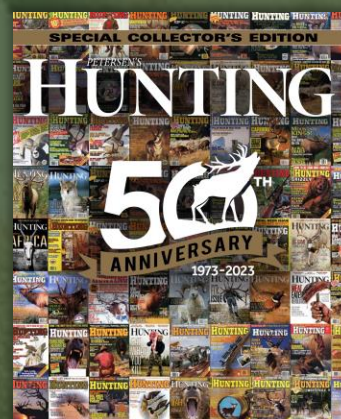


# PETERSEN'S HUNTING

2024 MEDIA KIT



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.



## MAGAZINES DOMINATE OTHER MEDIA CHOICES

Magazines 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.

• CIRCULATION:	165,970
• FREQUENCY:	8x/year + Annual
• TOTAL AUDIENCE:	1,590,000
• MALE/FEMALE (%):	87/13
• MEDIAN AGE:	48
• AVG. HOUSEHOLD INCOME:	\$108,660

Sources: MRI 2022 Spring Doublebase (Audience, Male/Female, Age); December 2022 AAM (Circulation); most recent Accelara Subscriber Survey.

MARCH

**AD CLOSE:**  
12/8/23

**ON SALE:**  
2/7/24

APR/MAY

**AD CLOSE:**  
1/13/24

**ON SALE:**  
3/14/24

JUN/JUL

**AD CLOSE:**  
3/7/24

**ON SALE:**  
5/2/24

AUGUST

**AD CLOSE:**  
4/24/24

**ON SALE:**  
6/20/24



SEPTEMBER

**AD CLOSE:**  
6/12/24

**ON SALE:**  
8/8/24

OCTOBER

**AD CLOSE:**  
7/17/24

**ON SALE:**  
9/12/24

NOVEMBER

**AD CLOSE:**  
8/21/24

**ON SALE:**  
10/17/24

DEC/JAN

**AD CLOSE:**  
9/26/24

**ON SALE:**  
11/21/24

### MARCH THE PREDATOR ISSUE

#### Key Features:

- Grizzly Bear With a Bow
- Kill More Cats
- Best Predator Hunts East to West
- Where to Hunt Wolves Now

**Open Country:** Bear Defense Guns

**Vision Quest:** Long-Range Optics

- AD CLOSE: 12/8/23 | ON SALE: 2/7/24 -

### APR/MAY SPECIAL GUN ISSUE

#### Key Features:

- Special, Exclusive Coverage on the latest hunting rifles, shotguns and handguns, with special sections for the latest optics and ammunition
- Expanded 132-page package
- Specially Designed Format to Showcase New Products
- FP Ad Includes Bonus Digital Component and Guaranteed Feature Article for "New for '24" Product(s)
- Opportunity for Affiliate Sales
- Cover Inset Photo with Caption Opportunities for Rifle, Shotgun and Handgun
- Front Cover, Back Cover and Editorial Inclusion Package Available

- AD CLOSE: 1/13/24 | ON SALE: 3/14/24 -

### JUN/JUL THE SKILLS ISSUE

#### Key Features:

- Become a better Woodsman
- Survive Anything
- Your Guide to Glassing

**New Gear:** Range Ready

**Open Country:** Skills to Shoot Your Best

- AD CLOSE: 3/7/24 | ON SALE: 5/2/24 -

### AUGUST THE ARCHERY ISSUE

#### Key Features:

- 2024 Bow Test
- Early Season Elk and Deer Tactics
- The Truth About Crossbows

**Whitetails:** Get the Most From Your Bow

**New Gear:** New Bowhunting Gear from ATA

- AD CLOSE: 4/24/24 | ON SALE: 6/20/24 -

### THE GEAR GUIDE 2024 GIANT EQUIPMENT ISSUE

The Gear Guide 2024 Giant Equipment 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: 5/25/24 | ON SALE: 8/1/24 -



Join co-hosts David Draper and Joe Ferronato, along with their guests, as they relive memorable adventures in a no-holds-barred forum. The podcast will entertain and educate with hard-won knowledge from our experienced staff who have hunted around the globe.

Listeners will also learn about the latest gear and hear from the industry leaders on what's new in the world of hunting. Streaming now on your favorite podcast platform.

### SEPTEMBER 2024 FALL FORECAST

#### Key Features:

- Top Spots for Elk, Deer and Antelope
- Opening-Day Whitetail Success
- Advanced Elk Tactics

**Open Country:** Pronghorn Primer

**New Gear:** Backcountry Essentials

- AD CLOSE: 6/12/24 | ON SALE: 8/8/24 -

### OCTOBER WESTERN BIG-GAME ISSUE

#### Key Features:

- Expanding Elk Herds – New Spots for Bulls
  - You Can Still Hunt the West/OTC Tags
- Open Country:** Where to Find True Trophy Mule Deer

**New Gear:** Meat Processing Equipment

**Vision Quest:** Best Rangefinding Optics

**Whitetails:** Beat the October Lull

- AD CLOSE: 7/17/24 | ON SALE: 9/12/24 -

### NOVEMBER 2024 DEER ANNUAL

#### Key Features:

- From Peak to Post: A Day by Day Rut Guide
- Where to Find Whitetails on Public Land

