



# In-Fisherman

## 2020 MEDIA KIT

[in-fisherman.com](http://in-fisherman.com)



### In-Fisherman Since 1975

In-Fisherman is the leading multispecies brand with a proven history in educating anglers of all levels and bringing new trends to the masses. The original influencer, In-Fisherman continues to teach people how to catch more and bigger fish, using scientifically proven methods of understanding fish behavior.

As the first media brand to embrace a multimedia strategy, In-Fisherman continues to reach enthusiasts—anglers who read, watch, and interact with the best-in-class media platforms for multispecies anglers!



<b>READ</b> <b>IN-FISHERMAN MAGAZINE</b>	<b>WATCH</b> <b>IN-FISHERMAN TELEVISION</b>	<b>INTERACT</b> <b>IN-FISHERMAN.COM AND SOCIAL CHANNELS</b>
<ul style="list-style-type: none"> <li>• Circulation 178,771</li> <li>• Frequency 7x/year</li> <li>• Total Audience 3,184,000</li> <li>• Male/Female (%) 90/10</li> <li>• Median Age 48.3</li> <li>• Average Household Income \$96,000</li> </ul>	<ul style="list-style-type: none"> <li>• Won 20 prestigious industry awards</li> <li>• Voted best fishing show 5 years in a row</li> <li>• Three species featured in each episode</li> <li>• Educates on the why, where, and how to catch more fish</li> <li>• Airs on Sportsman Channel and World Fishing Network</li> </ul>	<ul style="list-style-type: none"> <li>• Solunar Calendar—free, interactive calendar offers best fishing times based on exact location</li> <li>• Extensive how-to, species-specific content</li> <li>• 185,621 average monthly unique visitors to In-Fisherman.com</li> <li>• 115,000 social media followers</li> <li>• 168,822 eNewsletter subscribers</li> </ul>

**Sources:** MRI, 2019 Doublebase used for Male%, Median Age, and Audience. Most recent subscriber study used for Average HHI. AAM Publishers Statement Jun 19 used for Circulation. Site Traffic and Gender skew based on Google Analytics data October 2018-September 2019. Age and Income demographics from Salesforce Audience Studio using audience profile data from Neustar and Eyeota, October 2019. E-Newsletter Subscribers from Exact Target for publications and What Counts for networks as of October 2019. Social Audience reflects Followers or Likes for OSG Social content on Facebook, Twitter, Instagram, and YouTube (where appropriate) as of October 2019.



# In-Fisherman MEDIA KIT

In Every Issue

In-Fisherman is known for being on the forefront of new trends in fishing, thus not publishing an editorial calendar. Each In-Fisherman issue contains at least one article about:

- Largemouth Bass
- Northern Pike and/or Muskie
- Smallmouth Bass
- Crappie and/or Bluegill and/or Perch
- Walleye
- Catfish

As well as these regular columns:

**Marine Scene:** Boats, motors, electronics, and how to use today's accessories on the water.

**Bits and Pieces:** Short topics blending fishery science with practical fishing experience.

**Staff Noteworthy & New:** The latest in technology.

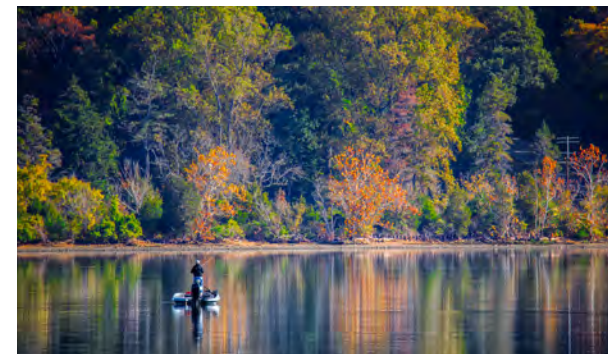
**Adventures:** Where to go right now for great fishing.

