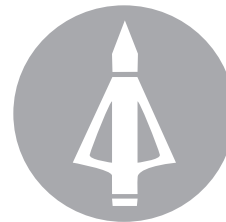




PETERSEN'S BOWHUNTING 2020 MEDIA KIT



www.bowhuntingmag.com



❧ MISSION STATEMENT ❧

Petersen's BOWHUNTING is the undisputed leader in equipment news and technical bowhunting advice. From the latest product innovations, insightful gear reviews and in-depth, technical equipment tests to practical bow-tuning tips, expert shooting instruction and effective field strategies, BOWHUNTING works with a team of world-renowned archery experts who solidify the brand's position as "The Modern Bowhunting Authority" across its market-leading print and digital platforms.



**Better Bowhunting
Crossbows
Technical Bow Tests
Field Tested
New Gear**

Median Age

46.3

[illegible]

JANUARY/FEBRUARY 2020

Theme: Late-Season Bowhunting
Field Test: Cold-Weather Clothing
Special Features: "Late-Season Lessons," "All or Nothing: Embracing the Challenge of Hunting a Single Buck" and "Believing in Monsters: The Quest for a Whitetail Giant"
Plus Bow Tests & New Product Highlights

Ad Close/Materials Due: Oct. 4, 2019 (Ext. 10/21/19)
On Sale: Dec. 3, 2019

MARCH 2020

Theme: New Gear Guide
Special Features: Our annual New Gear Guide is the industry's earliest and most comprehensive overview of new archery products and related equipment. This year's issue will place special emphasis on the top new technological innovations and trends driving the marketplace, as well as highlighting the best new products from categories that include bows, crossbows, bow accessories, arrows, broadheads, targets, field wear, packs, treestands, ground blinds, optics and more!

Ad Close/Materials Due: Dec. 6, 2019
On Sale: Feb. 4, 2020

APRIL/MAY 2020

Theme: The Spring Shooting Issue
Field Test: Rangefinding Bow Sights
Special Features: "Super-Tune Your Own Bow," "Shoot Your Way to Better Bowhunting" and "The Complete Guide to Spring Turkeys"
Plus Bow Tests & New Product Highlights

Ad Close/Materials Due: Jan. 31, 2020
On Sale: March 24, 2020

JUNE 2020

Theme: The DIY Issue
Field Tests: Targets & Trail Cameras
Special Features: "2020 Hunting Bow Buyer's Guide," "5 Life Hacks for Your Local Hunting Area" and "Affordable Out-of-State Adventures"
Advertising Section: HOT PRODUCTS SHOWCASE
Plus Bow Tests & New Product Highlights

Ad Close/Materials Due: March 6, 2020
On Sale: May 5, 2020

JULY 2020

Theme: Pre-Season Preparation
Field Tests: Arrows & Release Aids
Special Features: "7 Steps to Deadly Accuracy," "Release Your Potential: Selecting & Shooting a Quality Release Aid" and "Crafting the Right Arrow Setup for Your Hunt"
Plus Bow Tests & New Product Highlights

Ad Close/Materials Due: April 3, 2020
On Sale: June 2, 2020

AUGUST 2020

Theme: Western Bowhunting Adventures
Field Test: Backcountry Packs & Navigation Tools
Special Features: "Head-to-Head Mechanical Broadhead Test," "A Perfect Plan for Pronghorns" and "Mile-High Mule Deer"
Plus Bow Tests & New Product Highlights

Ad Close/Materials Due: May 8, 2020
On Sale: July 7, 2020

SEPTEMBER 2020

Theme: The Elk-Hunting Guide
Field Test: Arrow Rests
Special Features: "3 Days, 3 DIY Bulls," "Anatomy of a Kill: Dissecting the Moment of Truth on Monster Bulls," and "After the Kill: Your Complete Field Guide to Meat Care"
Advertising Section: HOT DEER GEAR
Plus Bow Tests & New Product Highlights

Ad Close/Materials Due: June 5, 2020
On Sale: Aug. 4, 2020

OCTOBER 2020

Theme: The Rut Guide
Field Test(s): Deer Calls & Decoys
Special Features: "2020 Deer-Season Calendar, featuring Rutting Activity & Moon-Phase Predictions," "The Recipe for Rutting Bucks" and "Patience Is a Virtue: Pick Your Spots & Punch More Tags"
Plus Bow Tests & New Product Highlights