**Whitetail:** Hidden Bucks

**Guns & Loads:** The Return of the Lever Action

**Vision Quest:** Beanfields and Big Objectives

**New Gear:** Stay on Stand

- AD CLOSE: 8/21/24 | ON SALE: 10/17/24 -

### DEC/JAN THE ADVENTURE ISSUE

#### Key Features:

- Legendary Locations/Hall of Fame Hunts
- South of the Border for Giant Muleys & Coues Deer
- Down-to-the-Wire Deer Tactics

**Passport:** Expert Advice for Int'l Hunts

**Open Country:** Late-Season Deer

**Guns & Loads:** Handgun How-To

**New Gear:** Adventure/Travel Gear

- AD CLOSE: 9/26/24 | ON SALE: 11/21/24 -

### ► APRIL/MAY: SPECIAL GUN ISSUE

In what's become an annual tradition, we turn our focus on firearms each spring, just when readers are shopping for next fall's equipment. The expanded package will feature more in-depth reviews on new guns for hunters, including a 2024 SHOT Show round-up, where we pick our favorite firearms and crown the winners with our coveted Editor's Choice Awards.

**AD CLOSE:** 1/13/24

**ON SALE:** 3/14/24



#### INSIDE THE ISSUE:

##### Key Features:

- Top Gun Awards (Editor's Choice/Best of SHOT)
- The Complete Package – System Rifles
- Build Your Own Semi-Custom Gun at Home
- 5 Hunts to Stretch Your Skills as a Rifleman

**New Gear:** Gun Care

**Guns & Loads:** 3 Guns You Need to Hunt This Fall

**Open Country:** The Rise of Precision Shooting

### ► SEPTEMBER: 2024 HUNT PLANNER

The September issue combines our popular Big-Game Forecast with an exclusive all-digital package designed to give hunters the info they want in an up-to-date, online format. The 2024 Season Preview will deliver comprehensive, in-depth forecasts, state-by-state season dates and info, along with insight from experts around the country.

**AD CLOSE:** 6/12/24

**ON SALE:** 8/8/24



#### INSIDE THE ISSUE:

##### Key Features:

- Top Spots for Elk, Deer and Antelope
- Opening-Day Whitetail Success
- Advanced Elk Tactics

**Open Country:** Pronghorn Primer

**New Gear:** Backcountry Essentials

### ► OCTOBER: WESTERN BIG-GAME ISSUE

This comprehensive guide to big-game hunting will delve deep into the most popular species the West, that every hunter, no matter where they live, dreams about hunting. The issue will deliver cutting-edge info on elk, antelope, mule deer and western whitetails, complete with top spots for hunters to fill their tag. The New Gear section and feature sidebars will highlight products best fitted to western big-game hunting.

**AD CLOSE:** 7/17/24

**ON SALE:** 9/12/24



#### INSIDE THE ISSUE:

##### Key Features:

- Expanding Elk Herds – New Spots for Bulls
- You Can Still Hunt the West/OTC Tags

**Open Country:** Where to Find True Trophy Mule Deer

**New Gear:** Meat Processing Equipment

**Vision Quest:** Best Rangefinding Optics

**Whitetails:** Beat the October Lull

### ► APRIL / MAY 2024 ISSUE

- Special, Exclusive Coverage on the latest hunting rifles, shotguns and handguns, with special sections for the latest optics and ammunition
- Expanded 132-page package
- Specially Designed Format to Showcase New Products
- FP Ad Includes Bonus Digital Component and Guaranteed Feature Article for "New for '24" Product(s)
- Opportunity for Affiliate Sales
- Cover Inset Photo with Caption Opportunities for Rifle, Shotgun and Handgun
- Front Cover, Back Cover and Editorial Inclusion Package Available

AD CLOSE: 1/13/24

ON SALE: 3/14/24



WHEELSAFIELD  
(SPRING)



AD CLOSE:  
2/6/24

ON SALE:  
4/11/24

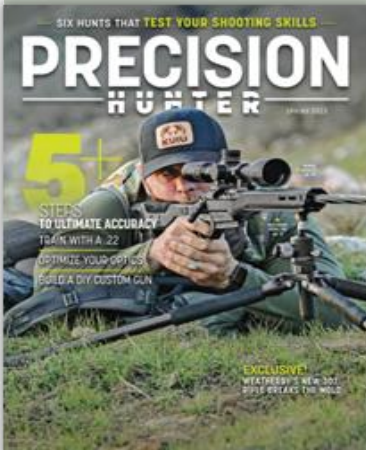
BACKCOUNTRY  
HUNTER (SPRING)



AD CLOSE:  
3/21/24

ON SALE:  
5/23/24

PRECISION  
HUNTER



AD CLOSE:  
4/10/24

ON SALE:  
6/13/24

ANNUAL GEAR  
GUIDE 2024



AD CLOSE:  
5/25/24

ON SALE:  
8/1/24

BACKCOUNTRY  
HUNTER (FALL)



AD CLOSE:  
6/30/24

ON SALE:  
9/5/24

WHEELSAFIELD  
(FALL)



AD CLOSE:  
7/31/24

ON SALE:  
10/3/24

### ► GOT GEAR? WE DO.

The Annual Equipment 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:** 5/25/23

**On Sale:** 8/1/23



### ► SPECIAL RATES:

FULL PAGE	\$3,749
½ PAGE	\$1,875

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 all the best backcountry destinations, including little known and up-and-coming areas.

