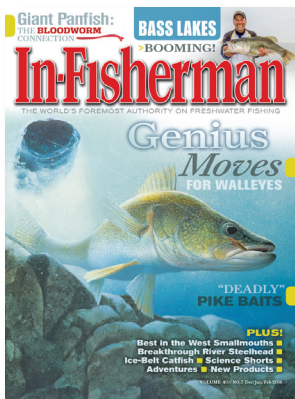




In-Fisherman

2017 MEDIA KIT

in-fisherman.com



In-Fisherman®

Teaching North America How To Catch Fish Is Our Business.

In-Fisherman is a powerful convergence of multi-media products, including award-winning magazines, special interest publications, acclaimed television 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 30+ years.



Take advantage of this diverse, active and influential consumer by leveraging the synergies of the In-Fisherman brand

Independent Research by Dynamic Logic and Millward Brown confirmed that the most effective approach to driving consumer 'purchase intent' is to rely on media synergy to best drive results. Key revelations from 32 studies conducted from 2003 through 2007 include:

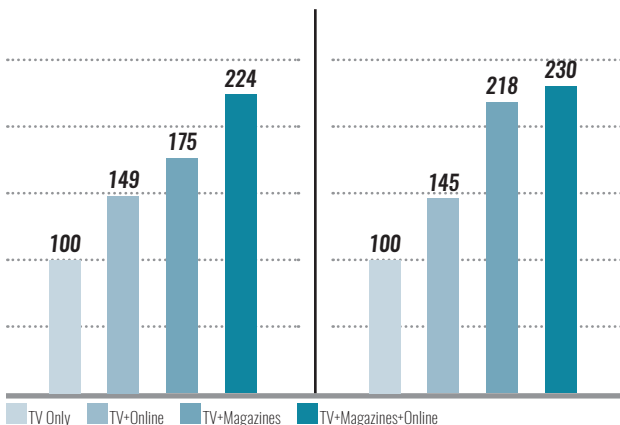
- Three media were better than two, and two media were better than one in generating results.
- The combination of TV and magazines provided more response (versus TV alone) than did TV plus online.
- Print was most effective in driving online traffic—and that traffic increased considerably when URLs were included in advertising
- and marketing messages.

Cumulative Effects of Different Media Combinations

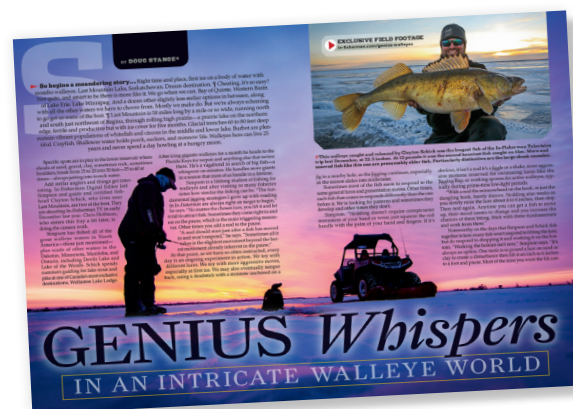
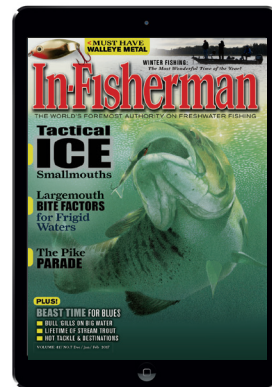
Pre/Post Point Change (Index vs. TV Alone)

Aided Brand Awareness

Advertising Awareness



Note: Results reflect the impact of different media combinations expressed as an index of TV as the base medium



Circulation	197,533
Frequency	7x/year
Total Audience	3,377,000
Male/Female (%)	86/14
Median Age	48.2
Average Household Income	\$70,000

Fishing and the American Consumer*

Fishing is one of the most popular pastimes in America and nearly 21% of all men (and 7% of all women) participated in the sport last year.

Key facts about this influential market include:

- Fishing is ranked the 6th most popular recreation activity by the National Sporting Goods Association, preceded only by walking, swimming, exercise, camping and bowling.
- Fishing is more popular than golf and tennis combined.
- One in every six Americans 16 or older go fishing.
- Anglers spend \$1.1 billion per year just on bait (and \$378 million on ice).

