

**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.



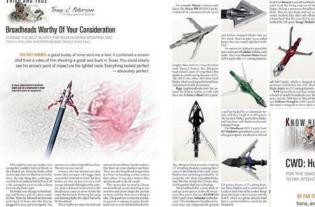


#### **IN EVERY ISSUE**

WILDSIDE

# Know Hunting Tried and True Next Level Bowhunting Wild Side

watching his brother stalking a big buck. The



Print Audience 1,225,785
Circulation 111,435
Average Household Income \$107,800
Average Net Worth \$444,000
Men/Women % 86/14
Median Age 47



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Source: June 2018 AAM, 2015 Accelara Reader Survey



#### MARCH '19 [Scouting, Hunt-Planning, Improving Shooting Skills]

- TRIED & TRUE COLUMN: Better Deer Herd Health (food plot seed and tools, feeders, mineral supplements)
- · WHAT'S NEW: Product releases

Ad Close/Materials Due: December 5, 2018

On Sale: February 19, 2019

#### APRIL/MAY '19 [Spring Pursuits (Bowfishing, Turkey & Bear Hunting)]

- TRIED & TRUE COLUMN: Turkey Decoy Logic (Decoy options and whether to use one at all)
- · WHAT'S NEW: Product releases

Ad Close/Materials Due: January 4, 2019

On Sale: March 19, 2019

#### JUNE — GEAR SPECIAL '19 [New Bowhunting Equipment]

- <u>EQUIPMENT REVIEWS</u>: Bows, Arrows, Broadheads, Accessories, Treestands, and more...
- $\cdot$  TRIED & TRUE COLUMN: Bow Shop Tools & Tuning Gear (presses, wrenches, chronographs, etc.)
- Hot Products Showcase
- · WHAT'S NEW: Expanded new product releases

Ad Close/Materials Due: March 1, 2019

On Sale: May 14, 2019

#### JULY '19 [On Your Own, DIY Planning, Public Hunting, Economic Hunts]

- TRIED & TRUE COLUMN: Tools For Low-Impact Scouting (cellular trail cams, apps, optics)
- · WHAT'S NEW: Product releases

Ad Close/Materials Due: April 5, 2019

On Sale: June 18, 2019

#### AUGUST — BIG GAME SPECIAL '19 [Big Game Hunting Adventures]

- TRIED & TRUE COLUMN: Building Big-Game Arrows (fletching, nocks, squaring devices, saws, fletching jigs, etc.)
- · WHAT'S NEW: Product releases

Ad Close/Materials Due: May 10, 2019

On Sale: July 23, 2019

#### SEPTEMBER '19 [Early Season Hunts]

ALL SPECIES OF DEER, ELK, ANTELOPE, CARIBOU, MOOSE, ETC.

- TRIED & TRUE COLUMN: Gearing Up For The West (apparel, boots, packs, camp gear, etc.)
- · Hot Deer Gear Showcase
- · WHAT'S NEW: Product releases

Ad Close/Materials Due: June 7, 2019

On Sale: August 20, 2019

#### OCTOBER '19 [Deer Season]

CHANGING FOCUS TO DEER, LEARN PATTERNS, GETTING READY FOR THE RUT

- TRIED & TRUE COLUMN: The Deer Hunter's Final Checklist (calls, scents & lures, decoys, safety gear, field-dressing knives and tools)
- · WHAT'S NEW: Product releases

Ad Close/Materials Due: July 12, 2019 On Sale: September 24, 2019

#### NOVEMBER/DECEMBER—WHITETAIL SPECIAL '19

CELEBRATING NORTH AMERICA'S #1 BIG GAME ANIMAL

- TRIED & TRUE COLUMN: Taking It To The Table (wild game seasoning, jerky makers, smokers, meat grinders, etc.)
- · Holiday Gifts
- · WHAT'S NEW: Product releases

Ad Close/Materials Due: August 9, 2019

On Sale: October 29, 2019

#### JANUARY/FEBRUARY 2020 [Late Season/ATA & SHOT Show Issue]

- TRIED & TRUE COLUMN: Let It Snow (late-season clothes, boots, etc.)
- · HOT LIST DEALER BIND-IN: Must-See New Gear at the ATA Show
- · WHAT'S NEW: New Product Launches for '20

