCESS

Sure, bowhunting is as strong today as ever. But the numbers don't lie: Just as was true in the "good old days," there are even more firearms hunters in the woods all across whitetail country. Some publications might have abandoned the gun-hunting crowd, but not *NAW*. The enduring popularity of firearms season means the whitetail market still wants and needs solid information on all sorts of gear for that time of year. And of course, readers still

want to know how to use all of those products effectively in their pursuit of trophy bucks.

With firearms hunting being the most practical way to keep deer populations in balance with their habitat, the future remains bright for rifle, slug gun, muzzle-loader and even handgun hunting. And *NAW* will be there to help the industry connect with those who still enjoy the time-honored tradition of squeezing a trigger and smelling fresh powder.





SPRINGING INTO FALL PLOTS

Better hunting often starts with better food plot planning. Are your overlooking some steps that matter?

BY BOB BIRD

88 | June 2015

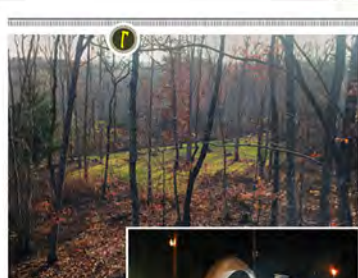
Photo courtesy of Whitetail.com

The property development was a 1,000-acre tract in the mountains of North Carolina. The land was mostly wooded, with some open fields and a few scattered buildings. The owner was looking for a way to improve the land and make it more attractive to hunters.

Now you will see that the two sets apply. Almost as if I had been told that the two sets of equipment would be used in the same way. The first set of equipment is used for the first set of plots, and the second set is used for the second set of plots. The first set of equipment is used for the first set of plots, and the second set is used for the second set of plots.

GET AHEAD ABOUT THE BAIT

It's not just about baiting, whether it's a food plot, or a baiting project and baiting and baiting content available to you. It's about the baiting project and baiting and baiting content available to you. It's about the baiting project and baiting and baiting content available to you.



A lot of us have spent hours preparing hunting the big white-tailed deer. We've spent hours of time and money on baiting, and we've spent hours of time and money on baiting. We've spent hours of time and money on baiting, and we've spent hours of time and money on baiting.

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88 | June 2015

Photo courtesy of Whitetail.com



MANAGING FROM AFAR

Trying to improve deer habitat? You're not alone. Many hunters are looking for ways to improve their land and make it more attractive to hunters. This is a guide to managing from afar, including tips on how to use technology and other tools to manage your land.

PHOTO BY BOB BIRD

RAISE THE MAST

Don't focus so heavily on food plots that you forget to provide fruit. A wide range of these easy-to-grow plants will benefit local deer and other wildlife year after year.



THE TERM we've defined here is "nutritional benefits." It's not just about baiting, whether it's a food plot, or a baiting project and baiting and baiting content available to you. It's about the baiting project and baiting and baiting content available to you.

BASEC DEFINITIONS There are two general categories of food plots: those that are used for baiting and those that are used for baiting. The first category is used for baiting, and the second category is used for baiting.



PHOTO BY BOB BIRD

MANAGEMENT COVERAGE APLENTY

As important as it is to educate readers on the best hunting strategies, tactics and equipment, it's just as critical that there be plenty of deer for them to pursue. Here at NAW, ensuring the continued health of the herd has always been a key part of our editorial focus. From helping hunters and landowners identify the key components of good deer habitat to showing them what it takes to

develop and maintain a thriving, balanced population, Dr. James C. Kroll ("Dr. Deer") and our other experts share secrets learned through decades of real-world experience all over the continent. No wonder NAW readers collectively are among the world's largest body of true conservationists, focusing on making life better for not just hunters but also the deer they seek — and even many non-hunted species.

Managing the herd and its habitat is a huge priority for many of our readers. They want to know how to get the most out of their diligent efforts to build and maintain thriving deer populations — and our experts tell them everything they need to know to make it happen.





By releasing our DIY Special August issue between the July Gear Guide and September Hunting Annual, we hit this growing segment of the whitetail market as DIY interest is accelerating.

THE NEW DIY SPECIAL AUGUST ISSUE

Market your products to hardcore whitetail hunters looking for the most reliable information on how to plan and execute their own DIY dream hunts. No guides, no outfitters!

Undeniably, the vast majority of *North American Whitetail* readers hunt without a guide. These are the hunters who see the challenge of taking a quality buck on their own, in new surroundings, as the pinnacle of hunting success.