Sources: MRI, 2016; AAM, June 2016; Hunting and Fishing: Bright Stars in the American Economy, The Congressional Sportsmen's Foundation, 2012; Dynamic Logic/Millward Brown CrossMedia Research, 2004-2007.

In-Fisherman magazine is planned a year in advance, however topics are tentative. Two months before deadlines, final topics are chosen, although fine-tuning continues until deadline. If a timely, more relevant topic comes along, we replace or modify the intended story. We are therefore always planned and prepared, but not finally bound by topics listed in a “traditional” editorial calendar published a year ahead of deadline. It’s the reason In-Fisherman rides the cutting edge of what’s happening in the world of fishing and the reason In-Fisherman works so well for such an influential segment of the fishing population. For thirty-five years, the success of In-Fisherman has been based on a simple editorial premise: focus on fish species. Therefore, 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

Plus articles about Trout, Stripers, White Bass, and other species as space allows.

Other standard In-Fisherman features include:

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.
Popular Culture:	Notes & news of the day.
Visions & Views:	A topic of special interest.
Best Fishing Times:	Best times of the day and best days of the month to fish.
Taste Tempters:	Continuing a tradition of cooking and eating fish.
North with Doc:	Humor with a message.
Reflections:	A bit of philosophy, a moment of nostalgia.



DEC/JAN/FEB

Closing Date
October 11, 2017
On Newsstand
December 12, 2017

MARCH/APRIL

Closing Date
December 6, 2016
On Newsstand
February 7, 2017

MAY

Closing Date
February 2, 2017
On Newsstand
April 4, 2017

JUNE

Closing Date
March 17, 2017
On Newsstand
May 16, 2017

JULY

Closing Date
April 20, 2017
On Newsstand
June 20, 2017

AUG/SEPT

Closing Date
May 24, 2017
On Newsstand
July 25, 2017

OCT/NOV

Closing Date
July 20, 2017
On Newsstand
September 19, 2017



2017 In-Fisherman Magazine

Issue	Ad Space Close/Materials Due	Newsstand on Sale
December/January/February 2017	10/11/16	12/12/16
March /April 2017	12/6/16	2/7/17
May 2017	2/2/17	4/4/17
June 2017	3/17/17	5/16/17
July 2017	4/20/17	6/20/17
August/September 2017	5/24/17	7/25/17
October/November 2017	7/20/17	9/19/17
December/January/February 2018	10/11/17	12/12/17



2017 In-Fisherman Guide Magazines



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.

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!

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.

PANFISH GUIDE features exclusive location and presentation tactics for catching crappies, bluegills, perch, white bass and more. The 14 million anglers that pursue panfish each year will be educated about the science and biology of their favorite fish plus receive information on boat rigging and new products to help them catch more panfish all year long.

PIKE & MUSKIE GUIDE is edited for fishing enthusiasts to enhance their angling enjoyment and success, Pike & Muskie Guide educates readers about the science and biology of the species, plus fishing presentation tactics, gear and equipment that are most effective for catching pike and muskies. It's all here in one issue, serving as the perfect guide all year long.

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.

2017 In-Fisherman Guide Magazines

Issue	Ad Space Close/Materials Due	Newsstand on Sale
2017 Walleye Guide	10/31/16	1/3/17
2017 Bass Guide	12/6/16	2/7/17
2017 Panfish Guide	1/11/17	3/14/17
2017 Pike & Muskie Guide	2/16/17	4/18/17
2017 Catfish Guide	4/20/17	6/20/17
2017 Ice Guide Tactical Gear	8/3/17	10/3/17
2017 Ice Guide	10/4/17	12/5/17

	% Comp
Total Audience	3,377,000
Men	86%
Women	14%
Median Age	48.2
Married	74%
Attended College	67%
Professional/Management	22%
Craftsman/Tradesman	29%
Average Household Income	\$70,000
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 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 Fluorocarbon 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%

Effective January 1, 2017

4-Color	1x	2x	4x	7x	14x
Full Page	\$14,885	\$14,615	\$14,325	\$14,145	\$13,200
2/3 Page	11,465	11,255	11,040	10,900	10,155
1/2 Page	9,965	9,795	9,600	9,485	8,845
1/3 Page	7,006	6,870	6,730	6,660	6,210
1/4 Page	5,490	5,410	5,300	5,240	4,885
1/6 Page	4,020	3,945	3,870	3,830	3,560