**Best Fishing Times:** Best times of the day and best days of the month to fish.

**North with Doc:** Humor with a message.

**Reflections:** A bit of philosophy, a moment of nostalgia.





### DEC/JAN/FEB

**Closing Date**

October 9, 2019

**On Newsstand**

December 10, 2019

### MARCH/APRIL

**Closing Date**

December 10, 2019

**On Newsstand**

February 11, 2020

### MAY

**Closing Date**

February 6, 2020

**On Newsstand**

April 7, 2020

### JUNE

**Closing Date**

March 20, 2020

**On Newsstand**

May 19, 2020

### JULY

**Closing Date**

April 23, 2020

**On Newsstand**

June 23, 2020

### AUG/SEPT

**Closing Date**

May 20, 2020

**On Newsstand**

July 21, 2020

### OCT/NOV

**Closing Date**

July 16, 2020

**On Newsstand**

September 15, 2020



### 2020 In-Fisherman Guide Magazines

#### WALLEYE GUIDE



**WALLEYE GUIDE** is filled with timely features on the nature of walleyes, state-by-state notes, tactical fishing traditions and trends, tackle, boats, motors, electronics, and more!

**Distribution:** 60,000

#### Closing Date

December 18, 2019

#### On Newsstand

February 18, 2020

#### BASS GUIDE



**BASS GUIDE** is America's first national bass review, a comprehensive guide to what's new in tackle, rods, reels, electronics, boats, motors, and more.

**Distribution:** 60,000

#### Closing Date

January 24, 2020

#### On Newsstand

March 24, 2020

#### CATFISH GUIDE



**CATFISH IN-SIDER GUIDE** gives you new insights on catching channel cats, flatheads, and blues, plus what's new with rods, reels, boats, motors, hooks, fishing line, natural baits, and catfish accessories.

**Distribution:** 60,000

#### Closing Date

February 28, 2020

#### On Newsstand

April 28, 2020

#### ICE FISHING TACTICAL GEAR



**ICE FISHING TACTICAL GEAR GUIDE** and **ICE FISHING GUIDE** are strategically timed to offer the ice angler the latest information on rods, reels, tip-ups, floats, electronics, boots, augers, spuds, lures, shelters, shacks and more! The Ice Fishing Guides also feature principal patterns and systems for catching perch, pike, walleyes, crappies, trout, and more.

**Distribution:** 60,000

#### Closing Date

August 6, 2020

#### On Newsstand

October 6, 2020

#### ICE FISHING GUIDE



**ICE FISHING GUIDE** are strategically timed to offer the ice angler the latest information on rods, reels, tip-ups, floats, electronics, boots, augers, spuds, lures, shelters, shacks and more! The Ice Fishing Guides also feature principal patterns and systems for catching perch, pike, walleyes, crappies, trout, and more.

**Distribution:** 60,000

#### Closing Date

October 1, 2020

#### On Newsstand

December 1, 2020

	% Comp
Total Audience	3,184,000
Men	90%
Women	10%
Median Age	48.3
Married	74%
Attended College	67%
Professional/Management	22%
Craftsman/Tradesman	29%
Average Household Income	\$96,000
Average Household Net Worth	\$717,000
Went Fishing, Past 12 mos.	97%
Went Freshwater Fishing, Past 12 mos.	97%
Went Ice Fishing, Past 12 mos.	30%
Went Shore Fishing, Past 12 mos.	48%
Went Fly Fishing, Past 12 mos.	16%
Went Salt Water Fishing, Past 12 mos.	16%
Average Number of Days Fished, Past 12 mos.	47.1
Average Number of Days Spent Freshwater Fishing, Past 12 mos.	36.5
Average Number of Days Spent Ice Fishing, Past 12 mos.	3.6
Average Number of Days Spent Shore Fishing, Past 12 mos.	10.4
Average Number of Days Spent Saltwater Fishing, Past 12 mos.	1
Average Number of Days Spent Fly Fishing, Past 12 mos.	2.3
Took an Overnight Fishing Trip within the U.S., Past 12 mos.	63%
Average Number of Overnight Trips Taken within the U.S., Past 12 mos.	3.6
Own Fishing Rod	99%
Own a Baitcasting Rod	86%
Own a Spinning Rod	83%
Own a Spincasting Rod	70%
Own Fly Fishing Rod	47%
Own Ice Fishing Rod	42%
Own Fishing Reel	91%
Own Baitcasting Reel	79%
Own Spinning Reel	77%
Own Spincasting Reel	60%
Own Fly Fishing Reel	42%
Own Ice Fishing Reel	36%