This August DIY issue drops to our subscriber base and the newsstands after our 2016 Gear Guide and will precede our September Hunting Annual. The editorial theme dovetails nicely between those two issues. It's all about the hunt, and the hunt

in large measure is about your product in action.

Combined, these three issues will deliver a mother lode of impressions to an extremely high-quality group of prospects couched in the strongest editorial environment available to the whitetail products market. Hammer it big in Q3 with the *North American Whitetail* package!



2016 EDITORIAL CALENDAR

Whether it's hunting season or not, *North American Whitetail* readers get tons of great information they can use in real time. Each issue is packed with relevant editorial content tailored to that time of year. The result is a magazine totally in tune with its avid readership.

SPRING MANAGEMENT SPECIAL

THEME: Off-season ideas for a better herd and hunting
FEATURES: 2016 habitat management calendar; food plots on a budget; practical predator control; early preparations for a great DIY whitetail hunt; first look at the 2015 season's biggest whitetails by bow or gun
Ad Close Date: 12/4/2015 On-Sale Date: 2/9/2016

JUNE FULL DRAW SPECIAL

THEME: hot new archery gear and bow season tactics
FEATURES: 2016's flagship bows, plus new arrows, rests and sights; summer scouting secrets of the pros; managing food plots for bowhunting success; profiles of several world-class archery whitetails
Ad Close Date: 3/22/2016 On-Sale Date: 5/17/2016

JULY GEAR GUIDE

THEME: pure bowhunting focus for whitetail season
FEATURES: more 2016 compound bows and crossbows, plus broadheads, releases, rangefinders, targets and accessories; tracking buck antler development; the best stand setups for early-season archery hunting
Ad Close Date: 4/25/2016 On-Sale Date: 6/21/2016 Re-release: 9/6/2016

AUGUST DIY SPECIAL

THEME: places, tactics and products for do-it-yourself deer
FEATURES: great locations for DIY whitetail success; scouting distant locations; gearing up for a road trip; using public land pressure to your advantage; navigational tools to zero in on buck hotspots; profiles of DIY trophies
Ad Close Date: 5/27/2016 On-Sale Date: 7/26/2016

SEPTEMBER HUNTING ANNUAL

THEME: equipment and hunting tactics for 2016 success
FEATURES: 2016's new centerfire rifles, slug guns, muzzleloaders, ammunition, optics, stands, blinds, safety harnesses, hunting apparel, calls, scents, attractants, supplements and more whitetail accessories; early-season tips
Ad Close Date: 6/27/2016 On-Sale Date: 8/23/2016 Re-release: 11/15/2016

OCTOBER HOW-TO SPECIAL

THEME: proven tactics for real-world whitetail success
FEATURES: October bowhunting strategies; hunting the changing food sources; doe harvest decisions; getting another 50 yards out of your deer gun; winning with calls and decoys; mega-bucks taken with bow and gun in 2015
Ad Close Date: 7/25/2016 On-Sale Date: 9/20/2016

NOVEMBER RUT SPECIAL

THEME: hunting the peak period for huge bucks
FEATURES: understanding and hunting every rut phase; classic funnels that bring bucks to you; outflanking the crowds in gun season; using trail cameras during the rut; great bucks taken in the rut with bow and gun
Ad Close Date: 8/26/2016 On-Sale Date: 10/25/2016

DECEMBER/JANUARY LATE-SEASON SPECIAL

THEME: post-rut success strategies
FEATURES: forced-movement tactics for the post-rut; finding and hunting hot food sources; gear to overcome late-season weather; tweaking primitive weapons for maximum range; mystique and nostalgia of great deer camps
Ad Close Date: 10/6/2016 On-Sale Date: 12/6/2016



2016 DEMOGRAPHIC HIGHLIGHTS

We serve an audience of avid, affluent readers who hunt with assorted types of gear for many days every deer season. These enthusiasts constitute the core of today's serious whitetail market.

Sources: MRI, Spring, 2014 (audience); North American Whitetail Subscriber Study, Accelara Research, 2014.