Ad Close/Materials Due: July 10, 2020
On Sale: Sept. 8, 2020

NOVEMBER/DECEMBER 2020

Theme: The Whitetail Annual
Field Tests: Attractant Scents & Scent Elimination
Special Features: "Top Deer Gear: Calls, Decoys, Scents & Attractants," "Start Fast, Finish Strong: Successful Strategies for Every Stage of the Season," "Crafting the Ultimate 'Hang & Hunt' Setup" and "SWAT: Suburban Whitetail Assault Team"
Advertising Section: HOLIDAY GIFTS
Plus Bow Tests & New Product Highlights

Ad Close/Materials Due: Aug. 7, 2020
On Sale: Oct. 13, 2020

Print Audience	1,210,770	Married	82%
Circulation	110,070	Have Children	53%
Average Household Income	\$115,500	Attended College	59%
Average Net Worth	\$484,000	Management/professional	34%
Men/Women %	86/14	Tradesmen/Craftsmen	47%
Median Age	46.3		

BOWHUNTING

What they own...

- 99% Own a Bow.
- Petersen's Bowhunting readers own an average of 2.5 Bows.

What they hunt with...

- 99% Hunt with a Bow and Arrow.
- 31% have Hunted with a Crossbow.

What they spend...

- \$883.79 for hunting gear (excluding bow tackle), another \$806 for bows, arrows, and accessories; and an average annual cumulative volume spend for bows, arrows, and accessories of \$86,627,049.

What they plan to buy...

- Readers plan to Spend \$750 on their next Bow Purchase.
- 53.6% Plan to Buy Any Verticle Bows in the next year.
- 54% Plan to Buy Verticle Bow Accessories in the next year.

GAME HARVESTED WITH BOW AND ARROW...

- 86% Hunt Big Game
- 79% Hunt Whitetail Deer
- 31% Hunt Turkeys
- 16% Hunt Feral Pigs/Wild Hogs
- 12% Hunt Bears
- 15% Hunt Elk

TRAVEL

- 73% Traveled to Hunt within the U.S in the last year.
- A typical reader spends 25 Days bowhunting annually.
- A typical reader spends 38.3 Days on other bowhunting activities annually.

What they spend...

- On average readers spend \$1,532 on each bowhunting trip annually. (excluding Bows, Accessories, and Hunting Gear).
- \$151,342,430 is the average annual cumulative volume spend on bowhunting trips (excluding Bows, Accessories, and Hunting Gear).

FIREARMS

- 90% Occasionally Hunt with Firearms.
- 78% Use Rifle for Hunting.
- 67% Use Shotgun for Hunting.
- 19% Use Handguns for Hunting.
- 50% Use Muzzleloader/Blackpowder for Hunting.

ATV/UTV/TRACTOR

- 43% Own Tractor, ATV or UTV.
- 19% Plan to Buy Tractor, ATV or UTV.
- 59% Plan to Use Tractor, ATV or UTV to Plant Food Plots in the Next Year.
- 33% Plan to Buy Food Plot Implements in the Next Year.

BOWHUNTING READING PROFILE

Hours Spent Reading Typical Issue	1.48
Save Issue for Later Reference	64.9%
Pass Issue Along to Friend or Relative	42.4%

ACTIONS TAKEN AS RESULT OF READING MAGAZINE

Discussed Article or Referred Someone To It	55.8%
Used Article for Ideas	91%
Visited Advertiser's Website for Information	75.9%
Purchased Product or Service	55.3%



ISSUE	THEME	AD SPACE CLOSE/ MATERIALS DUE	NEWSSTAND ON SALE
JANUARY/FEBRUARY	Late-Season Bowhunting	10/4/2019 (EXT. 10/21/19)	12/3/2019
MARCH	New Gear Guide	12/6/2019	2/4/2020
APRIL/MAY	The Spring Shooting Issue	1/31/2020	3/24/2020
JUNE	The DIY Issue	3/6/2020	5/5/2020
JULY	Pre-Season Preparation	4/3/2020	6/2/2020
AUGUST	Western Bowhunting Adventures	5/8/2020	7/7/2020
SEPTEMBER	The Elk-Hunting Guide	6/5/2020	8/4/2020
OCTOBER	The Rut Guide	7/10/2020	9/8/2020
NOVEMBER/DECEMBER	The Whitetail Annual	8/7/2020	10/13/2020

2019 FIXED-BLADE BROADHEAD TEST

MAKING THE CUT

WE PUT 14 TOP MODELS TO THE TEST. HERE'S HOW THEY MEASURED UP.

By Jon E. Sicks

ONLINE VIDEO EXCLUSIVE: In addition to the written test, we also put each broadhead to a video test. The video test shows the broadhead's performance in a real-world scenario, such as hitting a target. The video test is available on our website at petersensbowhunting.com.