	% Comp
Spent Money on Fishing Gear, Equipment and Apparel, Past 12 mos.	90%
Average Amount Spent on Fishing Gear, Equipment and Apparel, Past 12 mos.	\$745
Purchased Fishing Lures, Past 12 mos.	79%
Purchased Monofilament Line, Past 12 mos.	70%
Purchased Flurocarbon Line, Past 12 mos.	36%
Household Owns a Boat	86%
V-Hull Fishing Boat	51%
Bass Boat	33%
Fish and Ski/Powerboat	14%
Canoe	19%
Jon Boat	18%
Household Owns a Motor	79%
Outboard Motor	76%
Trolling Motor	67%
Household Owns/Leases 1+ Pick Up Truck(s)	46%
Household Owns/Leases 1+ Sport Utility Vehicle	51%
Household Owns/Leases 1+ Van	18%
Household Owns/Leases 1+ Car	59%
Household Owns/Leases Domestic Only	66%
Household Owns/Leases Import and Domestic	27%
Household Purchased Vehicle Only	96%
Personally Responsible for Maintaining Vehicle(s)	60%
Purchased Aftermarket Auto Accessories for Vehicles, Past 12 mos.	95%
Household Owns Any Home Improvement Tools	94%
Hand Tools	87%
Law Mower	75%
Saw	67%
You or Other Household Member Did Any Household Improvement Work or Any Home Remodeling	91%

**Sources:** MRI Spring 2019 Doublebase (audience, m/f, Age) Most Recent Accelara In-Fisherman Subscriber Study.

Effective July 1, 2019

4-Color	1x	3x	5x	7x
Full Page	\$11,664	\$11,080	\$10,526	\$10,000
2/3 Page	8,988	8,538	8,111	7,706
1/2 Page	7,821	7,430	7,058	6,706
1/3 Page	5,492	5,217	4,956	4,708
1/4 Page	4,321	4,105	3,899	3,704
1/6 Page	3,158	3,000	2,850	2,708

B&W	1x	3x	5x	7x
Full Page	\$8,648	\$8,216	\$7,805	\$7,415
2/3 Page	6,658	6,325	6,009	5,709
1/2 Page	5,797	5,507	5,232	4,970
1/3 Page	4,066	3,863	3,670	3,486
1/4 Page	3,200	3,040	2,888	2,744
1/6 Page	2,346	2,229	2,117	2,011

Covers	
Cover 2	\$14,700
Cover 3	13,850
Cover 4	15,500

### GOING PLACES ADVERTISING RATES Effective July 1, 2019

4-Color		1X	2X	3X	5X
1 INCH	1.625" x 1"	\$350	\$341	\$333	\$324
1.5 INCH	1.625" x 1.5"	526	513	500	488
2 INCH	1.625" x 2"	701	683	666	650
	3.425" x 1"	701	683	666	650
2.5 INCH	1.625" x 2.5"	876	854	833	812
3 INCH	1.625" x 3"	1,051	1,025	999	974
	3.425" x 1.5"	1,051	1,025	999	974
4 INCH	1.625" x 4"	1,401	1,366	1,332	1,299
	3.425" x 2"	1,401	1,366	1,332	1,299
6 INCH	1.625" x 6"	2,101	2,048	1,997	1,947
	3.425" x 3"	2,101	2,048	1,997	1,947
8 INCH	1.625" x 8"	2,803	2,733	2,665	2,598
	3.425" x 4"	2,803	2,733	2,665	2,598

B&W		1X	2X	3X	5X
1 INCH	1.625" x 1"	\$297	\$290	\$282	\$275
1.5 INCH	1.625" x 1.5"	447	436	425	414
2 INCH	1.625" x 2"	596	581	567	552
	3.425" x 1"	596	581	567	552
2.5 INCH	1.625" x 2.5"	745	726	708	691
3 INCH	1.625" x 3"	893	871	849	828
	3.425" x 1.5"	893	871	849	828
4 INCH	1.625" x 4"	1,191	1,161	1,132	1,104
	3.425" x 2"	1,191	1,161	1,132	1,104
6 INCH	1.625" x 6"	2,101	2,048	1,997	1,947
	3.425" x 3"	2,101	2,048	1,997	1,947
8 INCH	1.625" x 8"	2,803	2,733	2,665	2,598
	3.425" x 4"	2,803	2,733	2,665	2,598



