

# GUN DOG®

THE MAGAZINE OF UPLAND BIRD AND WATERFOWL DOGS

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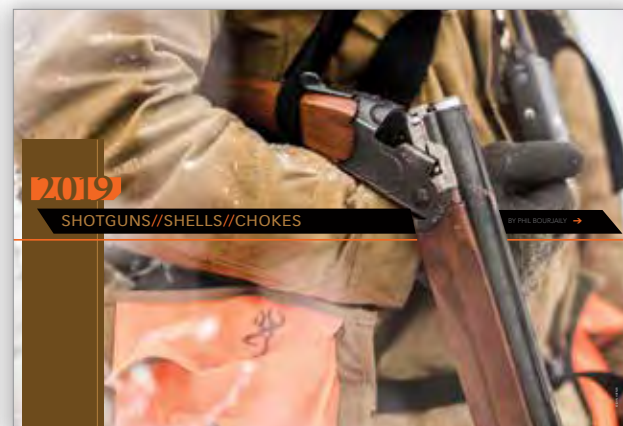
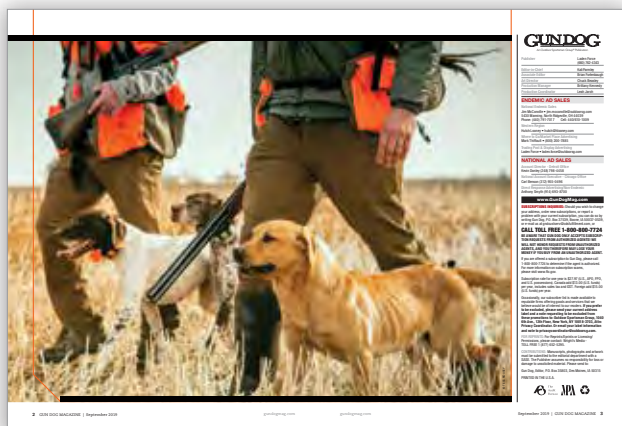
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THE MAGAZINE OF UPLAND BIRD AND WATERFOWL DOGS

For more than three and a half decades **GUN DOG** has reigned as North America's premier sporting dog publication as the only magazine devoted to all breeds of sporting dogs including pointers, setters, retrievers, versatiles, and spaniels. No other magazine provides such comprehensive coverage of these hard-driving performers, and no other magazine appeals to a wider demographic of upland gamebird and waterfowl hunters.

These are people who spend a great amount of time—and money—living with, training, and hunting over their dogs. To enhance this relationship, each issue of **GUN DOG** features the latest information on canine medicine and nutrition, training articles showcasing the proven techniques and equipment developed and utilized by professional trainers, and hunting stories emphasizing the dog's role in the field. **GUN DOG** focuses on the hardcore upland hunter with indepth gear reviews, do-it-yourself hunting guides, public land how-to, adventure stories, and more.



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*Whether it's chasing roosters across the Dakotas, a rugged quest for chukars in the Mountain West, a duck marsh at dawn, or a plantation quail hunt in the Deep South, GUN DOG is there. If it's a gamebird and it's hunted with dogs, we cover it, and we do so with authority. GUN DOG writers are lifelong hunters and trainers who do what they write about, and they bring many decades of experience to their assignments. Our regular contributors include:*

Bob West  
Tom Dokken  
Dr. Ed Bailey  
Dave Carty

Jerry Thoms  
Jerry Cacchio  
Tony Peterson  
Brad Fitzpatrick

Phil Bourjaily  
Andrew McKean  
Ben Brettingen  
David Hart

Mark Chestnut  
Steve Gash  
M.J. Nelson  
Tyler Shoberg





## POINT, RETRIEVE AND FLUSH

These three departments are devoted to each of the designated type of sporting dog—pointers, retrievers and spaniels. Primary focus is on training and numerous references to training products are included—e-collars, beeper/locator collars, GPS tracking units, training dummies and bird launchers.

## TRAINING & BEHAVIOR PROBLEMS

Dr. Ed Bailey, co-author of *The Training and Care of the Versatile Hunting Dog*, tackles reader questions on various field- and home-related issues and recommends specific training techniques and products he has found useful—everything from training equipment to dog crates and puppy housebreaking aids.

## SHOTGUN REPORT

An in-depth, two-page illustrated review of a new model of shotgun, written by noted authorities like Brad Fitzpatrick, Phil Bourjaily, Steve Gash, John M. Taylor, and others. Includes a specifications chart and corresponding information on the brand of ammo and loads used during tests.

## GUNS & GEAR

This page showcases the newest products of our advertisers—guns, loads, e-collars and other training equipment, training DVDs, dog food, nutrition supplements, hunting apparel, etc.

## FIELD TEST

A column focusing on real-life testing of gear bird hunters depend on. From bird vests, to boots, to GPS dog collars, ammunition, and more..

Point | By Dave Carty

### Understanding 'Sit!'

Did you teach this common command too soon?

**BACK DURING THE** halcyon years, when I spent time as a quasi-professional dog trainer, I always asked my clients of prior to bringing their dogs to me, they'd taught their dogs to sit. If they had, I knew my job had just gotten that much harder.

I'd teach my own dogs to sit and command others to sit as well, because it is a very useful command that will make your life easier. So, what gives? Training should teach your dog to sit, not just, not first. Another words, you should reverse the traditional order of when the sit command is taught to your yourself a headache.

**TAKING IS EVERYTHING.** Most kids feel they should do something with their new puppy, and that something is usually teaching the dog to sit. If all that dog was ever required to do was sit, then there would be no problem with that. But pointing dogs are also required, at the very least, to sit and to recall to whistle and voice commands. If you teach the dog to sit before teaching anything else, the other commands will be more difficult, although certainly not impossible, to teach.

All new commands often young dogs to the owner that struggle to understand just what it is you're trying to get

across. A confused dog, knowing that you're telling it to do something but unsure of what that command is, will revert to performing a command it already knows—the sit command.

If I had a nickel for every pointing dog I've trained that sat when I first commanded it to when I'd have a lot of nickels. It's very common fallback behavior in dogs that have been taught

to sit before being taught any other commands, and simply waiting to teach the command until he will usually, if not always, nip the problem in the bud.