B&W	1x	2x	4x	7x	14x
Full Page	\$11,030	\$10,830	\$10,616	\$10,488	\$10,013
2/3 Page	8,488	8,336	8,175	8,075	7,529
1/2 Page	7,382	7,253	7,111	7,030	6,550
1/3 Page	5,187	5,087	4,988	4,931	4,593
1/4 Page	4,080	4,004	3,929	3,881	3,620
1/6 Page	2,974	2,921	2,864	2,845	2,712

Covers	
Cover 2	\$18,080
Cover 3	17,350
Cover 4	18,891

GOING PLACES ADVERTISING RATES Effective January 1, 2017

4-Color		1X	2X	3X	7X
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

Black & White		1X	2X	3X	7X
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

WALLEYE, CATFISH INSIDER AND BASS GUIDES

Effective January 1, 2017

4-Color	1X	2X	3X	7X
Full Page	\$5,460	\$5,235	\$5,020	\$4,800
2/3 Page	4,200	4,030	3,865	3,690
1/2 Page	3,655	3,505	3,360	3,220
1/3 Page	2,560	2,460	2,350	2,250
1/4 Page	2,020	1,935	1,855	1,780
1/6 Page	1,470	1,420	1,350	1,290

B&W	1X	2X	3X	7X
Full Page	\$4,040	\$3,880	\$3,710	\$3,555
2/3 Page	3,120	2,990	2,860	2,735
1/2 Page	2,715	2,595	2,490	2,370
1/3 Page	1,900	1,820	1,745	1,670
1/4 Page	1,500	1,430	1,375	1,315
1/6 Page	1,100	1,050	\$1,005	955

Covers

Cover 2	\$6,640
Cover 3	6,365
Cover 4	6,915



ICE TACTICAL GEAR, ICE FISHING, PANFISH, PIKE & MUSKIE GUIDES

Effective January 1, 2017

4-Color	1X	2X	3X	7X
Full Page	\$3,120	\$2,990	\$2,860	\$2,745
2/3 Page	2,400	2,310	2,205	2,110
1/2 Page	2,090	2,010	1,915	1,835
1/3 Page	1,460	1,410	1,350	1,290
1/4 Page	1,155	1,110	1,065	1,015
1/6 Page	840	835	775	735

B&W	1X	2X	3X	7X
Full Page	\$2,310	\$2,215	\$2,120	\$2,040
2/3 Page	1,780	1,715	1,640	1,570
1/2 Page	1,550	1,485	1,420	1,365
1/3 Page	1,085	1,040	1,005	960
1/4 Page	860	820	785	750
1/6 Page	625	600	575	550

Covers

Cover 2	\$6,640
Cover 3	6,365
Cover 4	6,915



NEW!

In-Fisherman's new annual **Ice Fishing Guide-Tactical Gear** covers the tackle and equipment that makes ice fishing productive and fun. This is a new release from In-Fisherman. Following this new guide, later in the season, we will release our traditional Ice Fishing Guide, which focuses on the most current techniques to catch specific fish.



Typical Advertising Sizes and Mechanical Specifications:

Trim Size: 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

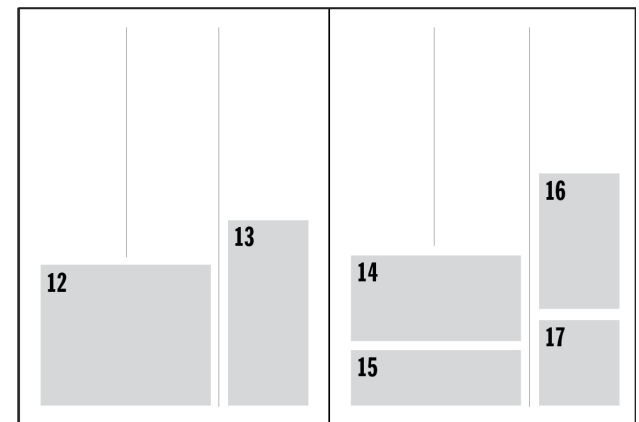
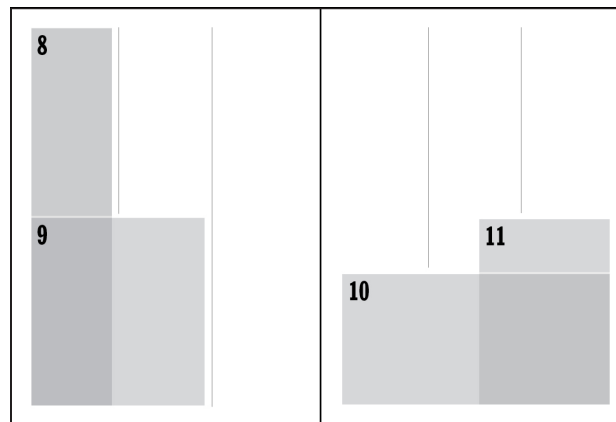
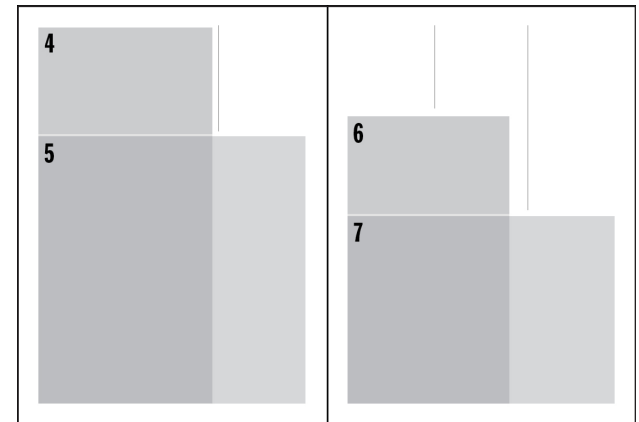
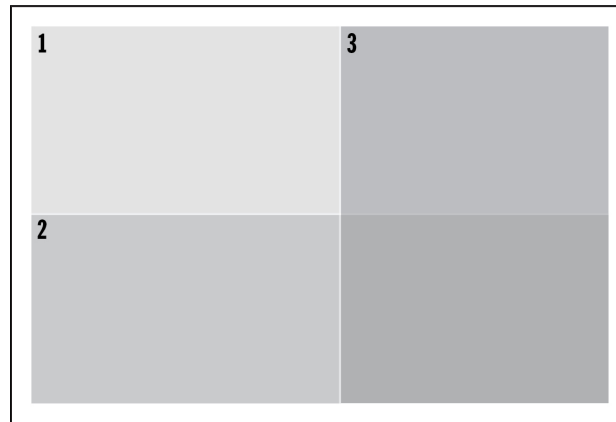
Non-Bleed: 4.375 x 2.25

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.

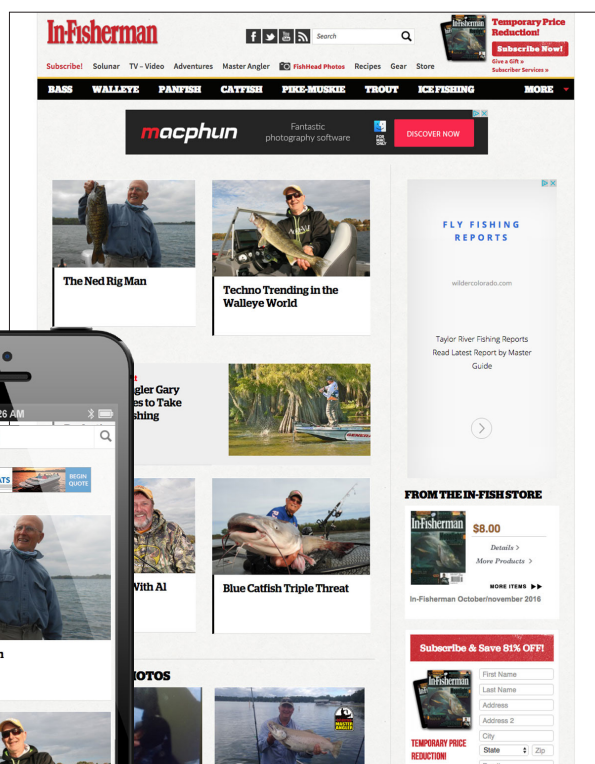
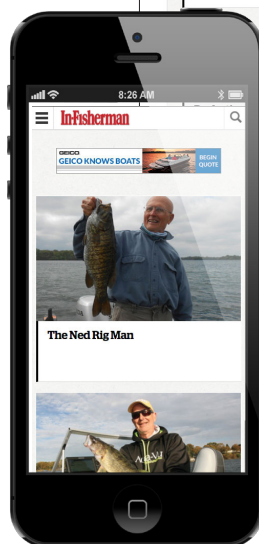
Safety — 1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement.