**Distribution:** 60,000

**Spring Issue**

**Ad Close:** 3/21/23

**On Sale:** 5/23/22

**Fall Issue**

**Ad Close:** 6/30/23

**On Sale:** 9/5/23



## ► SPECIAL RATES:

2-PAGE SPREAD	\$6,427
FULL PAGE	\$3,749
½ PAGE	\$1,875
¼ PAGE	\$937

Precision rifle shooting is the hottest trend the firearms world has seen in a long time. Now, hunters are getting into the game in a big way, tricking out guns and investing in new gear in order to make that long-range shot on the trophy of a lifetime. Precision Hunter magazine will give readers the skills they need to make ethical shots on game at distance, highlight the most exciting big-game hunts and feature insider information on the hottest rifles, optics and equipment from this ever-evolving segment of the shooting and hunting market.

## ► DEPARTMENTS:

### VISION QUEST

Optics In-Depth

### HARDWARE

Rifle Accessories for Enhanced Accuracy

### BENCH 2 BACKCOUNTRY

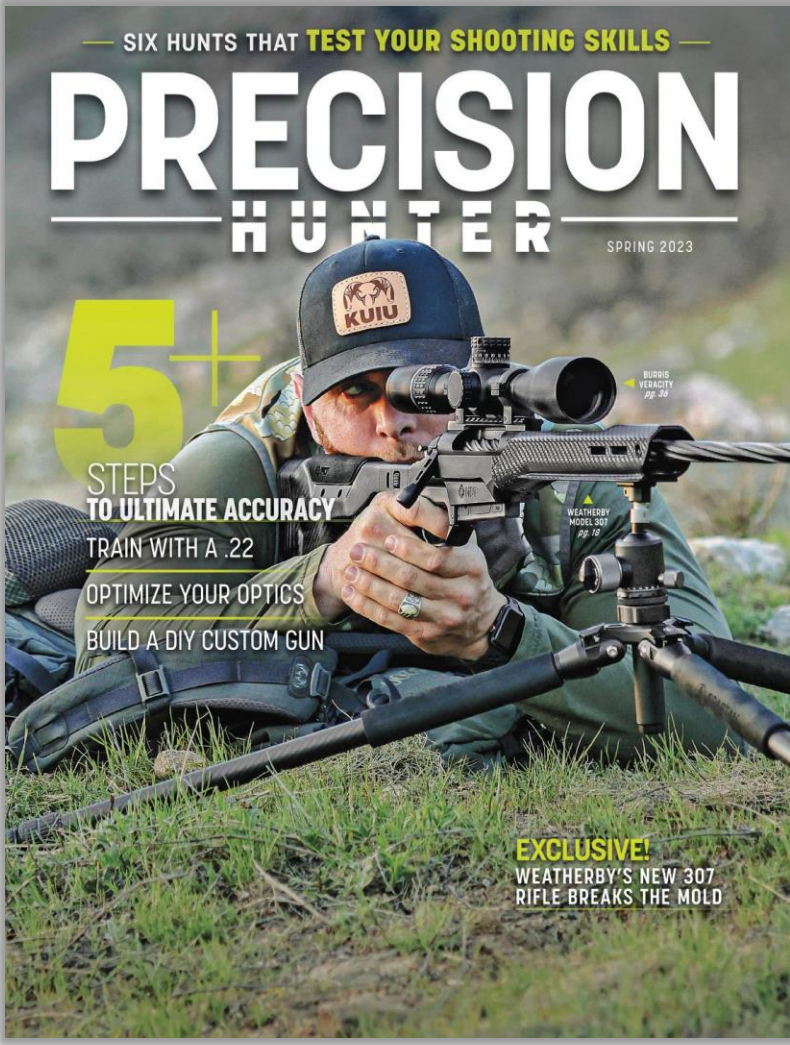
Hunting Skills for the Precision Shooter

### GEARED UP

Essential Equipment for the Hunter



FULL PAGE:	\$3,748
1/2 PAGE:	\$2,062
1/3 PAGE:	\$1,489
1/4 PAGE:	\$1,124



**Distribution:** 90,000

**Ad Close:** 4/10/23

**On Sale:** 6/13/23

Wheels Afield caters to the large and growing overland market of outdoor enthusiasts who utilize all types of vehicles— from mountain bikes and adventure motorcycles to trucks and UTVs — to enjoy the outdoors as hunters, anglers, campers, and adventurers. In short, our readers are as varied as their outdoor passions, but they have one common denominator: the love of adventure in the wild places of the world that require a vehicle to access.