**IS MY PUP RUNNED?** Let's say I'm too late and you've already trained your pup to sit. Is he ruined? No, not at all. It will just take a little more work on your part.



Teaching your pointing dog the sit command first can lead to headbashes later when teaching recall. Instead, reverse the order and consider teaching at last.

54 GUN DOG MAGAZINE | September 2010

The solution is straightforward: When you introduce your pup to the sit command for the first time, teach him to sit, and instead of showing the dog how, don't let him know that he's sitting. He will only confuse his mind and he will only confuse his mind and he will only confuse his mind.

But there's a catch: You're going to have to do more than just sit. Some times a dog will get the message the first time it's responded, but it's far more likely that you'll happen. Instead, what will happen is the dog will try to sit even after you've lifted his butt off the ground. If he does, pick him up again until he stands, so matter how many times you have to do it.

Cutting him off the problem won't happen overnight. I've had dogs that figured it out in a couple days, and dogs that would still sit on occasion weeks or even months later. Once it becomes a fallback strategy for your pup it can be hard to break, but break it you must, and you can if you're persistent.

**SHOULD I STOP TEACHING SIT?** No, grow to do without it to teaching the sit command early, why not just forget it entirely?

You can. Many pro trainers recommend doing just that. They've got their reasons, and I don't argue with them. But, I teach it because I have my hands with my four dogs, and there are times when I get an command to sit that is becoming off the walls. It's the only thing that prevents my sanity. At the start of



Perfect timing of shots, the Masai Mara by Calum Smith is an essential training tool when it comes to teaching a dog to sit, stand, and move. What you see is what you get.

### TRAINING ESSENTIAL

Shotgun Report | By Larry Case

### Retay Masai Mara Waterfowl

An inertia-powered shotgun made to get dirty...and still cycle.



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Field Test | By Brad Fitzpatrick

### Shotgunning Revolution

The Garmin Xero S1 is a high-tech solution to improve shotgun accuracy.

**EVERY SHOTGUN SHOOTER** has, at one time or another, been in a slump. The frustration of missing birds or targets and not understanding why can be frustrating, but Garmin's new Xero S1 is a high-tech solution to improve shotgun accuracy. The Xero S1 is a high-tech solution to improve shotgun accuracy. The Xero S1 is a high-tech solution to improve shotgun accuracy.

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**USING THE XERO S1** The Xero S1 is a high-tech solution to improve shotgun accuracy. The Xero S1 is a high-tech solution to improve shotgun accuracy. The Xero S1 is a high-tech solution to improve shotgun accuracy.

**EVERY SHOTGUN SHOOTER** has, at one time or another, been in a slump. The frustration of missing birds or targets and not understanding why can be frustrating, but Garmin's new Xero S1 is a high-tech solution to improve shotgun accuracy. The Xero S1 is a high-tech solution to improve shotgun accuracy. The Xero S1 is a high-tech solution to improve shotgun accuracy.

**GETTING STARTED** The Xero S1 is a high-tech solution to improve shotgun accuracy. The Xero S1 is a high-tech solution to improve shotgun accuracy. The Xero S1 is a high-tech solution to improve shotgun accuracy.

**UPGRADE MODE** The Xero S1 is a high-tech solution to improve shotgun accuracy. The Xero S1 is a high

### CONSERVATION CORNER

Upland bird numbers and conservation efforts are important to passionate bird hunters. This one-page column written by Andrew McKean features up-to-date information on what conservation groups across the country are working on, including Pheasants Forever, Quail Forever, Ruffed Grouse Society, Ducks Unlimited, and more.

### FLUSH TO TABLE

Upland bird hunting is more than a passion, it is a lifestyle to GUN DOG readers. Hunter and wild game food expert Brad Fenson brings to readers easy and delicious recipes to prepare gamebirds from sharp-tailed grouse to Canadian geese.

### SNAP SHOTS

Everyone wants to see his or her dog in the magazine, and this department offers that chance. It's a favorite with readers because it's comprised entirely of their photos of their dogs and puppies at home or in the field.

### TAILS GONE BY

A perfect ending page to close a magazine devoted to dog lovers. This one-page column features bird dog enthusiasts telling heartwarming to hysterical stories about their beloved dogs.

Notes from the Field | By Bob West

### Safe Bird Hunting

Planning and vigilance are key to the safety of hunters and dogs.

EACH SEASON, NEW folks are drawn to the sport of hunting, young and old with varied experience: around dogs, guns, and the outdoors, yet each hoping to experience and enjoy the sport of hunting. If you're among this group, safe habits must be part of your learning—even those who have hunted all their life continually refresh and remind themselves of good safety habits.

From the start, we must realize that hunting can be dangerous. Generally, birds are in the thick stuff, and if we're

to be successful we will be. Up and down hills, along creek banks, through thick, tangled "cut under," near fences and ditches, often under rainy, wet, or snow-covered conditions. Not only do we have the possibility of slipping or falling, but fatigue also becomes a real factor. Now, add our hunting partners, the dogs, farm animals, etc., and we quickly see that a safe dog deal with literally no accidents takes work.

Safe hunting conditions good habits with an alert and constant awareness of everything around us, and the proper equipment. Let's highlight some of these

more important points of safety, along with a dash of hunting etiquette, and see if we can't help ensure a safe and memorable hunt every time we head afield.

#### PLAN AHEAD

• Decide how many and who will be going for the hunt. Most agree two to three hunters to an area is a nice, manageable-sized group.

• If you've traveled some distance, be sure to identify a veterinary clinic near the area you plan to hunt. I also suggest calling the nearest clinic ahead of time



**PRO PLAN**  
NUTRITION THAT PERFORMS<sup>®</sup>

Dogs that are side-lined should be confined in a well-ventilated vehicle out of the sun.

• If a dog goes on point, alert the dog's owner or handler, then get your self as fast as you can to the dog to control the dog.

• Determine who will be shooting, and then make sure they can see the dog and know where everyone is as they approach.

• It's good practice that each hunter is aware of a safe zone of fire as you approach the dog.

• If possible, approach the dog from the side or front. It helps trap the birds, and enables the dog.

