

PHOTO BY EMILY STAURING

# 2017 MEDIA KIT

# Bowhunter®

THE #1 BOWHUNTING MAGAZINE

BOWHUNTER.COM



# 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®

## EDITORIAL CALENDAR

### MARCH '17 [Scouting, Hunt-Planning, Improving Shooting Skills]

•**TRIED & TRUE COLUMN:** Winter Scouting Necessities (boots, trail markers, mapping programs like onX, ScoutLook, etc.)

•**WHAT'S NEW:** Product Releases

**Ad Close/Materials Due:** December 9, 2016

**In Mail:** February 8, 2017

**On Sale:** February 21, 2017

### APRIL/MAY '17 [Spring Pursuits (Bowfishing, Turkey & Bear Hunting)]

•**TRIED & TRUE COLUMN:** Blind Faith (blinds/accessories)

•**WHAT'S NEW:** Product Releases

**Ad Close/Materials Due:** January 6, 2017

**In Mail:** March 8, 2017

**On Sale:** March 21, 2017

### JUNE — GEAR SPECIAL '17 [New Bowhunting Equipment]

•**EQUIPMENT REVIEWS:** Bows, Arrows, Broadheads, Accessories, Treestands, and more...

•**TRIED & TRUE COLUMN:** Bowsight Considerations (multi and single-pin sights)

•**SPECIAL ADVERTISING SECTION:** Hot Products Showcase

•**WHAT'S NEW:** Expanded New Product Releases

**Ad Close/Materials Due:** March 8, 2017

**In Mail:** May 3, 2017

**On Sale:** May 16, 2017

### JULY '17 [On Your Own, DIY Planning, Public Hunting, Economic Hunts]

•**TRIED & TRUE COLUMN:** DIY Basecamp Essentials (tents, camping, Thermacells, etc.)

•**WHAT'S NEW:** Product Releases

**Ad Close/Materials Due:** April 7, 2017

**In Mail:** June 7, 2017

**On Sale:** June 20, 2017

### AUGUST — BIG GAME SPECIAL '17 [Big Game Hunting Adventures]

•**TRIED & TRUE COLUMN:** Perfect Packs For Western and Whitetail Hunts

•**WHAT'S NEW:** Product Releases

**Ad Close/Materials Due:** May 12, 2017

**In Mail:** July 12, 2017

**On Sale:** July 25, 2017

### SEPTEMBER '17 [Early Season Hunts]

ALL SPECIES OF DEER, ELK, ANTELOPE, CARIBOU, MOOSE, ETC.

•**TRIED & TRUE COLUMN:** Lightweight Duds (early season clothing)

•**SPECIAL ADVERTISING SECTION:** Hot Deer Gear

•**WHAT'S NEW:** Expanded New Product Releases

**Ad Close/Materials Due:** June 9, 2017

**In Mail:** August 9, 2017

**On Sale:** August 22, 2017

### OCTOBER '17 [Deer Season]

CHANGING FOCUS TO DEER, LEARN PATTERNS, GETTING READY FOR THE RUT

•**TRIED & TRUE COLUMN:** Whitetail Optics (binos, spotting scopes, rangefinders)

•**WHAT'S NEW:** Product Releases

**Ad Close/Materials Due:** July 14, 2017

**In Mail:** September 13, 2017

**On Sale:** September 26, 2017

### NOVEMBER/DECEMBER—WHITETAIL SPECIAL '17

CELEBRATING NORTH AMERICA'S #1 BIG GAME ANIMAL

•**TRIED & TRUE COLUMN:** Get Rich Quick — Rut Products (scents, decoys, lures, calls)

