





Our goal at *Petersen's HUNTING* is to grow and foster the iconic status of the magazine as the heart and soul of the sport. To bring together the most passionate and discerning hunters of this generation and the next. To inform and entertain, from the edgiest stories to the smartest product features. To create the most dynamic and experiential content in existence on the places, products and people that define and evolve the world of hunting.



Petersen's HUNTING has raised the bar for graphic design. Modern, easy-to-read typography is masterfully combined with high-quality photographs and artwork to create a unique sense of style and unparalleled attractiveness.



Circulation	166,441
Frequency	8x a year +Annual
Total Audience	3,993,000
Male/Female (%)	86/14
Median Age	54
Average Household Income	\$108,660
Single/Married (%)	5.4/82.5
Widowed/Divorced (%)	7.8
In a Long Term Relationship (%)	4.3
Management/Professional	34.9%
Tradesman/Craftsman/Services	14.8%

TOP REASONS READERS SUBSCRIBE

Magazines dominate other media choices, including websites, television, and social media, across the board regardless of information category. They are the overwhelming Overall favorite for hunting information, provide the most accurate and trusted information, as well as the most useful and authoritative information. They also most influence buying decisions and offer new ideas.

	MAGAZINES	WEBSITES	TELEVISION	SOCIAL MEDIA
Overall favorite for hunting info	80.8%	12.3%	5.4%	1.5%
Most accurate and trusted information	83.8%	14.1%	1.3%	.8%
Most useful information	76.7%	18.2%	3.8%	1.3%
Most authoritative info	75.5%	18.4%	5.3%	.8%
Most influences your buying decisions	66.2%	25.4%	5.5%	2.9%
Most new ideas	57.5%	26.6%	10.8%	5.0%

PRINT AUDIENCE	3,993,000
AVERAGE HOUSEHOLD INCOME	\$108,600
AVERAGE NET WORTH	\$662,600

READERS HAVE SPENT AN AVERAGE OF 38.8 YEARS HUNTING.

WHAT THEY HUNT

99% of readers Hunt Big Game

98% Deer
47% Elk
40% Bear
36% Feral Hogs
13% Exotic species (game ranches)
21% Other large game

92% of readers Hunt Birds

73% Turkeys
69% Upland Birds
56% Waterfowl
11% Other birds

82% of readers Hunt Small Game

73% Rabbits
68% Squirrels
8% Other small game

72% of readers Hunt Predators & Varmints

66% Coyotes
29% Other varmints

TRAVEL

- 75% of readers took overnight trips in the last 12-months; on average each of these has gone on 4+ hunting trips.
- On average, each spent 16 days on their overnight hunting trips.
- 1 to 9 days = 40%
- 10 to 20 days = 60%
- 20+ days = 25%

A typical reader spends an average of \$2,492 on overnight hunting trips annually.

GUIDED HUNTS...

26% of readers have gone on a guided hunt within the last 24 months spending an average of \$5,497 each.

LAND...

75% Hunt on private land; 67% Hunt on Public Land.

25% Own their own land and on average each owns 122 acres.

30% are interested in buying or leasing land in the next 36 months.

FIREARMS & BOWS

- 96% own Firearms. 80% own a Bow.
- 95% Centerfire Rifles, 94% Shotguns, 57% Muzzleloader, 62% Handguns for Hunting
- 41% Plan to buy a new firearm in the next 12 months.
- On average Petersen's Hunting readers fire nearly 300 rounds of ammo per year; with 46% shooting more than 300 rounds.
- 40% reloads own ammunition.
- 51% own a Bow; 26% own a Crossbow.
- A typical reader spends an average of \$5,014 on Hunting Gear and supplies (including firearms) annually.

ATV/UTV

46% own ATV/UTV.

VEHICLE USE...

95% Hunting; 82% recreation, 28% Food Plots/Feeding Game;
23% Farming/Ranching; 22% Work.

