



PETERSEN'S BOWHUNTING 2017 MEDIA KIT



www.bowhuntingmag.com



❧ MISSION STATEMENT ❧

Petersen's BOWHUNTING is the undisputed leader in equipment news and technical bowhunting advice. From the latest product innovations, insightful gear reviews and in-depth, technical equipment tests to practical bow-tuning tips, expert shooting instruction and effective field strategies, BOWHUNTING works with a team of world-renowned archery experts who solidify the brand's position as "The Modern Bowhunting Authority" across its market-leading print and digital platforms.



Total Audience 765,230 % Comp

Men	83%
Women	17%
Median Age	46
Married	82%
Have Children in Household	53%
Attended College	59%

Management/Professional	34%
Tradesmen/Craftsmen	47%

Average Household Income	\$90,800
Average Household Net Worth	\$431,000

Own a Bow	99%
Average Number of Bows Owned	2.5

Own Shotgun	93%
Own a Pump Action Shotgun	74%
Own a Semi-Automatic Shotgun	44%
Own an Over & Under Shotgun	19%

Own a Handgun	68%
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Use Archery Equipment for Target Shooting	97%
Use Rifle for Target Shooting	69%
Use Shotgun for Target Shooting	54%
Use Handguns for Target Shooting	43%

Hunt with a Bow and Arrow	99%
Hunt with a Rifle	77%
Participated in Whitetail Deer Hunting, Past 12 mos.	94%
Participated in Big Game Hunting, Past 12 mos.	65%
Participated in Small Game Hunting, Past 12 mos.	65%
Participated in Upland Bird Hunting, Past 12 mos.	41%
Participated in Varmint Hunting, Past 12 mos.	40%

Purchased Factory Loaded Cartridges, Past 12 mos.	88%
Purchased Shot Shells, Past 12 mos.	77%
Purchased Center Fire, Past 12 mos.	63%
Purchased Rim Fire, Past 12 mos.	58%

Average Handheld Rounds Reloaded, Past 12 mos.	509
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Traveled to Hunt within the U.S., Past 12 mos.	53%
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Household Owns/Leases 1+ Pick Up Truck(s)	69%
Household Owns/Leases 1+ Sport Utility Vehicle	38%
Household Owns/Leases 1+ Van	22%
Household Owns/Leases Domestic Only	74%
Household Owns/Leases Import and Domestic	20%

Personally Responsible for Maintaining Vehicle(s)	38%
Changed Own Motor Oil, Past 12 mos.	85%
Purchased Aftermarket Auto Accessories for Vehicles, Past 12 mos.	46%
You or Other Household Member Did Any Household Improvement Work or Any Home Remodeling, Past 12 mos.	78%



MARCH 2017

Theme: 2017 New Gear Guide

Buyer's Guides: New 2017 Archery Products

Special Features: The industry's earliest and most comprehensive overview of new archery tackle and related equipment. This special issue will feature hundreds of new products in nine sections: **Bows; Crossbows; Bow Accessories; Arrows and Broadheads; Treestands and Blinds; Scents, Calls, Lures and Decoys; Field Wear and Packs; Optics and Scouting Gear;** and **Useful Tools.**

Ad Close/Materials Due: December 9, 2016

In Mail: January 25, 2017

On Sale: February 7, 2017

APRIL/MAY 2017

Theme: Spring Bowhunting Adventures

Buyer's Guides: Ground Blinds & Gobbler Gear

Special Features: "Top Tactics for Tough Toms" and "Alaskan Gold" (Brown Bears)

Bow Reviews, Field Tests and New Product Highlights

Ad Close/Materials Due: January 6, 2017

In Mail: February 22, 2017

On Sale: March 7, 2017

JUNE 2017

Theme: Women of Bowhunting

Buyer's Guides: Women's Hunting Bows & Bowfishing Gear

Special Features: "America's Best Female Bowhunters," "Girls & Goats (Pronghorns)" and "Worth the Wait (Bowfishing)"