• Be aggressive as you attempt to flush birds for a pointing dog, but don't look at the ground for the birds. Keep your eyes above the cover, so as the birds come up, you can follow.

• Shoot only high-flying birds clear

and continue with a good overall inspection. A simple matter found and cared for now can save big problems later.

#### WHILE HUNTING

• Once parked, decide which dogs are to be hunted, then sit the others and give them fresh water before returning them to their kennels. Make sure the vehicle is out of the sun and well ventilated.

• Always lead your dog on a lead from the vehicle to the field. Dogs chasing

#### DOG CARE

• Provide individual kennels for dogs being hunted and confined to vehicles while hunting. Loose dogs not only are a damage concern, they can become a projectile during emergency stops or accidents, causing injury to themselves and hunting passengers.

• Bring along plenty of clean, fresh water to keep dogs hydrated and cool.

• Pay special attention to the dog during the hunt. Watch for any signs of fatigue, and if present, give the dog rest water and plenty of time to rest.

• After hunting, or while en route, be doggy on the target. It is then, starting at the nose to the tail, look for warm eyes, cuts or abrasions along the back, check the paws



Always practice safety in the field. When crossing a fence, unhook your gun and hand it to a partner.

### SWAN GREEN CHILI

Swan has a bad reputation when it comes to table fare, but if you cook it right, it can be downright delicious. Adult birds are old, and have winged their way up and down the flyway for many seasons. This means they can be tough. The best way to cook them is a long, slow braise in a flavorful liquid. Green chili is one of my favorite preparations because it's easy to prepare, with most of the cooking hands-off as the meat simmers away on the stovetop, getting more tender and tasty along the way. This recipe also works with Canada and snow geese, and is a great way to use up the legs of any type of waterfowl.

#### INGREDIENTS:

1 swan breast  
6 green chilis roasted, seeded, and chopped  
1/2 cup flour, seasoned with 1/2 tsp. cumin, coriander and cayenne pepper  
1/2 cup canola or vegetable oil  
2 medium onions, chopped  
3 cloves garlic, minced  
2-4 jalapenos, seeded and diced  
2 tsp. dried oregano  
4-6 cups of chicken or vegetable stock  
1 can white hominy, drained  
1 can yellow hominy, drained  
Salt and pepper  
1/2 cup packed cilantro, finely chopped

#### DIRECTIONS:

- 1) Heat the vegetable oil in a 10-inch Dutch oven or large soup pot.
- 2) While the oil is heating, coat the swan breast liberally with the seasoned flour.
- 3) Brown the floured swan breast in the Dutch oven, adding more oil as necessary. Flip the breast and cook until all sides are browned. Transfer meat to a paper-towel lined plate.
- 4) If necessary, add oil to the Dutch oven to equal 2 tablespoons. Add diced onions, along with a pinch or two of salt, and sauté until translucent, about 4-5 minutes. Lower heat and add minced garlic. Stir until fragrant, about 1 minute.
- 5) Transfer meat back into the Dutch oven, along with jalapenos, oregano, and enough stock to cover everything by 1-2 inches.
- 6) Raise heat and bring the stew just to the boiling point. Cover Dutch oven and lower heat to barely a simmer. (You can also transfer this to a slow-cooker set to low.)
- 7) Stir occasionally and add more stock as necessary. Cook for 3-4 hours. The green chili is nearly done when you can use two forks to shred the meat into tender strands. The longer you let it simmer, the better it tastes.
- 8) About 30 minutes before serving, stir in hominy and salt and pepper to taste.
- 9) Garnish with cilantro and serve with warm flour tortillas.



### Snapshots | From Our Readers



This is Dakota John Wayne, "Duke." He is a five-year-old member of my A-team English setters. They hunt the short-grass prairies, casting far in front of our Tennessee Walkers. —Jeffrey Gillaspie, Pierre, SD



Tommy and Chaga with a few brookies and shrooms for the cast pan. Springers rule! —Chris Carlier, Vermont



Radar is an eight-month-old, field-bred English springer spaniel. He's bouncy and eager, and a sweet companion with the family. —Paige Symons, Courtenay, BC

#### PHOTO SUBMISSION GUIDELINES

• Please make sure your phone or camera is set on the highest quality jpeg available. • Submit no more than two photos and include your dog's name, age, breed and any additional interesting details, plus the town and state in which you live. • Submission does not guarantee publication. We reserve the right to reject images that aren't high enough in quality. • Please send images to: [gundogsnapshots@outdoor.org](mailto:gundogsnapshots@outdoor.org)

### DECEMBER 2019/JANUARY/FEBRUARY 2020

#### Theme: Late-Season Hunting

Features on late-season safety for both dogs and humans. Also, late-season public land opportunities.

- Holiday gift guide

**AD CLOSE**• September 17, 2019  
**ON SALE**• November 19, 2019

### MARCH/APRIL/MAY 2020

#### Theme: Puppies

Features on the top five breeds for beginner bird dog owners, beginning training, puppy nutritional needs and an indepth article understanding a dog's mind.

- Special multi-page photo spread of readers' puppy photos makes this one of the year's most popular issues.
- Field Test: Puppy food round-up

**AD CLOSE**• November 26, 2019  
**ON SALE**• February 4, 2020

### JUNE/JULY 2020

#### Theme: Summer Training

Features on off-season training methods to keep your dog at the top of his or her game.

- Annual e-collar review—the latest models of trainers and trackers, with tips for choosing, using and maintenance.
- Special product section on all other training tools: dummies, launchers, blank pistols, drones, etc.

**AD CLOSE**• February 18, 2020  
**ON SALE**• April 21, 2020

### AUGUST 2020

#### Theme: Canine Safety

Features on safety both at home and in the field including injuries and first aid tips. A special on dog food myths and understanding the science behind the kibble.

- Special product section on and food, supplements, meds and first aid supplies.
- Special product section on dog kennels and crates.

**AD CLOSE**• April 20, 2020  
**ON SALE**• June 23, 2020

### SEPTEMBER 2020

#### Theme: Bird Hunter's Classic

State by state pheasant and quail forecast, long distance bird hunts for the 9 to 5'er, do-it-yourself Georgia quail hunting, and more.

