



# Bowhunter®

THE #1 BOWHUNTING MAGAZINE

BOWHUNTER.COM

## 2020 MEDIA KIT

PHOTO BY EMILY STAURING

A banner image featuring a silhouette of a bowhunter in a cap aiming a compound bow against a sunset sky. The word "Bowhunter" is written in large white letters on the left, and "MISSION STATEMENT" is written in smaller white letters on the right.

# Bowhunter®

## MISSION STATEMENT

*Bowhunter Magazine aims to be the sport's journal of record; to be the eyes, ears, and voice of North America's unique bowhunting community; to bring readers the most insightful, educational, and entertaining hunting adventures; to encourage and perpetuate the ethical, responsible, and effective bowhunting of all legal game; to support pro-hunting and conservation organizations; and to promote and share traditional bowhunting values across all of the brand's media platforms.*





# Bowhunter®



## AT A GLANCE

### IN EVERY ISSUE

## Know Hunting Tried and True Next-Level Bowhunting The Quest

#### KNOW HUNTING



*Dr. Dave Samuel*  
in Conservation Editor

#### Feds Doing More For Hunters

POLITICIANS REALIZE THE IMPORTANCE OF OUTDOOR RECREATION, AND DEER STERILIZATION ON STATEWIDE HUNT WORKINGS.

THE PRESENT administration has done many things to improve habitat and access for hunters. For example, under former Secretary of the Interior Ryan Zinke, hunting was expanded on 10 national wildlife refuges. Zinke also directed bureaus to open hunting on some national monument lands where hunting was legally allowed, and he established the Hunting and Shooting Sports Conservation Council.

The Council is intended to provide the Secretary of the Interior and the Secretary of Agriculture with advice regarding the establishment and implementation of existing and proposed laws and policies with regard to hunting and shooting sports conservation.

In late 2017, Zinke created the International Wildlife Conservation Council. The Council provides advice and recommendations to the Secretary of the Interior and focuses on increased public programs regarding conservation, wildlife law enforcement, and economic benefits to rural areas.

While what each nation will have on wildlife recreation, including hunting and fishing. However, the BLM did not have to consider hunters, fishers, hunters, etc., when making a land use or land change. Now, with the new of the BLM, the BLM will consider the importance of the land use or land change. The BLM will consider the importance of the land use or land change. The BLM will consider the importance of the land use or land change.

Outdoor recreation is a key part of the BLM's mission. The BLM will consider the importance of the land use or land change. The BLM will consider the importance of the land use or land change.

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#### TRIED AND TRUE



*Tony J. Peterson*  
in Equipment Editor

#### Stop Stinking

FREE YOURSELF OF THE FUNK WITH THE LATEST SCENT-CONTROL OPTIONS.

DURING A RECENT CONVERSATION with one of the up-and-coming YouTube stars of the hunting world, the topic of scent control came up. He flat out said, "I don't believe in any scent control." Not only did the conversation make me feel old, it made me feel wise.

The reality of scent control is that sometimes with scent control you can be a deer getting downwind and just act as a little breeze without scenting and take the rest of the hunt with you. That's a lot of deer. That's a lot of deer. That's a lot of deer.

While you will want to keep the scent in your gear, there are great options out there to help you get close to game, without getting found.



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#### NEXT-LEVEL BOWHUNTING



*Joe Bell*  
in Technical Editor

#### Bowhunting Predators

CHASING PREDATORS WITH A BOW IS A GREAT TOOL FOR CALMING THOSE BIG-GAME SHOOTING NERVES.

THE LOUD CHIRLS of my Coyote jackrabbit call echoed across the vast, prairie-jumper landscape. Moments later, a flash of hair caught my eye amidst the shrubs and golden rod-colored grass.



Suddenly, at about 30 yards away, the unmistakable head of a coyote bobbed into plain view, now with its eyes fixed on me. In that moment, I felt a surge of adrenaline racing through my canyons.

Experience told me this coyote would stand with the slightest bit of movement, so I did not dare move a muscle. But when it was the "yes" turned his head for a few feeting seconds, I aimed the bow and pulled the trigger. The coyote's head snapped back, and he disappeared into the brush.

Just as I was about to relax, I noticed a flash of hair caught my eye amidst the shrubs and golden rod-colored grass. Moments later, a flash of hair caught my eye amidst the shrubs and golden rod-colored grass.

