

# GUNDOG®

THE MAGAZINE OF UPLAND BIRD AND WATERFOWL DOGS

## SUBSCRIPTION



## 36 YEARS and GOING STRONG!

**SUBSCRIBE TODAY** and get the answers to all your questions with America's favorite dog and hunter magazine. Each issue is guaranteed to be filled with useful information devoted to you, your dog and the sport of upland bird and waterfowl hunters.

[www.gundogmag.com](http://www.gundogmag.com)

**OUTDOOR  
SPORTSMAN**  
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# A VOICE IN THE FIELD

Whether it's a duck marsh at dawn, a pheasant drive in the Dakotas, a plantation quail hunt in the Deep South or a rugged excursion for chukars in the Mountain West, GUN DOG is there. If it's a gamebird and it's hunted with dogs, we cover it, and we do so with authority. GUN DOG writers are lifelong hunters and trainers who *do* what they write about, and they bring many decades of experience to their assignments. Our regular contributors include:

- Bob West
- Dr. Ed Bailey
- John Holcomb, DVM
- Joe Arnette
- Dave Carty
- Chad Mason
- Jerry Thoms
- John M. Taylor
- Steve Gash
- M.J. Nelson
- Jerry Cacchio
- P.J. Reilly
- Mark Romanack
- Brad Fitzpatrick
- Mike Marsh
- Tyler Shoberg



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# IN EVERY ISSUE

## SHOTGUN REPORT

An in-depth, two-page illustrated review of a new model of shotgun, written by noted authorities like John M. Taylor, Steve Gash, Brad Fitzpatrick and others. Includes a specifications chart and corresponding information on the brand of ammo and loads used during tests.

## GUNS & GEAR

Compiled by the publisher and the editors, this page showcases the newest products of our advertisers—guns, loads, e-collars and other training equipment, training DVDs, dog food, nutrition supplements, hunting apparel, etc.

## SNAP SHOTS

Everyone wants to see his or her dog in the magazine, and this department offers that chance—it's a favorite with readers because it's comprised entirely of *their* photos of *their* dogs and puppies at home or in the field, plus a brief "bio" of each.

## VETERINARY CLINIC

John Holcomb, DVM, answers reader questions regarding various ailments and injuries suffered by sporting dogs; many of his responses include specific treatment recommendations and the names of related products—from flea and tick control to heartworm preventative to arthritis relief to suggested foods and dietary supplements for all life stages and performance levels.

## NOTES FROM THE FIELD

Well-known professional trainer Bob West discusses various training techniques, hunting strategies, health concerns, feeding recommendations and travel tips based on his many years of experience with all breeds of sporting dogs.

## SPOTLIGHT

A two-page illustrated profile of one of the "giants" in the modern sporting dog world—an outstanding breeder, trainer or marketer, an innovative product designer, a cutting edge shotgun developer, a leading ammunition manufacturer or a top-drawer outfitter.

## SPORTING DOG FORUM

A single-page feature on a canine health-related topic of general interest to all gun dog owners. Topics include nutritional needs during hunting season and the off-season, pre-season conditioning, field first aid, eye and ear care, travel considerations, foot and coat care, senior care, hydration and overheating, etc.

## POINT, RETRIEVE AND FLUSH

These three departments are devoted to each of the designated type of sporting dog—pointers, retrievers and spaniels. Primary focus is on training and numerous references to training products are included—e-collars, beeper/locator collars, GPS tracking units, training dummies and bird launchers.

## TRAINING & BEHAVIOR PROBLEMS

Dr. Ed Bailey, co-author of *The Training and Care of the Versatile Hunting Dog*, tackles reader questions on various field- and home-related issues and recommends specific training techniques and products he has found useful—everything from training equipment to dog crates and puppy housebreaking aids.

## PARTING SHOTS

Joe Arnette wraps up each issue with a one-page "reflection" piece—sometimes humorous, sometimes nostalgic, sometimes bittersweet...and always compelling.





