



In-Fisherman represents a powerful convergence of multi-media products, including

award-winning magazines, special interest publications, acclaimed television and radio programming, books, DVDs and digitally-delivered content. As such, In-Fisherman is uniquely positioned as the leading content provider to freshwater fishing enthusiasts - resulting in the industry's most respected companies' reliance on the power of the In-Fisherman brand to deliver results 30+ years.

**OUTDOOR
SPORTSMAN
GROUP**

In-Fisherman: Key Facts

Circulation:	201,675
Frequency:	7 times/year
Total Audience:	3,216,000
Male/Female (%):	85/15
Median Age:	49.0
Average HHI:	\$96,000

In-fisherman.com

Average UVs/Month:	216,000
Average PVs/Month:	877,000

Fishing and the American Consumer

Fishing is one of the most popular pastimes in America and nearly 21% of all men (and 7% of all women) participated in the sport last year. Key facts about this influential market include:

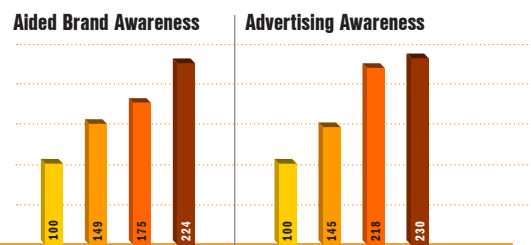
- Fishing is ranked the 6th most popular recreation activity by the National Sporting Goods Association, preceded only by walking, swimming, exercise, camping and bowling.
- Fishing is more popular than golf and tennis combined.
- One in every six Americans 16 or older go fishing.
- Anglers spend \$1.1 billion per year just on bait (and \$378 million on ice).

Take advantage of this diverse, active and influential consumer by leveraging the synergies of the In-Fisherman brand

Independent 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 Pre/Post Point Change (Index vs. TV Alone)



■ TV Only ■ TV+Online ■ TV+Magazines ■ TV+Magazines+Online

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; AAM, December 2014; MRI, Spring 2015.



In-Fisherman Magazine 2016 Demographic Highlights

		% Comp
Total Audience	3,216,000	
Men		85%
Women		15%
Median Age	49.0	
Married		74%
Attended College		67%
Management/Professional		22%
Tradesmen/Craftsmen		29%
Average Household Income	\$96,000	
Average Household Net Worth	\$717,000	
Went Fishing, Past 12 mos.		97%
Went Freshwater Fishing, Past 12 mos.		97%
Went Ice Fishing, Past 12 mos.		30%
Went Shore Fishing, Past 12 mos.		48%
Went Fly Fishing, Past 12 mos.		16%
Went Salt Water Fishing, Past 12 mos.		16%
Average Number of Days Fished, Past 12 mos.	47.1	
Average Number of Days Spent Freshwater Fishing, Past 12 mos.	36.5	
Average Number of Days Spent Ice Fishing, Past 12 mos.	3.6	
Average Number of Days Spent Shore Fishing, Past 12 mos.	10.4	
Average Number of Days Spent Saltwater Fishing, Past 12 mos.	1	
Average Number of Days Spent Fly Fishing, Past 12 mos.	2.3	
Took an Overnight Fishing Trip within the U.S., Past 12 mos.		63%
Average Number of of Overnight Trips Taken within the U.S., Past 12 mos.	3.6	
Own Fishing Rod		99%
Own a Baitcasting Rod		86%
Own a Spinning Rod		83%
Own a Spincasting Rod		70%
Own Fly Fishing Rod		47%
Own Ice Fishing Rod		42%
Own Fishing Reel		91%
Own Baitcasting Reel		79%
Own Spinning Reel		77%
Own Spincasting Reel		60%
Own Fly Fishing Reel		42%
Own Ice Fishing Reel		36%