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#### THE QUEST



*Randy Ulmer*

#### Those Who Are Alone Are Not Always Lonely

IT'S A HARD THING TO REALIZE how short our time on Earth is. Looking back, the memories that mean the most to me are divided into two disparate categories connected by the commonality of nature. Because of my affinity for the bow and for hunting, these favorite times often surround bowhunting and archery. The experiences most significant to me are those spent with good friends and family in the outdoors, and also, paradoxically, those moments spent in complete solitude in nature.

When I think about the people I've met in my life, I realize that I've met many of them in the outdoors. The people I've met in the outdoors are the people I've met in the outdoors. The people I've met in the outdoors are the people I've met in the outdoors.

While you will want to keep the scent in your gear, there are great options out there to help you get close to game, without getting found. The reality of scent control is that sometimes with scent control you can be a deer getting downwind and just act as a little breeze without scenting and take the rest of the hunt with you. That's a lot of deer. That's a lot of deer. That's a lot of deer.

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## EDITORIAL CALENDAR

### FEBRUARY—WINTER SPECIAL 2020 (Late Season/ATA & SHOT Show Issue)

- **TRIED AND TRUE COLUMN:** Let It Snow (late-season clothes, boots, etc.)
- **FEATURE:** "Hunting Whitetails in Magic Places"
- **WHAT'S NEW:** Product Launches for '20

**Ad Close/Materials Due:** October 4, 2019 (Extension 10/21/19)

**On Sale:** December 3, 2019

### APRIL/MAY '20 Spring Pursuits (Bowfishing, Turkey & Bear Hunting, Habitat Management)

- **TRIED AND TRUE COLUMN:** Deer Herd Health (food plot seed & tools, feeders, mineral supplements)
- **FEATURE:** "Bowhunting for Canada's Big Bruins"
- **WHAT'S NEW:** Product Spotlights

**Ad Close/Materials Due:** December 18, 2019

**On Sale:** March 3, 2020

### JUNE — GEAR SPECIAL '20 (New Bowhunting Equipment)

- **EQUIPMENT REVIEWS:** Bows, Arrows, Broadheads, Accessories, and more...
- **TRIED AND TRUE COLUMN:** The Right Rest (drop-away, static, etc.)
- **FEATURE:** "The Latest, Greatest Bows for 2020"
- **ADVERTISING SECTION:** HOT PRODUCTS SHOWCASE
- **WHAT'S NEW:** Product Spotlights

**Ad Close/Materials Due:** March 6, 2020

**On Sale:** May 19, 2020

### JULY '20 (On Your Own, DIY Planning, Public Hunting, Economical Hunts)

- **TRIED AND TRUE COLUMN:** Game Care (butcher kits, game bags, sharpeners, coolers)
- **FEATURE:** "DIY Guide to Pronghorn Antelope"
- **WHAT'S NEW:** Product Spotlights

**Ad Close/Materials Due:** April 3, 2020

**On Sale:** June 16, 2020

### AUGUST—BIG GAME SPECIAL '20 (Great Hunting Adventures)

- **TRIED AND TRUE COLUMN:** Taking Stock of Optics (rangefinders, binoculars, spotting scopes)
- **FEATURE:** "The Brown Bear Curse Ends"
- **WHAT'S NEW:** Product Spotlights

**Ad Close/Materials Due:** May 8, 2020

**On Sale:** July 21, 2020

### SEPTEMBER '20 Early Season Hunts (Mule Deer, Antelope, Elk, Caribou, Moose, Etc.)

- **TRIED AND TRUE COLUMN:** Early Season Essentials (hot-weather clothing and boots, scent-eliminators, insect repellents)
- **FEATURE:** "Hunting Opening-Day Whitetails"
- **WHAT'S NEW:** Product Spotlights
- **ADVERTISING SECTION:** HOT DEER GEAR

**Ad Close/Materials Due:** June 5, 2020

**On Sale:** August 18, 2020

### OCTOBER '20 Deer Season (Focus On Deer, Discovering Patterns, Rut-Preparation)

- **TRIED AND TRUE COLUMN:** The Deer Hunter's Final Checklist (calls, GPS, scents, apps, safety harnesses & lifelines)
- **FEATURE:** "Tactics for Pre-Rut Whitetails"
- **WHAT'S NEW:** Product Spotlights

**Ad Close/Materials Due:** July 10, 2020

**On Sale:** September 22, 2020

### NOV/DEC—WHITETAIL SPECIAL '20 (Celebrating Our #1 Big Game Animal)

- **TRIED AND TRUE COLUMN:** Taking It To The Table (wild game seasonings, jerky makers, smokers, meat grinders, etc.)
- **FEATURE:** "How to Arrow Lockdown Bucks"
- **WHAT'S NEW:** Product Spotlights