- Special product section on the resurgence of the 16-gauge and shotgun round-up.
- Field test: upland bird vests.

**AD CLOSE**• May 15, 2020  
**ON SALE**• July 21, 2020

### OCTOBER 2020

#### Theme: Waterfowl Special Issue

Features on duck and goose hunts from Maine to the Great Salt Lake.

- Special product sections on upland and waterfowl shotguns, loads and chokes, camo, decoys, and calls.

**AD CLOSE**• June 29, 2020  
**ON SALE**• September 1, 2020

### NOVEMBER 2020

#### Theme: East to West

Features on hunting the Boundary Waters to Kansas quail camp to Himalayan Snowcock.

- Field test: boots for the upland hunter.

**AD CLOSE**• August 3, 2020  
**ON SALE**• October 6, 2020

### DECEMBER 2020/JANUARY/FEBRUARY 2021

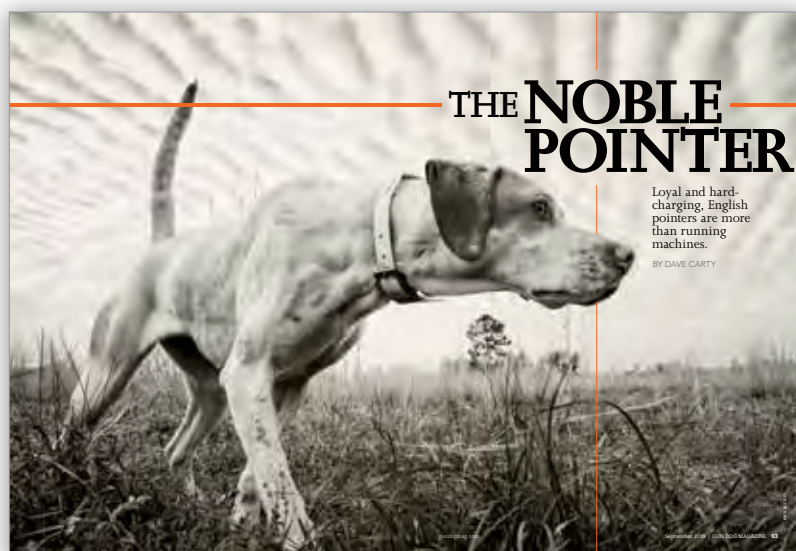
#### Theme: Late-Season Hunting

Features on late-season safety for both dogs and humans. Also, late-season destinations and a feature on women dog trainers leading the way in the industry.

- Holiday gift guide

**AD CLOSE**• September 8, 2020  
**ON SALE**• November 10, 2020

ISSUE	THEME	AD SPACE CLOSE/ MATERIALS DUE	NEWSSTAND ON SALE
DECEMBER 2019-JANUARY/FEBRUARY 2020	Late-Season Hunting	9/17/19	11/19/19
MARCH/APRIL/MAY 2020	Puppies	11/26/19	2/4/20
JUNE/JULY 2020	Summer Training	2/18/20	4/21/20
AUGUST 2020	Canine Safety	4/20/20	6/23/20
SEPTEMBER 2020	Bird Hunter's Classic	5/15/20	7/21/20
OCTOBER 2020	Waterfowl Special Issue	6/29/20	9/1/20
NOVEMBER 2020	East to West	8/3/20	10/6/20
DECEMBER 2020-JANUARY/FEBRUARY 2021	Late-Season Hunting	9/8/20	11/10/20





**GUN DOG** delivers a targeted audience of hard-core bird hunters whose passion is going afield with one or more well-trained dogs—it's not an exaggeration to say that readers/subscribers shoot birds to make their dogs happy, and our writers provide editorial content specifically aimed at making readers better owners, trainers and hunters. In return, readers have made **GUN DOG** the number one sporting dog publication in North America.

### GUN DOG READER FACTS

Travel an average of **130 miles** on a typical hunting trip.

- **58%** travel out of state to hunt upland birds annually
- **80%** took 2 or more upland bird hunting trips last year with an average of **6.57** trips
- **48%** travel out of state to hunt waterfowl birds annually
- **60%** took 2 or more waterfowl hunting trips last year with an average of **7.61** trips
- Readers spend an average of **21 days** hunting upland birds annually
- **69%** spend **10+ days** hunting upland birds annually.
- Spend **4+** hours a week training their own dogs
- **37%** have also had their dogs professionally trained.
- Over **85%** own e-collars
- Own an average of **5.28 Shotguns**
- Spend an average of **\$222** on factory shotgun ammo annually
- Spend an average of **\$1,181** on Wingshooting Gear annually

They're also willing to put their money where their passion lies. Readers annually spend:

- **\$36 million** on dog food
- **\$31 million** on their dogs' health care
- **\$13 million** on training equipment



Print Audience	460,174
Circulation	41,834
Average Household Income	\$138,450
Average Net Worth	\$738,920

**25% of Gun Dog readers have NW of \$750k-\$3MM**

Source: Most recent Accelara subscriber study. AAM December 2019.



While **GUN DOG** is all about the appreciation and practical use of stylish, productive working dogs, to develop the story fully we also highlight great hunting destinations—both public and private—across North America, and the tools of the hunting trade.

Shotguns and ammo-related editorial are regularly featured with special emphasis on delivering the latest and the greatest at the onset of the key third quarter. Throughout the year, shotguns and ammo are also covered in every issue in our “Shotgun Report” department, written by top authorities of the shooting industry.

## WILD BIRD

# ROAD TRIP

Grab your gun, camping gear, and bird dog, and hit the road for an epic adventure this fall.

BY KALI PARMLEY

**BORED WITH HUNTING** near home? Always dreamed of heading west and taking miles of rolling prairie behind your dog to search of wild birds in new and extraordinary places? Well, your dreams can easily become reality. All you need is 10 days of vacation, a map, a good truck, and a healthy dog to tag along with you, and a desire for adventure. I had all of the above when I hunted these states in the past, and loved every minute of it. So much so that I'm willing to share this game plan with you!

Plan to start in late October when pheasant and quail seasons are open, but don't plan on hunting just those two species. We're talking sharp tailed grouse, greater prairie chickens, and ruffed grouse to your game bag!

