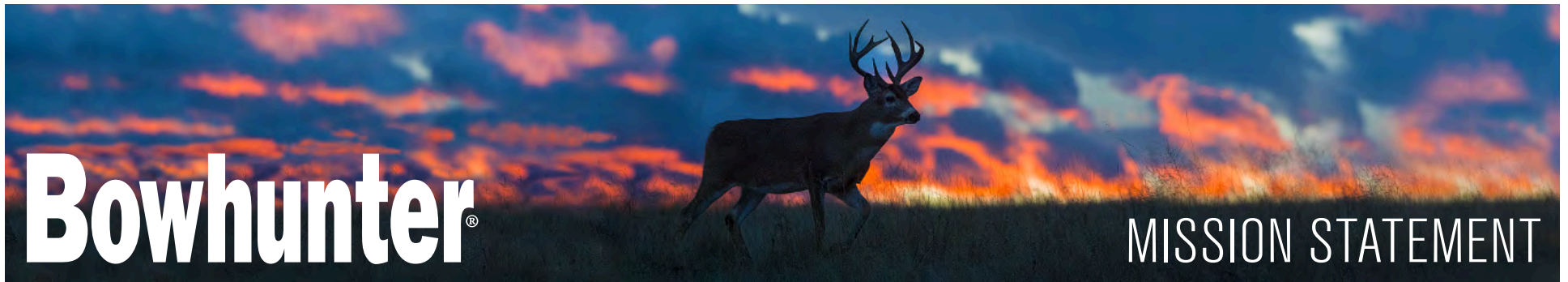


PHOTO BY EMILY STAURING

**2024  
MEDIA KIT**

**Bowhunter**<sup>®</sup>  
BOWHUNTER.COM



BANNER IMAGE BY DONALDMJONES.COM

**Bowhunter** Magazine aims to be the sport's journal of record; to be the eyes, ears, and voice of North America's unique bowhunting community; to bring readers the most insightful, educational, and entertaining hunting adventures; to encourage and perpetuate the ethical, responsible, and effective bowhunting of all legal game; to support pro-hunting and conservation organizations; and to promote and share traditional bowhunting values across all of the brand's media platforms.



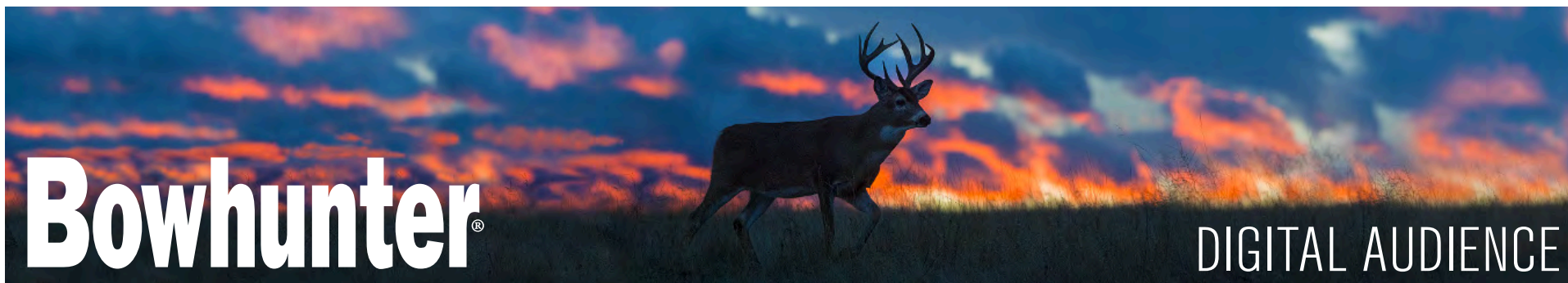


## A large buck with impressive antlers stands in a field at sunset. The sky is a mix of orange, red, and blue, and the ground is covered in tall grass.

