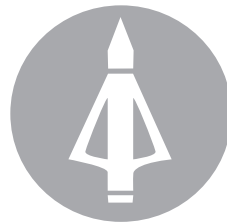




PETERSEN'S BOWHUNTING 2019 MEDIA KIT

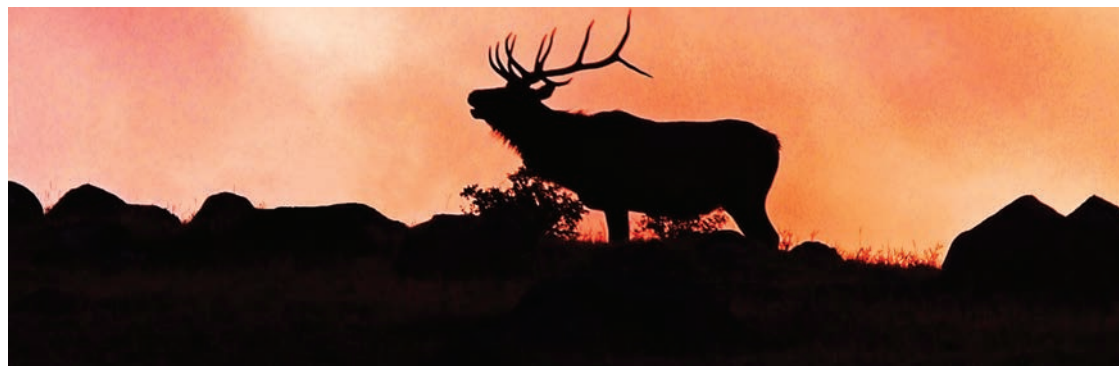


www.bowhuntingmag.com



❧ 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.



Better Bowhunting
Bowhunting 101
Field Tested
DIY Guy

Print Audience	1,210,374
Circulation	110,034
Average Household Income	\$115,500
Average Net Worth	\$484,000
Men/Women %	86/14
Median Age	47

MARCH 2019

Theme: 2019 New Gear Guide

Special Features: Our annual New Gear Guide is the industry's earliest and most comprehensive overview of new archery products and related equipment. This year's issue will place special emphasis on the top new technological innovations and trends driving the marketplace, as well as highlighting the best new products from categories that include bows, crossbows, bow accessories, arrows, broadheads, targets, field wear, packs, treestands, ground blinds, optics and more!

Ad Close/Materials Due: December 1, 2018

On Sale: February 6, 2019

APRIL/MAY 2019

Theme: Spring Bowhunting Adventures

Field Test(s): Best Blinds & Broadheads for Turkeys

Special Features: "Bowhunting's New No. 1 Turkey Tactic," "North of the Border Black Bears," and "Steel & Slime – Bowfishing Pittsburgh's Three Rivers"

Plus Bow Tests & New Product Highlights

Ad Close/Materials Due: January 4, 2019

On Sale: March 5, 2019

JUNE 2019

Theme: The DIY Issue

Field Test(s): Backcountry Packs & High-Tech Navigation Tools

Special Features: "DIY Strong: Getting Fit for Backcountry Adventure," "Spot-and-Stalk Like a Pro," and "BOWHUNTING's 5 Most Affordable DIY Destinations"

Plus Bow Tests & New Product Highlights

Ad Close/Materials Due: March 1, 2019

On Sale: May 7, 2019

JULY 2019

Theme: Summer Scouting Special

Field Test(s): Trail Cameras & Spotting Scopes

Special Features: "Tactical Trail-Cam Surveillance," "Becoming a Mineral Site Master" and "The Expert's Guide to Treestand Setup"

Plus Bow Tests & New Product Highlights

Ad Close/Materials Due: April 5, 2019

On Sale: June 4, 2019

AUGUST 2019

Theme: The Shooting Issue

Field Test(s): Arrows & Targets

Special Features: "Dialed & Deadly: Maximizing Your Accuracy," "Nerves of Steel: Mastering the Mental Side of High-Pressure Shots" and "Secrets from the Bow Pros: 5 Equipment Tweaks Every Bowhunter Should Consider"

Plus Bow Tests & New Product Highlights

Ad Close/Materials Due: May 10, 2019

On Sale: July 9, 2019

SEPTEMBER 2019

Theme: Western Bowhunting Adventures

Field Test(s): Arrow Rests & Rangefinders

Special Features: "Elk Every Way: Top Tactics for Busting Bulls," "High Plains Muley Madness" and "Pronghorn Posse: DIY Antelope on the South Dakota Prairie"