### IN-FISHERMAN GUIDES

Effective July 1, 2019

4-Color	1X	2X	3X	5X
Full Page	\$3,430	\$3,290	\$3,145	\$3,020
2/3 Page	2,640	2,540	2,425	2,320
1/2 Page	2,300	2,210	2,105	2,020
1/3 Page	1,605	1,550	1,485	1,420
1/4 Page	1,270	1,220	1,170	1,115
1/6 Page	925	920	850	810

B&W	1X	2X	3X	5X
Full Page	\$2,540	\$2,435	\$2,330	\$2,245
2/3 Page	1,960	1,885	1,805	1,725
1/2 Page	1,705	1,635	1,560	1,500
1/3 Page	1,190	1,145	1,105	1,055
1/4 Page	945	900	865	800
1/6 Page	690	660	630	605

#### Covers

Cover 2	\$4,290
Cover 3	4,115
Cover 4	4,430



In-Fisherman Magazine continues the success of B.E.E.M.—featuring the latest & greatest in boats, engines, electronics, motors & accessories in our Mar/Apr 2020 issue. On-sale during the heart of boat show season around the country!



## Special Advertising Package includes:

- (1) editorial product review in exclusive B.E.E.M section representing brand innovations and features for the current year; includes a link to product website.
- Articles will appear on In-Fisherman.com as well, after on-sale date of the magazine.
- Choice of (1) Supporting Ad Unit
  - Full Page: \$8,500
  - Half Page: \$5,000
- Amplify your reach with custom digital and social extensions:(custom packages & pricing available upon request)
- Custom Content
- ROS Banners
- Native In-Stream Unit
- E-Blast
- Social Integration

## OUR 3.3 MILLION MONTHLY ANGLERS ARE AFFLUENT AND ENGAGED!

- 86% of readers are boat owners
- \$96,000 average household income
- 47 days annually spent fishing, average

Full or half page ads only special Net pricing of \$8500/page, \$5000/half page as a onetime offer. Net 30 days terms for open accounts. On-sale 2/11/20

**Source:** MRI 2019 Doublebase, Most recent subscriber study for boat owners, HHI and days spent fishing.



Two of the most powerful print brands have teamed up to deliver your company's marketing message to over 4.3 million bass anglers during the heart of the season!

## In-Fisherman GAME&FISH



### Bass Bonanza Advertising Package Includes:

- A special 16-page section dedicated to bass fishing techniques and gear to run in the May 2020 issues of BOTH In-Fisherman and Game & Fish (south region) issues
  - On-sale first week of April 2020
  - 260k total combined circulation
- The same great content in both publications but to two different audiences will increase reach and drive purchase
- Choice of (1) Supporting Ad Unit:
  - Full Page: \$13,250
  - Half Page: \$8,745
  - Third Page: \$6,095
- Expand your bass-focused marketing plan by including the In-Fisherman Bass Guide and Game & Fish Major League Fishing special issue... both on sale in early March



### CONTACT:

**Derek Sevcik** | EVP, Group Publisher & Operations

**Phone:** 717-695-8096 | **Email:** Derek.Sevcik@outdoorsg.com

**Michael Cassidy** | Publisher

**Phone:** 407-325-0992 | **Email:** michael.cassidy@outdoorsg.com

Net color rates. Net 30 days terms for open accounts.

**Source:** MRI 2019 Doublebase.



## Reaching 32 million HH on Outdoor Channel.



### PROGRAMMING

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13 original episodes with a run time of roughly 29 minutes, including commercials, per episode

New episodes will run on Outdoor Channel:

- 7 new episodes, 6 re-air in Q1 2020
- 6 new episodes, 7 re-air in Q2 2020

All episodes will re-air on Sportsman's Channel:

- 13 re-air Q3 2020
- 13 re-air Q4 2020

104 airings in total on Outdoor Channel

104 airings in total on Sportsman Channel

- In-Fisherman TV is the only fishing show that has 3 different species in 3 different locations in North America in every show.
- In-Fisherman TV has won 20 prestigious industry awards and was voted the best fishing show for 5 years in a row.
- In-Fisherman TV has been on the air for over 40 years and is one of the top-rated fishing shows on cable TV year after year.
- In-Fisherman TV delivers multiple product category integration into every show that features “how to” on-the-water usage with unparalleled product knowledge, which helps sell more product for our sponsors.