FOOD PLOTS & NUTRITION

86% create food plots for year round food supply.

25% plant to harvest feed for game.

50% provide salt, minerals or nutritional supplements to deer, 35% plant food plots and 32% provide supplemental feed or other nutrition.

56% plant food plots in spring & fall.

DOGS

50% of readers own dogs, on average each owns just under 2 dogs.

A typical Petersen's Hunting dog owner spends \$426 on dog health care annually.

86% purchase flea &/or tick preventative; 43% purchase dewormer;

25% buy flea/tick collars; 17% buy arthritis/pain medication.



Petersen's HUNTING is the leading magazine dedicated to hunters, with each issue packed full of tips and tactics for punching tags on big- game in the U.S. and abroad.

Every issue takes on a new theme, giving readers a taste of adventure and offering manufacturers a place to maximize marketing potential by reaching both hardcore and new hunters alike.

THE ANNUAL: HUNTING ANNUAL

The Annual Gear Issue is the largest issue of Petersen's Hunting. With over 150 pages and a newsstand price of \$8.99 this is THE issue to be in. The best product in each category secures the Editor's Choice Award — a huge bonus to your marketing!

Ad Close: June 1, 2020

On Sale, Release #1: August 4, 2020

On Sale, Release #2: November 10, 2020

MARCH: THE PREDATOR ISSUE

New Gear: New Predator Gear

Feature 1: Killing Public-Land Coyotes

Feature 2: Grizzlies of the Alaskan Interior

Feature 3: Reloading for Predators

Guns n' Loads: Rimfire Revolver Roundup

Open Country: Annual Big-Game Breakdown/Plan Now

Wheels Afield: Beast of Burden ATV Review

Ad Close: Dec. 12, 2019 On Sale: Feb. 11, 2020

APRIL / MAY: SPRING SUCCESS

New Gear: Staying Dry — Waterproof Essentials

Feature 1: Backcountry Bear Hunts

Feature 2: Grand Slam Turkey Guide

Feature 3: An African Adventure

Guns n' Loads: Wood Stock Revival

Open Country: Learning to Shoot Long Range

Whitetails: New Tools for Deer Hunters

Ad Close: Jan. 17, 2020 On Sale: March 17, 2020

JUNE/JULY: THE TRADITIONS ISSUE

New Gear: SHOT Show Favorites

Field Test: Worth it? High-End Optics

Feature 1: Woodsmanship 101/Forgotten Skills

Feature 2: Beagles and Bunnies

Feature 3: 1st Hunts — Recruiting Adult Onset Hunters

Feature 4: UTV Round-Up

Guns n' Loads: 150 Years of Marlin

Open Country: Elk Camp

Whitetails: The Future of Deer Hunting

Ad Close: March 10, 2020 On Sale: May 5, 2020

AUGUST: OPENING DAY

New Gear: Best of ATA

Feature 1: Plight of the Caribou

Feature 2: Crossbow Shootout

Feature 3: Gear Up for Western Whitetails

Guns n' Loads: Benelli Rifle

Open Country: Lightweight Backcountry Guns

Whitetails: The Best Time to Kill Big Bucks

Ad Close: May 8, 2020 On Sale: July 7, 2020

SEPTEMBER: 2020 BIG-GAME FORECAST

New Gear: Packing It Out/Meat Care

Field Test: Rangefinders

Feature 1: Big-Game Forecast

Feature 2: Homing in on the Herd Bull