**NO SHOTGUN GEEKS** more about than these and far wondrous. Bats, mice, and a Labrador should be what a duck gun can look forward to.

Many duck hunters feel that the inertia-powered shotgun is a gift from God. While some gas-powered guns are dependable, nothing stacks up to the daily grind of a real like an inertia shotgun. While the first inertia-powered gun appeared in 1906, it wasn't until 1967 that Bruce Crotwell changed the world and gave us his version of the inertia system for duck hunting shotguns. With no gas parts to clean and O-rings to reuse with, waterfowl hunters took to this action like a duck to water.

**INERTIA-POWERED... ONLY BETTER**

The patented Retay Inertia Plus design is the most significant improvement to the original Bruce Crotwell rotating bolt in over 60 years," said President and CEO of Retay USA, Chris Hardy. "The result is that the bolt on the shotgun cannot be jarred out of battery, has no bolt rattle, and can be closely and quickly closed in a hunting situation. The Inertia Plus bolt virtually eliminates the rate of battery wear that have plagued inertia shotguns until now," he said.

Retay's patented push-button reversible trigger system is a big leap forward in shotgun usability and safe storage. This feature allows the shooter to remove the entire trigger group in less

# BIG-COUNTRY FLUSHERS

When Eastern hunters head west, the learning curve is steep but oh so enjoyable. BY TONY J. PETERSON

64 GUN DOG MAGAZINE | November 2019

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November 2019 | GUN DOG MAGAZINE 65

## Shotgun Report | By Larry Case

### Retay Masai Mara Waterfowl

An inertia-powered shotgun made to get dirty...and still cycle.



that two seconds with no tools. This can be accomplished easily in the field to clear mud or debris, or at home before storing the shotgun as an added level of safety.

"On a practical level, Retay's removable trigger means the Masai Mara is literally the only semi-automatic shotgun on Earth that could take a tumble all a duck head and get the break and receiver full of mud and gunk, and then the operator could fully hold-strap the shotgun in the bush with no tools, reuse the parts of it in a creek, and keep on hunting," Hardy said. "It's a scenario you never want to have happen, but if it does, the Masai Mara has the advantage over any other semi-auto."

#### FEATURES

The Retay Inertia Plus System operates on a recoil spring located in the stock and a rotating "hosing" bolt. The Inertia Plus features a high-polished or black-anodized bolt, and an overmolded handle and lock release—very big plus for duck hunters wearing bulky gloves. The Masai Mara is precision-drilled from Austrian boiler steel. The barrels are chrome-lined, featuring pattern-optimized, tapered 2.5-degree forcing

cones. This ensures the shot passes into the cylindrical barrel as smoothly as possible with minimal shot deformation, resulting in enhanced shot placement and penetration. The Masai Mara also features Retay's Removable Ejector System, an 8mm vented sight rib, a Teflon front band sight, and a set of five interchangeable MasaiPro choke tubes.

The Retay Masai Mara has a generally steel trigger guard milled from solid billet aluminum, with milled or saw-EDM cut internal components and a reversible cross-bolt manual safety. The trigger is available in highly polished or anodized black.

A lightweight, two-part round body receiver is milled from Italian-sourced 7075 aerospace-grade aluminum alloy. It features an overmolded shell elevator and beveled loading port for fast, reliable reloading of the 4+1 configuration tube magazine with aluminum shell follower and integrated limiter. Receiver finish options include soft-touch process matrix anodized, polished anodized, or Cerakote polymer ceramic coating.

The slim-adjustable stocks and barrels are made from high-impact, color-infused synthetic material with molded sling swivel anchors, and come with a full set of adjustment dials for customizing the fit of the shotgun to the shooter.

The Masai Mara comes in a wide selection of color and camo combinations. Some are hydrographic-dipped in either Mossy Oak Bottomland or Realtree Timber and Realtree MAX-5 camo on the entire gun. There are several selections with the camo patterns on the stock and forearm, and the receiver and barrel are finished with Cerakote in forest, earth, or OD green colors. The Cerakote and hydro-dipped combinations are perfect for a waterfowl gun, as they should stand up to the abuse handed out in the duck marsh.

#### MADE FOR WATERFOWLERS

If you shoot in bare fields, Retay has added a 31" shotgun to its highly functional line of Masai Mara Inertia Plus shotguns. The overmold handle and release are made for a duck hunter, as is the Cerakote and hydro-dipped finish on these guns, which makes them durable as well as non-reflective. The beveled loading port and outward-angled cartridge drop lever make for easy loading with glove hands. There is a full line of aftermarket choke tubes available from Trudac Chokes. #

#### RETAY | MASAI MARA

<b>ACTION</b>	Kinetic action semi-automatic with rotating bolt (Retay Inertia Plus)
<b>GAUGE</b>	12
<b>WEIGHT</b>	8 1/2 lbs.
<b>MAGAZINE CAPACITY</b>	4 shells 4+1, 31" shells 3+1
<b>STOCK LENGTH</b>	14.3"
<b>DROP AT HEAD</b>	2.58" w/ .30" adjustable to 1.77" - 1.96" - 2.36"
<b>DROP AT COMB</b>	1.45" w/ .20"
<b>SIGHT</b>	Fiber Optic by TruGlo
<b>CHOKE</b>	Interchangeable MasaiPro (C-M-M-F)
<b>TRIGGER GROUP</b>	Milled aluminum frame and trigger guard with pushbutton removable RTS, automatic anti-squirt system, and automatic locking device.
<b>MSRP</b>	\$1,300-\$1,600, depending on color and finish
<b>WEBSITE</b>	retayshotguns.com

Recognizing that hardworking gun dogs are, in every sense, canine athletes expected to perform at their peak for long hours under arduous conditions, **GUN DOG** strives to provide readers with the most current information on all aspects of health care, conditioning and nutrition.

These topics are regularly addressed and additional features on these subjects by noted nutritionists, trainers, and veterinarians appear throughout the year to ensure dogs are ready to put in the rigorous days afield their owners expect of them.

A special extended product section on all top brands of dog food, joint and dietary supplements, flea and tick control products and additional first aid items is included in the August issue, corresponding to that issue's hunting season "kickoff" and safety themes.





