

# 2019 MEDIA KIT

# Bowhunter®

THE #1 BOWHUNTING MAGAZINE

[BOWHUNTER.COM](http://BOWHUNTER.COM)

PHOTO BY EMILY STAURING

A banner image for Bowhunter Magazine. On the left, the word "Bowhunter" is written in a large, bold, white sans-serif font with a registered trademark symbol. To the right of the text is a silhouette of a person wearing a cap and holding a compound bow, aiming it towards the right. The background of the banner is a sky with soft, colorful clouds in shades of orange, yellow, and blue.

# Bowhunter®

## MISSION STATEMENT

*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.*







# Bowhunter®

## EDITORIAL CALENDAR

### 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]

- **EQUIPMENT REVIEWS:** Bows, Arrows, Broadheads, Accessories, Treestands, and more...
- **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**

**OUTDOOR  
SPORTSMAN  
GROUP®**





# Bowhunter®



2019 On Sale /  
Ad Close Dates

| 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         |



# Bowhunter®

## INDUSTRY ADVERTISING RATES

EFFECTIVE JANUARY 1, 2018



| 4-Color   | 1 x     | 3 x     | 6 x     | 9 x     |
|-----------|---------|---------|---------|---------|
| 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   |

| 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   |

| B&W       | 1 x     | 3 x     | 6 x     | 9 x     |
|-----------|---------|---------|---------|---------|
| Full Page | \$6,060 | \$5,745 | \$5,435 | \$5,325 |
| 2/3 Page  | 4,590   | 4,375   | 4,135   | 4,065   |
| 1/2 Page  | 3,645   | 3,450   | 3,260   | 3,190   |
| 1/3 Page  | 2,730   | 2,600   | 2,450   | 2,350   |
| 1/4 Page  | 2,120   | 2,015   | 1,920   | 1,850   |
| 1/6 Page  | 1,505   | 1,440   | 1,370   | 1,340   |

| Covers  | 1 x      | 3 x      | 6 x      | 9 x      |
|---------|----------|----------|----------|----------|
| Cover 4 | \$12,590 | \$11,955 | \$11,330 | \$11,050 |
| Cover 3 | 10,645   | 10,115   | 9,585    | 9,365    |
| Cover 2 | 11,120   | 10,585   | 10,015   | 9,780    |





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## WHERE-TO-GO ADVERTISING RATES

EFFECTIVE JANUARY 1, 2018



| 4-Color                 | 1 x     | 3 x     | 6 x     | 9 x     |
|-------------------------|---------|---------|---------|---------|
| 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 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     |
| 1/4 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 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     |
| 1/4 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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## MARKETPLACE ADVERTISING RATES

EFFECTIVE JANUARY 1, 2018



| 4-Color                 | 1 x     | 3 x     | 6 x     | 9 x     |
|-------------------------|---------|---------|---------|---------|
| 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

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

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





# Bowhunter®



## MEET THE READERS

|                          |           |                         |     |
|--------------------------|-----------|-------------------------|-----|
| Print Audience           | 1,225,785 | Married                 | 81% |
| Circulation              | 111,435   | Have Children           | 48% |
| Average Household Income | \$107,800 | Attended College        | 61% |
| Average Net Worth        | \$444,000 | Management/professional | 33% |
| Men/Women %              | 86/14     | Tradesmen/Craftsmen     | 46% |
| Median Age               | 47        |                         |     |

### 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

### 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%   |

### 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®

BOWHUNTER TV

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:

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# 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

