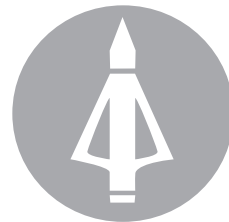




PETERSEN'S BOWHUNTING 2018 MEDIA KIT



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 754,704 % Comp

Men	86%
Women	14%
Median Age	46
Married	82%
Have Children in Household	53%
Attended College	59%

Management/Professional	34%
Tradesmen/Craftsmen	47%

Average Household Income	\$115,500
Average Household Net Worth	\$484,000

Own a Bow	99%
Average Number of Bows Owned	2.5
Plan to Buy Any Verticle Bows, Next 12 mos.	53.6%
Plan to Buy Verticle Bow Accessories, Next 12 mos.	54%

Plan to Spend on Next Bow Purchase	\$750
Spent on Hunting Gear and Equipment, Past 12 mos. (excluding Bows and Accessories)	\$883.79
Cumulative Volume Spend on Bows, Arrows, and Related Accessories, Past 12 mos. (Projected to Total Circ)	\$86,627,049

Plan to Buy A Crossbow, Next 12 mos.	19.8%
Plan to Buy Crossbow Accessories, Next 12 mos.	70.7%
Cumulative Volume Spend on Crossbows and Related Accessories, Past 12 mos. (Projected to Total Circ)	\$21,067,623

Hunt with a Bow and Arrow	99%
Days Spent Bowhunting, Past 12 mos.	25
Days Spent on Other Bowhunting Activities, Past 12 mos.	38.3

Game Harvested with Bow and Arrow	
Big Game	86.3%
Whitetail Deer	78.5%
Feral Pigs/Wild Hogs	15.5%
Bears	12.3%
Turkeys	31.3%
Elk	15.1%

Ever Hunt/Shoot with a Crossbow	31.3%
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Occassionaly Hunt with Firearms	89.7%
Use Rifle for Hunting	77.9%
Use Shotgun for Hunting	66.8%
Use Handguns for Hunting	19%
Use Muzzleloader/Blackpowder for Hunting	50.4%

Own Tractor, ATV or UTV	42.6%
Plan to Buy Tractor, ATV or UTV	18.7%
Plan to Use Tractor, ATV or UTV to Plant Food Plots	58.9%
Plan to Buy Food Plot Implements, Next 12 mos.	33.4%

Traveled to Hunt within the U.S., Past 12 mos.	73%
Spent on Bowhunting Trips, Past 12 mos. (excluding Bows, Accessories, and Hunting Gear)	\$1,532 per trip
Cumulative Volume Spend on Bowhunting Trips, Past 12 mos. (excluding Bows, Accessories, and Hunting Gear)	\$151,342,430

Hours Spent Reading Typical Issue	1.48
Save Issue for Later Reference	64.9%
Pass Issue Along to Friend or Relative	42.4%
Actions Taken as Result of Reading Magazine	
Discussed Article or Referred Someone To It	55.8%
Used Article for Ideas	91%
Visited Advertiser's Website for Information	75.9%
Purchased Product or Service	55.3%



MARCH 2018

Theme: 2018 New Gear Guide

Buyer's Guides: New 2018 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 1, 2017

On Sale: February 6, 2018

APRIL/MAY 2018

Theme: Spring Bowhunting Adventures

Buyer's Guides: Tactical Turkey Gear

Special Features: "Adding to the Turkey Grand Slam," "Black Bear Bonanza" and "Wet & Wild Bowfishing"

Bow Reviews, Field Tests and New Product Highlights

Ad Close/Materials Due: January 5, 2018

On Sale: March 6, 2018

JUNE 2018

Theme: The DIY Issue

Buyer's Guides: Backcountry Bowhunting Essentials

Special Features: "America's Best DIY Destinations," "The Perks & Pitfalls of Public-Land Hunting" and "High-Tech Tools for Solo Success"

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

Ad Close/Materials Due: March 2, 2018

On Sale: May 1, 2018

JULY 2018

Theme: The State of Bowhunting Report

Buyer's Guides: Bow Sights & Arrow Rests

Testing Exclusive: Top New Trail-Camera Technologies

Special Features: "Bowhunting by the Numbers" and "Mineral Site Magic"