In-Fisherman Magazine 2016 Demographic Highlights

	% Comp
Spent Money on Fishing Gear, Equipment and Apparel, Past 12 mos.	90%
Average Amount Spent on Fishing Gear, Equipment and Apparel, Past 12 mos.	\$745
Purchased Fishing Lures, Past 12 mos.	79%
Purchased Monofilament Line, Past 12 mos.	70%
Purchased Fluorocarbon Line, Past 12 mos.	36%
Household Owns a Boat	86%
V-Hull Fishing Boat	51%
Bass Boat	33%
Fish and Ski/Powerboat	14%
Canoe	19%
Jon Boat	18%
Household Owns a Motor	79%
Outboard Motor	76%
Trolling Motor	67%
Household Owns/Leases 1+ Pick Up Truck(s)	46%
Household Owns/Leases 1+ Sport Utility Vehicle	51%
Household Owns/Leases 1+ Van	18%
Household Owns/Leases 1+ Car	59%
Household Owns/Leases Domestic Only	66%
Household Owns/Leases Import and Domestic	27%
Household Purchased Vehicle Only	96%
Personally Responsible for Maintaining Vehicle(s)	60%
Purchased Aftermarket Auto Accessories for Vehicles, Past 12 mos.	95%
Household Owns Any Home Improvement Tools	94%
Hand Tools	87%
Lawn Mower	75%
Saw	67%
You or Other Household Member Did Any Household Improvement Work or Any Home Remodeling	91%



In-Fisherman Magazine 2016 Editorial Focus, Closing & On-Sale Dates

In-Fisherman magazine is planned a year in advance, however topics are tentative. Two months before deadlines, final topics are chosen, although fine-tuning continues until deadline. If a timely, more relevant topic comes along, we replace or modify the intended story.

We are therefore always planned and prepared, but not finally bound by topics listed in a “traditional” editorial calendar published a year ahead of deadline. It’s the reason In-Fisherman rides the cutting edge of what’s happening in the world of fishing and the reason In-Fisherman works so well for such an influential segment of the fishing population.

For thirty-five years, the success of In-Fisherman has been based on a simple editorial premise: focus on fish species. Therefore, each In-Fisherman issue contains at least one article about:

- Largemouth Bass
- Smallmouth Bass
- Walleye
- Northern Pike and/or Muskie
- Crappie and/or Bluegill and/or Perch
- Catfish

Plus articles about Trout, Stripers, White Bass, and other species as space allows.

Other standard In-Fisherman features include:

Inside Angles: An industry focused statement from the In-Fisherman staff.

Bits and Pieces: Short topics blending fishery science with practical fishing experience.

Staff Noteworthy & New: The latest in technology.

Adventures: Where to go right now for great fishing.

Popular Culture: Notes & news of the day.

Visions & Views: A topic of special interest.

Best Fishing Times: Best times of the day and best days of the month to fish.

Taste Tempters: Continuing a tradition of cooking and eating fish.

North with Doc: Humor with a message.

Reflections: A bit of philosophy, a moment of nostalgia.

Issue and Closing Dates

Published seven times a year.

Issue	Closing	Materials Due	On Sale
March/April	11/30/15	12/4/15	2/2/16
May	2/4/16	2/10/16	4/5/16
June	3/11/16	3/17/16	5/10/16
July	4/14/16	4/20/16	6/14/16
August/September	5/18/16	5/24/16	7/19/16
October/November	7/14/16	7/20/16	9/13/16
January/February 2017	10/14/16	10/11/16	12/6/16



In-Fisherman Magazine 2016 Advertising Rates

Effective January 1, 2016

4-Color	1 x	2 x	4 x	8 x	16 x
Full Page	\$14,885	\$14,615	\$14,325	\$14,145	\$13,200
2/3 Page	11,465	11,255	11,040	10,900	10,155
1/2 Page	9,965	9,795	9,600	9,485	8,845
1/3 Page	7,006	6,870	6,730	6,660	6,210
1/4 Page	5,490	5,410	5,300	5,240	4,885
1/6 Page	4,020	3,945	3,870	3,830	3,560

Covers

2nd Cover	\$18,080
3rd Cover	17,350
4th Cover	18,891

B&W	1 x	2 x	4 x	8 x	16 x
Full Page	\$11,030	\$10,830	\$10,616	\$10,488	\$10,013
2/3 Page	8,488	8,336	8,175	8,075	7,529
1/2 Page	7,382	7,253	7,111	7,030	6,550
1/3 Page	5,187	5,087	4,988	4,931	4,593
1/4 Page	4,080	4,004	3,929	3,881	3,620
1/6 Page	2,974	2,921	2,864	2,845	2,712

2 Color: Add 15% to B/W Rates

Trading Post: Column Inch Rate \$440

In-Fisherman Digital Advertising Opportunities

In-Fisherman online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on inland, freshwater fishing, presented with engaging video content, fishing strategies, photo galleries, gear reviews and access to this avid community of anglers.