Bow Reviews, Field Tests and New Product Highlights
Hot Product Showcase

Ad Close/Materials Due: March 8, 2017

In Mail: April 19, 2017

On Sale: May 2, 2017

JULY 2017

Theme: The Super Tuning Issue

Buyer's Guides: Arrow Rests, Bow Sights & Stabilizers

Testing Exclusive: 2017 Head-to-Head Trail-Camera Test

Special Features: "Setting Up the Perfect Hunting Bow," "Summer Scouting Secrets" and "Bowhunting's Civil War"

Bow Reviews, Field Tests and New Product Highlights

Ad Close/Materials Due: April 7, 2017

In Mail: May 26, 2017

On Sale: June 6, 2017

AUGUST 2017

Theme: The Shooting Issue

Buyer's Guides: Arrows, Release Aids & Targets

Testing Exclusive: Arrow Flight & Penetration

Special Features: "3-D for Hardcore Hunters," "Epic Misses from the Pros," and "In for an Overhaul"

Bow Reviews, Field Tests and New Product Highlights

Ad Close/Materials Due: May 12, 2017

In Mail: June 28, 2017

On Sale: July 11, 2017

SEPTEMBER 2017

Theme: Best of the West

Buyer's Guides: Technical Bowhunting Apparel & Optics

Testing Exclusive: 2017 Head-to-Head Broadhead Test

Special Features: "Ulmer's Mule Deer Madness," "Pack Horse Pronghorns," "Climbing High," "Hunting the Edge" and "DIY Elk Made Easy"

Bow Reviews, Field Tests and New Product Highlights
Hot Deer Gear Showcase

Ad Close/Materials Due: June 9, 2017

In Mail: July 26, 2017

On Sale: August 8, 2017

OCTOBER 2017

Theme: Whitetail Strategies

Buyer's Guides: Scent Elimination & Deer-Hunting Packs

Special Features: "2017 Deer Season Calendar, featuring Rutting Activity & Moon-Phase Predictions," "New Whitetail State Rankings" and "Over-the-Counter Whitetails"

Bow Reviews, Field Tests and New Product Highlights

Ad Close/Materials Due: July 14, 2017

In Mail: September 1, 2017

On Sale: September 12, 2017

NOVEMBER/DECEMBER 2017

Theme: 2017 Rut Guide

Buyer's Guides: Treestand Safety Products and Deer Calls, Decoys & Attractants

Special Features: "100% Stealth," "Curiosity Killed the Buck," "Ridge Master" and "Beards, Boys & Bowhunting"

Bow Reviews, Field Tests and New Product Highlights
Holiday Gift Guide

Ad Close/Materials Due: August 11, 2017

In Mail: September 27, 2017

On Sale: October 10, 2017

JANUARY/FEBRUARY 2018

Theme: Late-Season Bowhunting

Buyer's Guides: 2018 Bow Preview

Special Features: "Better Late Than Never" and "BOWHUNTING's Best Off-Season Adventures"

Bow Reviews, Field Tests and New Product Highlights

Ad Close/Materials Due: October 6, 2017

In Mail: November 21, 2017

On Sale: December 5, 2017



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	\$9,362
Cover 2	\$11,120	\$10,585	\$10,015	\$9,780



MarketPlace

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 or Horizontal	\$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

ProShop

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



Where-To-Go

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 or Horizontal	\$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

A 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.