Total Audience	676,870	%Comp
Men		99%
Women		1%
Median Age	51.8	
Married		78%
Have Children		84%
Employed		74%
Average Household Income	\$93,567	
Hunting Whitetail Deer, Past 12 mos.		97%
Average # of Days Hunting Whitetail Deer, Past 12 mos.	31.8	
Days Spent on Other Deer Hunting-Related Activities	38.6	
Average Years Hunting Whitetail Deer	27.6	
Use Firearms to Hunt Deer		91%
Use Bow/Crossbow to Hunt Deer		84%
Bowhunt		76%
Crossbow		17%
Centerfire Rifles Owned for Deer Hunting		92%
Own a Bolt-Action Rifle		74%
Own a Lever-Action Rifle		35%
Own a Pump-Action Rifle		32%
Own a Semi-Auto Rifle		31%
Own an AR or Variant		16%
Muzzleloaders Owned for Deer Hunting		64%
In-Line		60%
Flintlock		9%
Own a Trail Camera for Deer Hunting		80%

Shotguns Owned for Deer Hunting		66%
Own a Pump-Action Shotgun		48%
Own an Auto-Loader Shotgun		29%
Own a Single-Shot Shotgun		18%
Own a Bolt Action Shotgun		11%
Own Optical Items		99%
Own Binoculars		95%
Own Variable-power Rifle Scope		91%
Own Fixed-Powered Rifle Scope		38%
Took an Overnight Trip to Hunt Deer, Past 12 mos.		69%
Took an In-State Trip		78%
Took Out-of-State Trip Midwest		22%
Took Out-of-State Trip Northeast		10%
Took Out-of-State Trip Southeast		9%
Took Out-of-State Trip Southwest		4%
Traveled to Canada to Hunt Deer		4%
Average amount Spent on Out-of-State Overnight Deer Hunting Trip, Past 12 mos.		\$1,582
Average Number of Days Spent on Overnight Deer Hunting, Past 12 mos.		14.4
Average # of Days Spent Bowhunting Past 12 mos.	23.7	
Own a Compound Bow		89%
Own a Recurve Bow		20%
Own a Crossbow Bow		35%
Own a Longbow		9%
Household/Owns/Plans to Buy Tractor, ATV/UTV		78%
Household/Owns/Plans to Buy Tractor		45%
Household/Owns/Plans to Buy ATV/UTV		86%
Average # of ATVs Owned	1.4	
Use ATV for Recreation		87%
Use ATV for Work		48%
Use ATV for Food Plot		50%

2016 GENERAL ADVERTISING RATES

Using *North American Whitetail* as a key marketing tool allows a client to put its message in front of serious deer enthusiasts at an extremely cost-effective rate.



Effective January 2016

4-Color	Gross	1X	4X	6X	8X
Full Page	7,952	7,559	7,155	6,758	
2/3 Page	6,042	5,734	5,432	5,135	
1/2 Page	4,843	4,599	4,360	4,122	
1/3 Page	3,570	3,390	3,209	3,034	
2-Color		1X	4X	6X	8X
Full Page	6,886	6,535	6,195	5,850	
2/3 Page	5,214	4,959	4,700	4,434	
1/2 Page	4,180	3,962	3,761	3,555	
1/3 Page	3,092	2,928	2,785	2,631	
B & W		1X	4X	6X	8X
Full Page	6,005	5,702	5,400	5,103	
2/3 Page	4,259	4,047	3,835	3,623	
1/2 Page	3,422	3,247	3,077	2,907	
1/3 Page	2,393	2,275	2,154	2,031	
1/4 Page	1,925	1,830	1,729	1,632	
1/6 Page	1,327	1,258	1,194	1,130	
Covers		1X	4X	6X	8X
Cover 2	8,885	8,435	7,994	7,554	
Cover 3	8,487	8,063	7,638	7,219	
Cover 4	10,041	9,538	9,033	8,535	

On-The-Trail	2X	4X	8X
Ad unit			
BW 1 inch	239	228	202
4/C	350	340	313
BW 2 inch	414	372	345
4/C	525	478	451
BW 3 inch	594	515	483
4/C	737	652	621
BW 4 inch	780	647	626
4/C	950	817	790
4/C Only 9 inch	1,703	1,618	1,533
3.5 X 4.5	1,703	1,618	1,533
4/C 1/2 Page	3,034	2,923	2,812
Pro Shop	2X	4X	8X
4/C 1/4 Page	1,703	1,618	1,533



North American Whitetail Digital Advertising Opportunities

North American Whitetail online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on whitetail deer hunting, presented with the best tips and tactics, gear recommendations, trophy buck photos and the NAW+ mobile app.

North American Whitetail Online: Vital Statistics Monthly Avg.