### PUPPY ISSUE

March/April/May

The “Puppy Spectacular” includes one of our most endearing and enduring features—a multi-page spread of reader-submitted photos of their pride-and-joys. Everyone hopes to see their puppy in the pages of the magazine, and this has become an annual highlight. Also, editorial content is geared toward choosing and starting a pup, preliminary training, and selecting the right equipment to get the job done properly.

**PUPPIES!**

**CAPTIONS BY JAMIE LAMB**

Three's company! Here is a litter of very special artificially inseminated field-bred American cocker pups that were born on Veterans Day (Nov. 11, 2018). The breeder was Gail Workman, whose cocker, **DAISY**, was featured in a past issue of *GUN DOG* and is also the dam of this litter. Marsha Linehan from San Diego, California shared this photograph.

All smiles! A picture IS worth a thousand words. This happy puppy is an eight-week-old chocolate English Lab named **ROSCOE**.

Hunting for the perfect autumn photo? Look no more! **RIGBY** is an English cream golden retriever who pulls double-duty as an upland bird hunter and a loyal family member.

Driven! Shannon Mungle of New Madrid, Missouri feels privileged to own this puppy. **BIRDIE** is a six-month-old chocolate Lab and this pup is motivated!

Splish! Splash! These pups are cool! Black Labs **GRACIE** (left) and **RUBY** (right) are cooling off after an afternoon pheasant hunt. Katie Wanner, of Montoursville Pennsylvania submitted this photograph.

Safety first! Justin Short sent in this adorable photo of his Brittany, **AGGIE** (named for New Mexico State, NOT Texas A&M). Aggie is jacketed and ready for his first boat ride.

Adorable overload! This golden retriever puppy, **SUNFIRE'S RACING BEACH STARFIRE**, owned by Carol Reinisch, is now eight years old and a phenomenal upland bird dog.

Could this image be more delightful? John Odum of Shreveport, Louisiana submitted this photo. **AXEL**, pictured here at eight months of age, is a Drahthaar with an amazing nose and superb tracking abilities.

March/April/May 2019 | GUN DOG MAGAZINE 13



# Bird Hunter's Classic

## September

The September "Bird Hunter's Classic" features our annual state-by-state quail and pheasant forecast and travel-related articles to help readers plan their season in the uplands, plus reviews of must-have bird hunting gear.



**QUAIL & PHEASANT FORECAST**

GUNDOGMAG.COM SEPTEMBER 2019 | VOLUME 38 | NUMBER 5

# GUN DOG<sup>®</sup>

THE MAGAZINE OF UPLAND BIRD AND WATERFOWL DOGS

## YOUR BEST FALL EVER!

**UPLAND GUIDE**

**ROOSTER HOTSPOTS**

**AFFORDABLE DIY ROAD TRIPS**

**MEARNS QUAIL: WHERE & HOW**

# 15+

**HOT NEW SHOTGUNS**

**A TRUE CLASSIC: THE ENGLISH POINTER**

**DOKKEN: BREAK THE BREAKING HABIT NOW!**

**SHOTGUNS/SHELLS/CHOKES**

**FEDERAL → TSS BLACK CLOUD**

Black Cloud gets a TSS upgrade in two new loads from Federal. A mixture of dense TSS pellets and copper Flincores most packed into the Flincores Flax and combine to extend the effective range of Black Cloud through any type of choke. It's loaded in 3", 1,400 fps 16-oz. loads of three steel and one TSS and 50 steel and seven TSS. \$37.99 per lb. [federalammunition.com](http://federalammunition.com)

**HEVI-SHOT HEVI-METAL LONGER RANGE**

HEVI-Shot now offers its non-toxic pellets, and the Longer Range shells contain a blend of that barium shot and steel pellets to improve long-range performance on waterfowl and wild fushing migrators in nontoxic areas. The barium shot adds energy to the pellets, while the steel shot keeps the cost down. \$29 per lb. [hevi-shot.com](http://hevi-shot.com)

**BROWNING → 16-GAUGE STEEL**

With the 16-gauge being a recent sight, there's a need for new 16-gauge ammo. Browning already offers target and upland 16-gauge loads, and the new 16-gauge steel is the latest. Containing 15716 oz. of shot at 1,320 fps, the loads contain premium round-lead shot, and are designed to contain the shot and reduce the chance of damaging other guns from steel-shot damage. \$30.99 per lb. [browningammo.com](http://browningammo.com)

**BOSS COPPER-PLATED BISMUTH**

Michigan-based Boss Ordnance produces its own bismuth pellets and sells direct to consumers to keep prices down. This year, Boss offers copper-plated bismuth pellets to improve patterns and reduce lead draw. Initial loads will be in 20 and 28-gauge, and upland hunters will be pleased to hear that 16, 20, and 28 are on the way. \$25-\$33 per lb. [bossordnance.com](http://bossordnance.com)

**PETERS → PREMIER BLUE FIELD AND TARGET**

Even if you're not old enough to remember Peters ammunition, you'll appreciate the new packaging of these new offerings from Peters, which bought Peters in 1958. The field and target loads hold 16 oz. of high-quality 7½ or 8 shot at 1,340 or 1,320 fps, which should make them perfect for dove and quail hunting. The eight-point crimp from the company should extend life, too. \$17.75 per lb. [petersammo.com](http://petersammo.com)

**RIO ECO BLUE STEEL**

As pellets become recognized as a source of iron, Rio Eco Blue Steel ammo offers a green solution. The loads contain a unique biodegradable steel made of vegetal material that protects gun barrels from steel pellets, and dissolves in water for a matter of days. The first loadings will be 3" 12-gauge, 16-oz. 1,300 fps. \$169 per 250. [rioammo.com](http://rioammo.com)

**SHOTGUNS/SHELLS/CHOKES**

**WITHOUT GUNS, OUR GUN DOGS WOULD JUST BE...DOGS.**

**WINCHESTER SX4**

The new 20-gauge Winchester SX4 secures all the features of the 12-gauge SX4 into a smaller package. It goes into the same proven, well-known gun series, so we'll be an instant built-to-blast, built-to-last, and built-to-last. The gun has a slender pistol grip, and comes with options to adjust the stock length to fit any gun hunter. [winchesterguns.com](http://winchesterguns.com)