In-Fisherman Online: Vital Statistics

Monthly Avg.

Unique Visitors	216,000
Pageviews	877,000
Traffic from Mobile Device	49%
Traffic from Tablet	12%

In-Fisherman e-Newsletter

Subscribers

2x/month Distribution	100,000
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Source: Google Analytics, September 30, 2014 - August 31, 2015.

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

In-Fisherman e-Newsletter

In-Fisherman Mobile

Content Targeted Ads

Content Targeted Ads

In-Fisherman 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

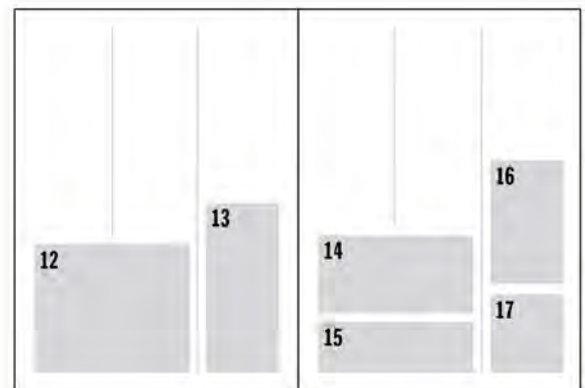
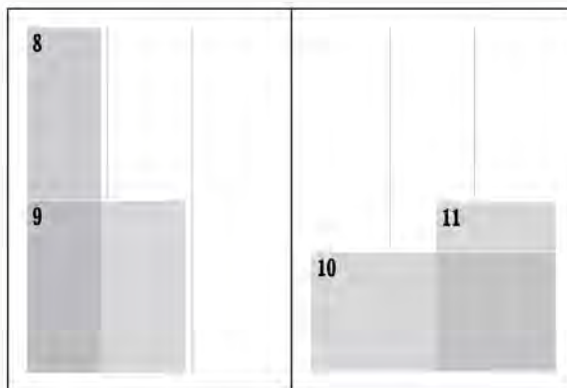
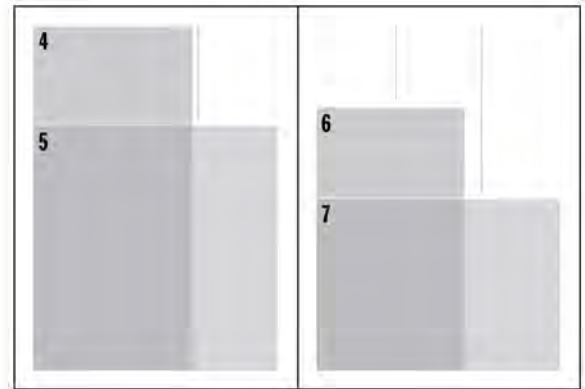
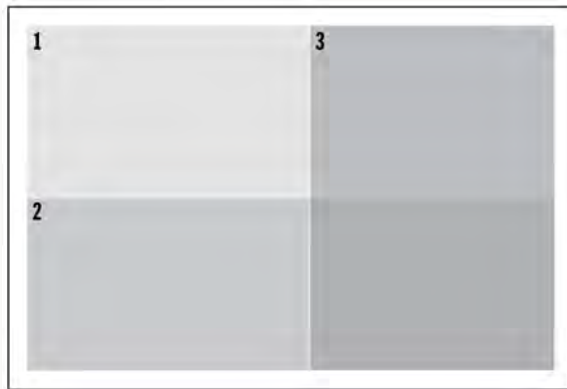
Outdoors Sportsman Group Digital Network also offers customized packages, beyond standard sizes and placements, that satisfy the specific needs and objectives of our clients. For more information, please contact your local sales rep or email: david.grant@outdoorsg.com.

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

In-Fisherman Magazine 2016 Contract & Copy Regulations

Typical Advertising Sizes and Mechanical Specifications:

Trim Size: 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.

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

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

Trim - The edge of the page
Safety - 1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement.