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: 5.25 x 5.5

Trim: 5 x 5.25

Safety: 4.5 x 4.75

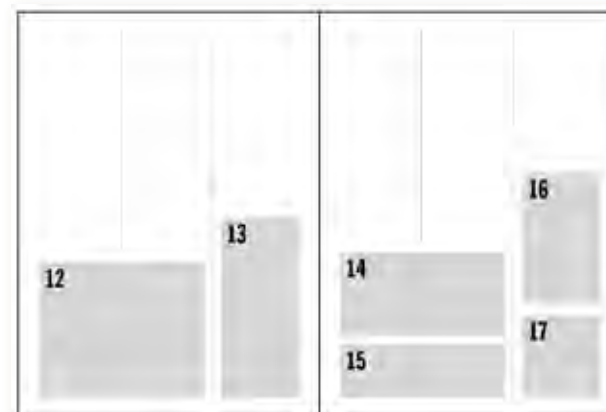
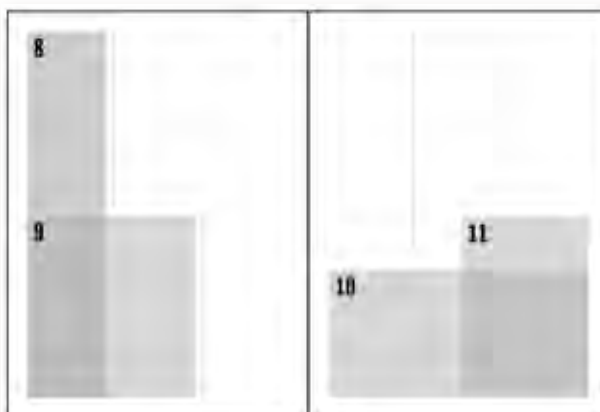
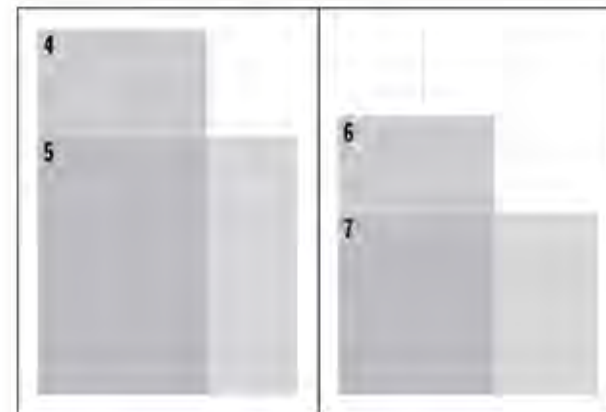
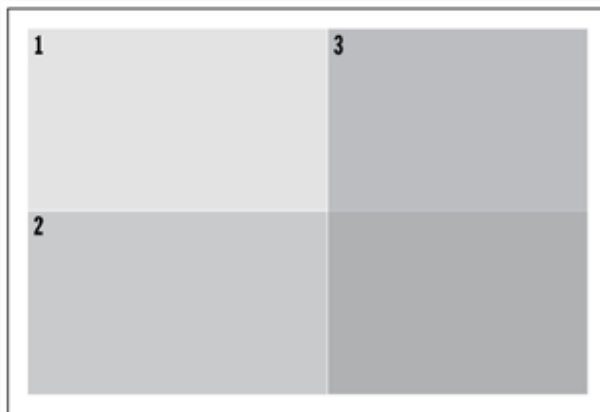
10. One-Third Horizontal

