



# GAME & FISH

## 2019 MEDIA KIT

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



# GAME&FISH

*Game & Fish delivers customized, market-specific information and entertainment for avid hunters and anglers. Providing local where-to-go details, plus expert advice on tactics, species behavior and gear, Game & Fish engages its readers with actionable content that helps them discover greater hunting and fishing success.*





### 4 WAYS TO BUY GAME&FISH

#### 1. National

Run one ad in all 28 editions.



5.177MM  
Readers



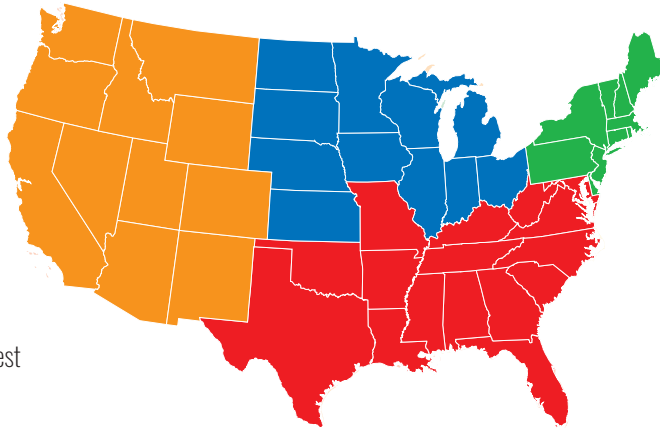
324k  
Subscribers



#### 2. Regional

5 different regions

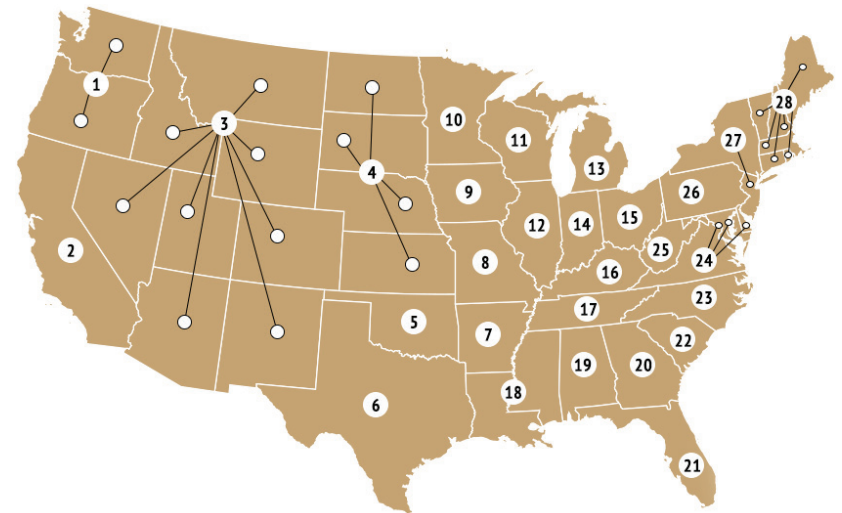
- East 44,963
- Midwest 110,108
- South 140,313
- West 30,136
- North 155,071



\* North is combination of east + Midwest

#### 3. 28 Separate Editions

State specific editions



#### 4. Select Buys - Target your species, activity



Turkey



Bow



Bass



Waterfowl



Ice-Fishing



Crossbow

As a national brand with 28 monthly editions and customized online content, **Game & Fish** provides area-specific coverage of hunting and fishing for core enthusiasts across the United States. Game & Fish provides both broad reach for national advertisers, and pinpoint targeting for marketers with close-to-home sales messages.

Circulation	323,584
Frequency	10 times/year
Total Audience	5,177,000
Men/Women %	80/20
Median Age	46.5
Married	78%
Average Household Income	\$85,823
Average Household Net Worth	\$449,528

### In Every Issue

- Engaging where-to and how-to feature articles give readers key information to be successful at the sport they love.
- Gear Reviews deliver results of tests that writers and editors perform on the equipment readers need in the field or on the water.
- “In The Field” dispatches inform readers of the latest outdoor news relevant to where they hunt and fish.