# The 2017 Editorial Line-up

## DECEMBER 2016-JANUARY/FEBRUARY 2017

**THEME:** Senior dogs; late-season hunts

Features on hunting and caring for older dogs, plus tributes to old dogs fondly remembered; late-season hunts

**BREED FEATURE:** Longhaired Weimaraner and other rarities

**AD CLOSE: SEPTEMBER 19, 2016**  
**ON SALE: NOVEMBER 22, 2016**

## MARCH/APRIL/MAY 2017

**THEME:** Puppies

Features on choosing a pup, beginning training, and special puppy nutritional needs; departments often focus on puppies as well.

\*\*\* Special 6-page photo spread of readers' puppy photos makes this one of the year's most popular issues.

**BREED FEATURE:** English Springer Spaniel

**AD CLOSE: DECEMBER 5, 2016**  
**ON SALE: FEBRUARY 7, 2017**

## JUNE/JULY 2017

**THEMES:** E-collars; summertime activities; international hunts

\*\*\* Annual e-collar review—the latest models, with tips for choosing, using and maintenance.

**BREED FEATURE:** Airedale

**AD CLOSE: FEBRUARY 28, 2017**  
**ON SALE: MAY 2, 2017**

## AUGUST 2017

**THEME:** Hunting season kickoff; field trials vs. actual hunts

Features on pre-season conditioning and training tune-ups; tips on traveling with dogs.

\*\*\* Complementary equipment sections on new upland bird guns and upland loads & chokes.

**BREED FEATURE:** Wirehaired Vizsla

**AD CLOSE: MAY 1, 2017**  
**ON SALE: JULY 4, 2017**

## SEPTEMBER 2017

**THEME:** Annual Bird Hunter's Classic

State-by-state quail & pheasant forecast; features on premier destinations

\*\*\* Special equipment sections on training tools, food & meds, crates & kennels, miscellaneous accessories.

**BREED FEATURE:** Gordon Setter

**AD CLOSE: JUNE 5, 2017**  
**ON SALE: AUGUST 8, 2017**

## OCTOBER 2017

**THEME:** Waterfowl hunting

\*\*\* Features on premier duck and goose destinations/outfitters, non-toxic loads and semi-autos, other waterfowling equipment and accessories.

**BREED FEATURE:** Labrador Retriever

**AD CLOSE: JULY 10, 2017**  
**ON SALE: SEPTEMBER 12, 2017**

## NOVEMBER 2017

**THEME:** East/West hunting

\*\*\* Stories on grouse & woodcock; chukars & prairie birds; contrasting hunting methods and the gear needed for each.

**BREED FEATURE:** Boykin Spaniel

**AD CLOSE: AUGUST 14, 2017**  
**ON SALE: OCTOBER 17, 2017**

## DECEMBER 2017-JANUARY/FEBRUARY 2018

**THEME:** Cold weather/late-season hunts

\*\*\* Stories on hunting in the Far North—ptarmigan in Alaska; recommended gear for hunting in extreme conditions.

**BREED FEATURE:** Italian Spinone

**AD CLOSE: SEPTEMBER 19, 2017**  
**ON SALE: NOVEMBER 21, 2017**



# Right On Point and Delivering to Hand...

The average GUN DOG reader is anything but “average.” Our latest reader survey shows that the typical GUN DOG reader:

- Owns two dogs and six shotguns
- Hunts upland gamebirds 22 days and/or waterfowl 19 days each season
- Has been involved in the sport for 20+ years.
- Two-thirds of those readers travel out of state to hunt to hunt each year—these are people who are dedicated to their sport and to their dogs, and they are quite willing to “go the extra mile” to increase their hunting opportunities.
- They’re also willing to put their money where their passion lies. Readers annually spend:
  - \$36 million on dog food
  - \$31 million on their dogs’ health care
  - \$13 million on training equipment
- 85% of them own e-collars
- They spend at least four hours a week training their own dogs, and half have also had their dogs professionally trained.