**Ad Close/Materials Due:** August 7, 2020

**On Sale:** October 27, 2020

### FEBRUARY—WINTER SPECIAL 2021 (Late Season/ATA & SHOT Show Issue)

- **TRIED AND TRUE COLUMN:** Late-Season Luxury (hard-sided blinds, chairs, heaters, boots, and clothes)
- **FEATURE:** "The Genesis of a Bowhunting Adventure"
- **WHAT'S NEW:** New Product Launches for '21

**Ad Close/Materials Due:** October 2, 2020

**On Sale:** December 1, 2020

**OUTDOOR  
SPORTSMAN  
GROUP®**





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2020 On Sale /  
Ad Close Dates

ISSUE	THEME	AD SPACE CLOSE/MATERIALS DUE	NEWSSTAND ON SALE
FEBRUARY	Late Season/ATA & SHOT Show Issue	10/4/2019 (Extension 10/21/19)	12/3/2019
APRIL/MAY	Spring Pursuits (Bowfishing, Turkey & Bear Hunting, Habitat Management)	12/18/2019	3/3/2020
JUNE	Gear Special (New Bowhunting Equipment)	3/6/2020	5/19/2020
JULY	On Your Own, DIY Planning, Public Hunting, Economical Hunts	4/3/2020	6/16/2020
AUGUST	Big Game Special (Great Hunting Adventures)	5/8/2020	7/21/2020
SEPTEMBER	Early Season Hunts (Mule Deer, Antelope, Elk, Caribou, Moose, Etc.)	6/5/2020	8/18/2020
OCTOBER	Deer Season (Focus On Deer, Discovering Patterns, Rut-Preparation)	7/10/2020	9/22/2020
NOVEMBER/DECEMBER	Whitetail Special (Celebrating North America's #1 Big Game Animal)	8/8/2020	10/27/2020
JANUARY/FEBRUARY 2021	Late Season/ATA & SHOT Show Issue	10/2/2020	12/1/2020



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## INDUSTRY ADVERTISING RATES

EFFECTIVE JANUARY 1, 2020



4-Color	1 x	3 x	6 x	9 x
Full Page	\$9,690	\$9,200	\$8,710	\$8,520
2/3 Page	7,725	7,345	6,955	6,825
1/2 Page	6,300	5,970	5,650	5,545
1/3 Page	5,310	5,050	4,805	4,680
1/4 Page	4,455	4,220	4,020	3,910
1/6 Page	3,645	3,200	2,900	2,640
2-Color	1 x	3 x	6 x	9 x
Full Page	\$7,570	\$7,195	\$6,815	\$6,655
2/3 Page	5,725	5,600	5,295	5,195
1/2 Page	4,695	4,470	4,220	4,135
1/3 Page	3,645	3,450	3,260	3,190
1/4 Page	3,025	2,865	2,720	2,640
1/6 Page	2,365	2,215	2,110	2,000
B&W	1 x	3 x	6 x	9 x
Full Page	\$6,060	\$5,745	\$5,435	\$5,325
2/3 Page	4,590	4,375	4,135	4,065
1/2 Page	3,645	3,450	3,260	3,190
1/3 Page	2,730	2,600	2,450	2,350
1/4 Page	2,120	2,015	1,920	1,850
1/6 Page	1,505	1,440	1,370	1,340
Covers	1 x	3 x	6 x	9 x
Cover 4	\$12,590	\$11,955	\$11,330	\$11,050
Cover 3	10,645	10,115	9,585	9,365
Cover 2	11,120	10,585	10,015	9,780





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## WHERE-TO-GO ADVERTISING RATES