	February	March	April	May	June
<b>SPECIAL FEATURE</b>	Fishing Kickoff: 36 State Hotspot You Must Fish in 2019	2019 State Bass-Fishing Forecasts	Fishing Forecasts for Top Species In Each State	Great Family Fishing Trips In Each State	Best Summer Fishing In Each State
<b>GEAR FEATURE</b>	New Boats Reviewed	Baitcasting Reels, Rods Reviewed	Spinning Reels, Rods Reviewed	New Lures for Success on The Water	ATVs, UTVs Reviewed
<b>SELECT BUY BONUS</b>	Preview to March Turkey Coverage	Turkey Hunting Tactics & Gear	Competitive Fishing (MLF)		
<b>NORTH REGION COVERAGE</b>	Statewide Ice-Fishing Forecasts in Select Issues, How-To Tips for Fishing Through the Ice, Winter Bass, Crappie Tactics, Turkey-Hunting Tips, and Select State Coverage of Northern Pike and Perch	State Crappie Forecasts, Northern Pike, Late-Winter Walleyes, Early Crappie, Bass Strategies, Finding Gobblers	State Turkey Forecasts, State Bass Forecasts, Crappies, Walleyes, Turkeys	Walleyes, Bass, Trout, Catfish, Lake Erie, Lake Michigan, Turkeys	Muskie, Catfish, Walleyes, Panfish, Lake Michigan Salmon & Trout
<b>SOUTH REGION COVERAGE</b>	Annual State Crappie Forecasts in Most Magazines, Bass-Fishing, Hotspots in Select States, Southern Crappie Strategies, Stripers, Turkey Tips	Statewide Bass Fishing Forecasts, Annual State Turkey Outlooks, Crappie Hotspots and Strategies, Top Spring Fishing Locations	Bass, Crappie, Trout, Saltwater, Turkeys	Bass, Turkeys, Saltwater, Catfish, Panfish	State-by-State Catfish Forecasts, Catfishing Tactics, Saltwater, Bass, Trout, Panfish
<b>EAST REGION COVERAGE</b>	Top Late-Winter Fishing Locations in Each State, Statewide Ice-Fishing Roundups, Bass-Angling Tips, Catching Winter Crappie, Trout, Walleyes and Turkey Tips.	Late-Winter Fishing Hotspots, Tips for Cold-Weather Trout, Late-Winter Walleyes, Keys to Finding Gobblers, Bass Secrets	State Turkey Forecasts, State Trout Roundups, Crappie, Walleye, Turkeys	State bass forecasts, Walleyes, Turkeys, Trout, Lake Erie hotspots	Saltwater, Bass, Trout, Panfish
<b>WEST REGION COVERAGE</b>	Steelhead Hotspots and Tactics, Winter Trout Strategies, Finding Cold-Weather Bass, Crappie, Smallmouths, Turkey and more.	2018 State Bass Forecasts, Early-Season Trout Picks, Spring Bass Tactics, Keys to Hunting Western Gobblers	Salmon, Trout, Bass, Turkeys	Trout, Bass, Turkeys	Trout, Bass