GUN DOG delivers a target audience of hard-core bird hunters whose passion is going afield with one or more well-trained dogs. Our writers provide editorial content specifically aimed at making our readers better owners, trainers and hunters, and in turn, our readers have made GUN DOG the number one sporting dog publication in North America.



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## Fit for the Field

**WEATHERBY WILL ALWAYS** be associated with high-powered rifles, in large part because company president Don Weatherby helped in-

Today, about 100,000 units are sold annually, and growing clunk of the Weatherby product line. Over the past decade the Turkish-made SA-08 semi-auto and the pump-action PA-08 have been the most best-sellers for the

ch is an integrated barrel selector with the center shift pattern as most other

the hands, and the grip is a nice touch, giving the gun a classy look. Unlike many other over/unders, including the 12-gauge Weatherby shotgun, the new Ori-  
ginal has a push-rod fore-

suffice. The new Weatherby's are chrome-lined, a feature to improve barrel life and consistency.



The original Japanese Orion G-1 shotguns were similar to this one, but higher-end guns with more elaborate and fancier work-



now-heavy feel helped smooth the Prince-of-Wales grip and straight comb make this a great gun for flushing pheasants, grouse and Huns because it

Gauge: 14  
Chamber: 3"  
Receiver: Blind  
Barrel Length: 26", 28"  
Stock: A-grade walnut  
Sights: 3 (ICM/F)

“I want you to try that 28-gauge. It’s

This wasn't false modesty. I live in Iowa and do most of my hunting on public land, where the roosters become spooky and prone to long-range flights.



gundogmag.com

I started the first morning with a 12-gauge Drake over/under and it proved highly effective. The morning was unseasonably warm, with temper-

men is making real shotguns for the first

The polymer part of the gas pipe is shortened. This expands it slightly — outward, which in-

the over-bored portion and the chamber starts getting smaller, and the forcing cone itself is lengthened. Then a conical section about 8 inches long slowly reduces the 12-gauge long to .736 in. — from about .736 at

LR5 WATERFOWL LR

**AFTER EMIGRATING FROM** his native Poland to the United States in 1948, Mossberg's .410 is ideal for just about any game bird.

become a family affair, and Mosberg had to know, Harold, and together they formed O. F. Mosberg & Sons in New Haven, Connecticut, in 1919. It is all a family affair, and Mosberg is a family-owned firearms

...and without getting  
kicked off or breaking

DEL 500

The English were wrong, and, come to think of it, I looked up. The British

Sights  
Chamber  
Chokes  
Overall length  
Weight

[illegible]