Feature 3: Antelope Up Close

Guns n' Loads: The Handgun Hunter/10mm Review

Open Country: Get Physical — Training for Mountain Hunts

Ad Close: June 15, 2020 On Sale: August 11, 2020

OCTOBER: DIY HUNT GUIDE

New Gear: Backcountry Essentials

Feature 1: Transition Time Mule Deer Tactics

Feature 2: Winning at Whitetails

Feature 3: Backcountry Adventure Story

Open Country: TBD

Guns n' Loads: Best New Bullets for Elk

Whitetails: Public Land Whitetail Warriors

Ad Close: July 20, 2020 On Sale: Sept. 15, 2020

NOVEMBER: THE DEER ISSUE

New Gear: New Gear for Deer

Feature 1: Top Spots for Rut Hunts

Feature 2: The Hangover — Hunting After the Rut

Feature 3: Deer Camp Tales

Guns n' Loads: TBD

Open Country: Hidden Hotspot for Whitetails

Whitetails: Rut Gone Wild

Ad Close: Aug. 24, 2020 On Sale: Oct. 20, 2020

DECEMBER/JANUARY: GUIDE TO LATE-SEASON SUCCESS

New Gear: Staying Alive — Cold-Weather Wear

Feature 1: The Other Season — Small Game Roundup

Feature 2: Skills for Last-Minute Success

Feature 3: Christmas Gift Guide

Guns n' Loads: Muzzleloaders

Open Country: The Last Chance (Roundup of Still-Open Seasons)

Whitetails: Make Late Great/Cold-Weather Bucks

Ad Close: Sept. 29, 2020 On Sale: Nov. 24, 2020



GOT GEAR? WE DO.

The Annual Gear Issue is the largest issue of Petersen's Hunting. With over 150 pages and a newsstand price of \$8.99 this is THE issue to be in. The best product in each category secures the Editor's Choice Award —a huge bonus to your marketing!

GEAR CATEGORIES:

- Guns: Rifles, Pistols, Shotguns & Muzzleloaders
- Optics: Red dots, Scopes, Binoculars, Rangefinders & Spotting Scopes
- Gear: Blinds, Treestands, Game Cameras & Accessories
- Archery: Vertical & Crossbows, Arrows, Releases, Broadheads, Sights & Quivers
- Misc: Tents, Stoves, Sleeping Bags, GPS and more!

Distribution: 100,000

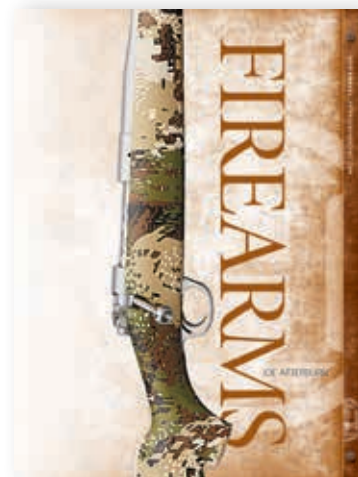
Ad Close: June 1, 2020

On Sale Release #1: August 4, 2020

On Sale Release #2: November 10, 2020

SPECIAL RATES

FULL PAGE	\$3,500
1/2 PAGE	\$1,750





Backcountry hunters have re-defined the trophy, focusing less on a set of antlers and instead finding success in the adventure itself. They value the experience, relishing in the hard work it takes to hunt in the backcountry, and show their pride in the form of a bloody game bag. Backcountry Hunter will cover all aspects of wilderness hunting in the western U.S., Alaska and Canada, with a particular emphasis on DIY adventures for the hardcore sportsman.

SECTION TOPICS:

GEAR CLOSET: Combines educational insight into gear materials and construction with hands-on, in-depth reviews of quality hunting and camping equipment.

SKILLSET: Devoted to all thing how-to, from basic and advanced orienteering to survival skills to tracking and animal behavior.

ADVENTURE: Finding, hunting and exploring the all best backcountry destinations, including little known and up-and-coming areas.