	July-August	September	October	November	December
<b>SPECIAL FEATURE</b>	Our Special Annual Gear Issue	Early Season Deer Hunting	STATE DEER FORECASTS: Top Counties	State-by-State Trophy Bucks	Special Lodge Issue
<b>GEAR FEATURE</b>	New Hunting, Fishing Gear for All Species	New Bows Reviewed	New Shotguns Reviewed	New Rifles, Slug Guns Reviewed	Travel Gear
<b>SELECT BUY BONUS</b>	Bowhunting	Crossbow Hunting	Waterfowl	Waterfowl	Ice Fishing
<b>NORTH REGION COVERAGE</b>	Whitetails, Waterfowl, Pheasant, Grouse, Coyotes, Smallmouth, Largemouths, Catfish	Whitetails, Squirrels, Doves, Muskie, Doves, Walleyes, Catfish	Whitetails, Pheasants, Ruffed Grouse, Waterfowl, Walleyes, Bass	Whitetails, Waterfowl, Bass	Late-Season Whitetails, State Ice-Fishing Forecasts, Predator Hunting
<b>SOUTH REGION COVERAGE</b>	Whitetails, Doves, Mallards, Coyotes, Bass, Catfish	Whitetails, Doves, Catfish	Whitetails, Squirrels, Bass	Whitetails, Waterfowl, Bass	Late-Season Whitetails, Waterfowl, Predator Hunting
<b>EAST REGION COVERAGE</b>	Whitetails, Grouse, Waterfowl, Smallmouth, Catfish, Coyotes	Whitetails, Bears, Squirrels, Trout, Bass	Whitetails, Ruffed Grouse, Trout	Whitetails, Waterfowl, Trout	Late-Season Whitetails, State Ice-Fishing Forecasts, Predator Hunting, Waterfowl
<b>WEST REGION COVERAGE</b>	Mule Deer, Quail, Coyotes, Mallards Trout, Bass	Elk, Blacktails, Mulies, Trout	Blacktails, Mulies, Elk, Upland Birds, Pheasants, Trout	Mulies, Waterfowl, Elk, Trout	Mulies, Predator Hunting, Waterfowl, Upland Birds

Print Audience	5,177,000	Men/Women %	80/20
Circulation	323,584	Median Age	46.5
Average Household Income	\$85,823	Married	78%
Average Net Worth	\$449,528		

**80% of readers Hunt and Fish.**

### HUNTING:

70% have hunted for 30+ years.

Over 90% of readers have hunted in the past year.

### WHAT THEY HUNT

95% of readers Hunt Big Game.

- 94% Deer, 24% Elk, 25% Bear, 28% Feral Hogs.
- 81% of readers Hunt Small Game, 71% Rabbits and Squirrels.
- 86% of readers Hunt Birds, 66% Turkeys, 54% Upland Birds, 44% Waterfowl.
- 55% of readers Hunt Predators & Varmints, 52% Coyotes.

### TRAVEL

55% hunt 20+ days and over 35% hunt 20+ days annually.

30% have taken 1-3 overnight hunting trips; 23% have taken 4+ overnight hunting trips in the last year.

Over 50% spent 10+ days on overnight hunting trips.

G&F readers spend an average of \$1,600 on overnight hunting trips annually.

### FIREARMS

93% hunt with firearms.

20+ days in recreation shooting annually.

Own 7.4 firearms: 88% shotguns, 82% rifles, 55% handguns.

On average, G&F readers use 250 rounds of ammo annually with 50% shooting 200+ rounds.

G&F readers spend an average of \$814 on firearms and an additional \$595 on ammo and accessories annually.

### BOWHUNTING

75% hunt with a bow or crossbow.

**Vertical Bow:** 75.4% own a vertical bow and will spend \$450 on new bows, accessories and gear in the next 12 months.

**Crossbow:** 45.6% own a crossbow and will spend \$350 on new bows, accessories and gear in the next 12 months.

### HUNTING GEAR

G&F readers spend over \$1,750 annually on hunting gear: hunting apparel & boots (\$488), gear (\$482), camping equipment (\$504), trail cams & action cams (\$314).

### FISHING

87% have fished for 30+ years.

38 days fishing annually with 25% fishing over 45 days annually.

### WHERE THEY FISH

85% Lakes or reservoirs, 63% rivers or streams.

23% saltwater, 10% Great Lakes

### WHAT THEY FISH

**Freshwater** – 88% fish in Freshwater.

65% Largemouth Bass

56% Crappie

56% Bluegill/bream

42% Catfish/bullhead

41% Smallmouth Bass

37% Trout

33% Perch

26% Walleye/sauger

19% Striped Bass

17% Northern Pike

11% Salmon & Steelhead

6% Muskies

**Saltwater** – 27% fish in Saltwater.

14% Flounder/Halibut

12% Redfish

12% Speckled Trout

7% Striped Bass

6% Bluefish

3% Snook

### WHAT THEY OWN:

88% fish with spinning gear and own 4.5 rods.