Unique Visitors	129,000
Pageviews	797,000
Traffic from Mobile Device	54%
Traffic from Tablet	11%

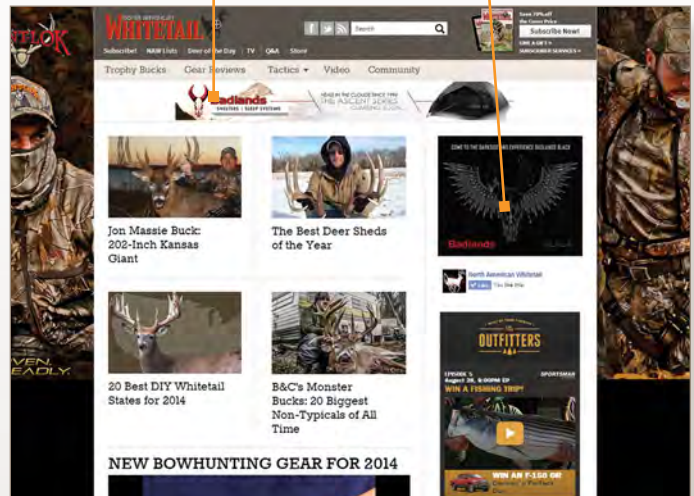
North American Whitetail e-Newsletter Subscribers

Weekly Distribution	35,000
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Source: Google Analytics, September 1, 2014 - August 31, 2015

728 x 90 Banner

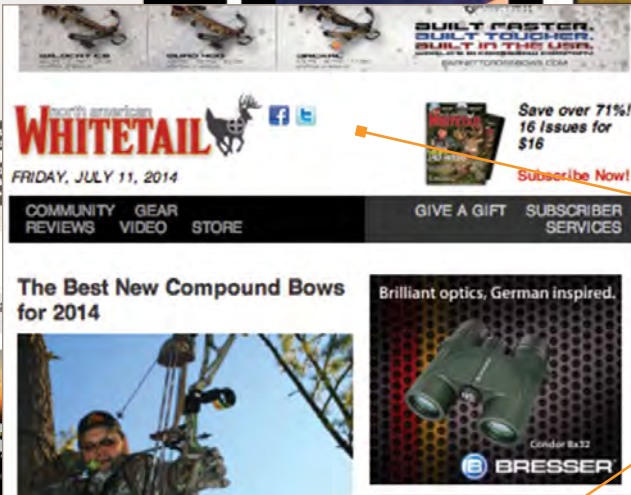
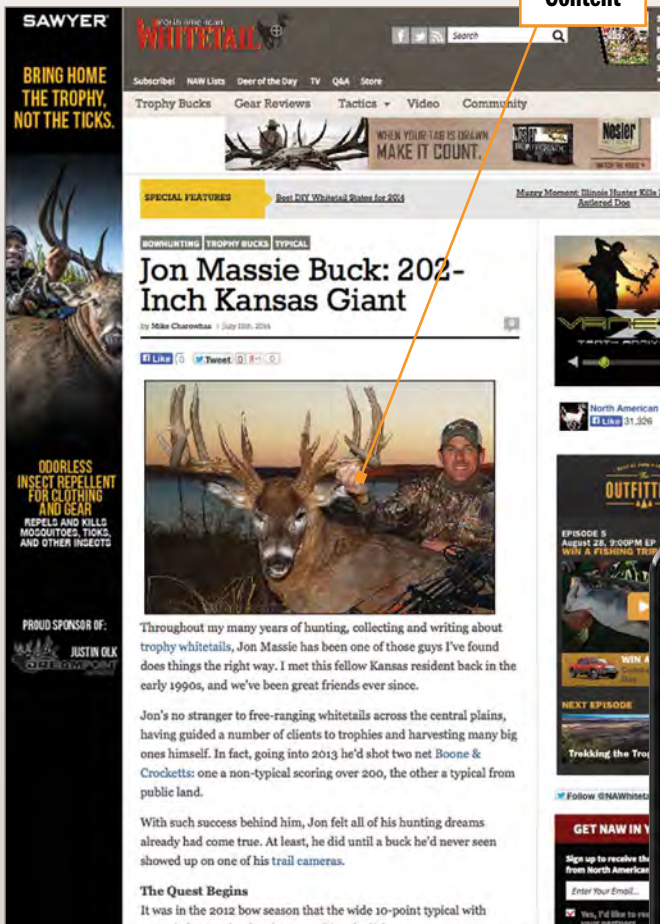
300 x 250 Rectangle



Target Ads to Editorial Content

North American Whitetail eNewsletter

North American Whitetail Mobile



North American Whitetail Digital Advertising Rates

Outdoor Sportsman Group Digital

Network offers marketers the ability to develop highly-targeted campaigns that are fully integrated with any combination of multimedia assets – including OSG 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 OSG 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 OSG websites.

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

- Available with geographic, contextual or section targeting.