Plus Bow Tests & New Product Highlights

Ad Close/Materials Due: June 8, 2018

On Sale: August 7, 2018

OCTOBER 2019

Theme: Whitetail Strategies

Field Test(s): Scent Elimination & Whitetail Apparel

Special Features: "2019 Deer Season Calendar, featuring Rutting Activity & Moon-Phase Predictions," "Hunting from the Outside In" and "Plot, Plan & Execute: Formulating a Season-Long Strategy for Success"

Plus Bow Tests & New Product Highlights

Ad Close/Materials Due: July 12, 2019

On Sale: September 10, 2019

NOVEMBER/DECEMBER 2019

Theme: 2019 Rut Guide

Field Test(s): Deer Calls, Decoys & Attractants

Special Features: "Aggressive Tactics for Rutting Bucks," "Midday Magic: Why Packing a Lunch Pays," and "Plan B: 5 Offbeat Options for Filling Your Tag"

Plus Bow Tests & New Product Highlights

Ad Close/Materials Due: August 9, 2019

On Sale: October 15, 2019

JANUARY/FEBRUARY 2020

Theme: Late-Season Bowhunting

Field Test(s): Top Cold-Weather Clothing

Special Features: "Patterning Pressured Bucks," "To the Bitter End: How to Finish Strong" and "2020 Bow Preview"

Plus Bow Tests & New Product Highlights

Ad Close/Materials Due: October 4, 2019

On Sale: December 3, 2019

Print Audience	1,210,374	Married	82%
Circulation	110,034	Have Children	53%
Average Household Income	\$115,500	Attended College	59%
Average Net Worth	\$484,000	Management/professional	34%
Men/Women %	86/14	Tradesmen/Craftsmen	47%
Median Age	47		

BOWHUNTING

What they own...

- **99%** Own a Bow.
- Petersen's Bowhunting readers own an average of **2.5** Bows.

What they hunt with...

- **99%** Hunt with a Bow and Arrow.
- **31%** have Hunted with a Crossbow.

What they spend...

- **\$883.79** for hunting gear (excluding bow tackle), another **\$806** for bows, arrows, and accessories; and an average annual cumulative volume spend for bows, arrows, and accessories of **\$86,627,049**.

What they plan to buy...

- Readers plan to Spend **\$750** on their next Bow Purchase.
- **53.6%** Plan to Buy Any Verticle Bows in the next year.
- **54%** Plan to Buy Verticle Bow Accessories in the next year.

GAME HARVESTED WITH BOW AND ARROW...

- **86%** Hunt Big Game
- **79%** Hunt Whitetail Deer
- **31%** Hunt Turkeys
- **16%** Hunt Feral Pigs/Wild Hogs
- **12%** Hunt Bears
- **15%** Hunt Elk

TRAVEL

- **73%** Traveled to Hunt within the U.S in the last year.
- A typical reader spends **25 Days** bowhunting annually.
- A typical reader spends **38.3 Days** on other bowhunting activities annually.

What they spend...

- On average readers spend **\$1,532** on each bowhunting trip annually. (excluding Bows, Accessories, and Hunting Gear).
- **\$151,342,430** is the average annual cumulative volume spend on bowhunting trips (excluding Bows, Accessories, and Hunting Gear).

FIREARMS

- **90%** Occasionally Hunt with Firearms.
- **78%** Use Rifle for Hunting.
- **67%** Use Shotgun for Hunting.
- **19%** Use Handguns for Hunting.
- **50%** Use Muzzleloader/Blackpowder for Hunting.

ATV/UTV/TRACTOR

- **43%** Own Tractor, ATV or UTV.
- **19%** Plan to Buy Tractor, ATV or UTV.
- **59%** Plan to Use Tractor, ATV or UTV to Plant Food Plots in the Next Year.
- **33%** Plan to Buy Food Plot Implements in the Next Year.