75% fish with baitcasting gear and own 3.5 rods.

Nearly all G&F readers own tackle boxes, bags and sunglasses.

81% own rain gear.

84% own multi-tools/pliers.

### FISHING GEAR

G&F readers spend over \$593 annually on fishing gear: rods, reels & lures (\$321), other fishing gear (\$314).

### BOATS

Two-thirds of G&F readers own boats for hunting & fishing.

50% own boats 16' to 18' and 33% own boats 12' to 15'.

40% own V-hull fishing boats.

83% own outboard motors. 50% own a single motor. 33% own 2+ outboards.

### ATV/UTV

40% own an ATV or UTV.

## 2019 Game&Fish Magazine

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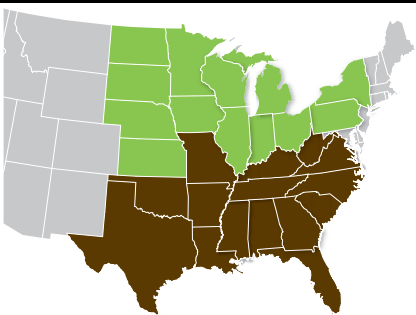
Issue	Ad Space Close/Materials Due	Newsstand On Sale
February 2019	11/07/18	01/08/19
March 2019	12/13/18	02/12/19
April 2019	01/11/19	03/12/19
May 2019	02/11/19	04/09/19
June 2019	03/19/19	05/14/19
July/August 2019	04/22/19	06/18/19
September 2019	06/10/19	08/06/19
October 2019	07/15/19	09/10/19
November 2019	08/19/19	10/15/19
Dec 2019/Jan 2020	09/24/19	11/19/19

## 2019 Game&Fish SIP - Crossbow Revolution Magazine

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Ad Space Close/Materials Due	Newsstand On Sale
04/29/19	07/02/19





### MARCH ISSUES (South)

Alabama  
Arkansas  
Florida  
Georgia  
Kentucky  
Missouri  
Mississippi/Louisiana  
North Carolina  
Oklahoma  
South Carolina  
Tennessee  
Texas  
Virginia/Maryland/Delaware/DC  
West Virginia

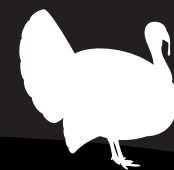
### MARCH ISSUES (North)

Great Plains  
Iowa  
Illinois  
Indiana  
Minnesota  
Michigan  
New York/New Jersey  
Ohio  
Pennsylvania  
Wisconsin



## 2019 TURKEY SELECT

# GAME & FISH



### TURKEY ENTHUSIAST PACKAGE:

		CIRCULATION*	COST
Turkey Select	(March-South)	140,313	\$4,900
Turkey Select	(March-North)	150,715	\$5,400

\*AAM June 2018

ALL RATES ARE NET

88% Own shotguns

56% Are advanced or expert hunters

53% Over half will take overnight trips to hunt

33% Will buy additional apparel and footwear  
in the coming year

**Ad Close: 12/13/18**

**On Sale: 2/12/19**

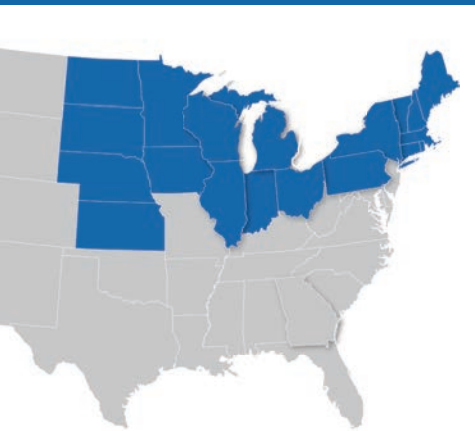
Contact our Group Publisher

Derek Sevcik

Derek.Sevcik@OutdoorSG.com

or 717-265-5408





## DECEMBER/JANUARY ISSUES

Great Plains

Illinois

Indiana

Iowa

Minnesota

Michigan

New England

New York/New Jersey

Ohio

Pennsylvania

Wisconsin



# 2019 ICE-FISHING SELECT BUY

## GAME & FISH



A special section dedicated to ice-fishing.  
Runs only in our most popular ice-fishing issues to reduce  
advertiser costs! We drill down into the latest technology.  
Innovations are breaking open the ice-fishing world for anglers  
who want to catch more fish and enjoy their time on ice.