- Sponsorships available for specific sections of content and specific stories – please inquire.

Online Ad Specs: Comprehensive technical advertising creative specifications are available by clicking [here](#).

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

Online User Demographics

Male: (%)	76.7	Unique Visitors per Month (MM)	6.6
Median Age:	43.0	Page Views per Month (MM)	35.1
Age 18-49: (%)	45.4	Average Time Spent (minutes)	10.2
Age 35-64: (%)	55.0	Average Page Views/Visit	5.3
Average HHI:	\$77,000	Researched Product Online (%)	85.1
Fish (Index)	254	Brought Product Online (%)	85.0
Hunt (Index)	425	Camp (Index)	157

Sources: Google Analytics Sept-Aug 2015 monthly average; Digital User Survey, TouchPoint Research June 2014 (demographics, activities); ComScore July 2014 (median 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	1020 x 90 > 1020 x 415	35 with video/25
Site Skin	1400 x 800	25
Interstitial (pre-)	600 x 400	25
E-Commerce Widget	Custom, with product integration	25

E-Mail Newsletters & Custom E-Blasts

Site Placement	Advertising Unit	Net CPM
E-Mail Newsletter (by brand)	728 x 90, 300 x 250	Flat fee; see p. 5
Custom E-Blast	600 x 800	50

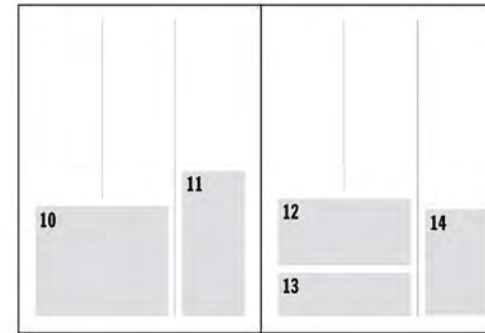
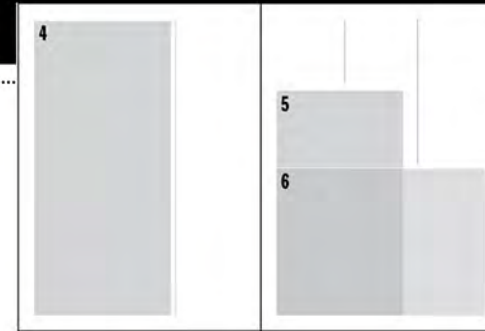
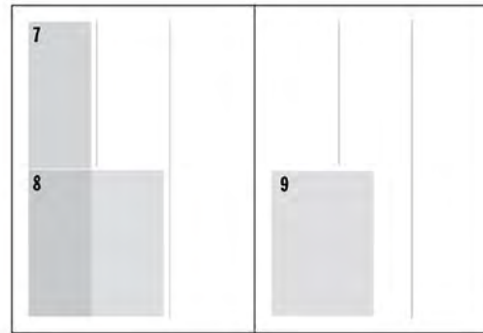
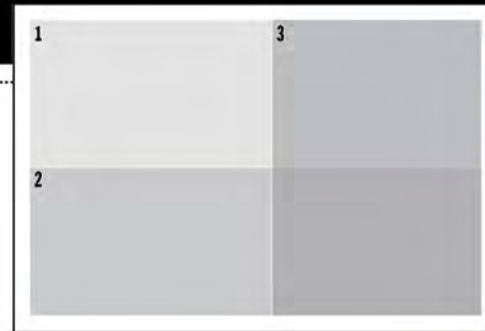
Outdoors Sportsman Group Digital Network also offers customized packages, beyond standard sizes and placements, that satisfy the specific needs and objectives of our clients. For more information, please contact your local sales rep or email: david.grant@outdoorsg.com.

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

2016 CONTRACT & COPY REGULATIONS

Typical Advertising Sizes and
Mechanical Specifications:
Trim Size: x 7 3/4 w x 10 1/2 h

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



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 4.75
Bleed: 5.25 x 10.75
Trim: 5 x 10.5
Safety: 4.5 x 10

5. 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

6. 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

7. 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

8. 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

9. One-Quarter Vertical

Non-Bleed: 3.375 x 4.75

10. One-Quarter Horizontal

Non-Bleed: 4.375 x 3.625

11. One-Sixth Vertical

Non-Bleed: 2.125 x 4.75

12. One-Sixth Horizontal

Non-Bleed: 4.375 x 2.25

13. One-Eighth Horizontal

Non-Bleed: 4.375 x 1.5

14. One-Eighth Page

Non-Bleed: 2.125 x 3.5

15. One Inch Banner

Non-Bleed: 6.625 x 1

16. Two Inch Banner

Non-Bleed: 6.625 x 2

17. Eight Inch Vertical

Non-Bleed: 2.125 x 8

18. Seven Inch Vertical

Non-Bleed: 2.125 x 7

19. Six Inch Vertical

Non-Bleed: 2.125 x 6

20. One Inch 2-Column

Non-Bleed: 4.375 x 1

21. One Inch Vertical

Non-Bleed: 2.125 x 1

**"ON-THE-TRAIL" SIZES
One Inch**

1.75w x 1h

Two Inch Vertical

1.75w x 2.125h

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.