Bow Reviews, Field Tests and New Product Highlights

Ad Close/Materials Due: April 6, 2018

On Sale: June 5, 2018

AUGUST 2018

Theme: The Shooting Issue

Buyer's Guides: Arrows & Release Aids

Testing Exclusive: Arrow Straightness and Accuracy

Special Features: "One Simple Switch for Awesome Accuracy," "The Ultimate Arrow Setup," and "5 Archery Myths Many Bowhunters Believe"

Bow Reviews, Field Tests and New Product Highlights

Ad Close/Materials Due: May 11, 2018

On Sale: July 10, 2018

SEPTEMBER 2018

Theme: Big Bowhunting Adventures

Buyer's Guides: Archery Targets & Bowhunting Optics (binoculars, spotting scopes and rangefinders)

Testing Exclusive: 2018 Head-to-Head Broadhead Test

Special Features: "Father-Daughter Double Elk," "The 40-Day Yukon Moose Odyssey," "Climbing High (Mountain Goat)," "Big Times on the Big Island (Hawaii Spot-and-Stalk)," "Sick for Spain (Ibex)" and "Guns in (Caribou)Bow Camp"

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

Ad Close/Materials Due: June 8, 2018

On Sale: August 7, 2018

OCTOBER 2018

Theme: Whitetail Strategies

Buyer's Guides: Whitetail Apparel & Footwear

Special Features: "2018 Deer-Season Calendar, featuring Rutting Activity & Moon-Phase Predictions," "Rut Roamers and Homebody Bucks" and "Hunting on the Edge"

Bow Reviews, Field Tests and New Product Highlights

Ad Close/Materials Due: July 13, 2018

On Sale: September 11, 2018

NOVEMBER/DECEMBER 2018

Theme: 2018 Rut Guide

Buyer's Guides: Tactical Deer Gear – Attractants, Calls, Decoys & More

Special Features: "How to Rule the Rut," "The Killer Mindset" and "Attitude & Time"

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

Ad Close/Materials Due: August 10, 2018

On Sale: October 9, 2018

JANUARY/FEBRUARY 2019

Theme: The What's Next Issue

Buyer's Guides: 2019 Bow Preview

Special Features: "Top Bowhunting Trends for 2019" and "The 5 Hottest Bowhunting Destinations for the Next 5 Years"

Bow Reviews, Field Tests and New Product Highlights

Ad Close/Materials Due: October 5, 2018

On Sale: December 4, 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	\$9,362
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

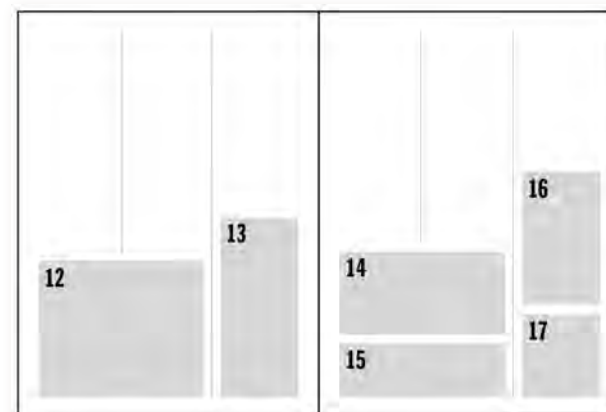
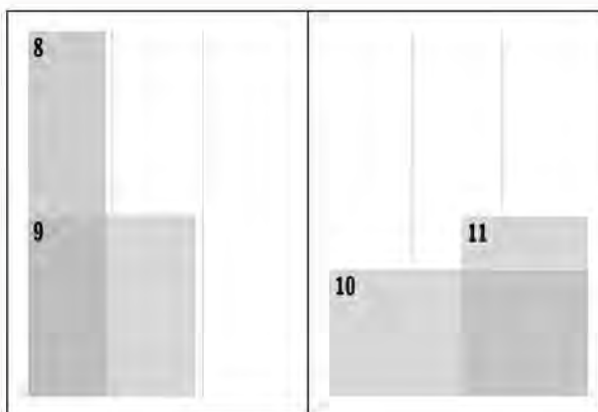
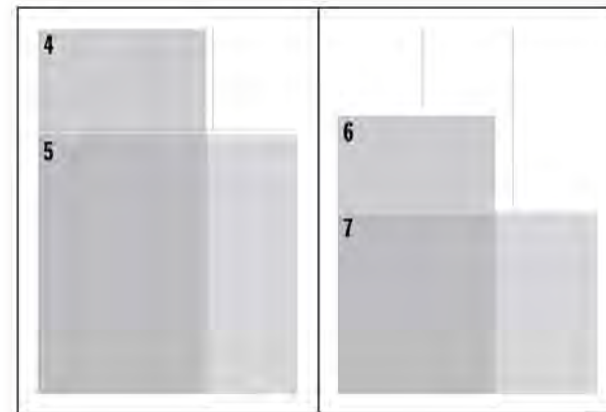
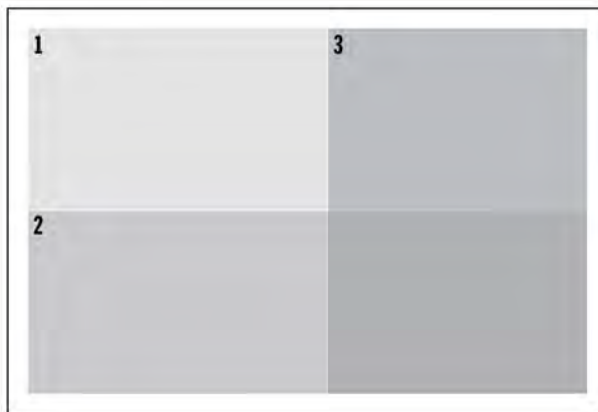
10. One-Third Horizontal