### **CUSTOM SPONSORSHIP OPPORTUNITIES AVAILABLE. FOR MORE INFORMATION PLEASE CONTACT:**

**Contact:** Derek Sevcik | EVP, Group Publisher & Operations

**Phone:** 717-695-8096 | **Email:** [Derek.Sevcik@outdoorsg.com](mailto:Derek.Sevcik@outdoorsg.com)

\* Scheduling subject to change

### Typical Advertising Sizes and Mechanical Specifications:

Trim Size: 7<sup>3</sup>/<sub>4</sub> w x 10<sup>1</sup>/<sub>2</sub> h

#### 1. Two Page Spread

Non-Bleed: 14.5 x 9.5

Bleed: 15.75 x 10.75

Trim: 15.5 x 10.5

Safety: 15 x 10

#### 2. Two Page One-Half Horizontal

Non-Bleed: 14.5 x 4.75

Bleed: 15.75 x 5.5

Trim: 15.5 x 5.25

Safety: 15 x 4.75

#### 3. Full Page

Non-Bleed: 6.75 x 9.5

Bleed: 8 x 10.75

Trim: 7.75 x 10.5

Safety: 7.25 x 10

#### 4. Two-Third Vertical

Non-Bleed: 4.375 x 9.5

Bleed: 5.25 x 10.75

Trim: 5 x 10.5

Safety: 4.5 x 10

#### 5. Two-Third Horizontal

Non-Bleed: 6.75 x 6.75

Bleed: 8 x 7.125

Trim: 7.75 x 6.875