Two Inch Horizontal
3.5625w x 1h

Three Inch Vertical
1.75w x 3.25h

Four Inch Vertical
1.75w x 4.375h

Four Inch Horizontal
3.5625w x 2.125h

Nine Inch
3.5625w x 4.5h

**"PRO SHOP" SIZES
One-Quarter Vertical**
3.25w x 4.5h

One-Sixth Vertical
2.25w x 4.5h

CONTINUED ▶



2016 CONTRACT & COPY REGULATIONS

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.

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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2016 CONTRACT & COPY REGULATIONS

Terms and Conditions:

DIGITAL ADVERTISING REQUIREMENTS:

For advertisements prepared in InDesign, place the page layout document and all images (use Package) 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.

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 immediately to let us know that your files are ready 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.

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>

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 FTP, a low resolution PDF or JPEG file is acceptable in lieu of a hardcopy proof. The PDF of JPEG file should be clearly labeled "Proof" to differentiate it from the high resolution ad file.

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.

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.

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%.

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2016 CONTRACT & COPY REGULATIONS

Terms and Conditions:

BUSINESS REPLY MAIL & FULL-PAGE ADVERTISING INSERTS:

Quantity: Please call the Production Manager 309-679-5085 for amount for specific months.

MINIMUM DIMENSIONS:

Cards should be 5 1/2" w x 3 5/8" h from backbone to face (outside edge). These measurements yield a return card of 5" w x 3.5" h. They will jog to foot and have .125" grind off. Deliver cards flat.

MAXIMUM DIMENSIONS:

Maximum size supplied is full trim size plus .125" four side trims, 8" w x 10 3/4" h for final trim size of 7 3/4" w x 10 1/2" h. Deliver cards flat. BRC cards of 5" w x 3 1/2" h can be removed from larger cards at perforations. Larger cards are also acceptable but will go to postcard rates for postage. Postcards require a minimum of .009" (9-point stock) and may not exceed .016" (16-point stock).

TRIM & LAP:

Inserts will jog to the foot, therefore, .125" will be trimmed off the foot of all supplied inserts. No trim at gutter (backbone). Final magazine size is 7 3/4" w x 10 1/2" h.

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.

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, etc. Inserts must be delivered by no later than the 10th of the month.

SHIPPING & PACKING:

Please advise your printer to follow the specs above. Ship to: Account Manager - North American Whitetail, Quad Graphics, 1900 W Sumner St, Hartford, WI 53027. 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 1/2" by 5", but not exceed 4 1/4" by 6". All business reply mail must comply with postal specifications.

MAIL/MISCELLANEOUS:

Send all advertising materials and insert bluelines to: Production Manager, North American Whitetail Magazine 2 News Plaza, 2nd Floor, Peoria, IL 61614 309-679-5085 kathryn.may@outdoorsg.com

Audited by Audit Bureau of Circulation.





MAGAZINE

Publisher's Statement

6 months ended June 30, 2015

Subject to Audit

Field Served: Magazine devoted to the serious trophy deer hunter.

Published by Outdoor Sportsman Group

Frequency: 8 times/year

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions					
Paid					
Print	87,442	64.2			
Digital Issue	1,065	0.8			
Total Paid Subscriptions	88,507	65.0			
Verified					
Print	33,593	24.7			
Total Verified Subscriptions	33,593	24.7			
Total Paid & Verified Subscriptions	122,100	89.7			
Single Copy Sales					
Print	14,016	10.3			
Digital Issue	46	0.0			
Total Single Copy Sales	14,062	10.3			
Total Paid & Verified Circulation	136,162	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$19.94		
Average Subscription Price Annualized (8 issue frequency)		\$12.72	
Average Subscription Price per Copy		\$1.59	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2014.