•**SPECIAL ADVERTISING SECTION:** Holiday Gifts

•**WHAT'S NEW:** Product Releases

**Ad Close/Materials Due:** August 11, 2017

**In Mail:** October 11, 2017

**On Sale:** October 24, 2017

### JANUARY/FEBRUARY 2018 [Late Season/ATA & SHOT Show Issue]

•**TRIED & TRUE COLUMN:** TBD

•**HOT LIST DEALER BIND-IN:** Must-See New Gear at the ATA Show

•**WHAT'S NEW:** New Product Launches for '18

**Ad Close/Materials Due:** October 5, 2017

**In Mail:** November 21, 2017

**On Sale:** December 5, 2017

**OUTDOOR  
SPORTSMAN  
GROUP®**  
INTEGRATED MEDIA



# Bowhunter®

## INDUSTRY ADVERTISING RATES

EFFECTIVE JANUARY 1, 2017



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



# Bowhunter®

## WHERE-TO-GO ADVERTISING RATES

EFFECTIVE JANUARY 1, 2017



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, 2017



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®



## DEMOGRAPHIC HIGHLIGHTS

	% Comp
Total Audience.....	747,763
Men.....	83%
Women.....	17%
Average Age.....	46
Married.....	81%
Have Children in Household.....	48%
Attended College.....	61%
Management/Professional.....	33%
Tradesmen/Craftsmen.....	46%
Average Household Income.....	\$103,800
Average Household Net Worth.....	\$512,000
Own a Bow.....	99%
Average Number of Bows Owned.....	2.6%
Own Shotgun.....	92%
Own a Pump Action Shotgun.....	72%
Own a Semi-Automatic Shotgun.....	43%
Own an Over & Under Shotgun.....	19%
Own a Handgun.....	67%
Use Archery Equipment for Target Shooting.....	99%
Use Rifle for Target Shooting.....	74%
Use Shotgun for Target Shooting.....	57%
Use Handguns for Target Shooting.....	45%
Hunt with a Bow and Arrow.....	99%

	% Comp
Hunt with a Rifle.....	81%
Participated in Whitetail Deer Hunting, Past 12 mos.....	92%
Participated in Big Game Hunting, Past 12 mos.....	74%
Participated in Small Game Hunting, Past 12 mos.....	71%
Participated in Upland Bird Hunting, Past 12 mos.....	45%
Participated in Varmint Hunting, Past 12 mos.....	39%
Purchased Factory Loaded Cartridges, Past 12 mos.....	88%
Purchased Shot Shells, Past 12 mos.....	74%
Purchased Center Fire, Past 12 mos.....	65%
Purchased Rim Fire, Past 12 mos.....	55%
Average Handheld Rounds Reloaded, Past 12 mos.....	727
Traveled to Hunt within the U.S., Past 12 mos.....	52%
Household Owns/Leases 1+ Pick Up Truck(s).....	72%
Household Owns/Leases 1+ Sport Utility Vehicle.....	43%
Household Owns/Leases 1+ Van.....	18%
Household Owns/Leases Domestic Only.....	71%
Household Owns/Leases Import and Domestic.....	24%
Personally Responsible for Maintaining Vehicle(s).....	44%
Changed Own Motor Oil, Past 12 mos.....	86%
Purchased Aftermarket Auto Accessories for Vehicles, Past 12 mos.....	44%
You or Other Household Member Did Any Household Improvement Work or Any Home Remodeling, Past 12 mos.....	76%

Sources: MRI, Spring, 2016 (audience: age); Bowhunter Subscriber Study, Beta Research, 2004.