**BERETTA A400 XTREME PLUS**

Beretta's top of the line waterfowl gun, the A400 Xtreme Plus, has come in enough names to make it hard to remember. You can buy it in Money Cal, Beretta, Beretta, Beretta and M&M's, but the A400, and even the Xpert, will be going down. Like all A400s, it will cut between charge and offer a remarkable 100-000 ft. range that really works. It also features an integrated system for better and weather operation. \$1,900. [berettausa.com](http://berettausa.com)

**CAESAR GUERINI REVENANT**

The Revenant is the most elaborately decorated gun Caesar Guerini has ever made. Gold and silver engraving covers its forestock, and the "steel" wings of the distinctive Beretta-style fore-end. There's more to the Revenant than just looks. The 12-gauge gun has a long range and is easy to carry, and it's a 20-gauge. It's available in 20-gauge, 28-oz. 28-oz. 28-oz. 28-oz. \$1,900. [guerinusa.com](http://guerinusa.com)



## Waterfowl Special October

For the hardcore duck and goose hunters of our readership, the “Waterfowl Special” October issue emphasizes waterfowl hunting and retrievers with colorful and compelling stories straight from the marsh and special product sections on duck guns and loads, decoys, and calls.



Effective January 1, 2020

4-Color	1x	3x	6x	9x	12x
Full Page	\$5,069	\$4,554	\$4,304	\$4,060	\$3,784
2/3 Page	3,886	3,448	3,305	3,101	2,917
1/2 Page	3,279	2,948	2,800	2,616	2,453
1/3 Page	2,540	2,285	2,152	2,025	1,902
1/4 Page	2,275	2,055	1,923	1,800	1,709
1/6 Page	1,953	1,760	1,658	1,561	1,474

2-Color	1x	3x	6x	9x	12x
Full Page	\$4,401	\$4,034	\$3,840	\$3,657	\$3,473
2/3 Page	3,218	2,968	2,851	2,718	2,581
1/2 Page	2,601	2,417	2,310	2,224	2,127
1/3 Page	1,989	1,867	1,805	1,739	1,673
1/4 Page	1,397	1,622	1,556	1,499	1,454
1/6 Page	1,397	1,331	1,290	1,255	1,224

B&W	1x	3x	6x	9x	12x
Full Page	\$3,738	\$3,371	\$3,177	\$2,994	\$2,810
2/3 Page	2,560	2,305	2,193	2,055	1,918
1/2 Page	1,938	1,754	1,647	1,561	1,464
1/3 Page	1,331	1,204	1,148	1,076	1,010
1/4 Page	1,056	959	893	836	796
1/6 Page	734	668	632	592	561

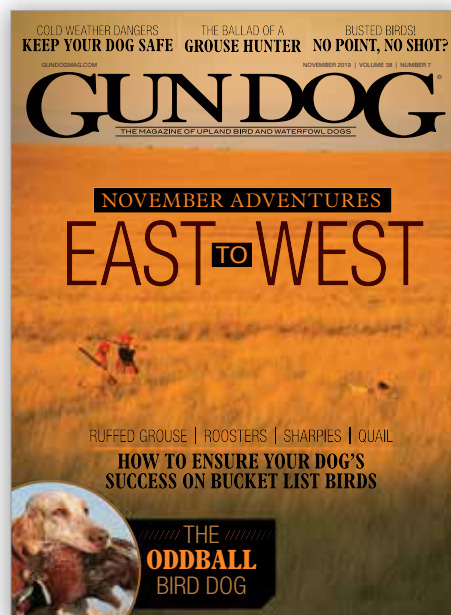
Covers	1x	3x	6x	9x	12x
Covers 4	\$6,273	\$5,625	\$5,330	\$5,029	\$4,702
Covers 2	5,544	4,978	4,712	4,447	4,157
Covers 3	5,309	4,763	4,514	4,259	3,978



Effective January 1, 2020

	1x	3x	7x
1ci	\$230	\$214	\$199 4/C
21/8" x 1"	\$184	\$173	\$163 (B&W)
2ci	\$372	\$342	\$321
21/8" x 2 1/4"	\$301	\$270	\$255
3ci	\$536	\$485	\$449
21/8" x 3 1/2"	\$423	\$388	\$362
21/8" x 4 3/4"	\$515	\$474	\$444
4 3/8" x 2 1/4"	\$515	\$474	\$444
7ci	\$1,005	\$898	\$852
21/8" x 7"	\$806	\$719	\$683

	1x	3x	7x
6 3/4" x 2"	\$806	\$719	\$683
1/3 pg	\$1,260	\$1,204	\$1,173
21/8" x 9 1/4"	\$903	\$816	\$765
6 5/8" x 3 3/8"	\$903	\$816	\$765
4 3/8" x 4 3/4"	\$903	\$816	\$765
1/2 pg	\$1,729	\$1,627	\$1,566
6 5/8" x 4 3/4"	\$1,387	\$1,250	\$1,102
4 3/8" x 7 1/4"	\$1,387	\$1,250	\$1,102
Full pg	\$2,591	\$2,448	\$2,336
6 5/8" x 9 5/8"	\$2,402	\$2,147	\$2,045



### Typical Advertising Sizes and Mechanical Specifications

Trim Size of magazine is 7 3/4" w x 10 1/2" 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