Distribution: 53,000

SPRING ISSUE:

Ad Close: March 23, 2020 *On Sale:* May 26, 2020

FALL ISSUE:

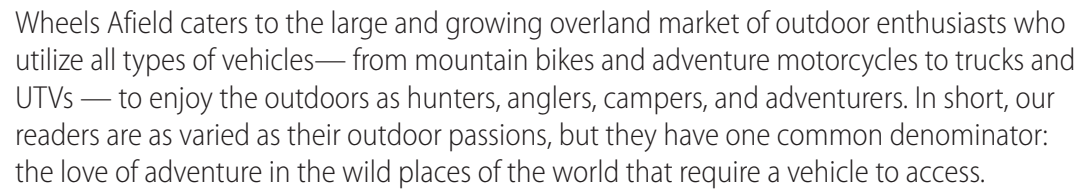
Ad Close: June 29, 2020 *On Sale:* September 1, 2020

AD RATES

TWO PAGE SPREAD	\$6,000
FULL PAGE	\$3,500
1/2 PAGE	\$2,100
1/4 PAGE	\$950

ALL 1/2 PAGE ADS ARE HORIZONTAL.
ALL 1/4 PAGE ADS ARE VERTICAL.





EQUIP: Overlanders and off-roaders are gear junkies, and here they'll find cool product highlights, new vehicle reviews and in-depth looks into the hottest trends.

DISCOVER: Comprehensive how-to articles, awesome project vehicles and all kinds of inspiration for your own outdoor truck, trailer or ATV/UTV.

EXPLORE: Searching every corner of the globe, from close-to-home trails to exotic routes from the industry's most experienced adventurers.

SPRING ISSUE:

Ad Close: February 10, 2020 On Sale: April 14, 2020

FALL ISSUE:

Ad Close: August 3, 2020 On Sale: October 6, 2020

TWO PAGE SPREAD	\$6,000
FULL PAGE	\$3,500
1/2 PAGE	\$1,300
1/4 PAGE	\$700

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Whether the game be big or small, upland birds or waterfowl, millions of hunters rely on public lands to experience the outdoors. Consistent success, however, requires careful planning. *Public Land Hunter* blends proven tactics and cutting-edge gear with local knowledge and where-to-hunt information, to give readers inside information on the best public-hunting opportunities east of the Missouri River, where most of America's hunters live.

SECTION TOPICS:

LOCAL KNOWLEDGE: Punching a public-land tag is no easy task. Here's the how-to tips and tactics from experts on the ground.

DESTINATIONS: Our editors sort through the millions of acres of public land to find the gems that are hidden right next door.

GEAR UP: Success hinges on having equipment that can handle the hard work required. Here are our top picks for gear that lasts, without breaking the bank.

Distribution: 80,000

Ad Close: May 15, 2020 *On Sale:* July 21, 2020

AD RATES

TWO PAGE SPREAD	\$6,000
FULL PAGE	\$3,500
1/2 PAGE	\$1,300
1/4 PAGE	\$700

ALL 1/2 PAGE ADS ARE HORIZONTAL.
ALL 1/4 PAGE ADS ARE VERTICAL.

PHTV airs nationally via The Sportsman Channel.
4 airings per week — all year long!

TARGET THE HEART OF THE hardcore

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

PHTV HOSTS:

Kevin Steele
David Draper
Kali Parmley



BENEFITS OF PHTV

Editorial promotion and year-round advertising in Petersen's HUNTING magazine and petersenshunting.com to drive audiences to the TV program.

Editorial features relating to the TV show appear in regular issues of Petersen's HUNTING magazine and the Annual Gear Guide to highlight the TV program and its sponsors.

Sponsors' products will receive special, priority consideration in all Petersen's HUNTING print and on-line editorial coverage of equipment and services.

Produced to compel existing hunters to hunt more often and more successfully while also attracting new participants with the teaching of fundamentals, the challenge of the hunt, and the beauty of the sport.

Edited and produced by award-winning TV content providers.

Petersenshunting.com features a special PHTV section where readers can download video clips from PHTV episodes that feature and highlight sponsors' products and benefits.