# 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

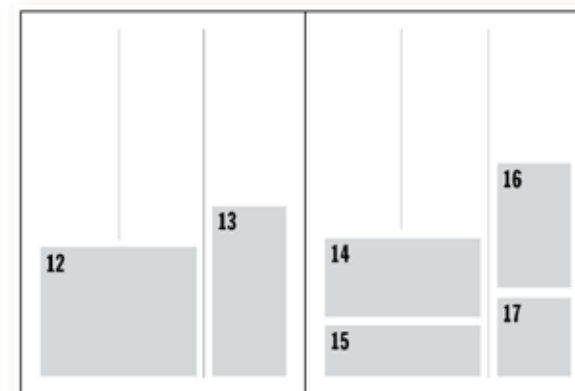
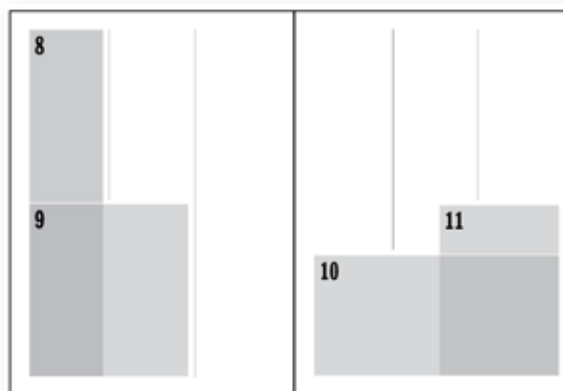
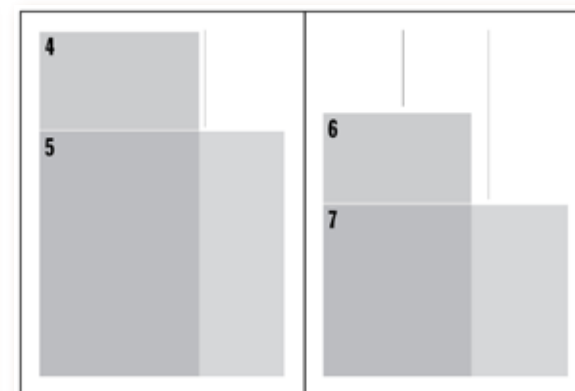
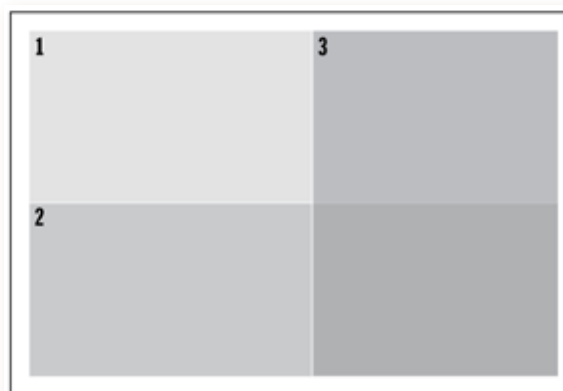
Non-Bleed: 2.125 x 6

#### 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.

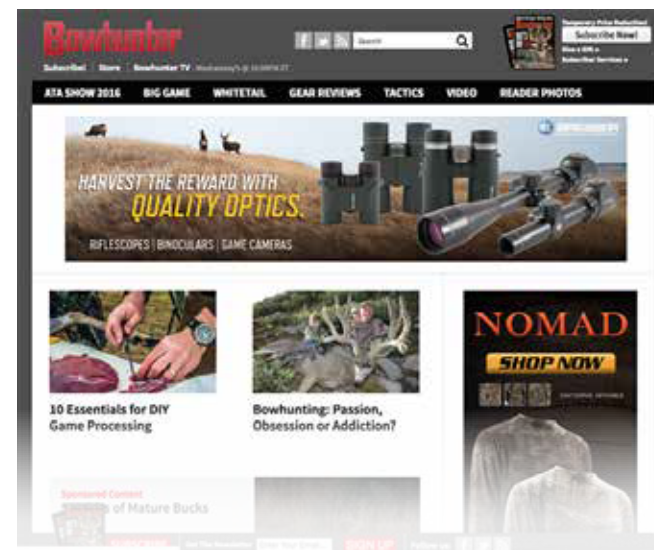
SAFETY: 1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement.





# Bowhunter®

## DIGITAL AUDIENCE

As “The #1 Bowhunting Magazine,” **Bowhunter Magazine** is the preeminent, most respected media brand in the bowhunting category. **Bowhunter**’s team of expert contributors covers the full spectrum of bowhunting adventure, how-to tips, and the latest in bowhunting and archery equipment, and they deliver their content to a hardcore audience of enthusiastic consumers in print (**Bowhunter Magazine**) and online (bowhunter.com). For the most effective campaigns, savvy marketers leverage the strength of the brand across the entire **Bowhunter Magazine** media platform.



81,552  
Average Monthly Uniques   
38.8  
Median Age 



### At A Glance

Average HHI	\$78,900
Male (%)	88%
Annual Page Views	4,371,044
Average Time Spent	1:54
Average Pages Per Visit	3.5
Traffic From Mobile/Tablet Devices	65%
eNewsletter Subscribers	54,000
Social Media Followers	25,609

Source: Site Traffic and Gender Skew based on Google Analytics data August 2015 - July 2016. Social data as of November 2016. MRI Doublebase 2015: Income and Age for Websites reflects the audience for Bowhunter combined with 1+ hours of internet usage the prior day.