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

Issue	Paid Subscriptions			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	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales			
Dec./Jan.	83,187	1,099	84,286	34,707	34,707	118,993	16,247	70	16,317	134,141	1,169	135,310
Feb./Spring	89,260	1,042	90,302	31,273	31,273	121,575	18,211	43	18,254	138,744	1,085	139,829
June	89,880	1,054	90,934	34,798	34,798	125,732	7,591	25	7,616	132,269	1,079	133,348

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2010	%	2011	%	2012	%	2013	%	2014	%
Subscriptions:										
Paid	105,341	77.5	103,179	75.1	101,867	75.7	89,931	67.4	79,674	59.6
Verified	2,140	1.6	7,171	5.2	11,498	8.5	25,673	19.3	40,447	30.3
Total Paid & Verified Subscriptions	107,481	79.1	110,350	80.3	113,365	84.2	115,604	86.7	120,121	89.9
Single Copy Sales	28,463	20.9	27,075	19.7	21,249	15.8	17,807	13.3	13,560	10.1
Total Paid & Verified Circulation	135,944	100.0	137,425	100.0	134,614	100.0	133,411	100.0	133,681	100.0
Year Over Year Percent of Change		4.8		1.1		-2.0		-0.9		0.2
Avg. Annualized Subscription Price	\$12.52		\$12.13		\$12.39		\$12.44		\$12.80	

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 Issue Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	87,442	1,065	88,507	65.0
TOTAL PAID SUBSCRIPTIONS	87,442	1,065	88,507	65.0
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	32,733		32,733	24.1
Individual Use (See Par. 6B)	860		860	0.6
TOTAL VERIFIED SUBSCRIPTIONS	33,593		33,593	24.7
TOTAL PAID & VERIFIED SUBSCRIPTIONS	121,035	1,065	122,100	89.7
SINGLE COPY SALES				
Single Issue Sales	14,016	46	14,062	10.3
TOTAL SINGLE COPY SALES	14,016	46	14,062	10.3
TOTAL PAID & VERIFIED CIRCULATION	135,051	1,111	136,162	100.0

*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:	Personal Care Salons	Automotive Outlets	Specialty Locations/Retail	Total Public Place Copies
Public Place	28,605	4,090	38	32,733