1. Two Page Spread

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

2. Two Page One-Half Horizontal

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

3. Full Page

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

4. Two-Third Vertical

Non-Bleed: 4.375 x 9.5
Bleed: 5.25 x 10.75
Trim: 5 x 10.5
Safety: 4.5 x 10

5. Two-Third Horizontal

Non-Bleed: 6.75 x 6.75
Bleed: 8 x 7.125
Trim: 7.75 x 6.875
Safety: 7.25 x 6.375

6. One-Half Vertical

Non-Bleed: 4.375 x 7.25
Bleed: 5.25 x 8
Trim: 5 x 7.75
Safety: 4.5 x 7.25

7. One-Half Horizontal

Non-Bleed: 6.75 x 4.75
Bleed: 8 x 5.5
Trim: 7.75 x 5.25
Safety: 7.25 x 4.75

8. One-Third Vertical

Non-Bleed: 2.125 x 9.5
Bleed: 2.875 x 10.75
Trim: 2.625 x 10.5
Safety: 2.125 x 10

9. One-Third Square

Non-Bleed: 4.375 x 4.75
Bleed: 5.125 x 5.5
Trim: 5 x 5.25
Safety: 4.5 x 4.75

10. One-Third Horizontal

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

11. One-Quarter Vertical

Non-Bleed: 3.375 x 4.75

12. One-Quarter Horizontal

Non-Bleed: 4.375 x 3.625

13. One-Sixth Vertical

Non-Bleed: 2.125 x 4.75

14. One-Sixth Horizontal

Non-Bleed: 4.375 x 2.25

15. One-Eighth Horizontal

Non-Bleed: 4.375 x 1.5

16. One-Eighth Page

Non-Bleed: 2.125 x 3.5

17. One-Twelfth Page

Non-Bleed: 2.125 x 2.25

18. One Inch Banner

Non-Bleed: 6.75 x 1

19. Two Inch Banner

Non-Bleed: 6.75 x 2

20. Eight Inch Vertical

Non-Bleed: 2.125 x 8

21. Seven Inch Vertical

Non-Bleed: 2.125 x 7

22. Six Inch Vertical

Non-Bleed: 2.125 x 6

23. One Inch 2-Column

Non-Bleed: 4.375 x 1

24. One Inch Vertical

Non-Bleed: 2.125 x 1



In-Fisherman Magazine 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.

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In-Fisherman Magazine 2016 Contract & Copy Regulations

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.

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.

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.

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 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.

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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In-Fisherman Magazine 2016 Contract & Copy Regulations

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%. (Exception: if you have paid for a fifth color in your ad it must be a Pantone set to Spot.)

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

Quantity:

Please call the Production Manager 218-824-2533 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.

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In-Fisherman Magazine 2016 Contract & Copy Regulations

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 - In-Fisherman, 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.

Mailing / Miscellaneous:

Send all advertising materials and insert bluelines to:

Mike Bentler, Production Manager - In-Fisherman
7819 Highland Scenic Road
Baxter, MN 56425-8011
218-824-2533
Michael.Bentler@imoutdoors.com

Audited by Audit Bureau of Circulation.



In-Fisherman[®]

MAGAZINE

Publisher's Statement

6 months ended June 30, 2015

Subject to Audit

Field Served: Freshwater Fishing.

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	166,106	82.4			
Digital Issue	3,254	1.6			
Total Paid Subscriptions	169,360	84.0			
Verified					
Print	17,321	8.6			
Total Verified Subscriptions	17,321	8.6			
Total Paid & Verified Subscriptions	186,681	92.6			
Single Copy Sales					
Print	14,914	7.4			
Digital Issue	80	0.0			
Total Single Copy Sales	14,994	7.4			
Total Paid & Verified Circulation	201,675	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)		\$11.60	
Average Subscription Price per Copy		\$1.45	

(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			
Jan./Feb.	172,055	2,419	174,474	13,393	13,393	187,867	18,810	98	18,908	204,258	2,517	206,775
Mar./Apr.	166,325	3,946	170,271	14,565	14,565	184,836	18,388	82	18,470	199,278	4,028	203,306
May	170,770	4,059	174,829	14,482	14,482	189,311	11,507	91	11,598	196,759	4,150	200,909
June	155,274	2,593	157,867	26,845	26,845	184,712	10,950	49	10,999	193,069	2,642	195,711