For information please contact:

Kevin Steele (805) 472-2168 | kevin.steele@outdoorsg.com

Jim McConville (440) 610-1009 | james.mcconville@outdoorsg.com

Hutch Looney (818) 990-9000 x 222 | Hutch@hlooney.com



Our NEW GEAR department presents products in a new and exciting way. In-house studio photography displays items to their utmost advantage, and our product category groupings are designed to complement each other, thereby increasing reader interest and knowledge.

ISSUE	THEME	AD CLOSE / MATERIALS DUE	ON NEWSTAND
March 2020	The Predator Issue	12/12/19	2/11/20
April - May 2020	Spring Success	1/17/20	3/17/20
June - July 2020	The Traditions Issue	3/10/20	5/5/20
August 2020	Opening Day	5/8/20	7/7/20
September 2020	2020 Big-Game Forecast	6/15/20	8/11/20
October 2020	DIY Hunt Guide	7/20/20	9/15/20
November 2020	The Deer Issue	8/24/20	10/20/20
Dec. 2020 - Jan. 2021	Guide to Late Season Success	9/29/20	11/24/20

SPECIAL INTEREST ISSUE	THEME	AD CLOSE / MATERIALS DUE	ON NEWSTAND
Wheels Afield (Spring)		2/10/20	4/14/20
Backcountry Hunter (Spring)		3/23/20	5/26/20
Public Land Hunter		5/15/20	7/21/20
Hunting Annual Gear Guide	Hunting Gear	6/1/20	8/4/19 & 11/10/20
Backcountry Hunter (Fall)		6/29/20	9/1/20
Wheels Afield (Fall)		8/3/20	10/6/20



For current advertising rates
and detailed specifications
please contact:

Kevin Steele, Publisher —
805.472.2168
kevin.steele@outdoorsg.com

James McConville,
National Endemic Sales —
440.327.3610
james.mcconville@outdoorsg.com

Electronic media kits
can be obtained at:
[outdoorsg.com/brands/hunting/
petersens-hunting](http://outdoorsg.com/brands/hunting/petersens-hunting)

4-COLOR	1 x	3 x	6 x	10 x
Full Page	14,875	14,531	14,070	13,182
2/3 Page	11,964	11,618	11,268	10,541
1/2 Page	9,730	9,439	9,153	8,557
1/3 Page	8,245	7,985	7,746	7,246
1/4 Page	6,889	6,682	6,481	6,065
2-COLOR	1x	3x	6x	10x
Full Page	11,274	10,937	10,606	9,925
2/3 Page	8,803	8,530	8,271	7,738
1/2 Page	6,986	6,779	6,571	6,149
1/3 Page	5,411	5,248	5,086	4,767
1/4 Page	4,502	4,379	4,243	3,970
B&W	1x	3x	6x	10x
Full Page	9,017	8,738	8,479	7,933
2/3 Page	6,850	6,649	6,435	6,033
1/2 Page	5,411	5,248	5,086	4,767
1/3 Page	4,061	3,931	3,820	3,568
1/4 Page	3,153	3,068	2,971	2,776
1/6 Page	2,257	2,186	2,128	1,992
1/12 Page	1,226	1,181	1,141	1,076
1 Inch	499	486	467	427
COVERS	1x	3x	6x	10x
Cover 4	19,468	18,890	18,293	17,139
Cover 2	17,217	16,710	16,185	15,160
Cover 3	16,482	15,977	15,484	14,498