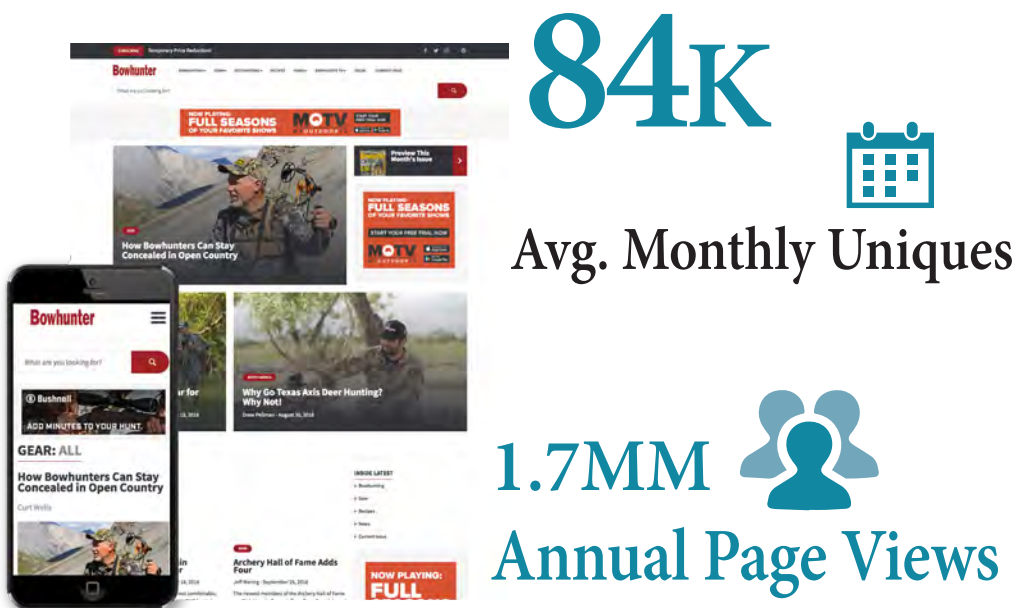
Print Audience	1,178,914
Circulation	107,174
Average Household Income	\$107,800
Average Net Worth	\$444,000
Men/Women %	85/15
Median Age	47

- Dr. Dave Samuel, “Know Hunting”
- Joe Bell, “Next-Level Bowhunting”
- Fred Eichler, “The Traditional Way”
- Brian K. Strickland, “Tried And True”
- Chuck Adams, “On The Track”
- Danny Farris, “The Empty Quiver”
- C.J Winand, “Hunting Whitetails”
- Randy Ulmer, “The Quest”





As “The #1 Bowhunting Magazine,” **Bowhunter** is the preeminent, most respected media brand in bowhunting. Our team of expert contributors covers the full spectrum of bowhunting adventure, how-to tips, and the latest in bowhunting/archery equipment, and delivers category leading content to a hardcore audience of enthusiastic consumers.



Male (%)	83%
Avg. Time Spent	2:44
Pages Per Session	1.75
Traffic From Mobile/Tablet	88%
eNewsletter Subscribers	35,000
Social Media Followers	46,773
Impressions	2,311,662
Engagement Rates	9.3%
Link Clicks	25,726



# Bowhunter®

## EDITORIAL CALENDAR

### FEBRUARY – WINTER SPECIAL 2024 (Late Season/ATA & SHOT Show Issue)

- **TRIED & TRUE:** Better Late Than Never: Late-Season Gear To Keep You On Point
- **FEATURES:** Cold Weather Bowhunting, Off-Season Hunts
- **WHAT'S NEW:** Product Launches for '24

**Ad Close/Material Due:** September 29, 2023

**On Sale:** December 5, 2023

### APRIL/MAY '24 (Spring Pursuits: Bowfishing, Turkeys, Bears, Habitat Management)

- **TRIED & TRUE:** Spring Thunder: Turkey Hunting Gear
- **FEATURES:** Bowhunting Whitetails, Turkeys, Bears; Growing Food Plots
- **WHAT'S NEW:** Product Spotlights

**Ad Close/Material Due:** December 22, 2023

**On Sale:** March 5, 2024

### JUNE – GEAR SPECIAL '24 (New Bowhunting Equipment)

- **EQUIPMENT REVIEWS:** Bows, Arrows, Broadheads, Accessories, and more...
- **TRIED & TRUE:** I Spy: Optics & Trail Cameras
- **FEATURES:** The Best New Bows for 2024, Hot Products
- **WHAT'S NEW:** Product Spotlights

**Ad Close/Material Due:** March 8, 2024

**On Sale:** May 21, 2024

### JULY '24 (On Your Own, DIY Planning, Public Hunting, Economical Hunts)

- **TRIED & TRUE:** Pack Light, Go Deep: Essentials For Western Bowhunting
- **FEATURES:** DIY Guides For Hunting Everything From Pronghorns To Elk, Deer, & Bears.
- **WHAT'S NEW:** Product Spotlights