EFFECTIVE JANUARY 1, 2020



4-Color	1 x	3 x	6 x	9 x
1/4 Page	\$2,115	\$2,100	\$1,995	\$1,850
1/6 Page	1,825	1,795	1,680	1,605
1/8 Page	1,365	1,340	1,220	1,130
1/12 Sq or Horizontal	940	915	840	795
1 3/4 Inches	765	755	710	695
1 1/2 Inches Horizontal	695	685	645	600
1 Inch	610	600	555	500
2-Color	1 x	3 x	6 x	9 x
1/4 Page	\$1,650	\$1,640	\$1,555	\$1,460
1/6 Page	1,440	1,410	1,305	1,250
1/8 Page	1,065	1,035	960	905
1/12 Sq or Horizontal	720	710	685	645
1 3/4 Inches	610	600	555	545
1 1/2 Inches Horizontal	545	535	490	455
1 Inch	455	440	430	395
B&W	1 x	3 x	6 x	9 x
1/4 Page	\$1,330	\$1,305	\$1,235	\$1,160
1/6 Page	1,130	1,110	1,050	1,010
1/8 Page	840	815	755	720
1/12 Sq of Horiz	600	575	545	500
1 3/4 Inches	470	455	430	420
1 1/2 Inches Horizontal	420	405	395	370
1 Inch	395	370	345	325



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## MARKETPLACE ADVERTISING RATES

EFFECTIVE JANUARY 1, 2020



4-Color	1 x	3 x	6 x	9 x
1/8 Page	\$1,365	\$1,340	\$1,220	\$1,130
1/12 Sq or Horizontal	940	915	840	795
1 3/4 Inches	765	755	710	695
1 1/2 Inches Horizontal	695	685	645	600
1 Inch	610	600	555	500
2-Color	1 x	3 x	6 x	9 x
1/8 Page	\$1,065	\$1,035	\$960	\$905
1/12 Sq or Horizontal	720	710	685	645
1 3/4 Inches	610	600	555	545
1 1/2 Inches Horizontal	545	535	490	455
1 Inch	455	440	430	395
B&W	1 x	3 x	6 x	9 x
1/8 Page	\$840	\$815	\$755	\$720
1/12 Sq of Horiz	600	575	545	500
1 3/4 Inches	470	455	430	420
1 1/2 Inches Horizontal	420	405	395	370
1 Inch	395	370	345	325



## PRO SHOP ADVERTISING RATES

ProShop	3 x net	6 x net	9 x net
1/4 Page 4/C	\$1,645	\$1,570	\$1,490

\*Classified Rates: \$5 per word with a 20-word minimum.





# Bowhunter®



## MEET THE READERS

Print Audience	1,219,438	Married	81%
Circulation	110,858	Have Children	48%
Average Household Income	\$107,800	Attended College	61%
Average Net Worth	\$444,000	Management/professional	33%
Men/Women %	86/14	Tradesmen/Craftsmen	46%
Median Age	46.3		

### BOWHUNTER READING PROFILE

Hours Spent Reading Typical Issue	1.44
Save Issue for Later Reference	62%
Pass Issue Along to Friend or Relative	42.7%

### ACTIONS TAKEN AS RESULT OF READING MAGAZINE

Discussed Article or Referred Someone To It	57.2%
Used Article for Ideas	89.4%
Visited Advertiser's Website for Information	74.6%
Purchased Product or Service	52%

### BOWHUNTER

#### What they own...

- 99% Own a Bow.
- Bowhunter readers own an average of 2.6 Bows.

#### What they hunt with....

- 99% Hunt with a Bow and Arrow.
- 30% have Hunted with a Crossbow.

#### What they spend...

- \$807.79 for hunting gear (excluding bow tackle); another \$725 for bows, arrows, and accessories; and an average annual cumulative volume spend for bows, arrows, and accessories of \$90,659,861.

#### What they plan to buy...

- Readers plan to Spend \$750 on Next Bow Purchase.
- 54% Plan to Buy Any Verticle Bows in the next year.
- 43% Plan to Buy Verticle Bow Accessories in the next year.
- 19% Plan to Buy A Crossbow in the next year.

### GAME HARVESTED WITH BOW AND ARROW

- 89% Hunt Big Game
- 81% Hunt Whitetail Deer
- 32% Hunt Turkeys
- 14% Hunt Feral Pigs/Wild Hogs
- 13% Hunt Bears
- 12% Hunt Elk

### TRAVEL

- 68% Traveled to hunt within the U.S. in the last year.
- A typical reader spends 25 Days bowhunting annually.
- A typical reader spends 37.1 Days on other bowhunting activities annually.