## ► SECTION TOPICS:

**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.

Distribution: 60,000

Spring Issue  
Ad Close: 2/6/23  
On Sale: 4/11/23

Fall Issue  
Ad Close: 7/31/23  
On Sale: 10/3/23



## ► SPECIAL RATES:

2-PAGE SPREAD	\$6,427
FULL PAGE	\$3,749
½ PAGE	\$1,875
¼ PAGE	\$937

### ► GENERAL PRINT ADVERTISING RATES

4-Color	1x	3x	6x	10x
Full Page	15,934	15,566	15,072	14,121
2/3 Page	12,816	12,445	12,070	11,292
1/2 Page	10,423	10,111	9,805	9,166
1/3 Page	8,832	8,554	8,298	7,762
1/4 Page	7,379	7,158	6,942	6,497

2-Color	1x	3x	6x	10x
Full Page	12,077	11,716	11,361	10,632
2/3 Page	9,430	9,137	8,860	8,289
1/2 Page	7,483	7,262	7,039	6,587
1/3 Page	5,796	5,622	5,448	5,106
1/4 Page	4,823	4,691	4,545	4,253

B&W	1x	3x	6x	10x
Full Page	9,659	9,360	9,083	8,498
2/3 Page	7,338	7,122	6,893	6,463
1/2 Page	5,796	5,622	5,448	5,106
1/3 Page	4,350	4,211	4,092	3,822
1/4 Page	3,377	3,286	3,183	2,974
1/6 Page	2,418	2,342	2,280	2,134
1/12 Page	1,313	1,265	1,222	1,153
1 Inch	535	521	500	457

Covers	1x	3x	6x	10x
Cover 4	20,854	20,235	19,595	18,359
Cover 2	18,443	17,900	17,337	16,239
Cover 3	17,656	17,115	16,586	15,530



► For current advertising rates and detailed specifications please contact:

**Kevin Steele**, Publisher  
805.472.2168 | [kevin.steele@outdoorsg.com](mailto:kevin.steele@outdoorsg.com)

**Mike Savino**, Vice President, Ad Sales  
901.848.0901 | [mike.savino@outdoorsg.com](mailto:mike.savino@outdoorsg.com)

### ENGAGE WITH OUR GROWING ONLINE COMMUNITY THROUGH HIGHLY CUSTOMIZABLE PLANS

143,264

MONTHLY UNIQUE WEBSITE VISITORS



2,824,690

ANNUAL PAGE VIEWS



40,254

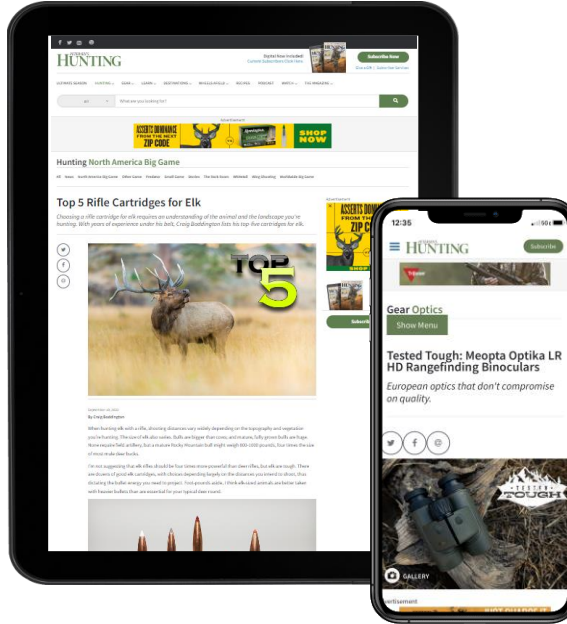
E-NEWSLETTER SUBSCRIBERS



34% OPEN RATE!

44,353

SOCIAL MEDIA FOLLOWERS



### A YOUNGER, SAVVY, MALE DIGITAL AUDIENCE

MEDIAN AGE: 42

WORK FULL-TIME: 29% MORE LIKELY THAN AVG.

BUSINESS DECISION MAKERS: 51% MORE LIKELY

VISIT SITE FROM MOBILE/TABLET: 77%

Total Audience:	1,590,000
Average Household Income:	\$108,600
Average Net Worth:	\$662,600
Average Years Hunting:	38.8

## WHAT THEY HUNT

- **99% Hunt Big Game**
- 98% Deer
- 47% Elk
- 40% Bear
- 36% Feral Hogs
- 13% Exotic species (game ranches)
- 21% Other large game
- **92% Hunt Birds**
- 73% Turkeys
- 69% Upland Birds
- 56% Waterfowl
- 11% Other birds
- **82% Hunt Small Game**
- 73% Rabbits
- 68% Squirrels
- 8% Other small game
- **72% 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 3 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 an ATV/UTV .