THE TEST: We put 14 top models to the test. Here's how they measured up.

THE RESULTS: The test results show that the top models performed well in all categories. The top model was the [Model Name], which scored the highest in all categories.

THE CONCLUSION: The test results show that the top models performed well in all categories. The top model was the [Model Name], which scored the highest in all categories.

2019 FIXED-BLADE BROADHEAD TEST

THE COMPETITORS

THE TEST: We put 14 top models to the test. Here's how they measured up.

THE RESULTS: The test results show that the top models performed well in all categories. The top model was the [Model Name], which scored the highest in all categories.

THE CONCLUSION: The test results show that the top models performed well in all categories. The top model was the [Model Name], which scored the highest in all categories.

2019 FIXED-BLADE BROADHEAD TEST

THE RESULTS

THE TEST: We put 14 top models to the test. Here's how they measured up.

THE RESULTS: The test results show that the top models performed well in all categories. The top model was the [Model Name], which scored the highest in all categories.

THE CONCLUSION: The test results show that the top models performed well in all categories. The top model was the [Model Name], which scored the highest in all categories.



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	\$9,362
Cover 2	\$11,120	\$10,585	\$10,015	\$9,780



Effective Date:
January 1, 2020

MarketPlace

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

ProShop



Effective Date:
January 1, 2020



Where-To-Go

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 or Horizontal	\$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

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: 5.25 x 5.5

Trim: 5 x 5.25

Safety: 4.5 x 4.75

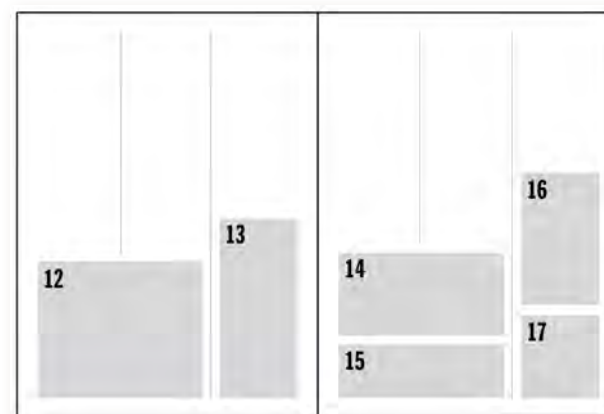
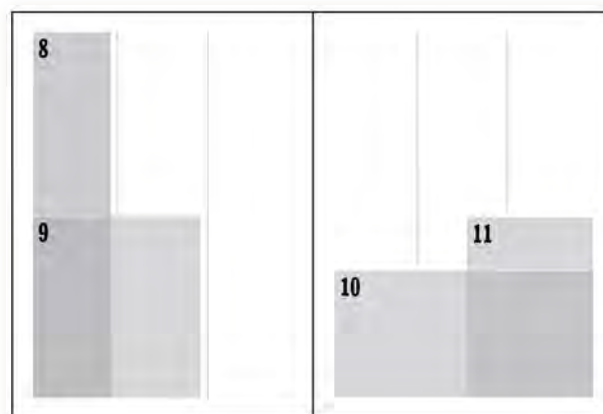
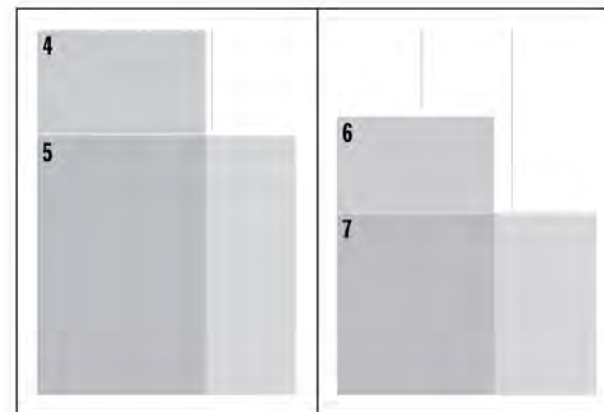
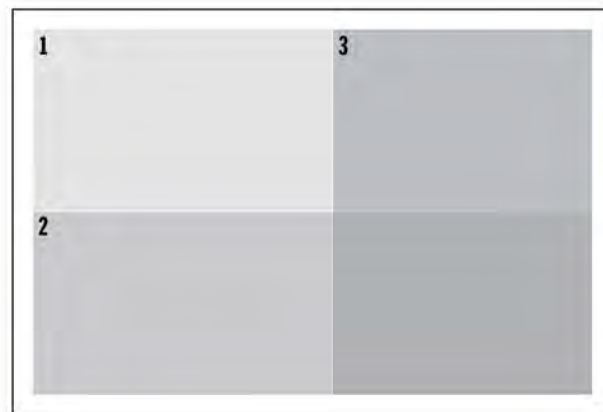
10. One-Third Horizontal