Safety: 7.25 x 6.375

#### 6. One-Half Vertical

Non-Bleed: 4.375 x 7.25

Bleed: 5.25 x 8

Trim: 5 x 7.75

Safety: 4.5 x 7.25

#### 7. One-Half Horizontal

Non-Bleed: 6.75 x 4.75

Bleed: 8 x 5.5

Trim: 7.75 x 5.25

Safety: 7.25 x 4.75

#### 8. One-Third Vertical

Non-Bleed: 2.125 x 9.5

Bleed: 2.875 x 10.75

Trim: 2.625 x 10.5

Safety: 2.125 x 10

#### 9. One-Third Square

Non-Bleed: 4.375 x 4.75

Bleed: 5.125 x 5.5

Trim: 5 x 5.25

Safety: 4.5 x 4.75

#### 10. One-Third Horizontal

Non-Bleed: 6.75 x 3.375

Bleed: 8 x 4.125

Trim: 7.75 x 3.875

Safety: 7.25 x 3.625

#### 11. One-Quarter Vertical

Non-Bleed: 3.375 x 4.75

#### 12. One-Quarter Horizontal

Non-Bleed: 4.375 x 3.625

#### 13. One-Sixth Vertical

Non-Bleed: 2.125 x 4.75

#### 14. One-Sixth Horizontal

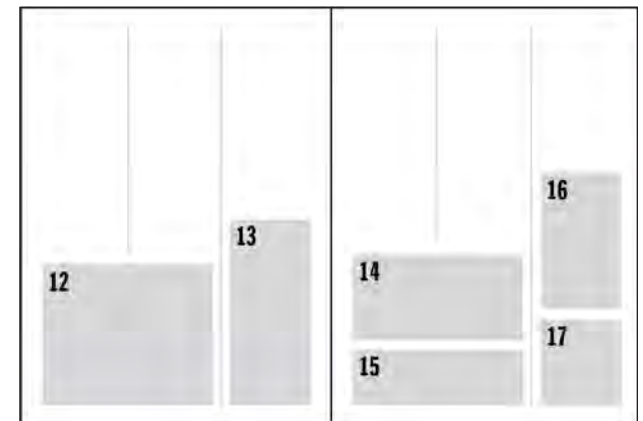
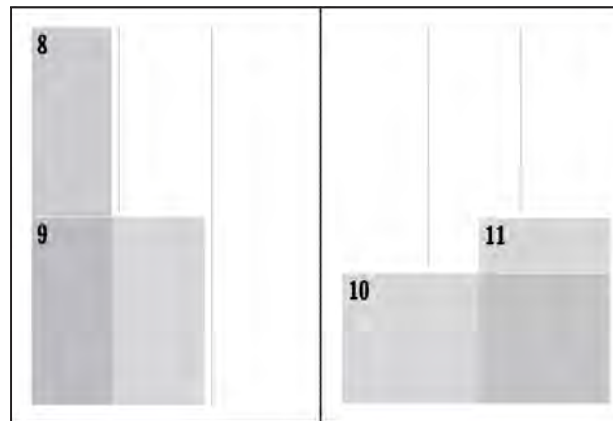
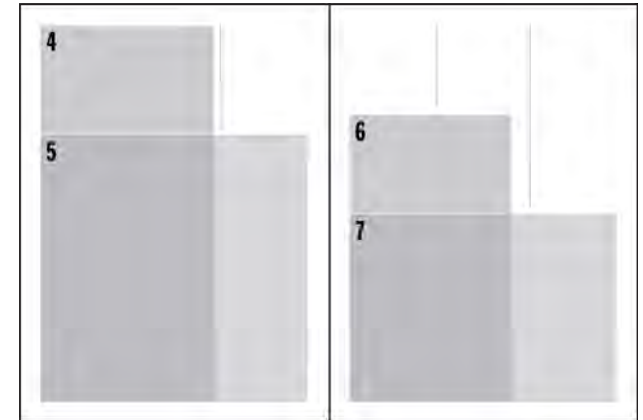
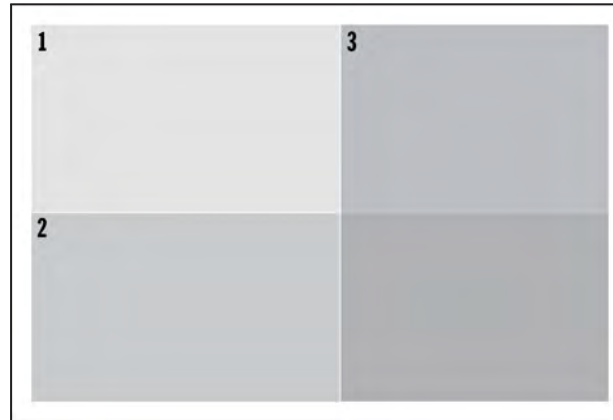
Non-Bleed: 4.375 x 2.25