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 covers the full spectrum of bows, archery accessories & related hunting products & deliver their content to a hardcore audience of enthusiast consumers.

69.9k 
Avg. Monthly Uniques

42.9 
Median Age

At A Glance

Average HHI

Male (%)

Annual Page Views

Avg. Time Spent

Pages Per Session

Traffic From Mobile/Tablet Devices

eNewsletter Subscribers

Social Media Followers

\$81,900

92%

2,327,312

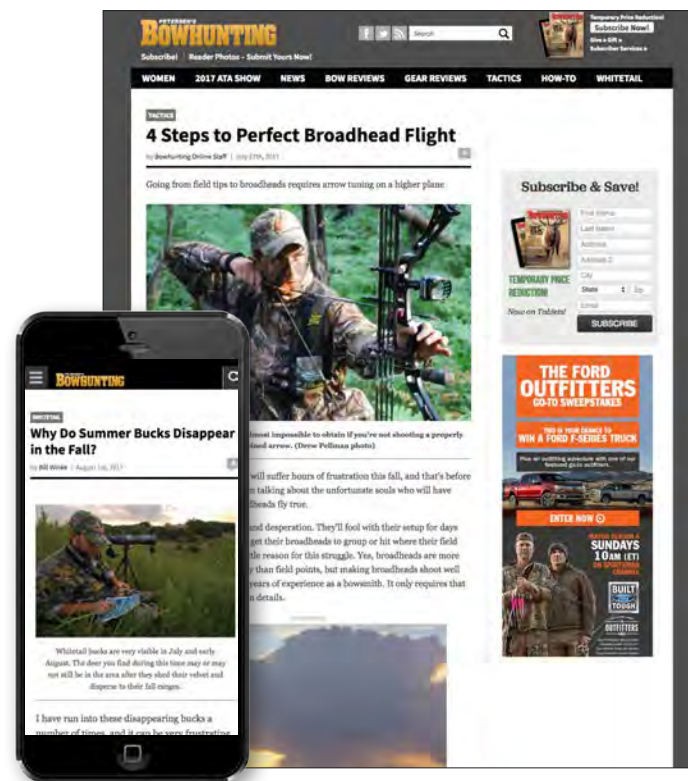
1:37

2.2

66%

53,900

20,504



IDEAL FOR ACTIVATION AND CONVERSION

Reach Your Target Audience with
Visually Engaging Display Ads

OSG
Network

.21 CTR

Standard Industry
Benchmarks

.14 CTR

1400x200 (Super Header)

1400x500
(Super Header Expanded)

HIGH
IMPACT

970x250
(Billboard)

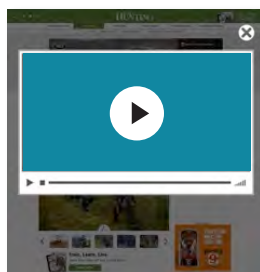
300x600
(Half Page)

300x250
(medium rectangle)