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



Editor Christian Berg

General Production Information

Production Manager
Petersen's Bowhunting
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

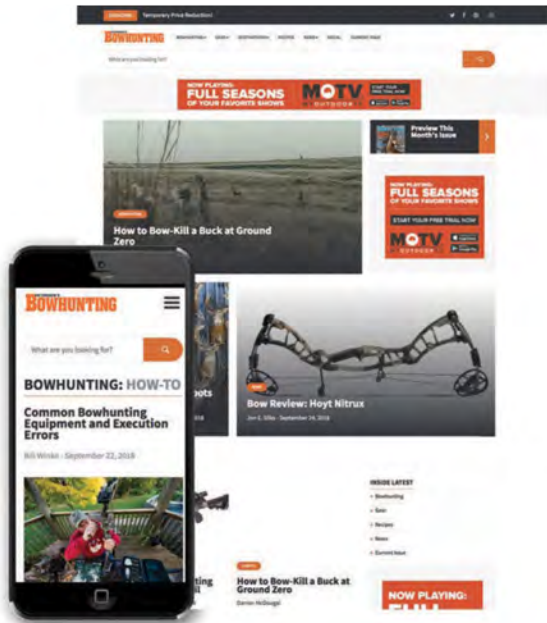
Outdoor Sportsman Group maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files:

osg.sendmyad.com

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.

As “The Modern Bowhunting Authority”, **Petersen’s Bowhunting** is the undisputed leader in gear review in bowhunting. The brand’s team of expert contributors covers the full spectrum of bows, archery accessories and related hunting products, and delivers content to a hardcore audience of enthusiast consumers.



48k 
Avg. Monthly Uniques

A18-45 
75% Distribution

Average HHI \$60K	59%
Male (%)	90%
Annual Page Views	1,102,312
Avg. Time Spent	2:40
Pages Per Session	1.4
Traffic From Mobile/Tablet	71%
eNewsletter Subscribers	57,863
Social Media Followers	31,821

Publisher's Statement

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

Annual Frequency: 10 times/year

Field Served: PETERSEN'S BOWHUNTING magazine features in-depth articles on archery equipment and bowhunting techniques. Each issue contains profiles of new bows, arrows and accessories, detailed how-to features, new product sections and industry developments.

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
107,007	3,062	110,069	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	59,209	1,699	60,908	34,830	10,000	44,830	105,738	4,028	36	4,064	98,067	11,735	109,802
Mar	59,815	1,662	61,477	34,703	10,000	44,703	106,180	2,974	32	3,006	97,492	11,694	109,186
Apr/May	59,455	1,671	61,126	36,470	10,000	46,470	107,596	3,164	12	3,176	99,089	11,683	110,772
Jun	55,614	1,622	57,236	41,276	10,000	51,276	108,512	1,982	19	2,001	98,872	11,641	110,513
Average	58,523	1,664	60,187	36,820	10,000	46,820	107,007	3,037	25	3,062	98,380	11,689	110,069

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	58,523	1,664	60,187	54.7
Total Paid Subscriptions	58,523	1,664	60,187	54.7
Verified Subscriptions				
Public Place	36,466	10,000	46,466	42.2
Individual Use	354		354	0.3
Total Verified Subscriptions	36,820	10,000	46,820	42.5
Total Paid & Verified Subscriptions	95,343	11,664	107,007	97.2
Single Copy Sales				
Single Issue	3,037	25	3,062	2.8
Total Single Copy Sales	3,037	25	3,062	2.8
Total Paid & Verified Circulation	98,380	11,689	110,069	100.0

PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$17.97		
Average Subscription Price Annualized (3)		\$11.00	
Average Subscription Price per Copy		\$1.10	

(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

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	110,302	110,302		
12/31/2017	None Claimed	113,630	113,630		
12/31/2016	None Claimed	125,187	125,187		

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ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Automotive Outlets	16,854		16,854
Doctor/Health Care Providers	7,949	10,000	17,949
Fitness/Recreational Facilities	551		551
Personal Care Salons	4,995		4,995
Specialty Locations/Retail	6,117		6,117
Total Public Place Copies	36,466	10,000	46,466
Individual Use			
Ordered/Payment Not Received	354		354
Total Individual Use Copies	354		354

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: 6,675

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 118

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.
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