Ad Close/Materials Due: October 4, 2019

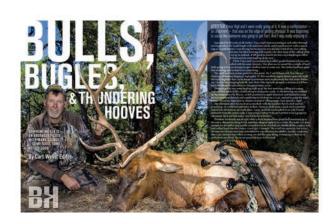
On Sale: December 3, 2019







ISSUE	THEME	AD SPACE CLOSE/MATERIALS DUE	NEWSSTAND ON SALE
MARCH	Scouting, Hunt-Planning, Improving Shooting Skills	12/5/2018	2/19/2019
APRIL/MAY	Spring Pursuits (Bowfishing, Turkey & Bear Hunting)	1/4/2019	3/19/2019
JUNE	Gear Special (New Bowhunting Equipment)	3/1/2019	5/14/2019
JULY	On Your Own, DIY Planning, Public Hunting, Economic Hunts	4/5/2019	6/18/2019
AUGUST	Big game special (Big Game Hunting Adventures)	5/10/2019	7/23/2019
SEPTEMBER	Early Season Hunts (All species of deer, elk, antelope, caribou, moose, etc.)	6/7/2019	8/20/2019
OCTOBER	Deer Season (changing focus to deer, learn patterns, getting ready for the rut)	7/12/2019	9/24/2019
NOVEMBER/DECEMBER	whitetail special (celebrating north america's #1 big game animal)	8/9/2019	10/29/2019
JANUARY/FEBRUARY 2020	Late Season/ATA & SHOT Show Issue	10/4/2019	12/3/2019









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EFFECTIVE JANUARY 1, 2018

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4-Color

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Full Page	\$9,690	\$9,200	\$8,710	\$8,520
2/3 Page	7,725	7,345	6,955	6,825
1/2 Page	6,300	5,970	5,650	5,545
1/3 Page	5,310	5,050	4,805	4,680
1/4 Page	4,455	4,220	4,020	3,910
1/6 Page	3,645	3,200	2,900	2,640
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2-Color	1 x	3 x	6 x	9 x
Full Page	\$7,570	\$7,195	\$6,815	\$6,655
2/3 Page	5,725	5,600	5,295	5,195
1/2 Page	4,695	4,470	4,220	4,135
1/3 Page	3,645	3,450	3,260	3,190
1/4 Page	3,025	2,865	2,720	2,640
1/6 Page	2,365	2,215	2,110	2,000
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B&W	1 x	3 x	6 x	9 x
Full Page	<b>1 x</b> \$6,060 4,590	<b>3 x</b> \$5,745 4,375	<b>6 x</b> \$5,435 4,135	9 x \$5,325 4,065
Full Page 2/3 Page	\$6,060	\$5,745	\$5,435	\$5,325
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EFFECTIVE JANUARY 1, 2018



4-Color

1/4 Page	\$2,115	\$2,100	\$1,995	\$1,850
1/6 Page	1,825	1,795	1,680	1,605
1/8 Page	1,365	1,340	1,220	1,130
1/12 Sg or Horizontal	940	915	840	795
1 3/4 Inches	765	755	710	695
1 1/2 Inches Horizontal	695	685	645	600
1 Inch	610	600	555	500
2-Color	1 x	3 x	6 x	9 x
1/4 Page	\$1,650	\$1,640	\$1,555	\$1,460
1/6 Page	1,440	1,410	1,305	1,250
1/8 Page	1,065	1,035	960	905
1/12 Sg or Horizontal	720	710	685	645
1 3/4 Inches	610	600	555	545
1 1/2 Inches Horizontal	545	535	490	455
1 Inch	455	440	430	395
B&W	1 x	3 x	6 x	9 x
1/4 Page	\$1,330	\$1,305	\$1,235	\$1,160
1/6 Page	1,130	1,110	1,050	1,010
1/8 Page	840	815	755	720
1/12 Sq of Horiz	600	575	545	500
1 3/4 Inches	470	455	430	420
1 1/2 Inches Horizontal	420	405	395	370
1 Inch	395	370	345	325
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EFFECTIVE JANUARY 1, 2018