10/17/05 May 2016

Started off with a Mustang in our  
number 11 lane this

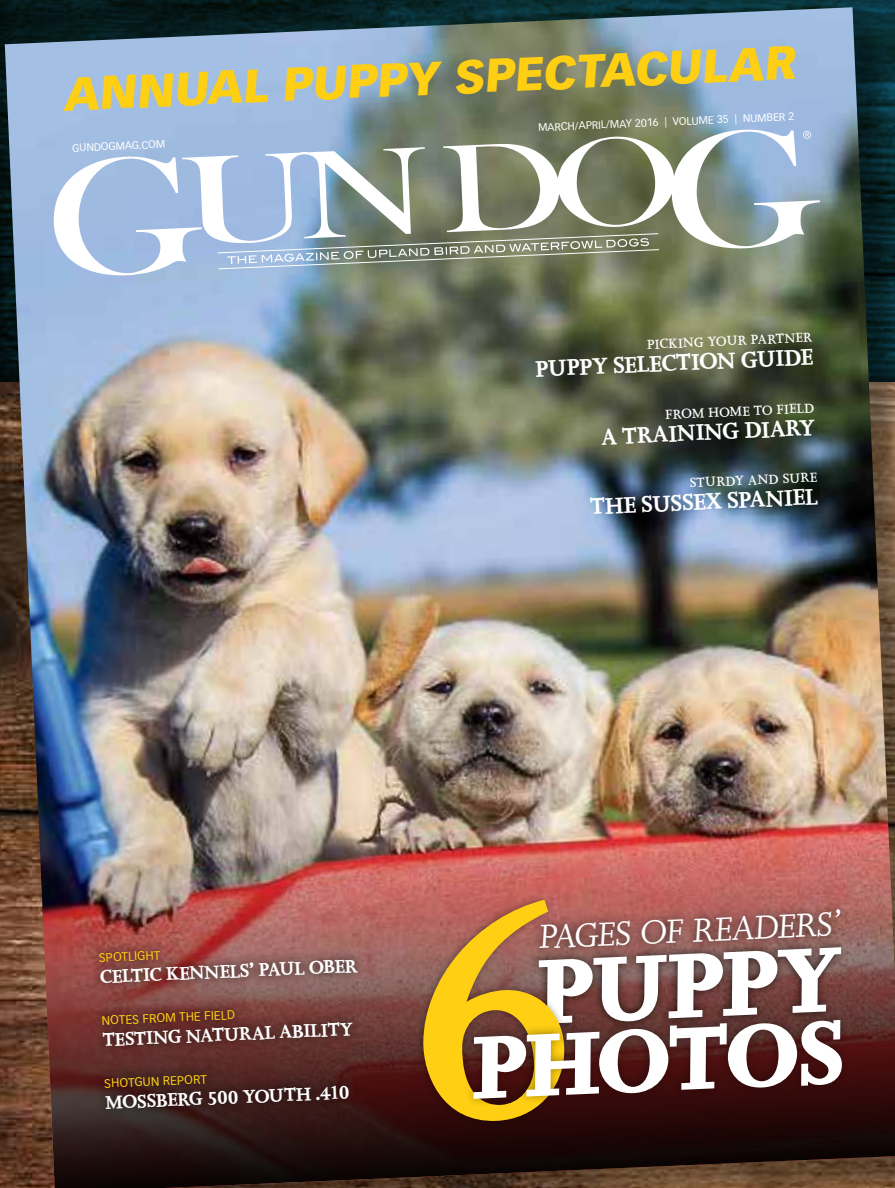
Length of pull  
MigRP



**SPECIAL INTEREST ISSUE**

# PUPPY ISSUE

March/April/May



The “Puppy Spectacular” includes one of our most endearing and enduring features—a six-page spread of reader-submitted photos of their little pride-and-joys. Everyone hopes to see their puppy in the pages of the magazine, and this has become an annual highlight. Also, editorial content is geared toward choosing and starting a pup, preliminary training and selecting the right equipment to get the job done properly.



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SPECIAL INTEREST ISSUE

# BIRD HUNTER'S CLASSIC

## September

**2016 BIRD HUNTER'S CLASSIC**  
Annual Quail & Pheasant Forecast

SEPTEMBER 2016 | VOLUME 35 | NUMBER 5

GUNDOGMAG.COM

# GUN DOG

THE MAGAZINE OF WATERFOWL DOGS

**WATERFOWL SPECIAL SECTION**

- Saskatchewan Cranes
- Guns, Loads & Chokes
- First Season Mistakes

CLASSIC PLANTATION  
QUAIL HUNT  
**THE DOGS OF  
SOUTH GEORGIA**

NOTES FROM THE FIELD  
PREPPING FOR  
THE SEASON

PUBLIC LAND POSSIBILITIES  
**THE OTHER  
SOUTH DAKOTA**

# DEUTSCH KURZHAAR

**THE ORIGINAL GSP**

SHOTGUN REPORT  
CZ-USA'S  
UPLAND STERLING

SPOTLIGHT  
RICK AND  
RONNIE SMITH

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The September "Bird Hunter's Classic" features our annual state-by-state quail and pheasant forecast and travel-related articles to help readers plan their season in the uplands, plus extended product sections on training equipment, canine nutrition and supplements, crates and kennels and other miscellaneous accessories.