Teaching North America How To Catch Fish Is Our Business.

In-Fisherman is a powerful convergence of multi-media products, including award-winning magazines, special interest publications, acclaimed television and radio programming, 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 40+ year.

220k 
Average Monthly Uniques

41.6 
Median Age



At A Glance

Average HHl	\$88,000
Male (%)	82%
Annual Page Views	8,943,661
Average Time Spent	1:55
Pages Per Session	2.52
Traffic From Mobile/Tablet Devices	65%
eNewsletter Subscribers	84,696
Social Media Followers	137,496

IDEAL FOR ACTIVATION AND CONVERSION

*Reach Your Target Audience with
Visually Engaging Display Ads.*

IMPROVED PERFORMANCE

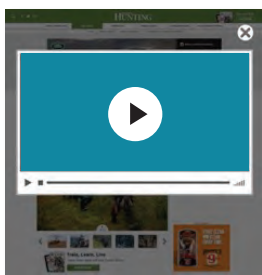
*OSG Network CTR performs 50% better
than standard industry benchmarks.*

OSG
Network

.21 CTR

Standard Industry
Benchmarks

.14 CTR



VIDEO

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

1400x200 (Super Header)

1400x500 (Super Header Expanded)

970x250 (Billboard)

300x600 (Half Page)

300x250 (medium rectangle)

728x90 (Leaderboard)

HIGH IMPACT



MOBILE / TABLET

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

Outdoor Channel:

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

Desktop/Mobile	728x90	300x250	300x100	
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Source: Google Benchmarks January-July 2016

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

IDEAL FOR BRAND RECOGNITION AND RECALL

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

IMPROVED PERFORMANCE

18%

Higher Lift In
Purchase Intent

25%

More Engagement

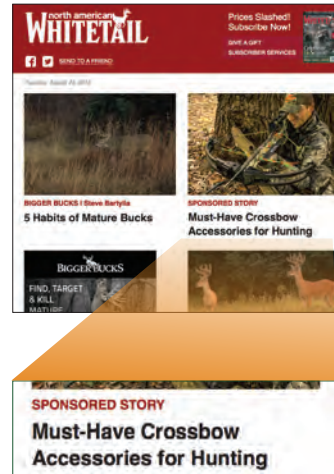
Native Ads



Your Content



E-Newsletter



eCommerce Widget



Content to be shared across social.

PACKAGES

Custom Content

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

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

Editorial Sponsorships

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

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

E-Commerce Widget

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

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



FISHING



HUNTING



SHOOTING

OVER 1 MILLION

Outdoor Sports Enthusiasts receive one or more OSG branded newsletters per month.

eNewsletter:

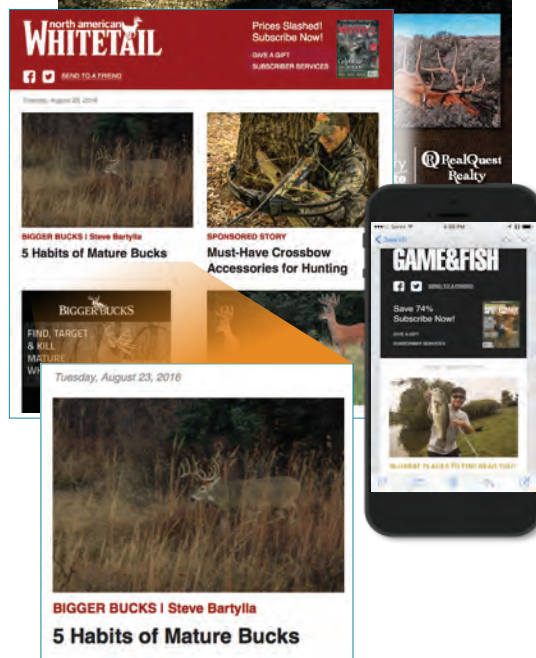
- (1) 300x250 ad surrounding the content area
- Reporting