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1/8 Page	\$1,365	\$1,340	\$1,220	\$1,130	
1/12 Sq or Horizontal	940	915	840	795	
1 3/4 Inches	765	755	710	695	
1 1/2 Inches Horizontal	695	685	645	600	
1 Inch	610	600	555	500	
2-Color	1 x	3 x	6 x	9 x	
1/8 Page	\$1,065	\$1,035	\$960	\$905	
1/12 Sq or Horizontal	720	710	685	645	
1 3/4 Inches	610	600	555	545	
1 1/2 Inches Horizontal	545	535	490	455	
1 Inch	455	440	430	395	
B&W	1 x	3 x	6 x	9 x	
1/8 Page	\$840	\$815	\$755	\$720	
1/12 Sq of Horiz	600	575	545	500	
1 3/4 Inches	470	455	430	420	
1 1/2 Inches Horizontal	420	405	395	370	
1 Inch	395	370	345	325	



## PRO SHOP ADVERTISING RATES

1-Color

ProShop	3 x net	6 x net	9 x net
1/4 Page 4/C	\$1,645	\$1,570	\$1,490







Print Audience	1,225,785
Circulation	111,435
Average Household Income	\$107,800
Average Net Worth	\$444,000
Men/Women %	86/14
Median Age	47

Married	81%
Have Children	48%
Attended College	61%
Management/professional	33%
Tradesmen/Craftsmen	46%

#### **BOWHUNTER READING PROFILE**

1.44
62%
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%
Purchasad Product or Sarvica	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 Verticle Bows in the next year.
- 43% Plan to Buy Verticle 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...

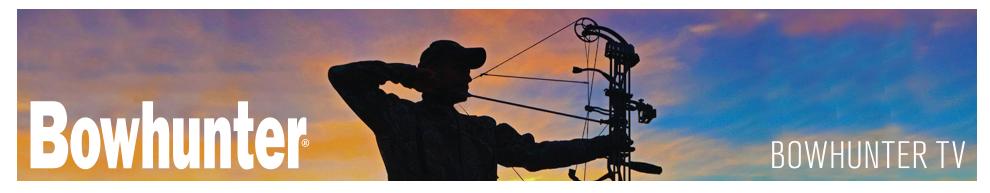
- On average readers spent \$1,582 on each bowhunting trip annually. (excluding Bows, Accessories, and Hunting Gear).
- \$148,306,604 is the average cumulative volume spend on bowhunting trips. (excluding Bows, Accessories, and Hunting Gear).

#### **FIREARMS**

- 88% Occassionally 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 mos.



Bowhunter TV airs nationally in 37 million U.S. Households via Sportsman Channel 52 weeks per year!

#### 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 & PETERSEN'S BOWHUNTING magazines to drive immediate audiences to the TV program.
- Editorial features relating to the TV show appear in regular issues of BOWHUNTER magazine and the Annual Gear Guide to highlight the TV program and its sponsors.
- Sponsors' products will receive special, priority consideration in all BOWHUNTER and PETERSEN'S BOWHUNTING print and on-line editorial coverage of equipment and services.
- Produced to compel existing hunters to hunt more often and more successfully while also attracting new participants with the teaching of fundamentals, the challenge of the hunt, and the beauty of the sport.
- Edited and produced by award-winning TV content providers.
- Bowhunter.com features a special TV section where readers can download video clips from TV episodes that feature and highlight sponsors' products and benefits.

For information please contact:

Danny Farris (719)-338-9781 | danny.farris@outdoorsg.com Jeff Millar (717)-695-8081 | jeff.millar@outdoorsg.com Jeff Waring (717) 695-8080 | jeff.waring@outdoorsg.com



### Typical Advertising Sizes and Mechanical Specifications: Trim Size: $7^3/_4$ W x $10^4/_2$ 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

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

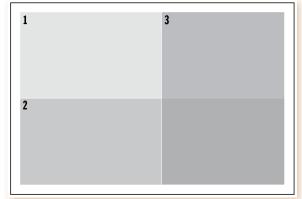
20. Eight Inch Vertical Non-Bleed: 2.125 x 8