# Bowhunter®

DIGITAL / DISPLAY

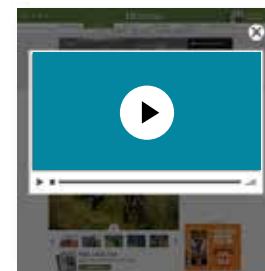
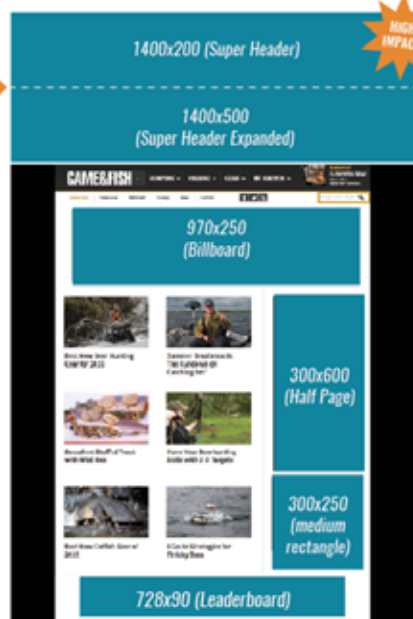
IDEAL FOR ACTIVATION AND CONVERSION

Reach Your Target Audience with Visually Engaging Display Ads.

## IMPROVED PERFORMANCE

OSG Network CTR performs 50% better than standard industry benchmarks.

OSG Network	Standard Industry Benchmarks
.21 <sub>CTR</sub>	.14 <sub>CTR</sub>



## VIDEO

Pre Roll (:15 or :30 sec)  
Interstitial  
In-Stream



## TABLET / MOBILE



Desktop Road Block	970x250	300x600	300x250 (optional)	
Desktop Takeover	970x250	300x600	300x250	728x90
Mobile Takeover	320x100	320x50 (optional)	300x250	
Tablet Takeover	300x600	300x250	728x90	

Outdoor Channel:

Desktop Only	728x90	300x600	300x250	
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World Fishing Network:

Desktop/Mobile	728x90	300x250	300x100	
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# Bowhunter®

DIGITAL / NATIVE  
OPPORTUNITIES

## IMPROVED PERFORMANCE

IDEAL FOR BRAND RECOGNITION AND RECALL

*Native Advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.*

18%  
Higher Lift In  
Purchase Intent

25%  
More Engagement

## PACKAGES

### Custom Content

Your brand is associated with original custom content created for you by OSG writers.

- Story Creation
- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- Reporting
- 30 day run

### Editorial Sponsorships

Your brand is associated with original content created by OSG writers.

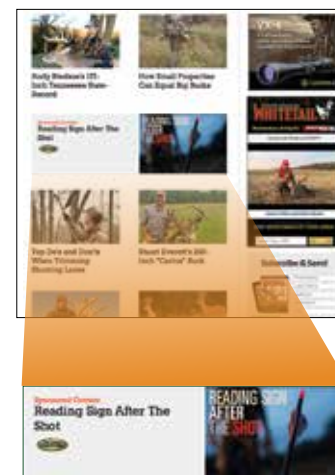
- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- Reporting
- 30 day run

### E-Commerce Widget

Your products are seamlessly displayed within highly relevant content and linked directly to your store.

- You provide 6-10 products
- Widget is responsive and automatically adapts across all devices

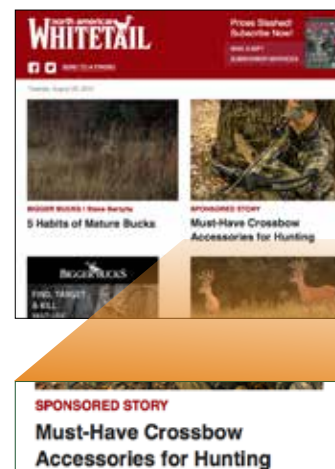
### Native Ads



### Your Content



### E-Newsletter



### eCommerce Widget



Source: Polar 2016



Content to be shared across social.