**Ad Close/Material Due:** April 12, 2024

**On Sale:** June 25, 2024

### AUGUST – BIG GAME SPECIAL '24 (Exceptional Bowhunting Adventures)

- **TRIED & TRUE:** Rig Essential: Sights, Rests, Quivers, Stabilizers
- **FEATURES:** Articles About Various Big Game Animals Taken Near And Far, Written By Some Of The World's Best Bowhunters.
- **WHAT'S NEW:** Product Spotlights

**Ad Close/Material Due:** May 10, 2024

**On Sale:** July 23, 2024

### SEPTEMBER '24 (Deer, Antelope, Caribou, Moose, & Other Early Bowhunting Opportunities)

- **TRIED & TRUE:** Early Season Essentials: Gear To Help Hunters Beat The Heat
- **FEATURES:** Opening Day Whitetails, Mule Deer, Elk, Antelope, Caribou, Moose and Other Early Season Hunts.
- **WHAT'S NEW:** Product Spotlights

**Ad Close/Material Due:** June 7, 2024

**On Sale:** August 20, 2024

### OCTOBER '24 (Whitetails in the Pre-Rut, Scouting Tips, Mule Deer, Moose Hunts. etc.)

- **TRIED & TRUE:** Hang 'Em High: Treestands & Saddles
- **FEATURES:** Patterning Big Whitetail Bucks, Using Stands/Blinds/Decoys To Create Shot Opportunities.
- **WHAT'S NEW:** Product Spotlights

**Ad Close/Material Due:** July 12, 2024

**On Sale:** September 24, 2024

### NOV/DEC – WHITETAIL SPECIAL '24 (Celebrating North America's #1 Big Game Animal)

- **TRIED & TRUE:** Beating Their Senses: Tools For Whitetails
- **FEATURES:** Whietail Tips, Tactics, And Adventures
- **WHAT'S NEW:** Product Spotlights

**Ad Close/Material Due:** August 16, 2024

**On Sale:** October 29, 2024

### FEBRUARY – WINTER SPECIAL 2025 (Late Season/ATA & SHOT Show Issue)

- **TRIED & TRUE:** Late-Season Luxuries: Important Stuff To Keep You Afield
- **FEATURES:** Cold-Weather Bowhunting, Hunting Whitetails, Off-Season Hunts
- **WHAT'S NEW:** New Product Launches for '25

**Ad Close/Material Due:** September 28, 2024

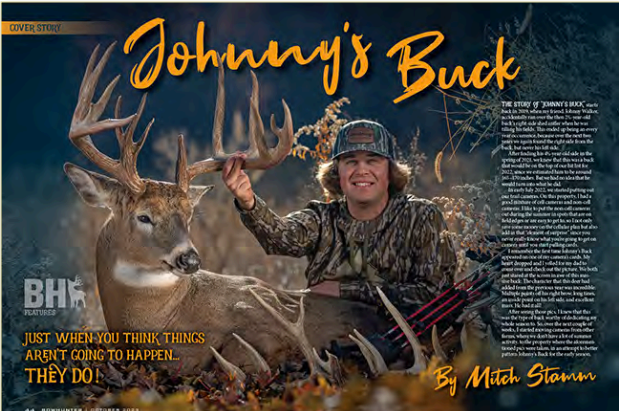
**On Sale:** December 3, 2024

**OUTDOOR  
SPORTSMAN  
GROUP®**





ISSUE	THEME	AD SPACE CLOSE/MATERIALS DUE	NEWSSTAND ON SALE
FEBRUARY	Winter Special – Late Season/ATA & SHOT Show Issue	9/29/2023	12/5/2023
APRIL/MAY	Spring Pursuits – Bowfishing, Turkeys, Bears, Habitat Management	12/22/2023	3/5/2024
JUNE	Gear Special – New Bowhunting Equipment	3/8/2024	5/21/2024
JULY	On Your Own, DIY Planning, Public Hunting, Economical Hunts	4/12/2024	6/25/2024
AUGUST	Big Game Special – Exceptional Hunting Adventure)	5/10/2024	7/23/2024
SEPTEMBER	Deer, Antelope, Caribou, Moose, & Other Early Season Opportunities	6/7/2024	8/20/2024
OCTOBER	Whitetails In The Pre-Rut, Scouting Tips, Mule Deer, Moose Hunts, Etc.	7/12/2024	9/24/2024
NOVEMBER/DECEMBER	Whitetail Special – Celebrating North America's #1 Big Game Animal	8/16/2024	10/29/2024
FEBRUARY 2025	Winter Special – Late Season/ATA & SHOT Show Issue	9/28/2024	12/3/2024