# WET & WILD

## October



...single-lane road entered on the  
 ...single-lane road entered on the  
 ...single-lane road entered on the

© 2010 Kiewit Construction Company  
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 Kiewit Construction Company



# 2017 General Advertising Rates

4-C (Page)	1X	3X	6X	9X	12X
Full	\$5,069	\$4,554	\$4,304	\$4,060	\$3,784
2/3	\$3,886	\$3,448	\$3,305	\$3,101	\$2,917
1/2	\$3,279	\$2,948	\$2,800	\$2,616	\$2,453
1/3	\$2,540	\$2,285	\$2,152	\$2,025	\$1,902
1/4	\$2,275	\$2,055	\$1,923	\$1,800	\$1,709
1/6	\$1,953	\$1,760	\$1,658	\$1,561	\$1,474

2-C (Page)	1X	3X	6X	9X	12X
Full	\$4,401	\$4,034	\$3,840	\$3,657	\$3,473
2/3	\$3,218	\$2,968	\$2,851	\$2,718	\$2,581
1/2	\$2,601	\$2,417	\$2,310	\$2,224	\$2,127
1/3	\$1,989	\$1,867	\$1,805	\$1,739	\$1,673
1/4	\$1,719	\$1,622	\$1,556	\$1,499	\$1,454
1/6	\$1,397	\$1,331	\$1,290	\$1,255	\$1,224

## Destination Advertising Rates

4-Color Only	3x	7x
Full Page	\$3,295	\$3,019
2/3 Page	\$2,601	\$2,326
1/2 Page	\$1,964	\$1,877
1/3 Page	\$1,433	\$1,224

B&W (page)	1X	3X	6X	9X	12X
Full	\$3,738	\$3,371	\$3,177	\$2,994	\$2,810
2/3	\$2,560	\$2,305	\$2,193	\$2,055	\$1,918
1/2	\$1,938	\$1,754	\$1,647	\$1,561	\$1,464
1/3	\$1,331	\$1,204	\$1,148	\$1,076	\$1,010
1/4	\$1,056	\$959	\$893	\$836	\$796
1/6	\$734	\$668	\$632	\$592	\$561

Covers	1X	3X	6X	9X	12X
4	\$6,273	\$5,625	\$5,330	\$5,029	\$4,702
2	\$5,544	\$4,978	\$4,712	\$4,447	\$4,157
3	\$5,309	\$4,763	\$4,514	\$4,259	\$3,978

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# Marketplace Advertising Rates

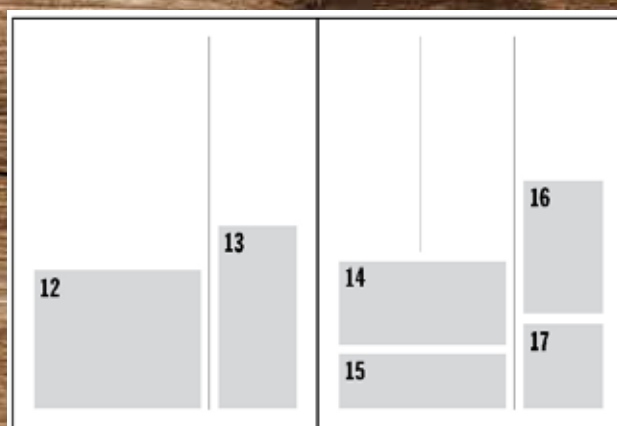
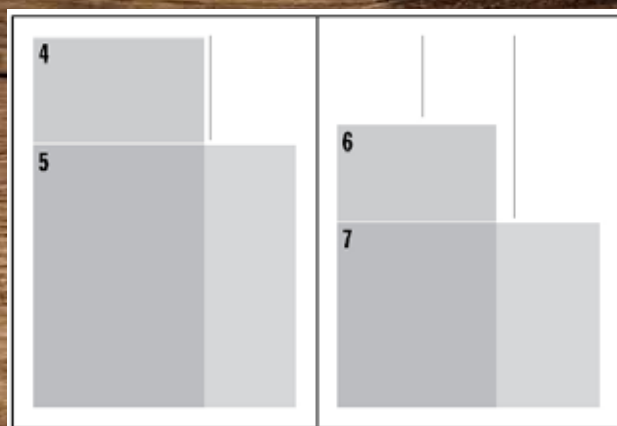
	1x	3x	7x
1ci	\$230	\$214	\$199 4/C
2½" x1"	\$184	\$173	\$163 (B&W)
2ci	\$372	\$342	\$321
2½" x 2¼"	\$301	\$270	\$255
3ci	\$536	\$485	\$449
2½" x 3½"	\$423	\$388	\$362
4ci	\$638	\$587	\$556
2½" x4¾"	\$515	\$474	\$444
4¾" x 2¼"	\$515	\$474	\$444
7ci	\$1,005	\$898	\$852
2½" x7"	\$806	\$719	\$683