#### What they spend...

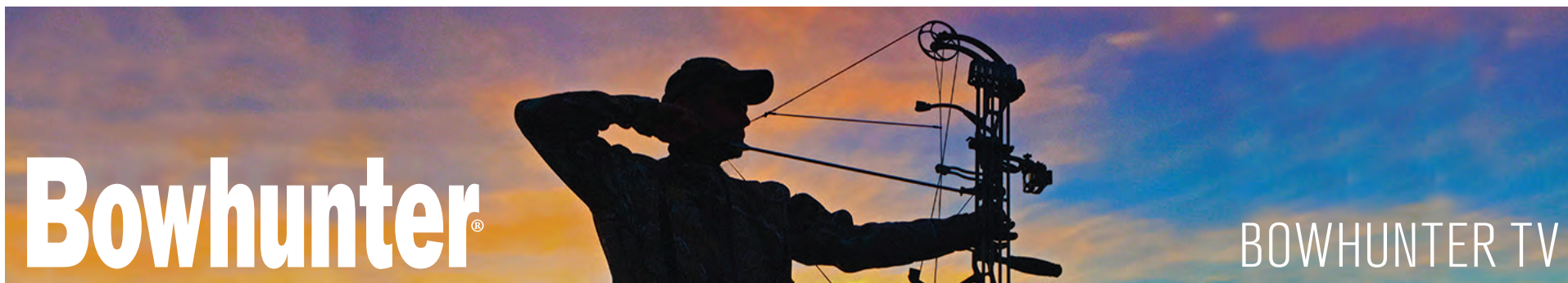
- On average readers spent \$1,582 on each bowhunting trip annually. (excluding Bows, Accessories, and Hunting Gear).
- \$148,306,604 is the average cumulative volume spend on bowhunting trips. (excluding Bows, Accessories, and Hunting Gear).

### FIREARMS

- 88% Occassionally Hunt with Firearms.
- 71% Use Rifle for Hunting.
- 65% Use Shotgun for Hunting .
- 18% Use Handguns for Hunting.
- 49% Use Muzzleloader/Blackpowder for Hunting.

### ATV/UTV/TRACTOR

- 41% Own Tractor, ATV or UTV.
- 22% Plan to Buy Tractor, ATV or UTV.
- 61% Plan to Use Tractor, ATV or UTV to Plant Food Plots.
- 41% Plan to Buy Food Plot Implements, Next 12 mos.



Bowhunter TV airs nationally in a combined 39 million U.S. Households via Sportsman Channel 52 weeks per year and Outdoor Channel 26 weeks per year!

### Target the Heart of the Hardcore

- Targeted to attract, compel, and recruit new bowhunting participants while fueling the desires of loyal subscribers and avid bowhunting enthusiasts everywhere.
- Produced for hardcore bowhunting enthusiasts, with emphasis on the story, thrill, challenge, and total experience of the hunt, which includes the how-to and the equipment needed for success.

### BENEFITS OF BOWHUNTER TV

- Editorial promotion and year-round advertising in BOWHUNTER & PETERSEN'S BOWHUNTING magazines to drive immediate audiences to the TV program.
- Editorial features relating to the TV show appear in regular issues of BOWHUNTER magazine and the Annual Gear Guide to highlight the TV program and its sponsors.
- Sponsors' products will receive special, priority consideration in all BOWHUNTER and PETERSEN'S BOWHUNTING print and on-line editorial coverage of equipment and services.
- Produced to compel existing hunters to hunt more often and more successfully while also attracting new participants with the teaching of fundamentals, the challenge of the hunt, and the beauty of the sport.
- Edited and produced by award-winning TV content providers.
- Bowhunter.com features a special TV section where readers can download video clips from TV episodes that feature and highlight sponsors' products and benefits.



For information please contact:

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# Bowhunter®

## ADVERTISING SPECIFICATIONS

### 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

#### 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

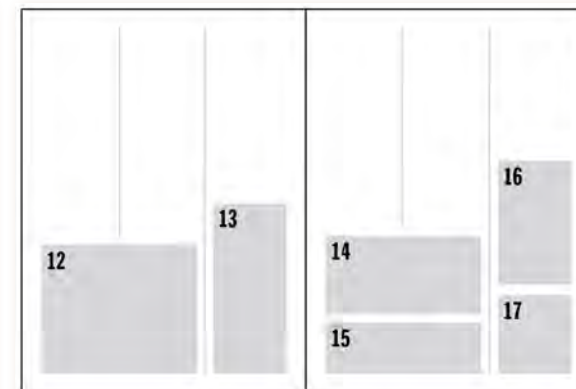
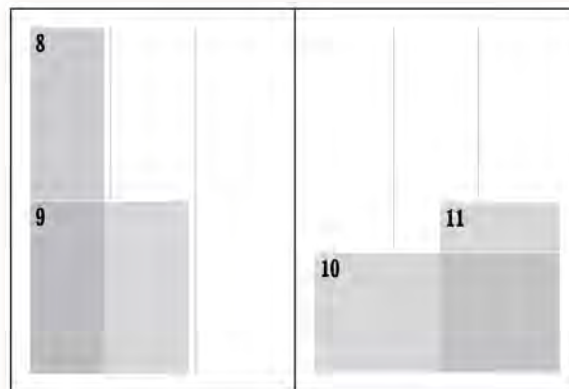
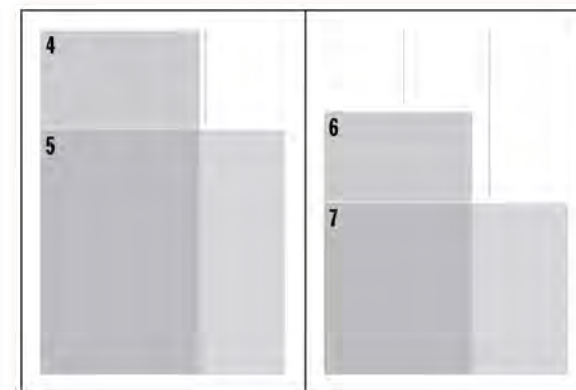
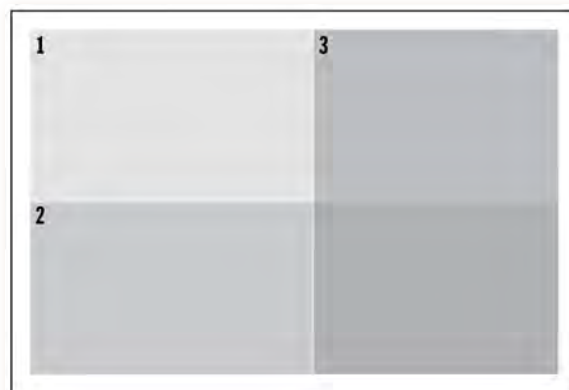
Non-Bleed: 2.125 x 6

#### 23. One Inch 2-Column

Non-Bleed: 4.375 x 1

#### 24. One Inch Vertical

Non-Bleed: 2.125 x 1



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.



# Bowhunter®

## MAGAZINE REQUIREMENTS & SPECS



Curt Wells, **Bowhunter** Editor

### General Production Information•

Production Manager  
**Bowhunter** Magazine  
6385 Flank Drive, Suite 800  
Harrisburg, PA 17112-2784  
717-695-8089  
brittany.kennedy@outdoorsg.com  
leah.jaroh@outdoorsg.com

**Trim Size•** 7¾-in. wide x 10½-in. high

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

**Bleed•** 1/8-in. outside the trim. Elements that “bleed off” trimmed page should extend at least 1/8-in. beyond trim.

**Trim•** The edge of the page.

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

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



### Advertising File Requirements•

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

#### Files must have•

- All fonts embedded.
- Page geometry defined and consistent (trim, bleed, and media/art boxes).
- Correct color space for all elements (CMYK or grayscale).
- Spot colors converted to CMYK.
- Color and grayscale image resolution between 266 and 300 ppi at 100% placement.
- Bitmap image resolution between 600 and 1200 ppi.
- Total ink coverage should not exceed 300%.