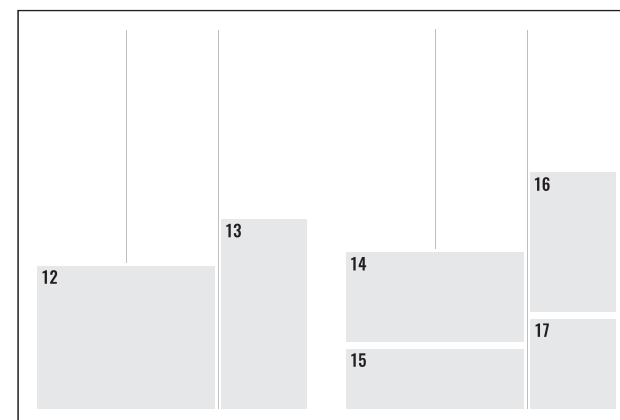
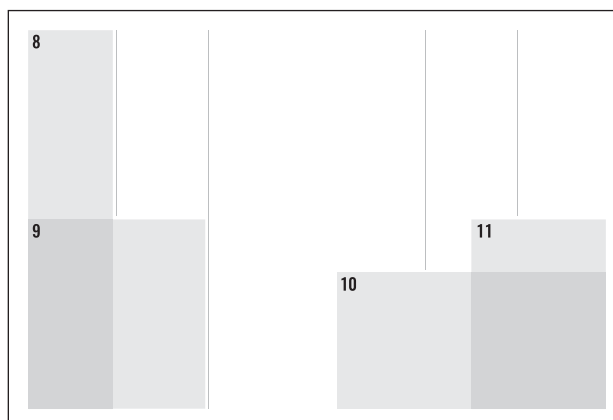
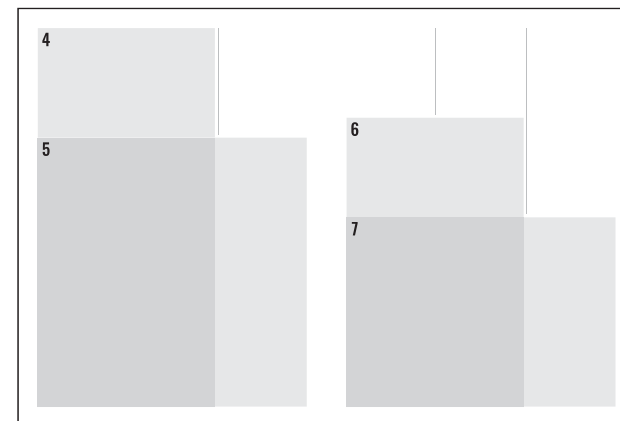
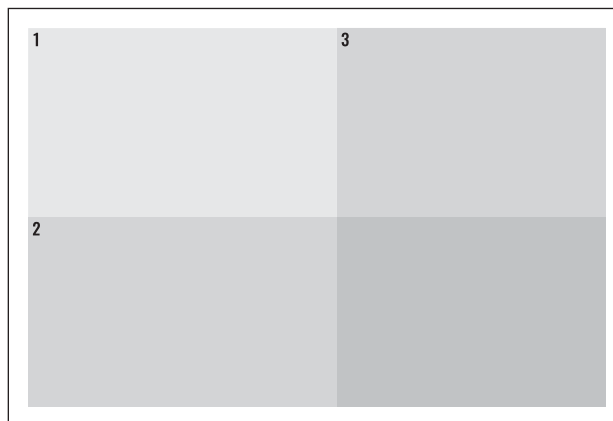
Non-Bleed: 4.375 x 2.25

#### 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.

### Terms and Conditions

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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.



### General Production Information:

Production Manager  
Gun Dog  
6385 Flank Drive  
Suite 800  
Harrisburg, PA 17112  
717-695-8089  
Brittany.Kennedy@OutdoorSG.com

**Trim Size:** 7<sup>3</sup>/<sub>4</sub>-in. wide x 10<sup>1</sup>/<sub>2</sub>-in. high

**Non-Bleed:** 1/2-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:** 1/4-in. inside of the trim edge on all four sides for a total 1/2-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)

Once at the home page you can sign up as a new user or sign into your existing account. The ad portal will do a general check for correct ad size, font embedding, and image resolution per OSG's general ad submission guidelines.


Proofs supplied by the advertiser for color guidance will be forwarded to press.



**GUN DOG** online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on training, canine health and nutrition, breeds, annual gamebird forecasts, and favorite hunting locales, plus engaging video content and shotgun ammunition and gear reviews.



**43k**   
Avg. Monthly Uniques

**A18-45**  
**74%**  Distribution

Average HHI 60+	92%
Male (%)	75%
Annual Page Views	1,004,822
Avg. Time Spent	2:45
Pages Per SESSION	1.5
Traffic From Mobile/Tablet	69%
eNewsletter Subscribers	33,564
Social Media Followers	49,843

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 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.

## Publisher's Statement

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

**Annual Frequency:** 7 times/year

**Field Served:** Serving the serious upland bird and waterfowl hunter.

**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
37,788	4,046	41,834	None Claimed	

### TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Paid & Verified Subscriptions - Print	Paid & Verified Subscriptions - Digital Issue	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			
Dec/Jan/Feb	26,400	1,057	27,457	11,989		11,989	38,389	1,057	39,446	4,476	17	4,493	42,865	1,074	43,939
Mar/Apr	24,383	1,018	25,401	11,880		11,880	36,263	1,018	37,281	3,992	35	4,027	40,255	1,053	41,308
Jun/Jul	24,471	1,025	25,496	11,141		11,141	35,612	1,025	36,637	3,600	17	3,617	39,212	1,042	40,254
<b>Average</b>	<b>25,085</b>	<b>1,033</b>	<b>26,118</b>	<b>11,670</b>		<b>11,670</b>	<b>36,755</b>	<b>1,033</b>	<b>37,788</b>	<b>4,023</b>	<b>23</b>	<b>4,046</b>	<b>40,778</b>	<b>1,056</b>	<b>41,834</b>

### PRICE

	Suggested Retail Prices (1)
Average Single Copy	\$4.99
Subscription	\$27.97

(1) For statement period

### RATE BASE

None Claimed

### NOTES

**Post-Expire Copies:** The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 1,330

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 281

**Included in Paid Circulation:**

- Individual Subscriptions
- School Subscriptions
- Single Copy Sales

**Included in Verified Circulation:** Included in verified circulation are copies distributed to:

- Individuals
- Public Place Locations

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.  
GUN DOG, published by Outdoor Sportsman Group - Integrated Media \* 1040 Sixth Avenue 12th Floor \* New York, NY 10018

CARTER VONASEK  
Planning Director  
P: 212.852.6682 \* F: 212.302.4472 \* URL: www.gundogmag.com  
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LADEN FORCE  
Publisher  
AAM Member since: 1984