# Bowhunter®

## INDUSTRY ADVERTISING RATES

EFFECTIVE JANUARY 1, 2024



4-Color	1 x	3 x	6 x	9 x
Full Page	\$10,380	\$9,855	\$9,330	\$9,127
2/3 Page	8,275	7,868	7,450	7,311
1/2 Page	6,749	6,395	6,052	5,940
1/3 Page	5,688	5,410	5,147	5,013
1/4 Page	4,772	4,520	4,306	4,188
1/6 Page	3,905	3,428	3,106	2,828
2-Color	1 x	3 x	6 x	9 x
Full Page	\$8,109	\$7,707	\$7,300	\$7,129
2/3 Page	6,133	5,999	5,672	5,565
1/2 Page	5,029	4,788	4,520	4,429
1/3 Page	3,905	3,696	3,492	3,417
1/4 Page	3,240	3,069	2,914	2,828
1/6 Page	2,533	2,373	2,260	2,142
B&W	1 x	3 x	6 x	9 x
Full Page	\$6,491	\$6,154	\$5,822	\$5,704
2/3 Page	4,917	4,687	4,429	4,354
1/2 Page	3,905	3,696	3,492	3,417
1/3 Page	2,924	2,785	2,624	2,517
1/4 Page	2,271	2,158	2,057	1,982
1/6 Page	1,612	1,543	1,468	1,435
Covers	1 x	3 x	6 x	9 x
Cover 4	\$13,486	\$12,806	\$12,137	\$11,837
Cover 3	11,403	10,835	10,267	10,032
Cover 2	11,912	11,339	10,728	10,476



# Bowhunter®

## WHERE-TO-GO ADVERTISING RATES

EFFECTIVE JANUARY 1, 2024



4-Color	1 x	3 x	6 x	9 x
1/4 Page	\$2,266	\$2,250	\$2,137	\$1,982
1/6 Page	1,955	1,923	1,800	1,719
1/8 Page	1,462	1,435	1,307	1,210
1/12 Sq. or Horizontal	1,007	980	900	852
1 3/4 Inches	819	809	761	744
1 1/2 Inches Horizontal	744	734	691	643
1 Inch	653	643	595	536
2-Color	1 x	3 x	6 x	9 x
1/4 Page	\$1,767	\$1,757	\$1,666	\$1,564
1/6 Page	1,543	1,510	1,398	1,339
1/8 Page	1,141	1,109	1,028	969
1/12 Sq. or Horizontal	771	761	734	691
1 3/4 Inches	653	643	595	584
1 1/2 Inches Horizontal	584	573	525	487
1 Inch	487	471	461	423
B&W	1 x	3 x	6 x	9 x
1/4 Page	\$1,425	\$1,398	\$1,323	\$1,243
1/6 Page	1,210	1,189	1,125	1,082
1/8 Page	900	873	809	771
1/12 Sq. or Horizontal	643	616	584	536
1 3/4 Inches	503	487	461	450
1 1/2 Inches Horizontal	450	434	423	396
1 Inch	423	396	370	348





# Bowhunter®

## MARKETPLACE ADVERTISING RATES

EFFECTIVE JANUARY 1, 2024



4-Color	1 x	3 x	6 x	9 x
1/8 Page	\$1,462	\$1,435	\$1,307	\$1,210
1/12 Sq. or Horizontal	1,007	980	900	852
1 3/4 Inches	819	809	761	744
1 1/2 Inches Horizontal	744	734	691	643
1 Inch	653	643	595	536
2-Color	1 x	3 x	6 x	9 x
1/8 Page	\$1,141	\$1,109	\$1,028	\$969
1/12 Sq. or Horizontal	771	761	734	691
1 3/4 Inches	653	643	595	584
1 1/2 Inches Horizontal	584	573	525	487
1 Inch	487	471	461	423
B&W	1 x	3 x	6 x	9 x
1/8 Page	\$900	\$873	\$809	\$771
1/12 Sq. or Horizontal	643	616	584	536
1 3/4 Inches	503	487	461	450
1 1/2 Inches Horizontal	450	434	423	396
1 Inch	423	396	370	348



## PRO SHOP ADVERTISING RATES

ProShop	3 x net	6 x net	9 x net
1/4 Page 4/C	\$1,762	\$1,682	\$1,596

\*Classified Rates: \$5 per word with a 20-word minimum.