728x90 (Leaderboard)



MOBILE / TABLET



VIDEO

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

GET IMPROVED
PERFORMANCE

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

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

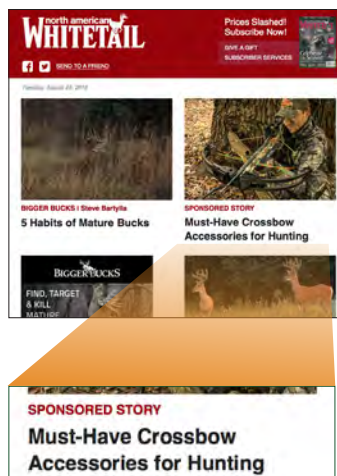
Native Ads



Your Content



E-Newletter



Content to be shared
across social channels



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
- 60 Day Run
- Reporting (30 days post)

Editorial Sponsorships

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

- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- 30 Day Run
- Reporting (30 days post)

OVER 1.26 MILLION Outdoor Sports Enthusiasts receive one or more OSG branded newsletters per month.

eNewsletter:

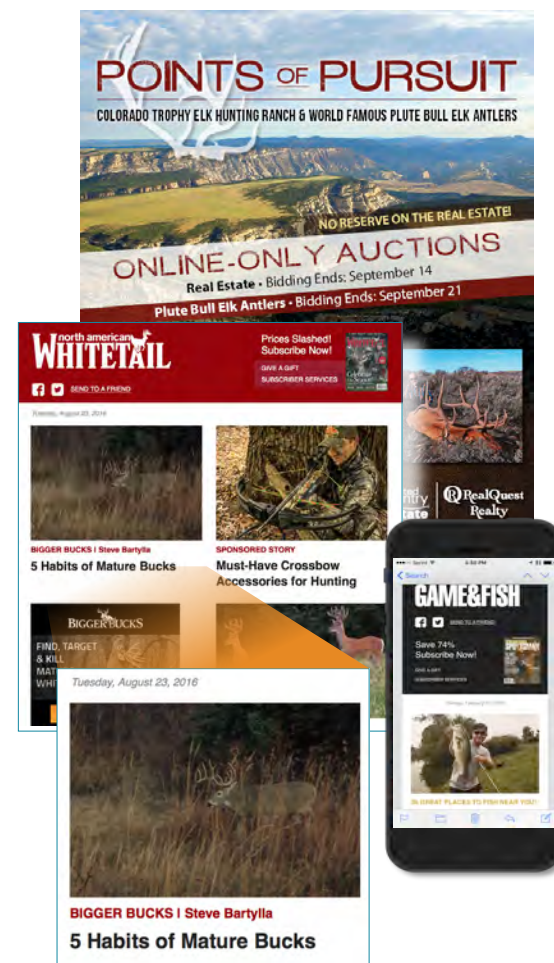
- (1) 300x250 ad surrounding the content area
- Reporting

High Impact Package Includes:

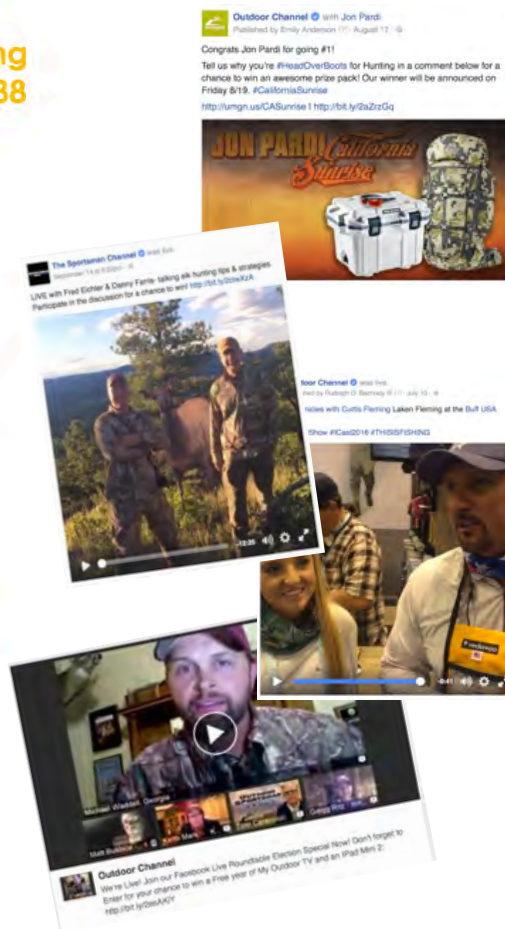
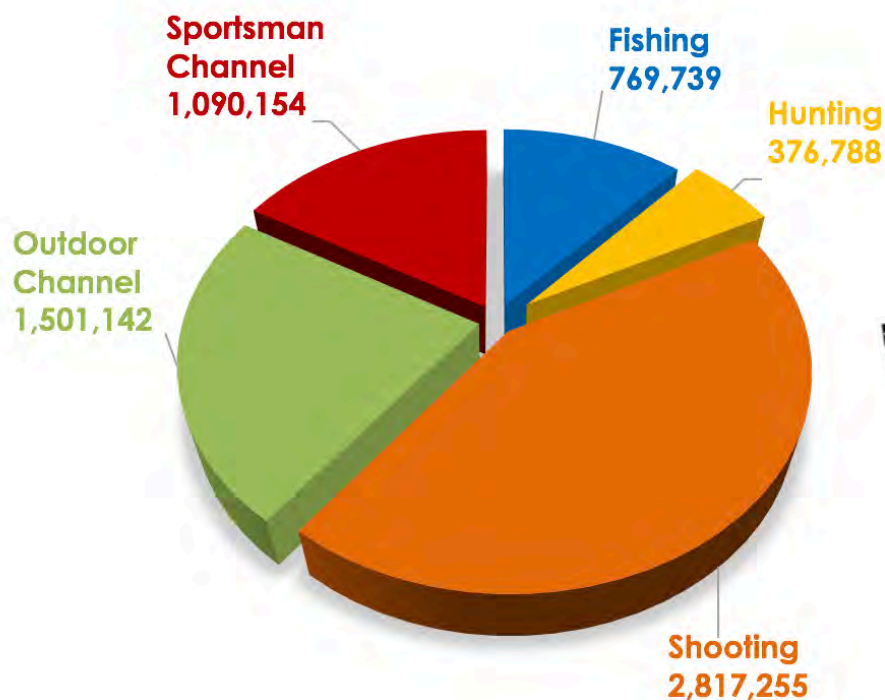
- (2) 300x250 ads surrounding content area
- Integration with Native Campaign to promote your sponsored content
- Reporting

eBlast:

- Connect with our 3rd party opt-in subscribers at 100% share of voice.
- Deliver a message directly to the OSG audience
- Reporting



Over 6.6 Million Followers



PACKAGES

- **Per Post Syndication**
- **Facebook Live Events**
 - Episodics
 - Topics & Tips
 - Products
 - Hunt/Fish Roundtable
 - Tradeshows
 - Magazine Article Extension
- **Sweeps**
 - Comment to Win
 - Enter to Win

Activating Engagement

Authentically position your brand's message and creative content on our trusted OSG social platforms — Increasing brand awareness, reach, impressions, video views, engagement and more.

**GUARANTEED VIEWABILITY
ABOVE THE FOLD**

HIGH IMPACT

**BEST
BUY!**

Unit	Size	CPM	CPM	CPM
DESKTOP/MOBILE			\$18	\$25
Superheader Expanded/Superheader	1400x500/1400x200	\$25		
Billboard	970x250	\$14	Your Choice of (2) positions: Billboard Half Page Medium Rectangle Leaderboard	✓
Half Page	300x600	\$12		✓
Medium Rectangle	300x250	\$10		✓
Leaderboard	728x90(desktop) 320x100(mobile)	\$8		✓

*Rich Media: Standard Display: \$2 for Rich Media, Data Layer, Targeting | High Impact: +\$2-\$8 for Rich Media - costs based on campaign

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

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

VIDEO	
Pre-Roll	\$25
In-line	\$15
Interstitial	\$20

NATIVE	
Custom Content	\$8,500 Flat Rate
Editorial Sponsorships	\$6,500 Flat Rate

E-MAIL	
E-Newsletter	CPM's vary, Contact Your Sales Representative
E-Blast	\$150

SOCIAL	
Per Post Syndication	CPM's vary, Contact Your Sales Representative
Facebook Live Events	
Sweeps	
Magazine Article Extension	