#### 15. One-Eighth Horizontal

Non-Bleed: 4.375 x 1.5

#### 16. One-Eighth Page

Non-Bleed: 2.125 x 3.5



#### 17. One-Twelfth Page

Non-Bleed: 2.125 x 2.25

#### 18. One Inch Banner

Non-Bleed: 6.75 x 1

#### 19. Two Inch Banner

Non-Bleed: 6.75 x 2

#### 20. Eight Inch Vertical

Non-Bleed: 2.125 x 8

#### 21. Seven Inch Vertical

Non-Bleed: 2.125 x 7

#### 22. Six Inch Vertical

Non-Bleed: 2.125 x 6

#### 23. One Inch 2-Column

Non-Bleed: 4.375 x 1

#### 24. One Inch Vertical

Non-Bleed: 2.125 x 1

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

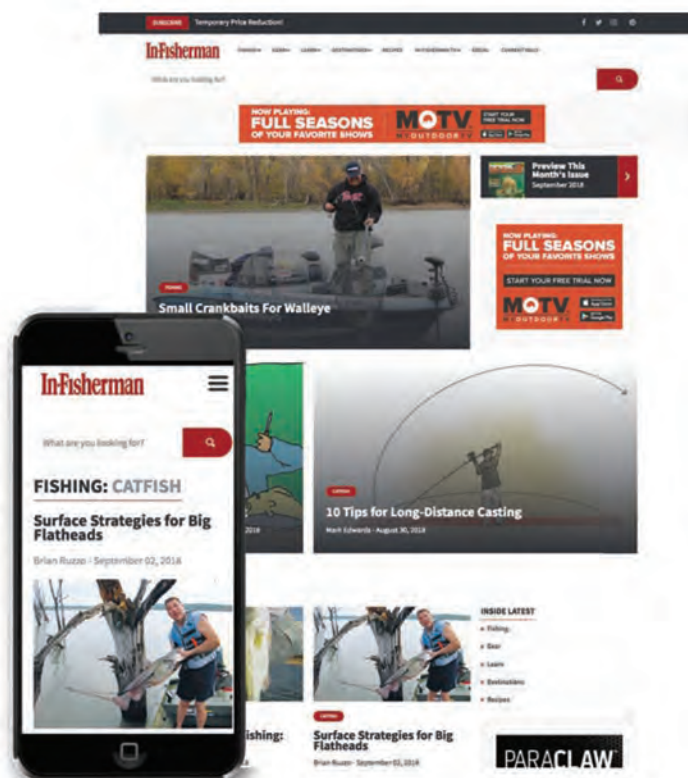
Non-Bleed — 1/2" inside trim. Non-bleed ads should have all elements within this measurement.

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

Trim — The edge of the page.

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

**In-Fisherman** is a powerful convergence of multi-media products, including award-winning magazines, special interest publications, acclaimed television show, books, DVDs and digitally-delivered content. As such, In-Fisherman is uniquely positioned as the leading content provider to freshwater fishing enthusiasts – resulting in the industry’s most respected companies’ reliance on the power of the In-Fisherman brand to deliver results for 40+ years.



**186k**  
*Avg. Monthly Uniques*

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

Average HHI 60K+	59%
Male (%)	88%
Annual Page Views	4,487,871
Avg. Time Spent	2:41
Avg. Pages Per Session	1.5
Traffic From Mobile/Tablet	72%
eNewsletter Subscribers	114,924
Social Media Followers	168,822

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



### 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 Minnesota 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 Minnesota.

### General Production Information:

**Production Manager**  
**In-Fisherman**  
6385 Flank Drive, Suite 800  
Harrisburg, PA 17112-2784  
717-695-8088  
[melissa.williams@outdoorsg.com](mailto:melissa.williams@outdoorsg.com)

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

**Non-Bleed:** 1/8-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)



Annual Frequency: 8 times/year

Field Served: Freshwater Fishing.

Published by Outdoor Sportsman Group - Integrated Media

## Publisher's Statement

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

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

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
165,770	13,003	178,773	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	165,053	2,433	167,486	937		937	168,423	17,960	14	17,974	183,950	2,447	186,397
Mar/Apr	163,186	2,370	165,556	936		936	166,492	11,833	6	11,839	175,955	2,376	178,331
May	162,423	2,383	164,806	936		936	165,742	10,434	46	10,480	173,793	2,429	176,222
Jun	159,103	2,386	161,489	936		936	162,425	11,700	18	11,718	171,739	2,404	174,143
<b>Average</b>	<b>162,441</b>	<b>2,393</b>	<b>164,834</b>	<b>936</b>		<b>936</b>	<b>165,770</b>	<b>12,982</b>	<b>21</b>	<b>13,003</b>	<b>176,359</b>	<b>2,414</b>	<b>178,773</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	162,441	2,393	164,834	92.2
<b>Total Paid Subscriptions</b>	<b>162,441</b>	<b>2,393</b>	<b>164,834</b>	<b>92.2</b>
<b>Verified Subscriptions</b>				
Individual Use	936		936	0.5
<b>Total Verified Subscriptions</b>	<b>936</b>		<b>936</b>	<b>0.5</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>163,377</b>	<b>2,393</b>	<b>165,770</b>	<b>92.7</b>
<b>Single Copy Sales</b>				
Single Issue	12,982	21	13,003	7.3
<b>Total Single Copy Sales</b>	<b>12,982</b>	<b>21</b>	<b>13,003</b>	<b>7.3</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>176,359</b>	<b>2,414</b>	<b>178,773</b>	<b>100.0</b>

### PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$16.00		
Average Subscription Price Annualized (3)		\$9.12	
Average Subscription Price per Copy		\$1.14	

(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: 8

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2018	None Claimed	173,135	173,135		
6/30/2017	None Claimed	175,908	175,908		
6/30/2016	None Claimed	198,467	197,746	721	0.4

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

### 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