BOWHUNTING READING PROFILE

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%



2019
MEDIA KIT

ISSUE	THEME	AD SPACE CLOSE/ MATERIALS DUE	NEWSSTAND ON SALE
MARCH	2019 New Gear Guide	12/1/2018	2/6/2019
APRIL/MAY	Spring Bowhunting Adventures	1/4/2019	3/5/2019
JUNE	The DIY Issue	3/1/2019	5/7/2019
JULY	Summer Scouting Special	4/5/2019	6/4/2019
AUGUST	The Shooting Issue	5/10/2019	7/9/2019
SEPTEMBER	Western Bowhunting Adventures	6/8/2019	8/7/2019
OCTOBER	Whitetail Strategies	7/12/2019	9/10/2019
NOVEMBER/DECEMBER	2019 Rut Guide	8/9/2019	10/15/2019
JANUARY/FEBRUARY 2020	Late-Season Bowhunting	10/4/2019	12/3/2019

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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

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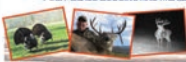
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EQUIPMENT

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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

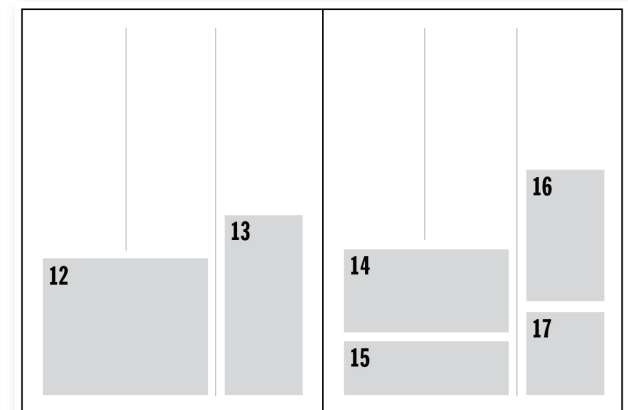
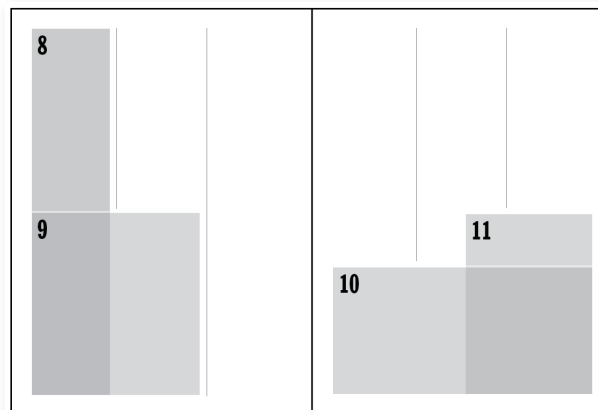
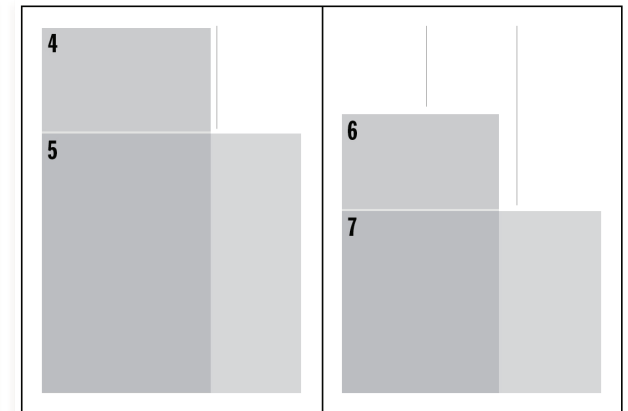
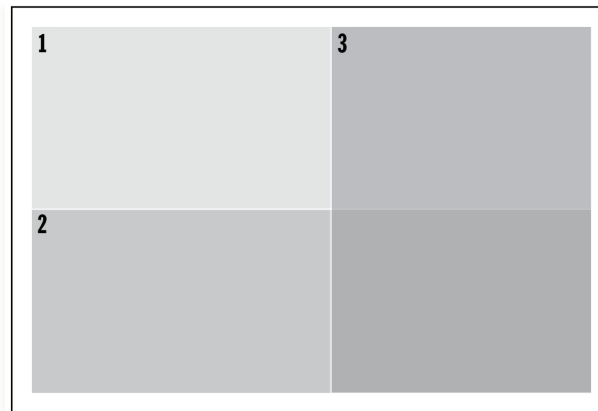
Non-Bleed: 2.125 x 9.5
Bleed: 2.875 x 10.75
Trim: 2.625 x 10.5
Safety: 2.125 x 10

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



Editor Christian Berg

General Production Information•

Production Manager
Petersen's Bowhunting
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•