## VEHICLE USE

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

## FOOD PLOTS & NUTRITION

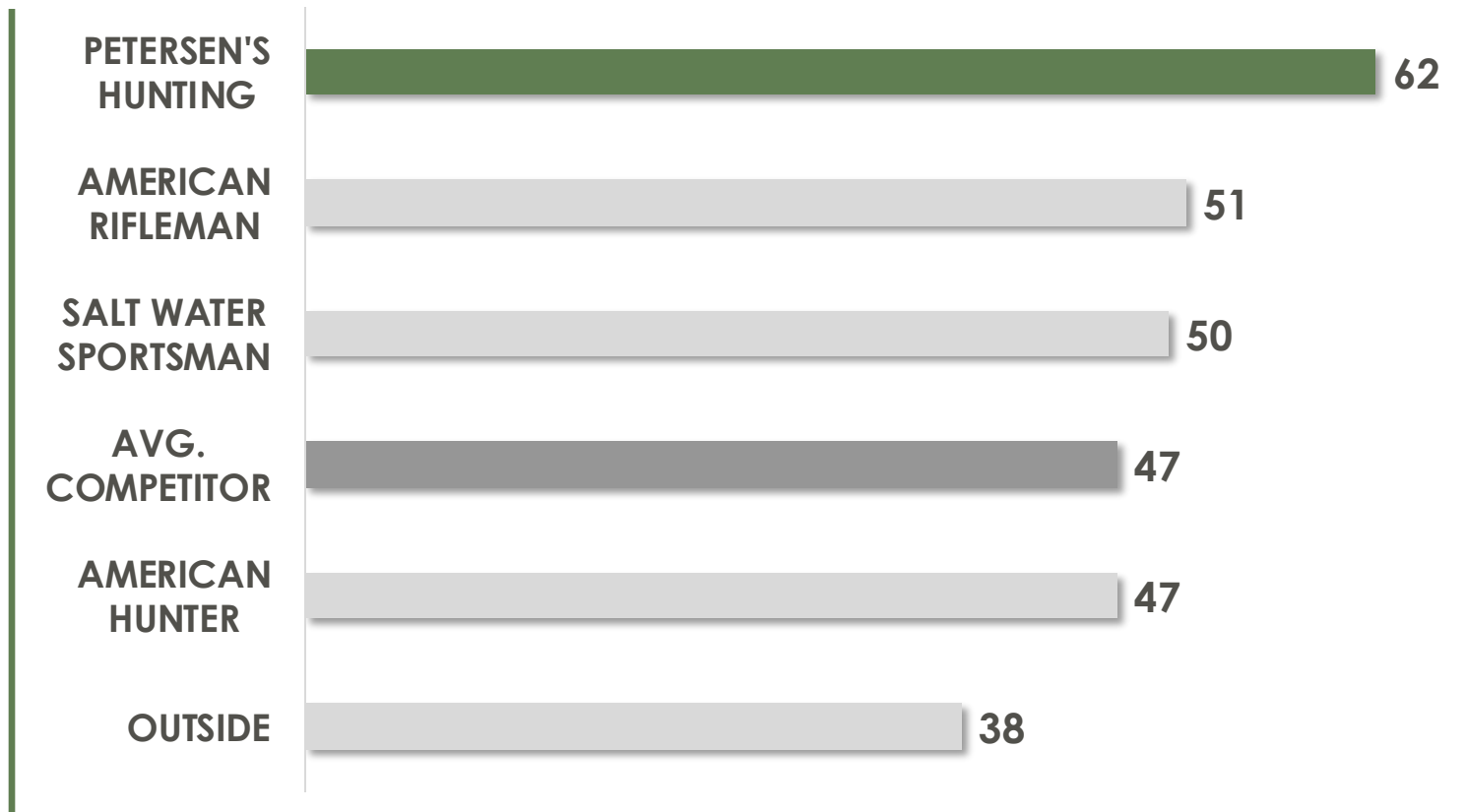
- 86% create food plots for year-round food supply.
- 25% plant to harvest feed for game.
- 50% provide salt, minerals or nutritional supplements to deer, 35% plant food plots and 32% provide supplemental feed or other nutrition.
- 56% plant food plots in spring & fall.

## DOGS

- 50% of readers own dogs, on average each owns 2 dogs. A typical Petersen's Hunting dog owner spends \$426 on dog health care annually.
- 86% purchase flea &/or tick preventative; 43% purchase de-wormer;
- 25% buy flea/tick collars; 17% buy dog arthritis/pain medication.