### ICE-FISHING ENTHUSIAST PACKAGE:

	CIRCULATION*		COST
Ice-Fishing Select	155,071	Full Page	\$5,300
		Half Page	\$3,381
		One-Third Page	\$2,481

\*AAM June 2018

ALL RATES ARE NET

- Reach nearly 200k reader in Northern states only.
- Our readers are influencers: 45 percent advised 1-4 people on fishing in the last year.
- One in 10 expect to spend as much as \$749 on rods and reels.

-2015 Reader Survey

**Ad Close 9/24/19**  
**On Sale 11/19/19**

Contact Tim Carini at [tim.carini@outdoorsg.com](mailto:tim.carini@outdoorsg.com)  
or 678-589-2027 for more information.



# 2019 MLF SPECIAL SECTION

## GAME&FISH



### APRIL ISSUES

Alabama  
Arkansas  
California  
Florida  
Georgia  
Great Plains  
Illinois  
Indiana  
Iowa  
Kentucky  
Michigan  
Minnesota  
Missouri  
Mississippi/Louisiana  
New England  
New York/New Jersey  
North Carolina  
Oklahoma  
Ohio  
Pennsylvania  
Rocky Mountain  
South Carolina  
Texas  
Tennessee  
Virginia/Maryland/Delaware/DC  
Washington/Oregon  
West Virginia  
Wisconsin



### MLF ENTHUSIAST PACKAGE:

	CIRCULATION*		COST
MLF Special Section	323,584	Full Page	\$10,000
		Half Page	\$6,380
		One-Third Page	\$4,681

\*AAM June 2018

ALL RATES ARE NET

38 Average number of days spent fishing  
92% Own spinning rods or bait casting rods  
66% Own a boat  
42% Own fly casting rods

**Ad Close: 1/11/19**  
**On Sale: 3/12/19**

Contact Tim Carini at  
[tim.carini@outdoorsg.com](mailto:tim.carini@outdoorsg.com)  
or 678-589-2027 for more  
information.





## JULY/AUGUST ISSUES

Georgia

Illinois

Michigan

New York/New Jersey

Ohio

Pennsylvania

Wisconsin



# 2019 BOW SELECT

# GAME & FISH



## BOWHUNTER ENTHUSIAST PACKAGE:

	CIRCULATION*	COST
Bow Select (July/August)	113,178	\$4,300
Game&Fish Southern Region Buy (Sept)	140,313	\$5,000

\*AAM June 2018

ALL RATES ARE NET

75% Of Game & Fish subscribers hunt with vertical bows

90% Buy two packs of broadheads per year

Readers will spend \$350+ on bows, accessories and gear in the next year

49% Own trail cams; 55% are "likely to buy" in the next 12 months

**Ad Close: 4/22/19**

**On Sale: 6/18/19**

Contact our Group Publisher

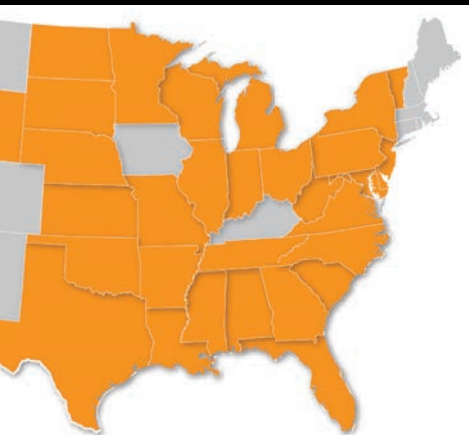
Derek Sevcik

Derek.Sevcik@OutdoorSG.com

or 717-265-5408







## SEPTEMBER ISSUES

Alabama  
Arkansas  
Florida  
Georgia  
Great Plains  
Illinois  
Indiana  
Minnesota  
Missouri  
Mississippi/Louisiana  
Michigan  
New York/New Jersey  
North Carolina  
Ohio  
Oklahoma  
Pennsylvania  
South Carolina  
Tennessee  
Texas  
Virginia/Maryland/Delaware/DC  
Wisconsin  
West Virginia