# Bowhunter®

## MEET THE READERS

Print Audience	1,178,914	Married	81%
Circulation	107,174	Have Children	48%
Average Household Income	\$107,800	Attended College	61%
Average Net Worth	\$444,000	Management/Professional	33%
Men/Women %	85/15	Tradesmen/Craftsmen	46%
Median Age	47		

### BOWHUNTER READING PROFILE

Hours Spent Reading Typical Issue	1.44
Save Issue for Later Reference	62%
Pass Issue Along to Friend or Relative	42.7%

### ACTIONS TAKEN AS RESULT OF READING MAGAZINE

Discussed Article or Referred Someone To It	57.2%
Used Article for Ideas	89.4%
Visited Advertiser's Website for Information	74.6%
Purchased Product or Service	52%

### BOWHUNTER

#### What they own...

- 99% Own a Bow.
- **Bowhunter** readers own an average of 2.6 Bows.

#### What they hunt with....

- 99% Hunt with a Bow and Arrow.
- 30% have Hunted with a Crossbow.

#### What they spend...

- \$807.79 for hunting gear (excluding bow tackle); another \$725 for bows, arrows, and accessories; and an average annual cumulative volume spend for bows, arrows, and accessories of \$90,659,861.

#### What they plan to buy...

- Readers plan to Spend \$750 on Next Bow Purchase.
- 54% Plan to Buy Any Vertical Bows in the next year.
- 43% Plan to Buy Vertical Bow Accessories in the next year.
- 19% Plan to Buy A Crossbow in the next year.

### GAME HARVESTED WITH BOW AND ARROW

- 89% Hunt Big Game
- 81% Hunt Whitetail Deer
- 32% Hunt Turkeys
- 14% Hunt Feral Pigs/Wild Hogs
- 13% Hunt Bears
- 12% Hunt Elk

### TRAVEL

- 68% Traveled to hunt within the U.S. in the last year.
- A typical reader spends 25 Days bowhunting annually.
- A typical reader spends 37.1 Days on other bowhunting activities annually.

#### What they spend...

- On average readers spent \$1,582 on each bowhunting trip annually (excluding Bows, Accessories, and Hunting Gear).
- \$148,306,604 is the average cumulative volume spend on bowhunting trips. (excluding Bows, Accessories, and Hunting Gear).

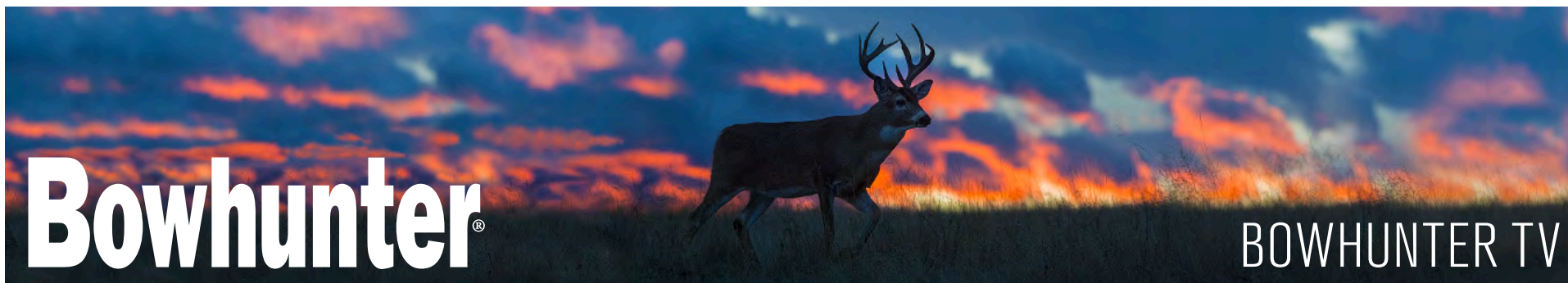
### FIREARMS

- 88% Occasionally Hunt with Firearms.
- 71% Use Rifle for Hunting.
- 65% Use Shotgun for Hunting.
- 18% Use Handguns for Hunting.
- 49% Use Muzzleloader/Blackpowder for Hunting.