Contact your ad sales representative or visit <http://www.outdoorsg.com/advertise/> for more information

# Bowhunter®

## DIGITAL RATE CARD

### HIGH IMPACT

BEST  
PACKAGE

			ROAD BLOCK		TAKEOVER	
Unit	Size	CPM	CPM		CPM	
DESKTOP			\$26		\$65	
Superheader Expanded	1400x500	\$30			✓	
Superheader	1400x200	\$25			✓	
Billboard	970x250	\$14	✓		✓	
Half Page	300x600	\$12	✓		✓	
Medium Rectangle	300x250	\$10	✓		✓	
Leaderboard	728x90	\$8			✓	
MOBILE			\$28			
Mobile Leaderboard	320x100 320x50	\$7 \$5	✓			
Medium Rectangle	320x250	\$10	✓			
TABLET			\$35			
Medium Rectangle	300x250	\$10			✓	
Half Page	300x600	\$12			✓	
Leaderboard	728x90	\$8			✓	

### VIDEO

Pre-Roll	\$25
Interstitial/In-Stream	\$15

### NATIVE

Custom Content	<b>\$7,500</b> Flat Rate
Editorial Sponsorships	<b>\$5,500</b> Flat Rate
E-Commerce Widget	\$25

### E-MAIL

E-Newsletter	Contact Your Sales Representative For More Detail
E-Blastm	\$150

OSG Digital Network offers customized packages, beyond standard sizes and placements, to satisfy the specific needs and objectives of our clients. Programmatic opportunities available. Go to <http://www.outdoorsg.com/marketing-solutions/digital/digital-ad-specs/> for digital specs

\*Rich Media: Standard Display: +\$2 for Rich Media, Data Layer, Targeting | High Impact: +\$2-\$8 for Rich Media - costs based on campaign

# 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

**Trim Size:** 7¼-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:

[osg.sendmyad.com](http://osg.sendmyad.com)



# Bowhunter®

## ADVERTISING SPECIFICATIONS

### 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, 2016, 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
116,905	7,647	124,552	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	88,462	1,389	89,851	20,293		20,293	110,144	11,307	36	11,343	120,062	1,425	121,487
Mar	94,053	1,977	96,030	23,862		23,862	119,892	6,001	34	6,035	123,916	2,011	125,927
Apr/May	93,907	1,490	95,397	23,783		23,783	119,180	5,820	17	5,837	123,510	1,507	125,017
Jun/Gear	86,223	1,817	88,040	30,365		30,365	118,405	7,349	24	7,373	123,937	1,841	125,778
Average	90,661	1,668	92,329	24,576		24,576	116,905	7,619	28	7,647	122,856	1,696	124,552

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	90,661	1,668	92,329	74.1
<b>Total Paid Subscriptions</b>	<b>90,661</b>	<b>1,668</b>	<b>92,329</b>	<b>74.1</b>
<b>Verified Subscriptions</b>				
Public Place	162		162	0.1
Individual Use	24,414		24,414	19.6
<b>Total Verified Subscriptions</b>	<b>24,576</b>		<b>24,576</b>	<b>19.7</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>115,237</b>	<b>1,668</b>	<b>116,905</b>	<b>93.9</b>
<b>Single Copy Sales</b>				
Single Issue	7,619	28	7,647	6.1
<b>Total Single Copy Sales</b>	<b>7,619</b>	<b>28</b>	<b>7,647</b>	<b>6.1</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>122,856</b>	<b>1,696</b>	<b>124,552</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
12/31/2015	None Claimed	122,920	123,785	-865	-0.7
12/31/2014	None Claimed	125,281	125,281		
12/31/2013	None Claimed	125,221	125,221		

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

### PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$5.99		
	\$23.94		
Average Subscription Price Annualized (3)		\$12.98	
Average Subscription Price per Copy		\$1.30	

- (1) For statement period  
 (2) Represents subscriptions for the 12 month period ended December 31, 2015  
 (3) Based on the following issue per year frequency: 10

### ADDITIONAL DATA IN [WWW.AUDITEDMEDIA.COM](http://WWW.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	4		4
Fitness/Recreational Facilities	3		3
Personal Care Salons	126		126
Specialty Locations/Retail	29		29
<b>Total Public Place</b>	<b>162</b>		<b>162</b>
<b>Individual Use</b>			
Individual Use Other	24,414		24,414
<b>Total Individual Use</b>	<b>24,414</b>		<b>24,414</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.

**Paid Circulation Reported as Verified:** The following copies with paid distribution were counted as Verified: 24,576

**Post-Expire Copies:** The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 14,968

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 172

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.

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