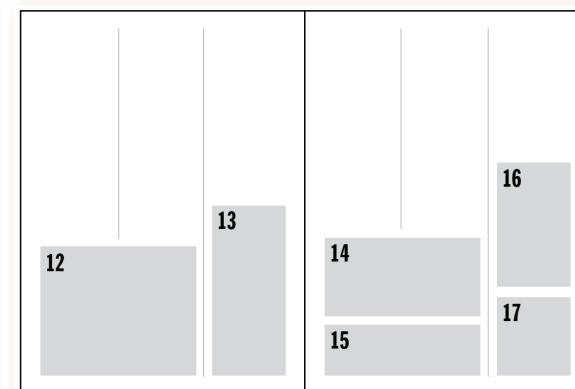
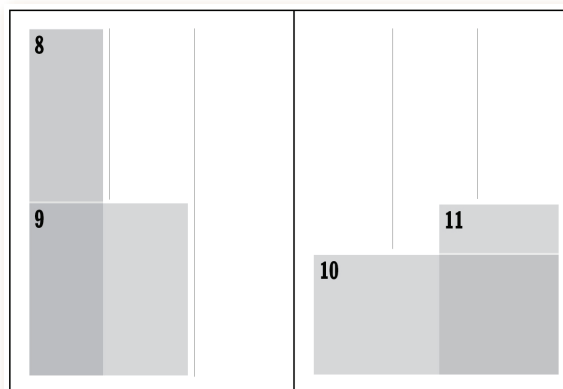
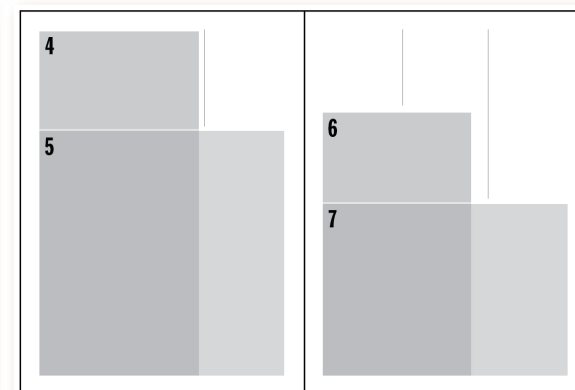
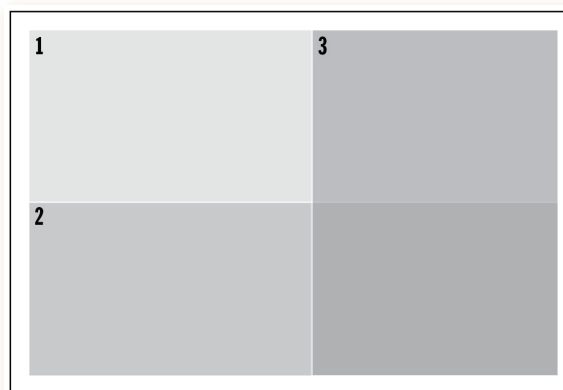
Non-Bleed: 2.125 x 6

#### 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®

## MAGAZINE REQUIREMENTS & SPECS

Curt Wells,  
Bowhunter Editor



### 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•** 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>

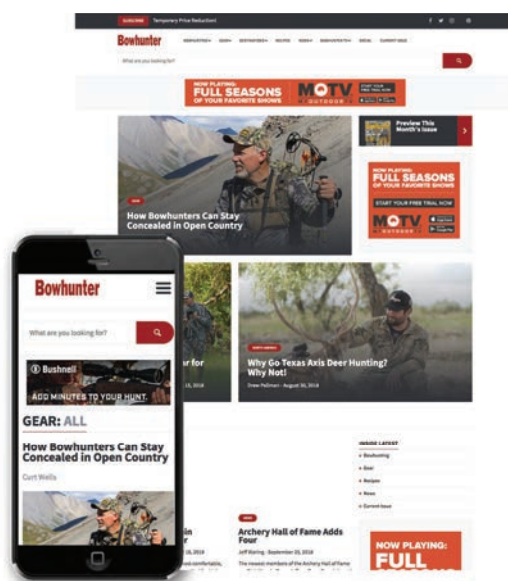
**OUTDOOR  
SPORTSMAN  
GROUP®**




# Bowhunter®

## DIGITAL AUDIENCE

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.



68k   
Avg. Monthly Uniques

41.3   
Median Age

### 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    |

**Source:** Site Traffic and Gender Skew based on Google Analytics data October 2017-September 2018. 2018 MRI Doublebase; Income and Age for websites of measured publications (Game & Fish and Petersen's Hunting) reflects the audience for that title combined with 1+ hours of internet usage the prior day. Non-measured Hunting sites reflect a combination of Petersen's Hunting and Game & Fish. E-Newsletter Subscribers from Exact Target for publications and What Counts for networks as of December 2018. Social Audience reflects Followers or Likes for OSG Social content on Facebook, Twitter as of December 2018.