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2010	%	2011	%	2012	%	2013	%	2014	%
Subscriptions:										
Paid	173,031	84.6	171,077	84.9	159,934	79.2	153,237	76.8	147,572	71.6
Verified	N/A		640	0.3	17,675	8.7	25,624	12.9	41,948	20.3
Total Paid & Verified Subscriptions	173,031	84.6	171,717	85.2	177,609	87.9	178,861	89.7	189,520	91.9
Single Copy Sales	31,445	15.4	29,713	14.8	24,351	12.1	20,581	10.3	16,602	8.1
Total Paid & Verified Circulation	204,476	100.0	201,430	100.0	201,960	100.0	199,442	100.0	206,122	100.0
Year Over Year Percent of Change		-9.6		-1.5		0.3		-1.2		3.3
Avg. Annualized Subscription Price	\$12.34		\$12.16		\$12.39		\$12.44		\$11.76	

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*	166,106	3,254	169,360	84.0
TOTAL PAID SUBSCRIPTIONS	166,106	3,254	169,360	84.0
VERIFIED SUBSCRIPTIONS				
Public Place (See Par. 6A)	15,828		15,828	7.9
Individual Use (See Par. 6B)	1,493		1,493	0.7
TOTAL VERIFIED SUBSCRIPTIONS	17,321		17,321	8.6
TOTAL PAID & VERIFIED SUBSCRIPTIONS	183,427	3,254	186,681	92.6
SINGLE COPY SALES				
Single Issue Sales	14,914	80	14,994	7.4
TOTAL SINGLE COPY SALES	14,914	80	14,994	7.4
TOTAL PAID & VERIFIED CIRCULATION	198,341	3,334	201,675	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:	Automotive Outlets	Specialty Locations/Retail	Personal Care Salons	Fitness/ Recreational Facilities	Public Place Other	Total Public Place Copies
Public Place	8,863	5,010	1,586	369		15,828