## 2019 CROSSBOW SELECT

### GAME & FISH



## CROSSBOW ENTHUSIAST PACKAGE:

	CIRCULATION	COST
Crossbow Select Full Page (G&F)(Sept)	267,355*	\$7,000
Crossbow SIP (July/Aug Newstand Distribution)	90,000	\$5,400
Total To Run In Both:	357,355	\$10,200

\*AAM June 2018

ALL RATES ARE NET

**46% Own Crossbows**

**55% Provide food plots, salt minerals & supplemental feed**

**79% own calls, lures and decoys**

**69% have own stands and viewing gear**

**Ad Close: 6/10/19**

**On Sale: 8/06/19**

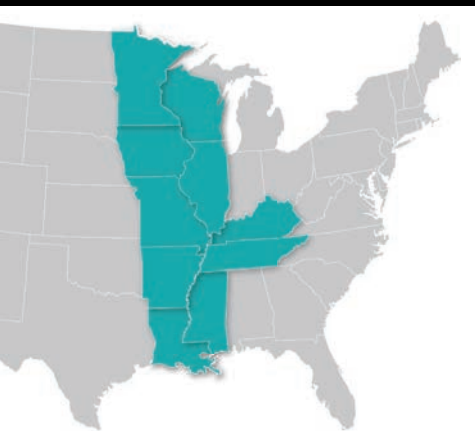
Contact our Group Publisher

Derek Sevcik

Derek.Sevcik@OutdoorSG.com

or 717-265-5408





## OCTOBER & NOVEMBER ISSUES

Arkansas

Illinois

Iowa

Kentucky

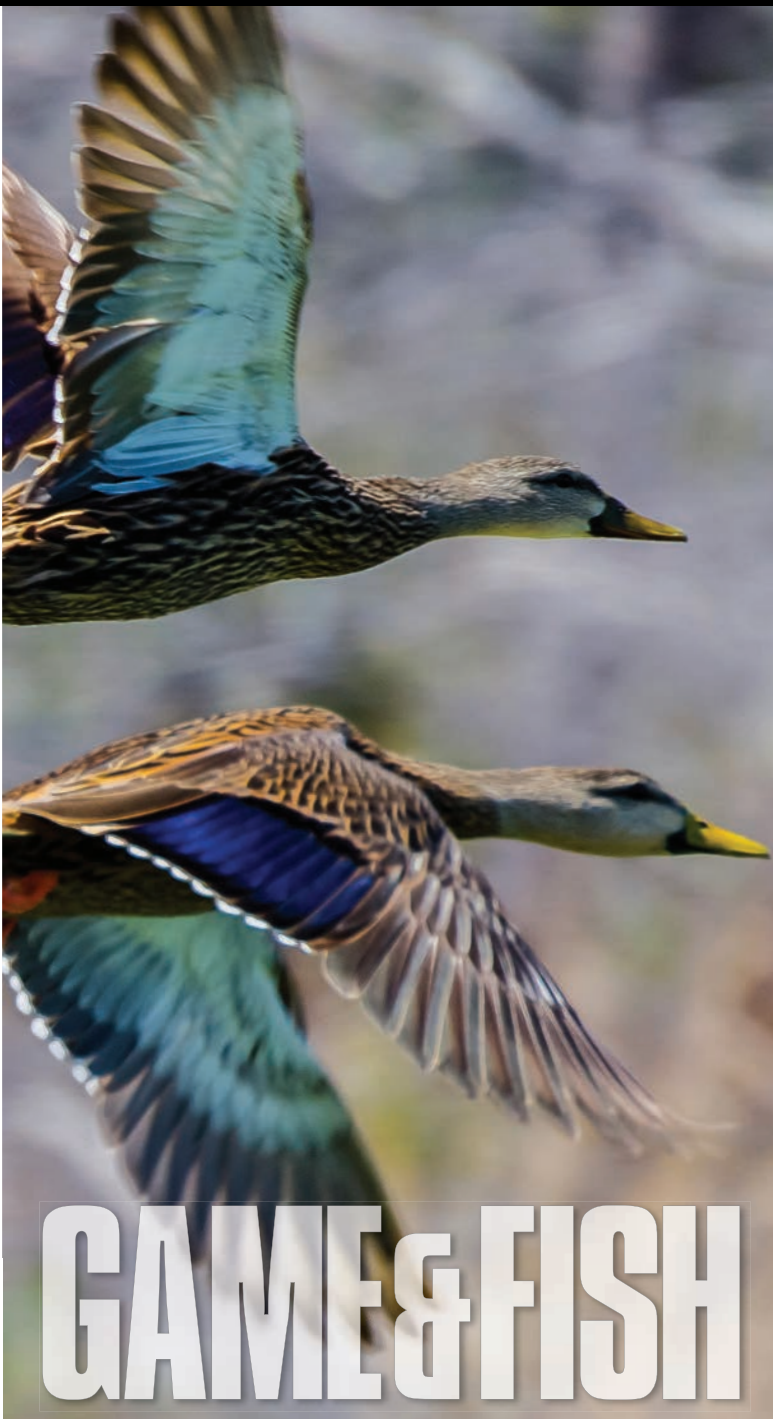
Minnesota

Missouri

Mississippi/Louisiana

Tennessee

Wisconsin



# 2019 WILDFOWL SELECT

## GAME&FISH



### WILDFOWL ENTHUSIAST PACKAGE:

	CIRCULATION	COST
Wildfowl Select	114,209	1X \$4,000 2X \$3,800

\*AAM June 2018  
ALL RATES ARE NET

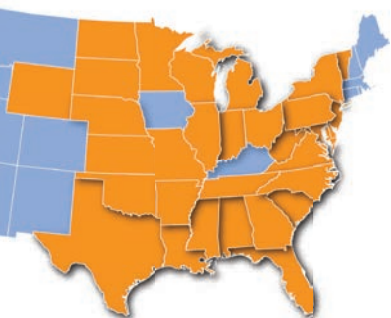
- 44% Of Game & Fish subscribers hunt waterfowl