### ATV/UTV/TRACTOR

- 41% Own Tractor, ATV, or UTV.
- 22% Plan to Buy Tractor, ATV, or UTV.
- 61% Plan to Use Tractor, ATV, or UTV to Plant Food Plots.
- 41% Plan to Buy Food Plot Implements, Next 12 months





**Bowhunter TV** airs nationally in a combined **31+ million** U.S. Households via Outdoor Channel, Sportsman Channel, and Sportsman Channel Canada, 52 weeks a year!

Also, watch for **Bowhunter TV** streaming on various video-on-demand platforms like Hulu, Outdoor America, and our own MOTV.

### Target the Heart of the Hardcore

- Targeted to attract, compel, and recruit new bowhunting participants while fueling the desires of loyal subscribers and avid bowhunting enthusiasts everywhere.
- Produced for hardcore bowhunting 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.



### BENEFITS OF **BOWHUNTER TV**

- Editorial promotion and year-round advertising in **BOWHUNTER** & **OSG BOW-HUNTING BRANDS** magazines to drive immediate audiences to the TV program.
- Editorial features relating to the TV show appear in regular issues of BOWHUNTER magazine to highlight the TV program and its sponsors.
- Sponsors' products will receive special priority consideration in all **BOWHUNTER** & **OSG BOWHUNTING BRANDS** print and online 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.
- Bowhunter.com features a special TV watch section where readers can view video clips from TV episodes that feature and highlight sponsors' products and benefits.

For information, please contact:

**Jeff Waring** (717) 695-8080 | [jeff.waring@outdoorsg.com](mailto:jeff.waring@outdoorsg.com)

**Jeff Millar** (717) 695-8081 | [jeff.millar@outdoorsg.com](mailto:jeff.millar@outdoorsg.com)



# Bowhunter®

## ADVERTISING SPECIFICATIONS

### 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

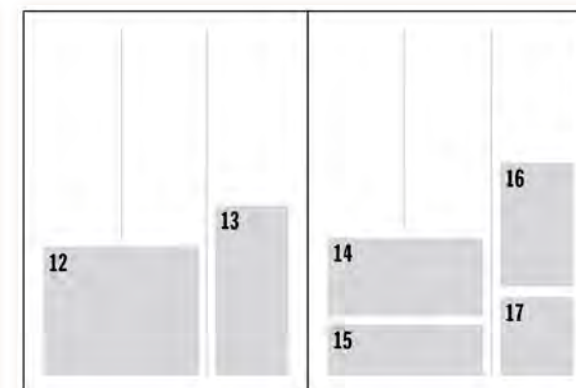
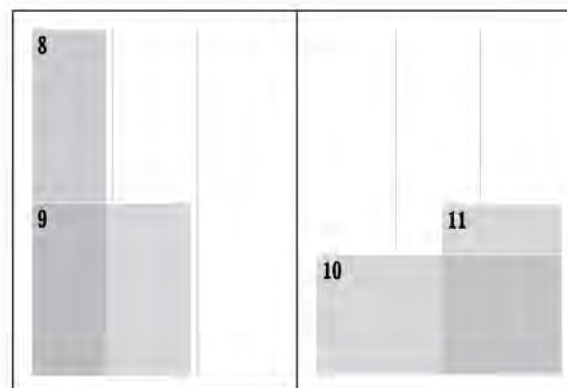
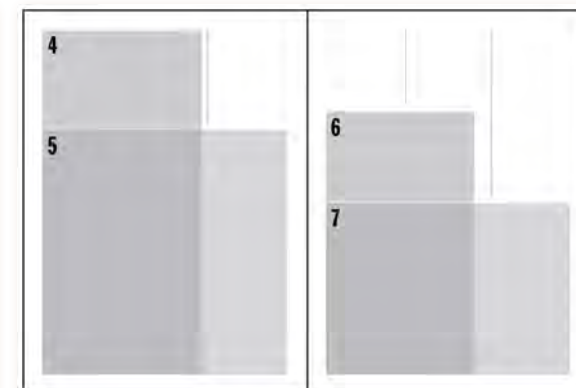
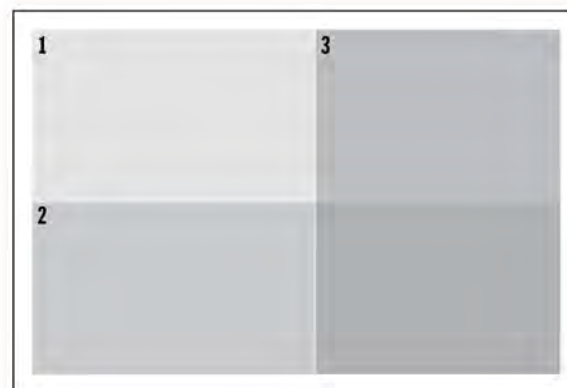
Non-Bleed: 2.125 x 6