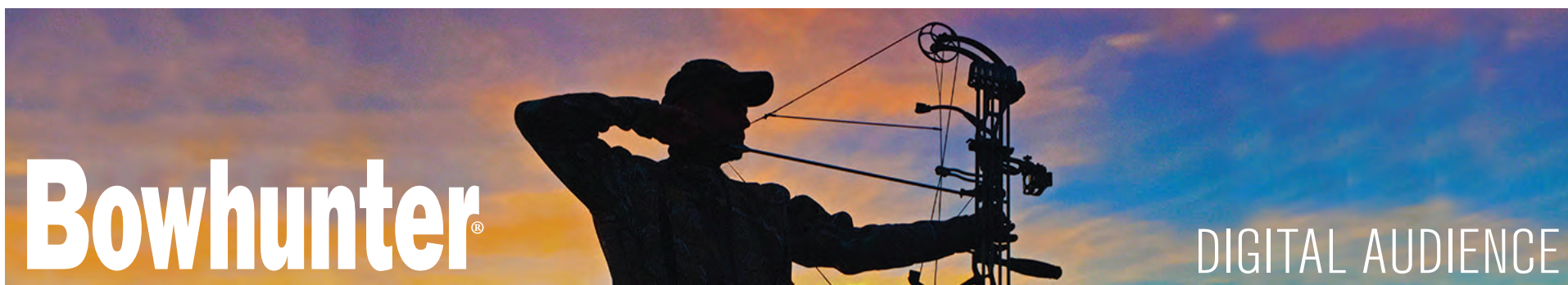
### Advertising File Submission•

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

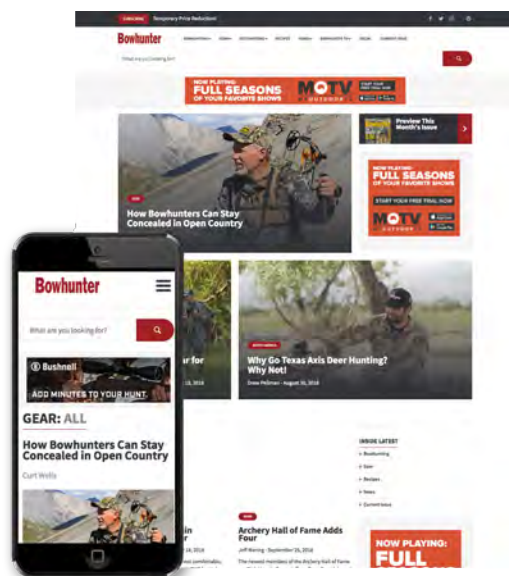
<https://osg.sendmyad.com>

**OUTDOOR  
SPORTSMAN**  
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As “The #1 Bowhunting Magazine,” **Bowhunter** is the preeminent, most respected media brand in bowhunting. Our team of expert contributors covers the full spectrum of bowhunting adventure, how-to tips, and the latest in bowhunting/archery equipment, and delivers category leading content to a hardcore audience of enthusiastic consumers.



**49k**   
**Avg. Monthly Uniques**

**A18-45**   
**75% Distribution**

Average HHI	60K+	59%
Male (%)		88%
Annual Page Views		1,048,208
Avg. Time Spent		2:08
Pages Per Session		1.4
Traffic From Mobile/Tablet		65%
eNewsletter Subscribers		67,331
Social Media Followers		34,644

**Source:** Site Traffic and Gender skew based on Google Analytics data October 2018-September 2019. Age and Income demographics from Salesforce Audience Studio using audience profile data from Neustar and Eyeota, October 2019. E-Newsletter Subscribers from Exact Target for publications and What Counts for networks as of October 2019. Social Audience reflects Followers or Likes for OSG Social content on Facebook, Twitter, Instagram, and YouTube (where appropriate) as of October 2019.

# Bowhunter®

## TERMS AND CONDITIONS

### Terms and Conditions

1. The publisher may reject any advertising for any reason at any time, even if previously acknowledged or accepted.
2. Cancellations or changes in advertising (including changes in insertion orders) will not be accepted by the publisher after the issue closing date.
3. Cancellations must be in writing, and none are considered accepted until confirmed in writing by the publisher.
4. Cancellation of a space contract by the advertiser or its agency will result in the forfeiture of position protection and/or the contract rate, if any. The rate on past and subsequent insertions will be adjusted to conform to the actual space used at current rates.
5. The publisher shall not be liable for any delay or failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, work stoppages, accidents, or other circumstances beyond the publisher's control. The liability of publisher, if any, for any act, error, or omission for which it may be held responsible at law or in equity shall not exceed the cost of the advertising space affected by the error. In no event shall publisher be liable for any indirect, consequential, punitive, special, or incidental damages, including, but not limited to, lost income or profits.
6. Advertiser and agency represent and warrant that they are authorized to publish the entire contents and subject matter of any advertisement in any issue or edition and that publication will not violate any law or infringe upon any right of any party or result in any claims against publisher. In consideration of the publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify, defend and hold harmless KSE Sportsman Media, Inc. its affiliates officers, agents and employees against any and all losses and expenses (including legal fees) arising from or relating to (a) a breach or misrepresentation of the foregoing representations and warranties, and/or (b) the publication or contents of the advertisement including, without limitation, claims or suits for defamation, libel, misappropriation, privacy or publicity rights, copyright or trademark infringement, plagiarism, and from any and all similar claims now known or hereafter devised or created.
7. No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies or the terms and conditions stated herein will be binding on the publisher and to the extent inconsistent with the terms herein, these terms and conditions shall govern and supersede any such conditions.
8. The publisher has the continuing right to adjust its rate schedule and will regard the failure of an order to correspond to the rate schedule as a clerical error and will, without further communication, invoice the advertiser based on rates in effect at that time.
9. The publisher will hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Please be advised that there is no "sequential liability" to the publisher. Payment is due upon receipt of invoice. All payments must be in United States currency. Advertiser and/or its advertising agency are jointly and severally liable for all costs, fees and expenses (including attorney or collection agency fees) incurred in connection with the collection of all monies due.
10. The forwarding of an order is construed as an acceptance of all the publisher's rates and conditions in effect at that time.
11. This agreement shall be governed by and construed in accordance with the laws of the State of Georgia without regard to conflict of laws provisions. Any action or proceeding arising out of or relating to this agreement or publisher's publication of the advertising shall be brought in the courts of record in the State of Georgia.