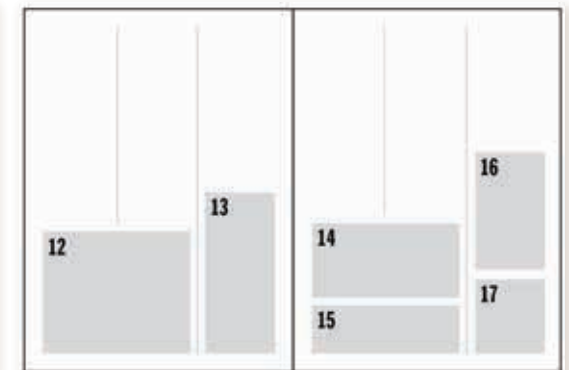
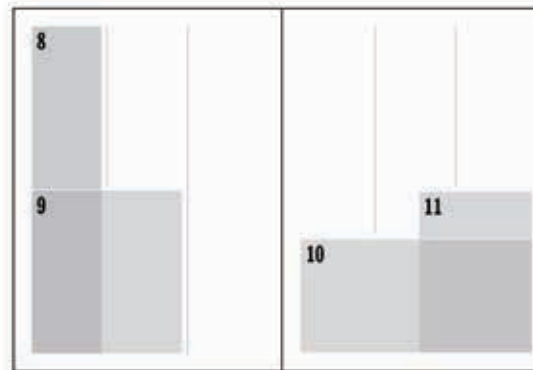
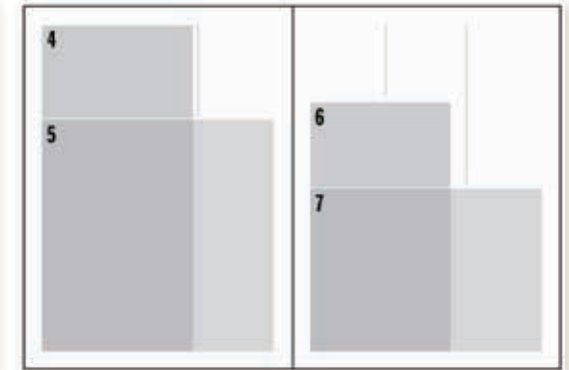
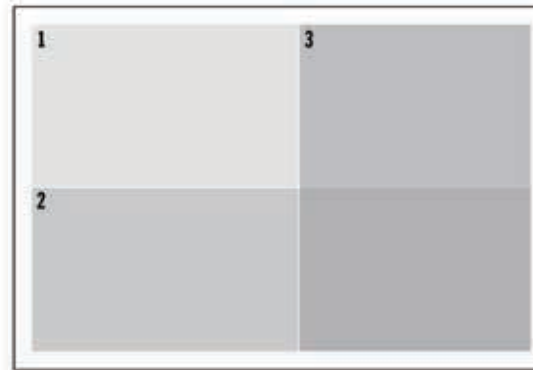
A SWOP-standard proof, pulled from the supplied file, must be submitted with each 4-color ad.