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

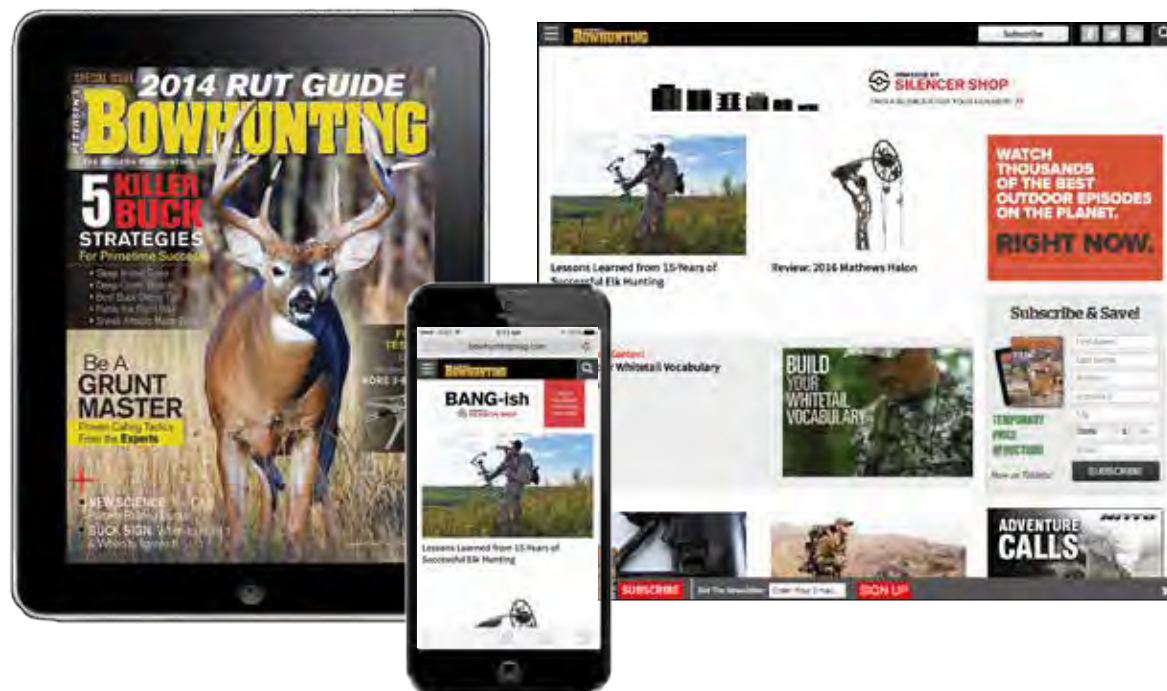
23. One Inch 2-Column

Non-Bleed: 4.375 x 1


24. One Inch Vertical

Non-Bleed: 2.125 x 1

As “The Modern Bowhunting Authority,” **Petersen's Bowhunting** is the preeminent, most respected media brand in the bowhunting category. Bowhunting's team of expert contributors cover the full spectrum of bows, archery accessories and related hunting products and deliver their content to a hardcore audience of enthusiast-consumers in print (Petersen's Bowhunting magazine) and online (bowhuntingmag.com). For the most effective campaigns, savvy marketers leverage the strength of the brand across the entire Petersen's Bowhunting media platform.



81,167 
Average Monthly Uniques

38.8 
Median Age

At A Glance

Average HHl	\$78,900
Male (%)	91%
Annual Page Views	4,676,744
Average Time Spent	1:41
Pages Per Session	3.4
Traffic From Mobile/Tablet Devices	64%
eNewsletter Subscribers	48,000
Social Media Followers	19,088

Source: Site Traffic and Gender Skew based on Google Analytics data August 2015 - July 2016. Social data as of November 2016. MRI Doublebase 2015: Income and Age for Websites reflects the audience for Petersen's Bowhunting combined with 1+ hours of internet usage the prior day.

IDEAL FOR ACTIVATION AND CONVERSION

Reach Your Target Audience with Visually Engaging Display Ads.

IMPROVED PERFORMANCE

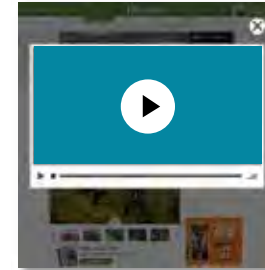
OSG Network CTR performs 50% better than standard industry benchmarks.

OSG
Network

.21_{CTR}

Standard Industry
Benchmarks

.14_{CTR}



VIDEO

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



MOBILE / TABLET

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

Outdoor Channel:

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

Desktop/Mobile	728x90	300x250	300x100	
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IDEAL FOR BRAND RECOGNITION AND RECALL

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

IMPROVED PERFORMANCE

18%

Higher Lift In
Purchase Intent

25%

More Engagement

PACKAGES

Custom Content

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

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

Editorial Sponsorships

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

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

E-Commerce Widget

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

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

Source: Polar 2016

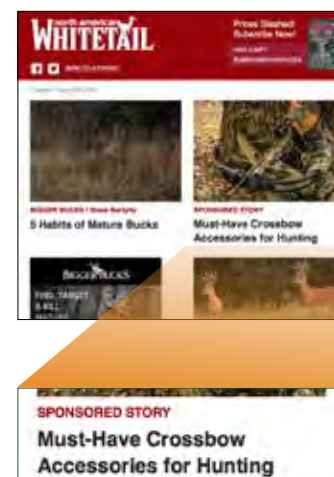
Native Ads



Your Content



E-Newsletter



eCommerce Widget



Content to be shared across social.