High Impact Package Includes:

- (2) 300x250 ads surrounding content area
- Integration with Native Campaign to promote your sponsored content
- Reporting

eBlast:

- Connect with our 3rd party opt-in subscribers at 100% share of voice.
- Deliver a message directly to the OSG audience
- Reporting



In-Fisherman

FLY-FISHERMAN

GAME&FISH

FLORIDA SPORTSMAN

BassFan



PETERSEN'S BOWHUNTING WILDFOWL HUNTING

SPORTSMAN CHANNEL

GUN DOG

WHITETAIL

Bowhunter

SHOOTING TIMES RIFLESHOOTER FIREARMS NEWS

HANDGUNS

GUNS&AMMO



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

HIGH IMPACT



			Road Block		Takeover	
Unit	Size	CPM	CPM		CPM	
DESKTOP			\$26		\$65	
Superheader Expanded	1400x500	\$30			√	
Superheader	1400x200	\$25			√	
Billboard	970x250	\$14	√		√	
Half Page	300x600	\$12	√		√	
Medium Rectangle	300x250	\$10	√		√	
Leaderboard	728x90	\$8			√	
MOBILE			\$28			
Mobile Leaderboard	320x100 320x50	\$7 \$5	√			
Medium Rectangle	320x250	\$10	√			
TABLET			\$35			
Medium Rectangle	300x250	\$10			√	
Half Page	300x600	\$12			√	
Leaderboard	728x90	\$8			√	
VIDEO						
Pre-Roll		\$25				
Interstitial/In-Stream		\$15				
NATIVE						
Custom Content		\$7,500	Flat Rate			
Editorial Sponsorships		\$5,500	Flat Rate			
E-Commerce Widget		\$25				
E-MAIL						
E-Newsletter		Contact Your Sales Representative For More Details				
E-Blast		\$150				

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

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

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

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 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

Trim Size: 7¾-in. wide x 10½-in. high

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

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

Trim: The edge of the page.

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

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

Advertising File Requirements:

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

Files must have:

All fonts embedded.

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

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

Spot colors converted to CMYK.

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

Bitmap image resolution between 600 and 1200 ppi.

Total ink coverage should not exceed 300%.

Advertising File Submission:

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

osg.sendmyad.com



Annual Frequency: 8 times/year

Field Served: Freshwater Fishing.

Published by Outdoor Sportsman Group - Integrated Media

Publisher's Statement

6 months ended June 30, 2016, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
181,450	16,083	197,533	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	166,788	2,723	169,511	14,641		14,641	184,152	19,971	70	20,041	201,400	2,793	204,193
Mar/Apr	156,496	3,935	160,431	26,193		26,193	186,624	19,727	60	19,787	202,416	3,995	206,411
May	147,757	3,742	151,499	26,176		26,176	177,675	10,772	64	10,836	184,705	3,806	188,511
Jun	146,385	2,585	148,970	28,378		28,378	177,348	13,600	65	13,665	188,363	2,650	191,013
Average	154,357	3,246	157,603	23,847		23,847	181,450	16,018	65	16,083	194,222	3,311	197,533

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	154,357	3,246	157,603	79.8
Total Paid Subscriptions	154,357	3,246	157,603	79.8
Verified Subscriptions				
Public Place	23,847		23,847	12.1
Total Verified Subscriptions	23,847		23,847	12.1
Total Paid & Verified Subscriptions	178,204	3,246	181,450	91.9
Single Copy Sales				
Single Issue	16,018	65	16,083	8.1
Total Single Copy Sales	16,018	65	16,083	8.1
Total Paid & Verified Circulation	194,222	3,311	197,533	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2014	None Claimed	201,230	201,230		
6/30/2013	None Claimed	201,372	201,372		
6/30/2012	None Claimed	199,605	199,605		

Visit www.auditedmedia.com Media Intelligence Center for audit reports.

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$16.00		
Average Subscription Price Annualized (3)		\$11.12	
Average Subscription Price per Copy		\$1.39	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2015

(3) Based on the following issue per year frequency: 8

ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

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