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

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

Trim - The edge of the page

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



1. Two-Page Spread

Non-Bleed: 14.5 x 9.5

Bleed: 15.75 x 10.75

Trim: 15.5 x 10.5

Safety: 15 x 10

2. Two-Page One-Half Horizontal

Non-Bleed: 14.5 x 4.75

Bleed: 15.75 x 5.5

Trim: 15.5 x 5.25

Safety: 15 x 4.75

3. Full Page

Non-Bleed: 6.75 x 9.5

Bleed: 8 x 10.75

Trim: 7.75 x 10.5

Safety: 7.25 x 10

4. Two-Third Vertical

Non-Bleed: 4.375 x 9.5

Bleed: 5.25 x 10.75

Trim: 5 x 10.5

Safety: 4.5 x 10

5. Two-Third Horizontal

Non-Bleed: 6.75 x 6.75

Bleed: 8 x 7.125

Trim: 7.75 x 6.875

Safety: 7.25 x 6.375

6. One-Half Vertical

Non-Bleed: 4.375 x 7.25

Bleed: 5.25 x 8

Trim: 5 x 7.75

Safety: 4.5 x 7.25

7. One-Half Horizontal

Non-Bleed: 6.75 x 4.75

Bleed: 8 x 5.5

Trim: 7.75 x 5.25

Safety: 7.25 x 4.75

8. One-Third Vertical

Non-Bleed: 2.125 x 9.5

Bleed: 2.875 x 10.75

Trim: 2.625 x 10.5

Safety: 2.125 x 10

9. One-Third Square

Non-Bleed: 4.375 x 4.75

Bleed: 5.125 x 5.5

Trim: 5 x 5.25

Safety: 4.5 x 4.75

10. One-Third Horizontal

Non-Bleed: 6.75 x 3.375

Bleed: 8 x 4.125

Trim: 7.75 x 3.875

Safety: 7.25 x 3.625

11. One-Quarter Vertical

Non-Bleed: 3.375 x 4.75

12. One-Quarter Horizontal

Non-Bleed: 4.375 x 3.625

13. One-Sixth Vertical

Non-Bleed: 2.125 x 4.75

14. One-Sixth Horizontal

Non-Bleed: 4.375 x 2.25

15. One-Eighth Horizontal

Non-Bleed: 4.375 x 1.5

16. One-Eighth Page

Non-Bleed: 2.125 x 3.5

17. One-Twelfth Page

Non-Bleed: 2.125 x 2.25

18. One-Inch Banner

Non-Bleed: 6.75 x 1

19. Two-Inch Banner

Non-Bleed: 6.75 x 2

20. Eight-Inch Vertical

Non-Bleed: 2.125 x 8

21. Seven-Inch Vertical

Non-Bleed: 2.125 x 7

22. Six-Inch Vertical

Non-Bleed: 2.125 x 6

23. One-Inch 2-Column

Non-Bleed: 4.375 x 1

24. One-Inch Vertical

Non-Bleed: 2.125 x 1



Whether it's rangefinders, binoculars, gun cases, spotting scopes or the latest in archery equipment, our FIELD TEST department doesn't just tell the customer what is out there and why it is the best, we inform them what is the best buy for their hard-earned money. The winner receives the *Petersen's HUNTING* Editor's Choice Award.

General Production Information

Production Manager
Petersen's HUNTING
2 News Plaza
Peoria, IL 61614
309-679-5079
connie.mendoza@outdoorsg.com

Trim Size: 7¾-in. wide x 10½-in. high

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

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

Trim: The edge of the page.

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

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

Advertising File Requirements

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

Files must have:

All fonts embedded.

Page geometry defined and consistent (trim, bleed, and media/art boxes).

Correct color space for all elements (CMYK or grayscale).

Spot colors converted to CMYK.

Color and grayscale image resolution between 266 and 300 ppi at 100% placement.

Bitmap image resolution between 600 and 1200 ppi.

Total ink coverage should not exceed 300%.

Advertising File Submission:

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

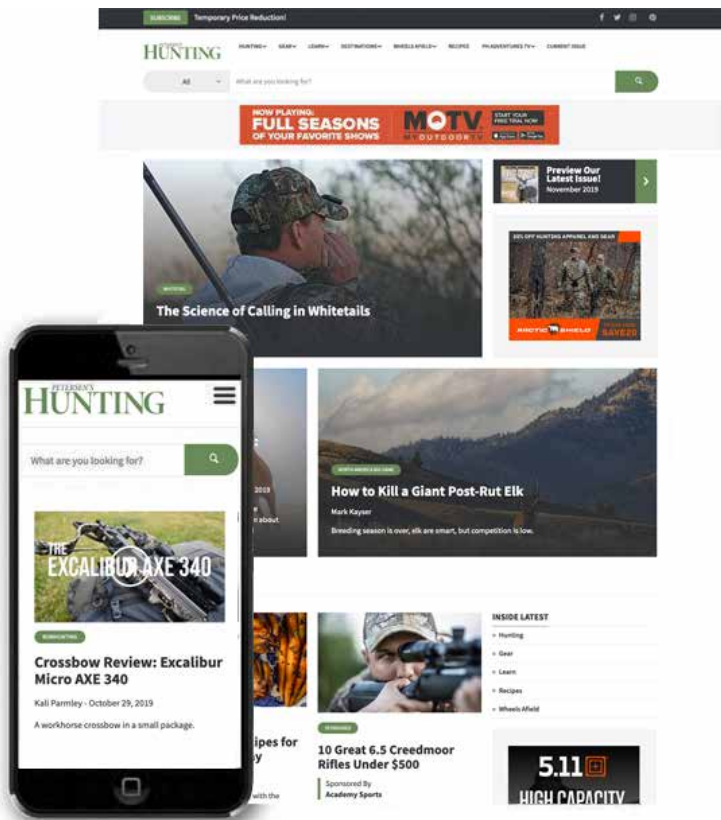
<https://osg.sendmyad.com>

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.

Our goal at **Petersen's Hunting** is to grow and foster the iconic status of the magazine as the heart and soul of the sport. To bring together the most passionate and discerning hunters of this generation and the next. To inform and entertain, from the edgiest stories to the smartest product features. To create the most dynamic and experiential content in existence on the places, products and people that define and evolve the world of hunting.



89k 
Avg. Monthly Uniques

A18-45
74%  Distribution

Average HHI 60K+	59%
Male (%)	85%
Annual Page Views	1,857,805
Average Time Spent	2:50
Pages Per Session	1.4
Traffic From Mobile/Tablet	72%
eNewsletter Subscribers	82,368
Social Media Followers	36,486



Publisher's Statement

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

[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)

Annual Frequency: 11 times/year

Field Served: Sport hunting, including big game, small game, upland birds, waterfowl, varmints and exotic game. Reports on game management, guns and loads, gun dogs, bow hunting, and big game anatomy. Basic where-to and how-to information for all types of recreational hunting.

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
160,344	6,099	166,443	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			
Dec/Jan	118,270	1,190	119,460	31,538	10,000	41,538	160,998	7,469	9	7,478	157,277	11,199	168,476
Mar	120,256	1,158	121,414	26,607	10,000	36,607	158,021	5,293	37	5,330	152,156	11,195	163,351
Apr/May	120,884	1,160	122,044	29,476	10,000	39,476	161,520	4,609	15	4,624	154,969	11,175	166,144
Jun/Jul	116,580	1,125	117,705	33,132	10,000	43,132	160,837	6,950	15	6,965	156,662	11,140	167,802
Average	118,998	1,158	120,156	30,188	10,000	40,188	160,344	6,080	19	6,099	155,266	11,177	166,443

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	118,998	1,158	120,156	72.2
Total Paid Subscriptions	118,998	1,158	120,156	72.2
Verified Subscriptions				
Public Place	29,642	10,000	39,642	23.8
Individual Use	546		546	0.3
Total Verified Subscriptions	30,188	10,000	40,188	24.1
Total Paid & Verified Subscriptions	149,186	11,158	160,344	96.3
Single Copy Sales				
Single Issue	6,080	19	6,099	3.7
Total Single Copy Sales	6,080	19	6,099	3.7
Total Paid & Verified Circulation	155,266	11,177	166,443	100.0

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	166,312	166,416	-104	-0.1
12/31/2017	None Claimed	188,474	188,474		
12/31/2016	None Claimed	200,294	200,294		

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$19.94		
Average Subscription Price Annualized (3)		\$9.68	
Average Subscription Price per Copy		\$0.88	

(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: 11

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
Geographic Data
Analysis of New & Renewal Paid Individual Subscriptions
Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Automotive Outlets	7,708		7,708
Doctor/Health Care Providers	1,237	10,000	11,237
Fitness/Recreational Facilities	359		359
Personal Care Salons	17,030		17,030
Specialty Locations/Retail	3,308		3,308
Total Public Place Copies	29,642	10,000	39,642
Individual Use			
Ordered/Payment Not Received	546		546
Total Individual Use Copies	546		546

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 11 issues, which includes 3 double issues.

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 9,857

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 145

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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