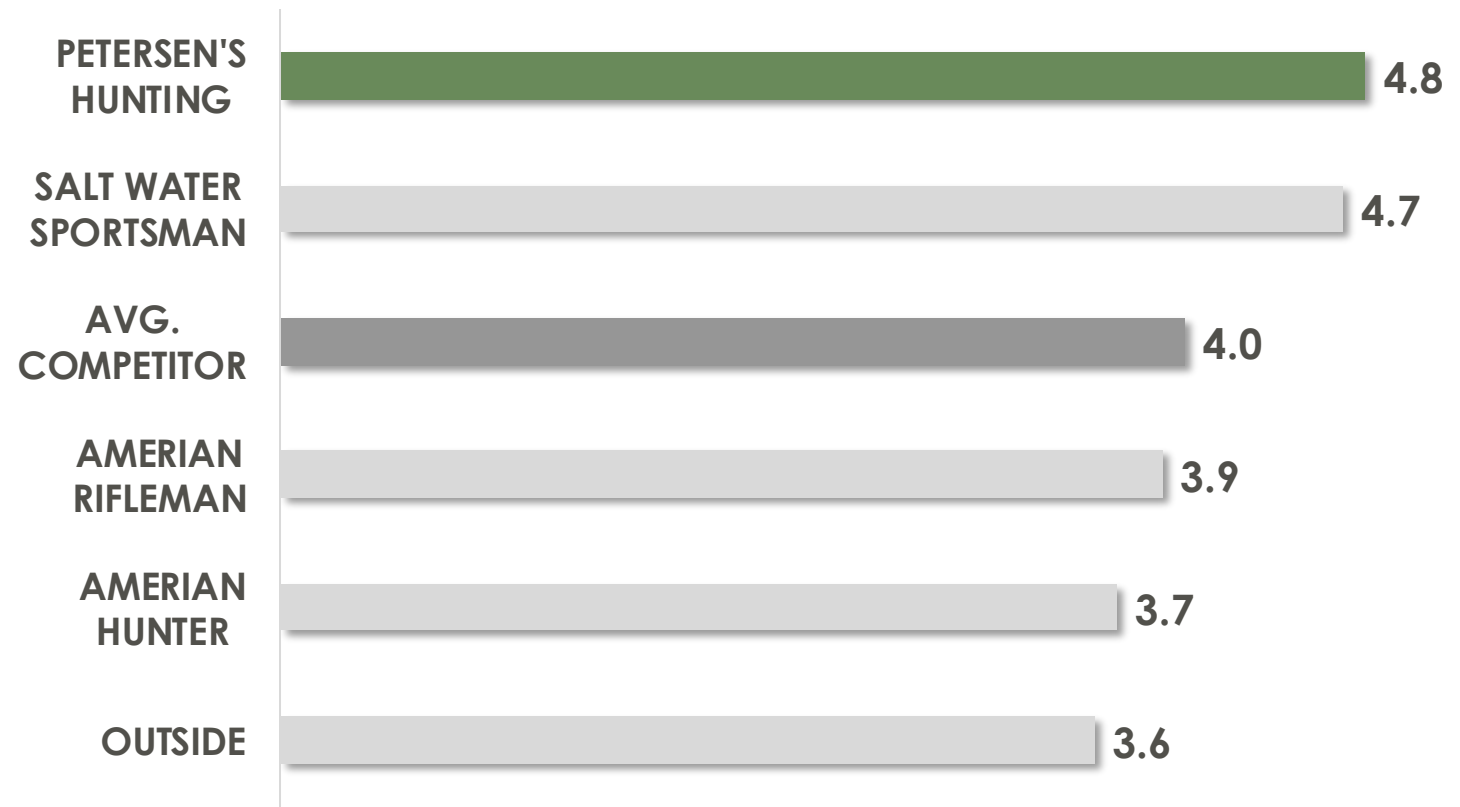
## READERS SPEND MORE TIME WITH PETERSEN'S HUNTING

MALE AUDIENCE – AVERAGE MINUTES SPENT READING



# READERS EXPOSED TO EACH PAGE MORE TIMES

MALE AUDIENCE – AVERAGE PAGE EXPOSURES



## SUBSCRIBERS HAVE POWERFUL PASSION FOR OUR BRAND

### SUBSCRIBER STUDY – QUALITATIVE FACTORS

96%

SATISFIED

WITH PETERSEN'S HUNTING

67%

LOYAL SUBSCRIBERS

FOR 4 OR MORE YEARS

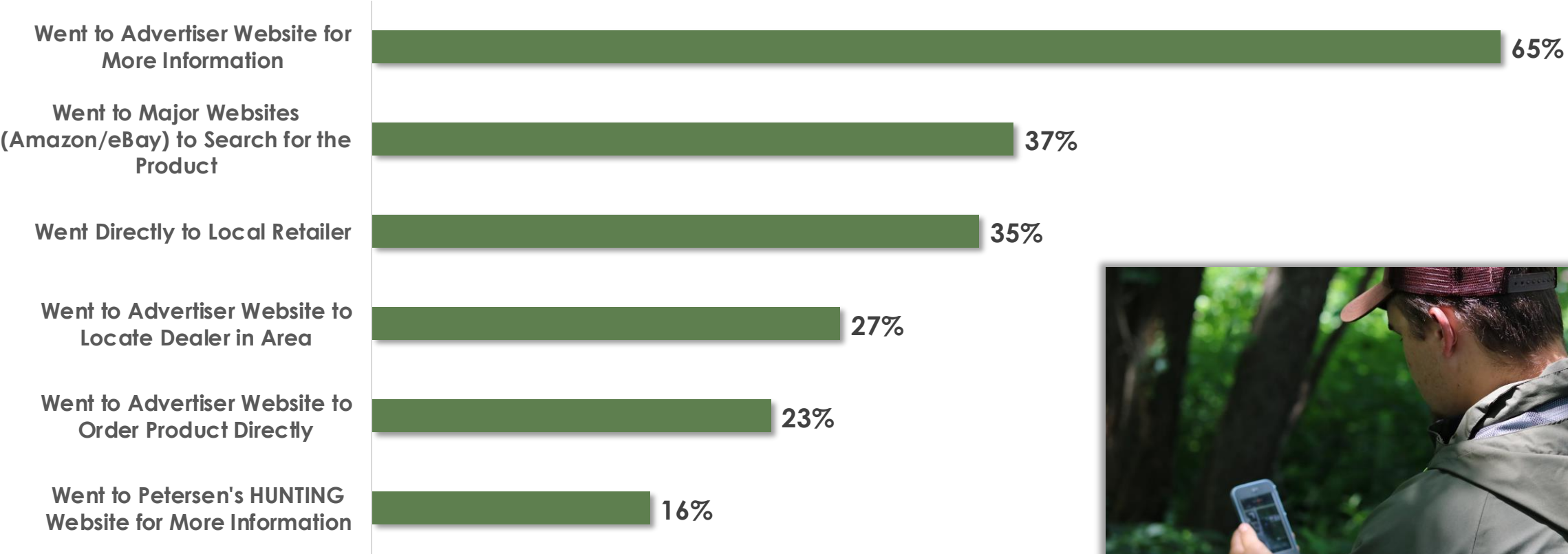
69%

VERY SATISFIED

WITH PETERSEN'S HUNTING

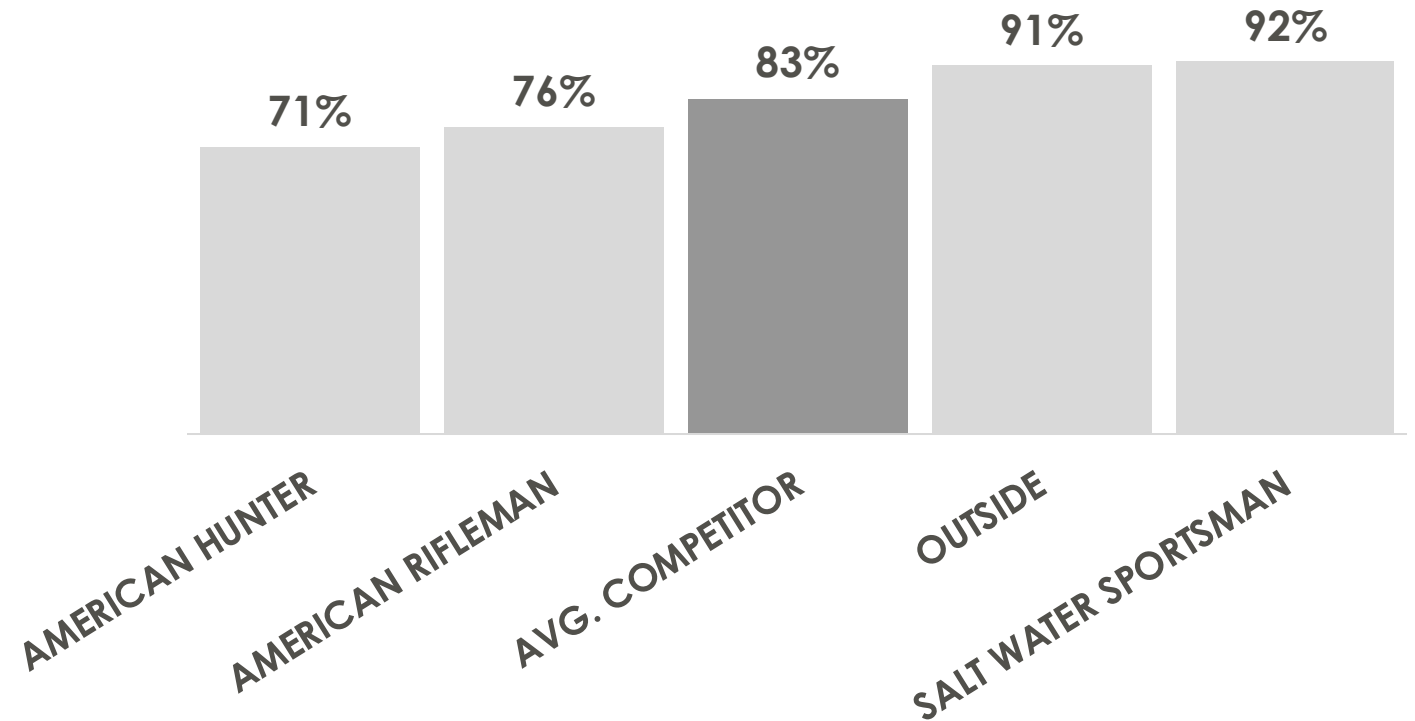
# OUR SUBSCRIBERS TAKE ACTION AFTER SEEING ADS

## SUBSCRIBER STUDY – QUALITATIVE FACTORS



## OUR AUDIENCE CAN'T BE FOUND ELSEWHERE

% OF PETERSEN'S HUNTING MALE AUDIENCE WHO DO NOT READ THE FOLLOWING PUBLICATIONS



## ► TYPICAL ADVERTISING SIZES & MECHANICAL SPECIFICATIONS

**Trim Size: 7.75 w x 10.5 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

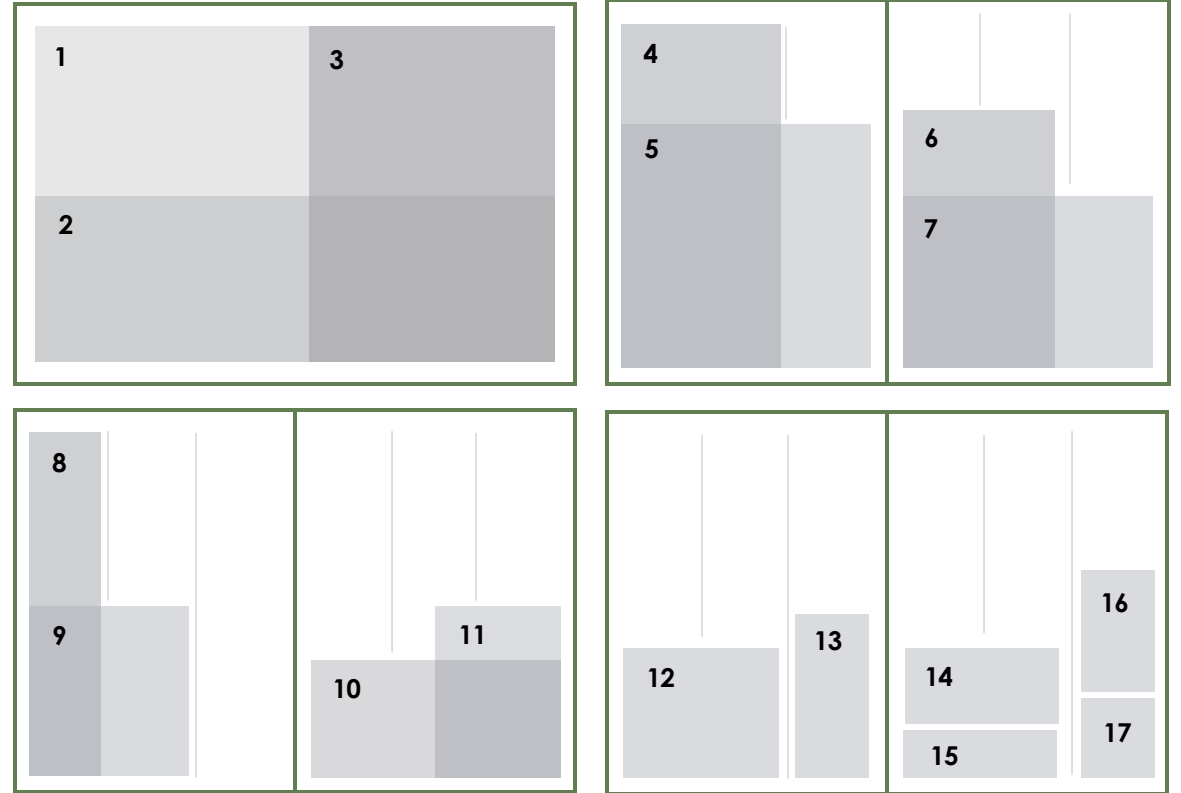
Non-Bleed: 2.125 x 6