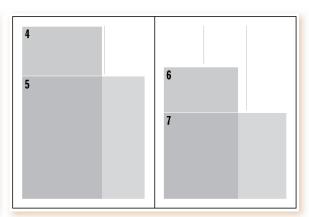
21. Seven Inch Vertical Non-Bleed: 2.125 x 7

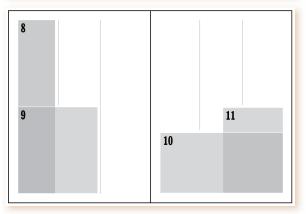
**22. Six Inch Vertical** Non-Bleed: 2.125 x 6

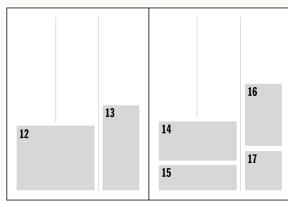
23. One Inch 2-Column Non-Bleed: 4.375 x 1

**24. One Inch Vertical** Non-Bleed: 2,125 x 1









 $\underline{\text{SWOP:}}\,$  standard proof, pulled from the supplied file, must be submitted with each 4-color ad.

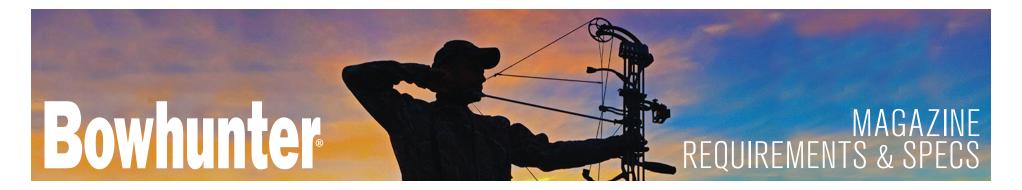
NON-BLEED: 1/2" inside trim. Non-bleed ads should have all elements within this measurement.

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 **Bowhunter** Magazine
6385 Flank Drive, Suite 800
Harrisburg, PA 17112-2784
717-695-8089
brittany.kennedy@outdoorsg.com
leah.jaroh@outdoorsg.com

**Trim Size**• 73/4-in. wide x 101/2-in. high

**Non-Bleed**  $\cdot$  1/2-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**

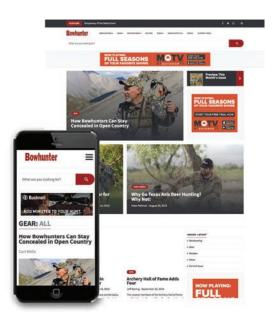
Outdoor Sportsman Group maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files:

https://osg.sendmyad.com





As "The #1 Bowhunting Magazine," Bowhunter Magazine is the preeminent, most respected media brand in the bowhunting category. Bowhunter's team of expert contributors covers the full spectrum of bowhunting adventure, how-to tips, & the latest in bowhunting & archery equipment, and they deliver their content to a hardcore audience of enthusiastic consumers.







#### At A Glance

Average HHI	\$76,700
Male (%)	88%
Annual Page Views	2,097,364
Avg. Time Spent	1:38
Pages Per Session	2.1
Traffic From Mobile/Tablet Devices	65%
eNewsletter Subscribers	103,928
Social Media Followers	30,225

#### 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.
  - OUTDOOR SPORTSMAN

- **8.** The publisher has the continuing right to adjust its rate schedule and will regard the failure of an order to correspond to the rate schedule as a clerical error and will, without further communication, invoice the advertiser based on rates in effect at that time.
- **9.** The publisher will hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Please be advised that there is no "sequential liability" to the publisher. Payment is due upon receipt of invoice. All payments must be in United States currency. Advertiser and/or its advertising agency are jointly and severally liable for all costs, fees and expenses (including attorney or collection agency fees) incurred in connection with the collection of all monies due.
- **10.** The forwarding of an order is construed as an acceptance of all the publisher's rates and conditions in effect at that time.
- **11.** This agreement shall be governed by and construed in accordance with the laws of the State of Georgia without regard to conflict of laws provisions. Any action or proceeding arising out of or relating to this agreement or publisher's publication of the advertising shall be brought in the courts of record in the State of Georgia.