# Bowhunter®

## TERMS AND CONDITIONS

### 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 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<br>Paid & Verified<br>Subscriptions | Single<br>Copy Sales | Total<br>Circulation | Rate<br>Base | Variance<br>to Rate Base |
|---|----------------------|----------------------|--------------|--------------------------|
| 106,023                                   | 5,412                | 111,435              | None Claimed |                          |

### TOTAL CIRCULATION BY ISSUE

| Issue          | Paid Subscriptions |                  |                                | Verified Subscriptions |                  |                                    | Total<br>Paid & Verified<br>Subscriptions | Single Copy Sales |                  |                               | Total<br>Paid & Verified<br>Circulation - Print | Total<br>Paid & Verified<br>Circulation<br>- Digital Issue | Total<br>Paid & Verified<br>Circulation |
|----------------|--------------------|------------------|--------------------------------|------------------------|------------------|------------------------------------|---|-------------------|------------------|-------------------------------|---|--|---|
|                | Print              | Digital<br>Issue | Total<br>Paid<br>Subscriptions | Print                  | Digital<br>Issue | Total<br>Verified<br>Subscriptions |   | Print             | Digital<br>Issue | Total<br>Single Copy<br>Sales |   |  |   |
| 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                                 |
| <b>Average</b> | <b>88,888</b>      | <b>1,690</b>     | <b>90,578</b>                  | <b>7,945</b>           | <b>7,500</b>     | <b>15,445</b>                      | <b>106,023</b>                            | <b>5,400</b>      | <b>12</b>        | <b>5,412</b>                  | <b>102,233</b>                                  | <b>9,202</b>   | <b>111,435</b>                          |

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

|  | Print          | Digital<br>Issue | Total          | % of Circulation |
|--|----------------|------------------|----------------|------------------|
| <b>Paid Subscriptions</b>                      |                |                  |                |                  |
| Individual Subscriptions                       | 88,888         | 1,690            | 90,578         | 81.3             |
| <b>Total Paid Subscriptions</b>                | <b>88,888</b>  | <b>1,690</b>     | <b>90,578</b>  | <b>81.3</b>      |
| <b>Verified Subscriptions</b>                  |                |                  |                |                  |
| Public Place                                   | 7,497          | 7,500            | 14,997         | 13.5             |
| Individual Use                                 | 448            |                  | 448            | 0.4              |
| <b>Total Verified Subscriptions</b>            | <b>7,945</b>   | <b>7,500</b>     | <b>15,445</b>  | <b>13.9</b>      |
| <b>Total Paid &amp; Verified Subscriptions</b> | <b>96,833</b>  | <b>9,190</b>     | <b>106,023</b> | <b>95.1</b>      |
| <b>Single Copy Sales</b>                       |                |                  |                |                  |
| Single Issue                                   | 5,400          | 12               | 5,412          | 4.9              |
| <b>Total Single Copy Sales</b>                 | <b>5,400</b>   | <b>12</b>        | <b>5,412</b>   | <b>4.9</b>       |
| <b>Total Paid &amp; Verified Circulation</b>   | <b>102,233</b> | <b>9,202</b>     | <b>111,435</b> | <b>100.0</b>     |

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

| Audit Period<br>Ended | Rate Base    | Audit Report | Publisher's<br>Statements | Difference | Percentage<br>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<br>Retail Prices (1) | Average Price(2) |                     |
|---|--------------------------------|------------------|---------------------|
|   |                                | Net              | Gross<br>(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](http://WWW.AUDITEDMEDIA.COM) MEDIA INTELLIGENCE CENTER

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

**ADDITIONAL ANALYSIS OF VERIFIED**

|                                    | Print        | Digital Issue | Total         |
|------------------------------------|--------------|---------------|---------------|
| <b>Public Place</b>                |              |               |               |
| 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           |
| <b>Total Public Place Copies</b>   | <b>7,497</b> | <b>7,500</b>  | <b>14,997</b> |
| <b>Individual Use</b>              |              |               |               |
| Ordered/Payment Not Received       | 448          |               | 448           |
| <b>Total Individual Use Copies</b> | <b>448</b>   |               | <b>448</b>    |

**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

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Planning Director  
P: 212.852.6682 \* URL: www.bowhunter.com  
Established: 1971

JEFF WARING  
Publisher

AAM Member since: 1991