- \$2,500 Average money spent on guided trips
- 15 Average number of nights spent on hunting trips
- 49% Of Game & Fish subscribers own decoys
- Of dogs owned by Game & Fish subscribers, 40% are hunting dogs

**Ad Close: 7/15/19**  
**On Sale: 9/10/19**

Contact our Group Publisher  
Derek Sevcik  
[Derek.Sevcik@OutdoorSG.com](mailto:Derek.Sevcik@OutdoorSG.com)  
or 717-265-5408







### EXPANDED COVERAGE

Alabama • Arkansas • Delaware

Florida • Georgia • Illinois

Indiana • Kansas • Maryland

Mississippi • Louisiana

Michigan • Minnesota

Missouri • Nebraska

New York/New Jersey • North Carolina

North Dakota • Ohio

Oklahoma • Pennsylvania

South Carolina • South Dakota Tennessee

Texas • Vermont

Virginia/Maryland/Delaware/DC

West Virginia • Wisconsin



90,000 Newsstand Distribution

**Ad Close: 4/29/19 | On Sale: 7/2/19**

Contact our Group Publisher Derek Sevcik  
Derek.Sevcik@OutdoorSG.com | 717-265-5408  
for more information.

### TARGET TODAY'S TOP PROSPECT

"Based on manufacturing data since 2006, we've seen a 70 to 80 percent rise nationwide in crossbow sales."