	1x	3x	7x
6¾" x 2"	\$806	\$719	\$683
1/3 pg	\$1,260	\$1,204	\$1,173
2⅛" x 9¼"	\$903	\$816	\$765
6⅝" x 3⅜"	\$903	\$816	\$765
4⅜" x 4¾"	\$903	\$816	\$765
1/2 pg	\$1,729	\$1,627	\$1,566
6⅝" x 4¾"	\$1,387	\$1,250	\$1,102
4⅜" x 7¼"	\$1,387	\$1,250	\$1,102
Full pg	\$2,591	\$2,448	\$2,336
6⅝" x 9⅝"	\$2,402	\$2,147	\$2,045





# Advertising File Sizes



- 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.

## TRIM SIZE: 7 7/8" W X 10 1/2" H

### 1. TWO PAGE SPREAD

Non-Bleed: 14.5 x 9.5  
Bleed: 15.75 x 10.75  
Trim: 15.5 x 10.5  
Safety: 15 x 10

### 2. TWO PAGE ONE-HALF HORIZONTAL

Non-Bleed: 14.5 x 4.75  
Bleed: 15.75 x 5.5  
Trim: 15.5 x 5.25  
Safety: 15 x 4.75

### 3. FULL PAGE

Non-Bleed: 6.75 x 9.5  
Bleed: 8 x 10.75  
Trim: 7.75 x 10.5  
Safety: 7.25 x 10

### 4. 2/3 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. 2/3 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. 1/2 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. 1/2 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. 1/3 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. 1/3 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. 1/3 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. 1/4 VERTICAL

Non-Bleed: 3.375 x 4.75

### 12. 1/4 HORIZONTAL

Non-Bleed: 4.375 x 3.625

### 13. 1/6 VERTICAL

Non-Bleed: 2.125 x 4.75

### 14. 1/6 HORIZONTAL

Non-Bleed: 4.375 x 2.25

### 15. 1/8 HORIZONTAL

Non-Bleed: 4.375 x 1.5

### 16. 1/8 VERTICAL

Non-Bleed: 2.125 x 3.5

### 17. 1/12 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. 8 INCH VERTICAL

Non-Bleed: 2.125 x 8

### 21. 7 INCH VERTICAL

Non-Bleed: 2.125 x 7

### 22. 6 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

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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.





# GENERAL PRODUCTION INFORMATION

## PRODUCTION MANAGER

### GUN DOG

2 News Plaza  
Peoria, IL 61614

309-679-5073

terry.boyer@outdoorsg.com

TRIM SIZE: 7-3/4" w x 10-1/2" h

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 the trim edge on all four sides for a total 1/2" 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 dpi.
- 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](http://osg.sendmyad.com)

Once at the home page you can sign up as a new user or sign into your existing account. The ad portal will do a general check for correct ad size, font embedding, and image resolution per OSG's general ad submission guidelines.

Proofs supplied by the advertiser for color guidance will be forwarded to press.