#### 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.





# Bowhunter<sup>®</sup>

## MAGAZINE REQUIREMENTS & SPECS



CURT WELLS, **Bowhunter** Editor and TV Host



### General Production Information:

Connie Mendoza, Senior Director, Production  
**Bowhunter** Magazine  
6385 Flank Drive, Suite 800  
Harrisburg, PA 17112-2784  
Work: 309-679-5079; Mobile: 323-447-5737  
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>

**OUTDOOR  
SPORTSMAN**  
GROUP<sup>®</sup>



# Bowhunter®

## TERMS AND CONDITIONS

### 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 Colorado 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 Colorado.



## Publisher's Statement

6 months ended December 31, 2022, Subject to Audit

# Bowhunter®

Annual Frequency: 10 times/year

Field Served: A magazine for the hunting archer

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
103,900	3,274	107,174	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			
Jul	65,718	394	66,112	28,430	10,000	38,430	104,542	2,152	14	2,166	96,300	10,408	106,708
Aug/Big Game	64,901	737	65,638	29,403	10,000	39,403	105,041	2,599	7	2,606	96,903	10,744	107,647
Sep	64,094	732	64,826	29,297	10,000	39,297	104,123	3,660	12	3,672	97,051	10,744	107,795
Oct	64,214	728	64,942	29,501	10,000	39,501	104,443	3,595	9	3,604	97,310	10,737	108,047
Nov/Whitetail	67,686	714	68,400	22,951	10,000	32,951	101,351	4,307	12	4,319	94,944	10,726	105,670
Average	65,323	661	65,984	27,916	10,000	37,916	103,900	3,263	11	3,274	96,502	10,672	107,174

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	65,323	661	65,984	61.6
<b>Total Paid Subscriptions</b>	<b>65,323</b>	<b>661</b>	<b>65,984</b>	<b>61.6</b>
<b>Verified Subscriptions</b>				
Public Place	27,813	10,000	37,813	35.3
Individual Use	103		103	0.1
<b>Total Verified Subscriptions</b>	<b>27,916</b>	<b>10,000</b>	<b>37,916</b>	<b>35.4</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>93,239</b>	<b>10,661</b>	<b>103,900</b>	<b>96.9</b>
<b>Single Copy Sales</b>				
Single Issue	3,263	11	3,274	3.1
<b>Total Single Copy Sales</b>	<b>3,263</b>	<b>11</b>	<b>3,274</b>	<b>3.1</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>96,502</b>	<b>10,672</b>	<b>107,174</b>	<b>100.0</b>

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2021	None Claimed	107,020	107,020		
12/31/2020	None Claimed	107,722	107,722		
12/31/2019	None Claimed	108,860	108,860		

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### PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$6.99	
Subscription	\$29.94	
Average Subscription Price Annualized (2)		\$16.30
Average Subscription Price per Copy		\$1.63

(1) Represents subscriptions for the 6 month period ended December 31, 2022

(2) Based on the following issue per year frequency: 10



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## ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue  
Circulation by Regional, Metro & Demographic Editions  
Geographic Data  
Trend Analysis

## ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
<b>Public Place</b>			
Medical/Dental		10,000	10,000
Personal Care	6,003		6,003
Other - Public Place	21,810		21,810
<b>Total Public Place Copies</b>	<b>27,813</b>	<b>10,000</b>	<b>37,813</b>
<b>Individual Use</b>			
Individually Requested	103		103
<b>Total Individual Use Copies</b>	<b>103</b>		<b>103</b>

## RATE BASE

None Claimed

## NOTES

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Post-Expire Copies:** The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 6,208

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 3

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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