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

HIGH IMPACT



			<div><div>Road Block</div><div>Takeover</div></div>	
Unit	Size	CPM	CPM	CPM
DESKTOP			\$26	\$65
Superheader Expanded	1400x500	\$30		✓
Superheader	1400x200	\$25		✓
Billboard	970x250	\$14	✓	✓
Half Page	300x600	\$12	✓	✓
Medium Rectangle	300x250	\$10	✓	✓
Leaderboard	728x90	\$8		✓
MOBILE			\$28	
Mobile Leaderboard	320x100 320x50	\$7 \$5	✓	
Medium Rectangle	320x250	\$10	✓	
TABLET			\$35	
Medium Rectangle	300x250	\$10		✓
Half Page	300x600	\$12		✓
Leaderboard	728x90	\$8		✓

VIDEO	
Pre-Roll	\$25
Interstitial/In-Stream	\$15

NATIVE	
Custom Content	\$7,500 Flat Rate
Editorial Sponsorships	\$5,500 Flat Rate
E-Commerce Widget	\$25

E-MAIL	
E-Newsletter	Contact Your Sales Representative For More Detail
E-Blastm	\$150

OSG Digital Network offers customized packages, beyond standard sizes and placements, to satisfy the specific needs and objectives of our clients. Programmatic opportunities available.

Go to <http://www.outdoorsg.com/marketing-solutions/digital/digital-ad-specs/> for digital specs



General Production Information:

Production Manager
Petersen's Bowhunting
6385 Flank Drive, Suite 800
Harrisburg, PA 17112-2784
717-695-8089
brittany.kennedy@outdoorsg.com

Trim Size: 7¾-in. wide x 10½-in. high

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

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

Trim: The edge of the page.

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

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

Advertising File Requirements:

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

Files must have:

- All fonts embedded.
- Page geometry defined and consistent (trim, bleed, and media/art boxes).
- Correct color space for all elements (CMYK or grayscale).
- Spot colors converted to CMYK.
- Color and grayscale image resolution between 266 and 300 ppi at 100% placement.
- Bitmap image resolution between 600 and 1200 ppi.
- Total ink coverage should not exceed 300%.

Advertising File Submission:

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

osg.sendmyad.com



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, 2016, Subject to Audit

PETERSEN'S BOWHUNTING

Annual Frequency: 10 times/year

Field Served: PETERSEN'S BOWHUNTING magazine features in-depth articles on archery equipment and bowhunting techniques. Each issue contains profiles of new bows, arrows and accessories, detailed how-to features, new product sections and industry developments.

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
118,328	6,109	124,437	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Jan/Feb	76,731	1,917	78,648	35,536		35,536	114,184	8,047	39	8,086	120,314	1,956	122,270
Mar	80,524	3,429	83,953	35,449		35,449	119,402	6,818	102	6,920	122,791	3,531	126,322
Apr/May	79,801	2,472	82,273	38,688		38,688	120,961	5,154	75	5,229	123,643	2,547	126,190
Jun	72,045	3,007	75,052	43,714		43,714	118,766	4,170	33	4,203	119,929	3,040	122,969
Average	77,275	2,706	79,981	38,347		38,347	118,328	6,047	62	6,109	121,669	2,768	124,437

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	77,275	2,706	79,981	64.3
Total Paid Subscriptions	77,275	2,706	79,981	64.3
Verified Subscriptions				
Public Place	37,163		37,163	29.9
Individual Use	1,184		1,184	1.0
Total Verified Subscriptions	38,347		38,347	30.8
Total Paid & Verified Subscriptions	115,622	2,706	118,328	95.1
Single Copy Sales				
Single Issue	6,047	62	6,109	4.9
Total Single Copy Sales	6,047	62	6,109	4.9
Total Paid & Verified Circulation	121,669	2,768	124,437	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2015	None Claimed	125,178	125,178		
12/31/2014	None Claimed	122,858	125,208	-2,350	-1.9
12/31/2013	None Claimed	127,506	127,506		

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PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$17.97		
Average Subscription Price Annualized (3)		\$10.90	
Average Subscription Price per Copy		\$1.09	

- (1) For statement period
 (2) Represents subscriptions for the 12 month period ended December 31, 2015
 (3) Based on the following issue per year frequency: 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

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Automotive Outlets	9,861		9,861
Fitness/Recreational Facilities	592		592
Personal Care Salons	19,912		19,912
Specialty Locations/Retail	6,798		6,798
Total Public Place	37,163		37,163
Individual Use			
Individually Requested	1,184		1,184
Total Individual Use	1,184		1,184

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: 11,347

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 154

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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