#### **Publisher's Statement**

6 months ended June 30, 2018, 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	Single	Total	Rate	Variance				
Subscriptions	CopySales	Circulation	Base	to Rate Base				
106 023	5.412	111 435	None Claimed					

TOTAL CIRCULATION BY ISSUE														
	Paid Subscriptions				Verified Subscriptions			Single Copy Sales			Total			
				Total			Total	Total			Total	Total	Paid & Verified	Total
			Digital	Paid		Digital	Verified	Paid & Verified		Digital	Single Copy	Paid & Verified	Circulation	Paid & Verified
	Issue	Print	Issue	Subscriptions	Print	Issue	Subscriptions	Subscriptions	Print	Issue	Sales	Circulation - Print	- Digital Issue	Circulation
	Jan/Feb	89,632	1,387	91,019	12,071		12,071	103,090	8,325	18	8,343	110,028	1,405	111,433
	Mar	87,710	2,031	89,741	8,246	10,000	18,246	107,987	3,458	11	3,469	99,414	12,042	111,456
	Apr/May	90,914	1,364	92,278	3,306	10,000	13,306	105,584	5,416	11	5,427	99,636	11,375	111,011
	Jun/Gear	87,297	1,978	89,275	8,155	10,000	18,155	107,430	4,400	8	4,408	99,852	11,986	111,838
	Average	88,888	1,690	90,578	7,945	7,500	15,445	106,023	5,400	12	5,412	102,233	9,202	111,435

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION								
	Print	Digital Issue	Total	% of Circulation				
Paid Subscriptions								
Individual Subscriptions	88,888	1,690	90,578	81.3				
Total Paid Subscriptions	88,888	1,690	90,578	81.3				
Verified Subscriptions	rified Subscriptions							
Public Place	7,497	7,500	14,997	13.5				
Individual Use	448		448	0.4				
Total Verified Subscriptions	7,945	7,500	15,445	13.9				
Total Paid & Verified Subscriptions	96,833	9,190	106,023	95.1				
Single Copy Sales								
Single Issue	5,400	12	5,412	4.9				
Total Single Copy Sales	5,400	12	5,412	4.9				
Total Paid & Verified Circulation	102,233	9,202	111,435	100.0				

Total Paid & Verifie	d Circulation	102,23	9,202	111,435	100.0				
VARIANCE OF LAST THREE RELEASED AUDIT REPORTS									
Audit Period			Publisher's		Percentage				
Ended	Rate Base	Audit Report	Statements	Difference	of Difference				
12/31/2017	None Claimed	115,394	115,394						
12/31/2016	None Claimed	126,073	125,384	689	0.5				
12/31/2015	None Claimed	122,920	123,785	-865	-0.7				

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PRICES							
	Suggested		Gross				
	Retail Prices (1)	Net	(Optional)				
Average Single Copy	\$5.99						
Subscription	\$23.94						
Average Subscription Price Annualized (3)		\$11.80					
Average Subscription Price per Copy		\$1.18					

- (1) For statement period
- (2) Represents subscriptions for the 12 month period ended December 31, 2017
- (3) Based on the following issue per year frequency: 10

#### 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

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#### ADDITIONAL ANALYSIS OF VERIFIED Print Digital Issue Total Public Place Automotive Outlets 3,405 3,405 Doctor/Health Care Providers 7,500 7,500 Fitness/Recreational Facilities 104 104 Personal Care Salons 3,374 3,374 Specialty Locations/Retail 614 614 7,497 14,997 Total Public Place Copies 7,500 Individual Use Ordered/Payment Not Received 448 448 Total Individual Use Copies 448 448

#### RATE BASE

None Claimed

#### NOTES

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

**Double Issues:** A double issue represents two copies of service. The Average Subscription Price Annualized is based on 10 issues, which includes 1 double issue.

**Post-Expire Copies:** The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 12,014

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 173

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.

Parent Company: KSE Sportsman Media, Inc.

BOWHUNTER, published by Outdoor Sportsman Group - Integrated Media \* 1040 Sixth Avenue 12th Floor \* New York, NY 10018

CARTER VONASEK JEFF WARING
Planning Director Publisher

P: 212.852.6682 \* URL: www.bowhunter.com

Established: 1971 AAM Member since: 1991



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