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# DIGITAL AUDIENCE/GUN DOG

**GUN DOG** online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on training, canine health and nutrition, breeds, annual gamebird forecasts, favorite hunting locales and topnotch outfitters, plus engaging video content and shotgun, ammunition and gear reviews.

68k

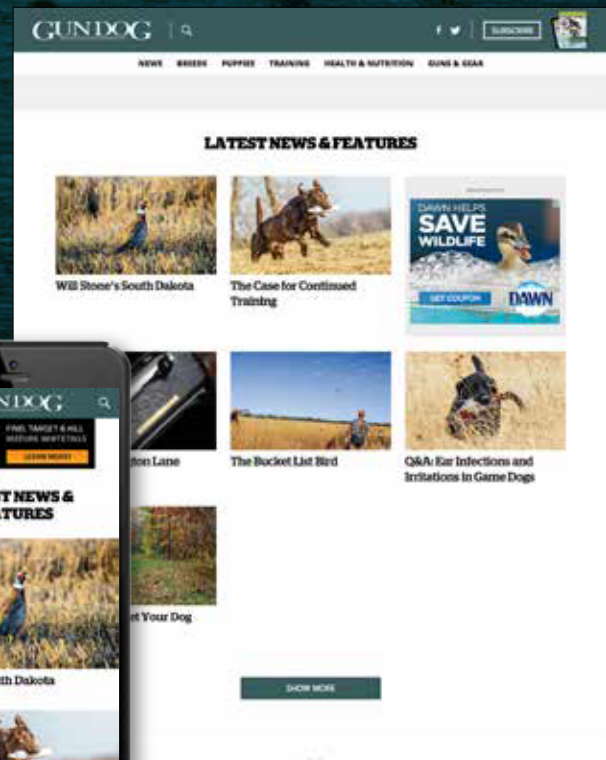


**AVERAGE MONTHLY UNIQUES**

38.8



**MEDIAN AGE**



## AT A GLANCE

AVERAGE HHV.....	\$78,900
MALE (%) .....	78%
ANNUAL PAGE VIEWS.....	3,868,515
AVERAGE TIME SPENT.....	1:45
PAGES PER SESSION .....	3.8
TRAFFIC FROM MOBILE/TABLET DEVICES.....	60%
NEWSLETTER SUBSCRIBERS .....	17,000
SOCIAL MEDIA FOLLOWERS .....	25,732

Source: Site Traffic and Gender Skew based on Google Analytics data August 2015 - July 2016. Social data as of November 2016. MRI Doublebase 2015; Demographics for Gun Dog based on the combined digital profile of Petersen's Hunting and Game & Fish magazines combined with 1+ hours of internet usage the prior day.



**Annual Frequency:** 7 times/year

**Field Served:** Serving the serious upland bird and waterfowl hunter.

Published by Outdoor Sportsman Group - Integrated Media

## Publisher's Statement

6 months ended June 30, 2016, Subject to Audit

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Rate Base	Variance to Rate Base
35,795	5,874	41,669	None Claimed	

### TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Paid & Verified Subscriptions - Print	Paid & Verified Subscriptions - Digital Issue	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			
Dec/Jan/Feb	27,013	1,592	28,605	5,316		5,316	32,329	1,592	33,921	7,296	77	7,373	39,625	1,669	41,294
Mar/Apr	27,501	1,563	29,064	6,407		6,407	33,908	1,563	35,471	6,116	76	6,192	40,024	1,639	41,663
Jun/Jul	25,846	1,629	27,475	10,515		10,515	36,361	1,629	37,990	4,000	56	4,056	40,361	1,685	42,046
<b>Average</b>	<b>26,787</b>	<b>1,595</b>	<b>28,382</b>	<b>7,413</b>		<b>7,413</b>	<b>34,200</b>	<b>1,595</b>	<b>35,795</b>	<b>5,804</b>	<b>70</b>	<b>5,874</b>	<b>40,004</b>	<b>1,665</b>	<b>41,669</b>

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(1) For statement period

### RATE BASE

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### NOTES

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