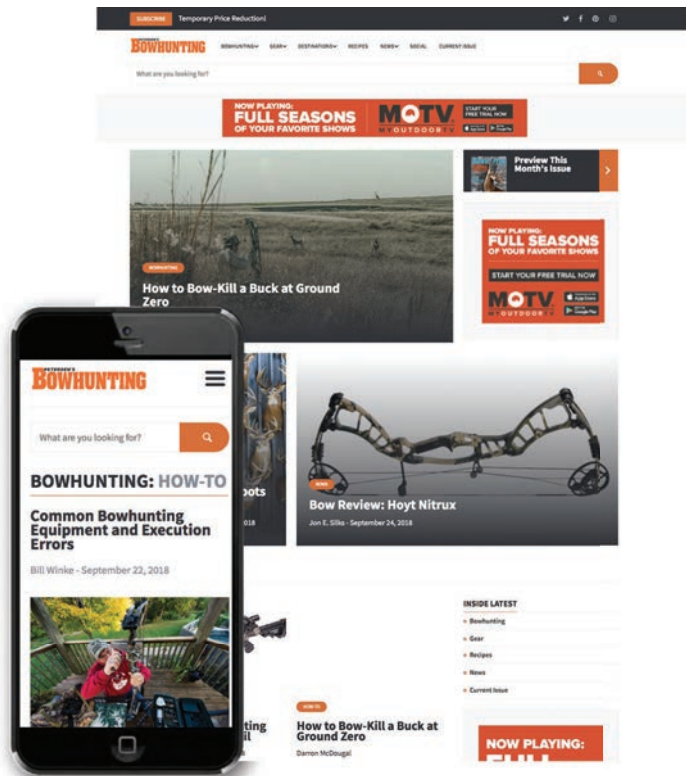
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Terms and Conditions

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.

As "The Modern Bowhunting Authority," **Petersen's Bowhunting** is the undisputed leader in gear review 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.



85k 
Avg. Monthly Uniques

41.3 
Median Age

Average HHI	\$76,700
Male (%)	90%
Annual Page Views	2,144,720
Avg. Time Spent	1:30
Pages Per Session	1.6
Traffic From Mobile/Tablet	70%
eNewsletter Subscribers	84,780
Social Media Followers	26,076



Publisher's Statement

6 months ended June 30, 2018, *Subject to Audit*

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
106,526	3,508	110,034	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	62,564	1,881	64,445	39,124		39,124	103,569	4,298	19	4,317	105,986	1,900	107,886
Mar	58,985	2,595	61,580	34,710	10,000	44,710	106,290	3,769	68	3,837	97,464	12,663	110,127
Apr/May	58,793	2,511	61,304	36,270	10,000	46,270	107,574	3,301	28	3,329	98,364	12,539	110,903
Jun	58,687	1,782	60,469	38,204	10,000	48,204	108,673	2,515	33	2,548	99,406	11,815	111,221
Average	59,757	2,192	61,949	37,077	7,500	44,577	106,526	3,471	37	3,508	100,305	9,729	110,034

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	59,757	2,192	61,949	56.3
Total Paid Subscriptions	59,757	2,192	61,949	56.3
Verified Subscriptions				
Public Place	36,628	7,500	44,128	40.1
Individual Use	449		449	0.4
Total Verified Subscriptions	37,077	7,500	44,577	40.5
Total Paid & Verified Subscriptions	96,834	9,692	106,526	96.8
Single Copy Sales				
Single Issue	3,471	37	3,508	3.2
Total Single Copy Sales	3,471	37	3,508	3.2
Total Paid & Verified Circulation	100,305	9,729	110,034	100.0

PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$5.99		
Subscription	\$17.97		
Average Subscription Price Annualized (3)		\$11.20	
Average Subscription Price per Copy		\$1.12	

(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

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2017	None Claimed	113,630	113,630		
12/31/2016	None Claimed	125,187	125,187		
12/31/2015	None Claimed	125,178	125,178		

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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	20,068		20,068
Doctor/Health Care Providers	7,034	7,500	14,534
Fitness/Recreational Facilities	643		643
Personal Care Salons	1,471		1,471
Specialty Locations/Retail	7,412		7,412
Total Public Place Copies	36,628	7,500	44,128
Individual Use			
Ordered/Payment Not Received	449		449
Total Individual Use Copies	449		449

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: 5,742

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 124

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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