### 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.

### ► GENERAL PRODUCTION INFORMATION

**Production Manager**  
**Petersen's HUNTING**

**2 News Plaza**  
**Peoria, IL 61614**  
**309-679-5079**

**[connie.mendoza@outdoorsg.com](mailto:connie.mendoza@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.
- Bit map 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](https://osg.sendmyad.com)**

► 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.

## ► TERMS & 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 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

[Learn more about this media property at auditedmedia.com](https://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
161,265	4,705	165,970	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			
Aug	100,284	763	101,047	48,231	10,000	58,231	159,278	4,677	16	4,693	153,192	10,779	163,971
Sep	99,482	775	100,257	47,986	10,000	57,986	158,243	4,422	11	4,433	151,890	10,786	162,676
Oct	101,260	768	102,018	49,286	10,000	59,286	161,304	4,772	15	4,787	155,308	10,783	166,091
Nov	106,397	753	107,150	49,084	10,000	59,084	166,234	4,896	11	4,907	160,377	10,764	171,141
Average	101,853	765	102,618	48,647	10,000	58,647	161,265	4,692	13	4,705	155,192	10,778	165,970

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	101,852	765	102,617	61.8
Membership	1		1	0.0
Total Paid Subscriptions	101,853	765	102,618	61.8
<b>Verified Subscriptions</b>				
Public Place	48,452	10,000	58,452	35.2
Individual Use	195		195	0.1
Total Verified Subscriptions	48,647	10,000	58,647	35.3
Total Paid & Verified Subscriptions	150,500	10,765	161,265	97.2
<b>Single Copy Sales</b>				
Single Issue	4,692	13	4,705	2.8
Total Single Copy Sales	4,692	13	4,705	2.8
Total Paid & Verified Circulation	155,192	10,778	165,970	100.0

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2021	None Claimed	164,397	164,397		
12/31/2020	None Claimed	165,349	165,349		
12/31/2019	None Claimed	162,586	165,226	-2,640	-1.6

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

### PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$5.99	
Subscription	\$29.94	
Average Subscription Price Annualized (2)		\$12.21
Average Subscription Price per Copy		\$1.11