## Publisher's Statement

6 months ended June 30, 2019, *Subject to Audit*

# Bowhunter

Annual Frequency: 10 times/year

Field Served: A magazine for the hunting archer.

Published by Outdoor Sportsman Group - Integrated Media



### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
106,558	4,300	110,858	None Claimed	

### TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Jan/Feb	91,881	1,323	93,204	784	10,000	10,784	103,988	5,869	3	5,872	98,534	11,326	109,860
Mar	91,637	1,278	92,915	5,721	10,000	15,721	108,636	3,195	3	3,198	100,553	11,281	111,834
Apr/May	91,518	1,271	92,789	5,710	10,000	15,710	108,499	4,213	9	4,222	101,441	11,280	112,721
Jun/Gear	85,395	1,243	86,638	8,469	10,000	18,469	105,107	3,900	8	3,908	97,764	11,251	109,015
Average	90,108	1,279	91,387	5,171	10,000	15,171	106,558	4,294	6	4,300	99,573	11,285	110,858

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	90,108	1,279	91,387	82.4
<b>Total Paid Subscriptions</b>	<b>90,108</b>	<b>1,279</b>	<b>91,387</b>	<b>82.4</b>
<b>Verified Subscriptions</b>				
Public Place	4,502	10,000	14,502	13.1
Individual Use	669		669	0.6
<b>Total Verified Subscriptions</b>	<b>5,171</b>	<b>10,000</b>	<b>15,171</b>	<b>13.7</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>95,279</b>	<b>11,279</b>	<b>106,558</b>	<b>96.1</b>
<b>Single Copy Sales</b>				
Single Issue	4,294	6	4,300	3.9
<b>Total Single Copy Sales</b>	<b>4,294</b>	<b>6</b>	<b>4,300</b>	<b>3.9</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>99,573</b>	<b>11,285</b>	<b>110,858</b>	<b>100.0</b>

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2018	None Claimed	111,183	111,183		
12/31/2017	None Claimed	115,394	115,394		
12/31/2016	None Claimed	126,073	125,384	689	0.5

Visit [auditedmedia.com](http://auditedmedia.com) Media Intelligence Center for audit reports

### PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$23.94		
Average Subscription Price Annualized (3)		\$12.10	
Average Subscription Price per Copy		\$1.21	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2018

(3) Based on the following issue per year frequency: 10

### ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions

Geographic Data

Analysis of New & Renewal Paid Individual Subscriptions

Trend Analysis

**ADDITIONAL ANALYSIS OF VERIFIED**

	Print	Digital Issue	Total
<b>Public Place</b>			
Automotive Outlets	582		582
Doctor/Health Care Providers		10,000	10,000
Fitness/Recreational Facilities	312		312
Personal Care Salons	929		929
Specialty Locations/Retail	2,679		2,679
<b>Total Public Place Copies</b>	<b>4,502</b>	<b>10,000</b>	<b>14,502</b>
<b>Individual Use</b>			
Individual Use Other	669		669
<b>Total Individual Use Copies</b>	<b>669</b>		<b>669</b>

**RATE BASE**

None Claimed

**NOTES**

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

**Double Issues:** A double issue represents two copies of service. The Average Subscription Price Annualized is based on 10 issues, which includes 1 double issue.

**Post-Expire Copies:** The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 13,704

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 166

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: KSE Sportsman Media, Inc.  
BOWHUNTER, published by Outdoor Sportsman Group - Integrated Media \* 1040 Sixth Avenue 12th Floor \* New York, NY 10018

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Established: 1971

JEFF WARING  
Publisher  
AAM Member since: 1991