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	860		860

7. GEOGRAPHIC DATA for the February/Spring 2015 issue

Total paid & verified circulation of this issue was 2.7% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES				Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales	Total Paid & Verified Circulation	
Alabama	1,562		1,562	851	851	2,413	448		448	2,861	2,861
Arizona	93		93	352	352	445	102		102	547	547
Arkansas	1,467		1,467	532	532	1,999	253		253	2,252	2,252
California	442		442	1,646	1,646	2,088	245		245	2,333	2,333
Colorado	187		187	618	618	805	206		206	1,011	1,011
Connecticut	272		272	338	338	610	83		83	693	693
Delaware	353		353	65	65	418	42		42	460	460
District of Columbia	2		2			2	5		5	7	7
Florida	1,831		1,831	1,456	1,456	3,287	419		419	3,706	3,706
Georgia	2,144		2,144	686	686	2,830	651		651	3,481	3,481
Idaho	109		109	297	297	406	47		47	453	453
Illinois	3,845		3,845	789	789	4,634	466		466	5,100	5,100
Indiana	3,223		3,223	1,029	1,029	4,252	597		597	4,849	4,849
Iowa	2,749		2,749	620	620	3,369	229		229	3,598	3,598
Kansas	1,337		1,337	531	531	1,868	297		297	2,165	2,165
Kentucky	2,169		2,169	700	700	2,869	412		412	3,281	3,281
Louisiana	1,541		1,541	771	771	2,312	158		158	2,470	2,470
Maine	530		530	239	239	769	190		190	959	959
Maryland	1,451		1,451	111	111	1,562	185		185	1,747	1,747
Massachusetts	764		764	194	194	958	146		146	1,104	1,104
Michigan	5,442		5,442	1,000	1,000	6,442	1,060	1,060	1,060	7,502	7,502
Minnesota	3,597		3,597	542	542	4,139	744		744	4,883	4,883
Mississippi	1,346		1,346	460	460	1,806	157		157	1,963	1,963
Missouri	3,842		3,842	662	662	4,504	571		571	5,075	5,075
Montana	429		429	319	319	748	78		78	826	826
Nebraska	920		920	375	375	1,295	216		216	1,511	1,511
Nevada	48		48	200	200	248	21		21	269	269
New Hampshire	451		451	113	113	564	122		122	686	686
New Jersey	1,451		1,451	20	20	1,471	173		173	1,644	1,644
New Mexico	44		44	343	343	387	63		63	450	450
New York	5,579		5,579	1,074	1,074	6,653	756		756	7,409	7,409
North Carolina	2,655		2,655	1,459	1,459	4,114	804		804	4,918	4,918
North Dakota	666		666	166	166	832	196		196	1,028	1,028
Ohio	6,631		6,631	1,560	1,560	8,191	1,987	1,987	1,987	10,178	10,178
Oklahoma	1,270		1,270	599	599	1,869	364		364	2,233	2,233
Oregon	156		156	635	635	791	52		52	843	843
Pennsylvania	8,834		8,834	1,871	1,871	10,705	1,183	1,183	1,183	11,888	11,888
Rhode Island	113		113	167	167	280	16		16	296	296
South Carolina	1,038		1,038	795	795	1,833	302		302	2,135	2,135
South Dakota	574		574	175	175	749	75		75	824	824
Tennessee	1,843		1,843	853	853	2,696	426		426	3,122	3,122
Texas	3,227		3,227	2,441	2,441	5,668	864		864	6,532	6,532
Utah	62		62	324	324	386	38		38	424	424
Vermont	799		799	150	150	949	146		146	1,095	1,095
Virginia	2,799		2,799	774	774	3,573	519		519	4,092	4,092
Washington	366		366	484	484	850	184		184	1,034	1,034
West Virginia	1,634		1,634	334	334	1,968	273		273	2,241	2,241
Wisconsin	6,978		6,978	1,402	1,402	8,380	676		676	9,056	9,056
Wyoming	68		68	151	151	219	41		41	260	260
TOTAL 48 CONTERMINOUS STATES	88,933		88,933	31,273	31,273	120,206	17,288		17,288	137,494	137,494
Alaska	35		35			35	9		9	44	44
Hawaii	9		9			9	2		2	11	11
TOTAL ALASKA & HAWAII	44		44			44	11		11	55	55
U.S. Unclassified											
TOTAL UNITED STATES	88,977		88,977	31,273	31,273	120,250	17,299		17,299	137,549	137,549
Poss. & Other Areas	1		1			1				1	1
U.S. & POSS., etc.	88,978		88,978	31,273	31,273	120,251	17,299		17,299	137,550	137,550
Canada	256		256			256	912		912	1,168	1,168
International	12		12			12				12	12
Other Unclassified		1,042	1,042			1,042		43	43	1,085	1,085
Military or Civilian Personnel Overseas	14		14			14				14	14
GRAND TOTAL	89,260	1,042	90,302	31,273	31,273	121,575	18,211	43	18,254	138,744	139,829

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, 2015

A. DURATION	%	C. CHANNELS	%
(a) One to six months (1 to 5 issues)	21 0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	29,543 90.4
(b) Seven to eleven months (6 to 7 issues)	72 0.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	259 0.8
(c) Twelve months (8 issues)	26,318 80.6	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	2,861 8.8
(d) Thirteen to twenty-four months.....	3,121 9.5	(d) Subscriptions as part of membership in an organization	None
(e) Twenty-five months and more	3,131 9.6	Total Subscriptions Sold in Period	32,663 100.0
Total Subscriptions Sold in Period	32,663 100.0		
B. USE OF PREMIUMS			
(a) Ordered without premium	18,787 57.5		
(b) Ordered with material reprinted from branded editorial material.....	None		
(c) Ordered with other premiums, See Par. 9	13,876 42.5		
Total Subscriptions Sold in Period	32,663 100.0		

9. EXPLANATORY

- (a) Suggested Retail Prices: No additional prices.
- (b) Average nonanalyzed nonpaid circulation for the 6 month period: 765 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 11,523 or 13.0% of average paid subscription circulation.
- (d) DESCRIPTION OF DIGITAL - The Digital Issue is identical to the print product in format and advertising content. The Digital Issue is available at www.amazon.com, www.barnesandnoble.com and www.itunes.com.
- (e) Verified Public Place: The average of 32,733 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 from Consumer Marketing Solutions database.
- (f) Use of Premiums: A Weird Whitetail booklet, with no advertised or stated value, was offered with 1 year subscriptions sold at \$9.97.
- (g) An average of 860 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 June 30, 2014; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
06-30-14	None Claimed	133,744	133,744		
06-30-13	None Claimed	133,967	133,967		
06-30-12	None Claimed	135,846	135,846		
06-30-11	None Claimed	136,166	135,897	269	0.2
06-30-10	None Claimed	131,114	131,114		

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: Outdoor Sportsman Group

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	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	19.94
	Canadian Subscription Price	
	International Subscription Price	