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

Creative Unit Name	Initial Dimensions (W x H in px)	Maximum Expanded Dimensions (W x H in px)	Max Initial File Load Size	Maximum Animation Length	Audio Initiation	Submission Lead-Time
Superheader	1400x200	1400x500	100kb	15-sec, 3x loops max	User Initiated	5 Business Days
Billboard	970x250	N/A	100kb	15-sec, 3x loops max	User Initiated	5 Business Days
Half Page	300x600	600x600	60kb	15-sec, 3x loops max	User Initiated	5 Business Days
Medium Rectangle	300x250	500x250	60kb	15-sec, 3x loops max	User Initiated	5 Business Days
Leaderboard	728x90	728x180	60kb	15-sec, 3x loops max	User Initiated	5 Business Days
Mobile Leaderboard	320x100	N/A	35kb	15-sec, 3x loops max	User Initiated	5 Business Days
Mobile Leaderboard	320x50	N/A	35kb	15-sec, 3x loops max	User Initiated	5 Business Days
Interstitial	600x600	N/A	100kb	15-sec, 3x loops max	User Initiated	5 Business Days

[Click here for Video Specs.](#)



Image Sizes:

650x650 & 1200x628

Videos

- **Dimensions:** 1280x720
- **Videos need to be under a minute to be posted on IG.** However, we have some clients that provide a teaser and full Version.
- The full version can be posted on YouTube and FB.
- **30 Second videos tend to do better.**
 - Codecs should be H.264 and AAC. Export as .MP4

Character Limits

- FB: Suggested *90 character. It is recommended to keep character limits as short as possible.
- TW: 140-character limit.
- IG: No character limit currently. It is recommended to keep character limit to 9 (ie. #123456789).

Click URLs:

- It is OSG's policy that we use our own tracking parameters.
- We request a raw URL that we create our own tracking parameters in Terminus with – if the URL lives on the client's website they can still track it no matter what.
- Client may use their own tracking parameters; incorporated into OSG's.

Creative Process:

- Client to supply standard social media materials per post or as agreed upon. If OSG is providing the creative to be used in the campaign, client will provide:
 - Logo
 - Image (of promotional item/product)
- Client may provide boilerplate copy to be used in the post, but OSG reserves the right to optimize the copy for social. In cases where client provides copy, OSG and client will work together on refining copy as needed.



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, 2017, 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
108,770	4,764	113,534	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	70,022	2,067	72,089	34,538		34,538	106,627	5,865	39	5,904	110,425	2,106	112,531
Mar	68,777	2,649	71,426	35,477		35,477	106,903	5,853	86	5,939	110,107	2,735	112,842
Apr/May	68,138	2,617	70,755	40,296		40,296	111,051	3,554	43	3,597	111,988	2,660	114,648
Jun	63,928	2,010	65,938	44,560		44,560	110,498	3,577	39	3,616	112,065	2,049	114,114
Average	67,716	2,336	70,052	38,718		38,718	108,770	4,712	52	4,764	111,146	2,388	113,534

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	67,716	2,336	70,052	61.7
Total Paid Subscriptions	67,716	2,336	70,052	61.7
Verified Subscriptions				
Public Place	37,684		37,684	33.2
Individual Use	1,034		1,034	0.9
Total Verified Subscriptions	38,718		38,718	34.1
Total Paid & Verified Subscriptions	106,434	2,336	108,770	95.8
Single Copy Sales				
Single Issue	4,712	52	4,764	4.2
Total Single Copy Sales	4,712	52	4,764	4.2
Total Paid & Verified Circulation	111,146	2,388	113,534	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2016	None Claimed	125,187	125,187		
12/31/2015	None Claimed	125,178	125,178		
12/31/2014	None Claimed	122,858	125,208	-2,350	-1.9

Visit www.auditedmedia.com Media Intelligence Center for audit reports.

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$5.99		
Average Subscription Price Annualized (3)	\$17.97	\$11.40	
Average Subscription Price per Copy		\$1.14	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2016

(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	18,547		18,547
Fitness/Recreational Facilities	604		604
Personal Care Salons	11,677		11,677
Specialty Locations/Retail	6,856		6,856
Total Public Place	37,684		37,684
Individual Use			
Ordered/Payment Not Received	1,034		1,034
Total Individual Use	1,034		1,034

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: 9,203

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 135

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.

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JEFF WARING

Publisher

AAM Member since: 1994