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	1,493		1,493

7. GEOGRAPHIC DATA for the January/February 2015 issue

Total paid & verified circulation of this issue was 2.5% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES						
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital Issue	Total Paid & Verified Circulation
Alabama	1,271		1,271	282		282	1,553	280		280	1,833		1,833
Arizona	1,137		1,137	108		108	1,245	261		261	1,506		1,506
Arkansas	1,441		1,441	259		259	1,700	197		197	1,897		1,897
California	4,185		4,185	425		425	4,610	866		866	5,476		5,476
Colorado	2,508		2,508	242		242	2,750	532		532	3,282		3,282
Connecticut	1,215		1,215	113		113	1,328	178		178	1,506		1,506
Delaware	260		260	37		37	297	48		48	345		345
District of Columbia	22		22	1		1	23	8		8	31		31
Florida	2,822		2,822	398		398	3,220	90		90	3,310		3,310
Georgia	1,785		1,785	314		314	2,099	763		763	2,862		2,862
Idaho	856		856	190		190	1,046	81		81	1,127		1,127
Illinois	15,275		15,275	501		501	15,776	925		925	16,701		16,701
Indiana	8,430		8,430	515		515	8,945	406		406	9,351		9,351
Iowa	7,836		7,836	450		450	8,286	387		387	8,673		8,673
Kansas	2,569		2,569	292		292	2,861	186		186	3,047		3,047
Kentucky	2,619		2,619	345		345	2,964	166		166	3,130		3,130
Louisiana	669		669	202		202	871	166		166	1,037		1,037
Maine	411		411	100		100	511	115		115	626		626
Maryland	1,358		1,358	70		70	1,428	170		170	1,598		1,598
Massachusetts	1,795		1,795	84		84	1,879	334		334	2,213		2,213
Michigan	13,017		13,017	550		550	13,567	1,161		1,161	14,728		14,728
Minnesota	14,507		14,507	567		567	15,074	1,168		1,168	16,242		16,242
Mississippi	579		579	214		214	793	100		100	893		893
Missouri	4,559		4,559	337		337	4,896	388		388	5,284		5,284
Montana	1,298		1,298	141		141	1,439	100		100	1,539		1,539
Nebraska	3,842		3,842	246		246	4,088	176		176	4,264		4,264
Nevada	358		358	64		64	422	100		100	522		522
New Hampshire	564		564	52		52	616	141		141	757		757
New Jersey	2,420		2,420	31		31	2,451	289		289	2,740		2,740
New Mexico	373		373	123		123	496	44		44	540		540
New York	8,740		8,740	349		349	9,089	914		914	10,003		10,003
North Carolina	2,368		2,368	471		471	2,839	263		263	3,102		3,102
North Dakota	1,826		1,826	138		138	1,964	114		114	2,078		2,078
Ohio	12,019		12,019	622		622	12,641	861		861	13,502		13,502
Oklahoma	1,499		1,499	262		262	1,761	240		240	2,001		2,001
Oregon	947		947	256		256	1,203	100		100	1,303		1,303
Pennsylvania	11,012		11,012	586		586	11,598	1,069		1,069	12,667		12,667
Rhode Island	194		194	32		32	226	40		40	266		266
South Carolina	1,144		1,144	249		249	1,393	132		132	1,525		1,525
South Dakota	2,213		2,213	152		152	2,365	127		127	2,492		2,492
Tennessee	2,655		2,655	292		292	2,947	289		289	3,236		3,236
Texas	3,146		3,146	932		932	4,078	585		585	4,663		4,663
Utah	543		543	148		148	691	200		200	891		891
Vermont	484		484	90		90	574	118		118	692		692
Virginia	2,692		2,692	247		247	2,939	410		410	3,349		3,349
Washington	1,955		1,955	240		240	2,195	271		271	2,466		2,466
West Virginia	1,145		1,145	168		168	1,313	96		96	1,409		1,409
Wisconsin	14,883		14,883	781		781	15,664	765		765	16,429		16,429
Wyoming	680		680	125		125	805	71		71	876		876
TOTAL 48 CONTERMINOUS STATES	170,126		170,126	13,393		13,393	183,519	16,491		16,491	200,010		200,010
Alaska	98		98				98	19		19	117		117
Hawaii	45		45				45				45		45
TOTAL ALASKA & HAWAII	143		143				143	19		19	162		162
U.S. Unclassified		2,419	2,419				2,419		98	98		2,517	2,517
TOTAL UNITED STATES	170,269	2,419	172,688	13,393		13,393	186,081	16,510	98	16,608	200,172	2,517	202,689
Poss. & Other Areas	11		11				11	1		1	12		12
U.S. & POSS., etc.	170,280	2,419	172,699	13,393		13,393	186,092	16,511	98	16,609	200,184	2,517	202,701
Canada	1,645		1,645				1,645	2,279		2,279	3,924		3,924
International	99		99				99				99		99
Other Unclassified													
Military or Civilian Personnel Overseas	31		31				31	20		20	51		51
GRAND TOTAL	172,055	2,419	174,474	13,393		13,393	187,867	18,810	98	18,908	204,258	2,517	206,775

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 4 issues)	102	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	73,063	93.9
(b) Seven to eleven months (5 to 7 issues)	175	0.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	60	0.1
(c) Twelve months (8 issues)	65,817	84.6	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	4,682	6.0
(d) Thirteen to twenty-four months.....	11,122	14.3	(d) Subscriptions as part of membership in an organization, See Par. 9.....	None	
(e) Twenty-five months and more	589	0.8	Total Subscriptions Sold in Period	77,805	100.0
Total Subscriptions Sold in Period.....	77,805	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium	77,805	100.0			
(b) Ordered with material reprinted from branded editorial material.....	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period.....	77,805	100.0			

9. EXPLANATORY

- (a) Suggested Retail Prices: No additional prices.
- (b) Average nonanalyzed nonpaid circulation for the 6 month period: 1,381 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 20,777 or 12.3% 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) This publication publishes double issues during the year. Each double issue represents two copies of service during the subscription period. This publication published one double issue during the average price calculation period. The average price and the annualized price are based on 8 issues.
- (f) Verified Public Place: The average of 15,828 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.
- (g) An average of 1,493 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	201,230	201,230		
06-30-13	None Claimed	201,372	201,372		
06-30-12	None Claimed	199,605	199,605		
06-30-11	None Claimed	205,563	205,563		
06-30-10	None Claimed	214,625	213,202	1,423	0.7

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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STEVE HOFFMAN

Publisher

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	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	