- Archery Trade Association



RATES:

Full Page \$4,038

Half Page \$2,577

Quarter Page \$1,890

**JOIN THE REVOLUTION 2019!**

	6/30/18*				
Editions	Circulation	1X	3X	5X	10X
AL	9,969	836	752	711	669
AR	14,271	1,197	1,077	1,017	957
CA	12,419	1,476	1,328	1,255	1,181
FL	11,767	987	888	839	789
GA	9,633	808	727	687	646
Great Plains					
KS	2,937				
NE	3,270				
ND	757				
SD	1,114				
	8,078	670	603	570	536
IL	13,615	1,130	1,017	960	904
IN	12,862	1,067	960	907	854
IA	12,754	1,058	952	899	846
KY	10,919	916	824	778	733
MI	15,327	1,272	1,144	1,081	1,017
MS/LA					
MS	3,634				
LA	3,039				
	6,673	560	504	476	448
MN	13,476	1,118	1,006	950	894
MO	13,927	1,168	1,051	993	934
New England					
CT	975				
ME	402				
MA	1,715				
NH	639				
RI	191				
VT	434				
	4,356	378	340	321	302

	6/30/18*				
Editions	Circulation	1X	3X	5X	10X
New York					
NJ	761				
NY	15,274				
	16,035	1,392	1,253	1,183	1,113
NC	12,390	1,039	935	883	831
OH	15,780	1,309	1,178	1,113	1,047
OK	7,641	641	577	545	513
PA	24,572	2,133	1,919	1,813	1,706
Rocky MT.					
AZ	586				
ID	409				
CO	1,646				
MT	389				
NV	247				
NM	310				
UT	319				
WY	246				
	4,152	493	444	419	395
SC	8,198	687	619	584	550
TN	10,358	869	782	738	695
TX	3,491	293	263	249	234
Virginia					
DE	80				
DC	5				
MD	398				
VA	13,717	1,191	1,072	1,012	953
	14,200				
WA/OR					
WA	5,695				
OR	7,870				
	13,565	1,612	1,451	1,370	1,290
WI	18,216	1,511	1,360	1,285	1,209
WV	6,876	577	519	490	461

\* February 2018 Issue

Game & Fish State Ad Buy Full Page Four Color



Effective January 1, 2019

4-Color	Gross	1x	3x	5x	10x
	Full Page	20,840	18,756	17,714	16,672
	2/3 Page	16,143	14,528	13,721	12,914
	1/2 Page	13,296	11,967	11,302	10,637
	1/3 Page	9,754	8,779	8,291	7,804
2-Color	Gross	1x	3x	5x	10x
	Full Page	16,964	15,267	14,419	13,571
	2/3 Page	13,140	11,826	11,169	10,512
	1/2 Page	10,823	9,741	9,199	8,658
	1/3 Page	7,940	7,146	6,749	6,352
B&W	Gross	1x	3x	5x	10x
	Full Page	14,879	13,391	12,648	11,904
	2/3 Page	11,525	10,373	9,797	9,220
	1/2 Page	9,493	8,544	8,069	7,595
	1/3 Page	6,964	6,268	5,920	5,572
	1/6 Page	3,210	2,889	2,728	2,568
Cover	Gross	1x	3x	5x	10x
	Cover 2	23,966	21,570	20,371	19,173
	Cover 3	22,924	20,631	19,485	18,339
	Cover 4	27,092	24,383	23,028	21,674

Effective January 1, 2019

4-Color	Gross	1x	3x	5x	10x
	Full Page	3,548	3,193	3,016	2,838
	2/3 Page	2,748	2,473	2,336	2,198
	1/2 Page	2,264	2,037	1,924	1,811
	1/3 Page	1,661	1,495	1,411	1,328

2-Color	Gross	1x	3x	5x	10x
	Full Page	2,888	2,599	2,455	2,310
	2/3 Page	2,237	2,013	1,901	1,789
	1/2 Page	1,842	1,658	1,566	1,474
	1/3 Page	1,352	1,217	1,149	1,081

B&W	Gross	1x	3x	5x	10x
	Full Page	2,533	2,280	2,153	2,026
	2/3 Page	1,962	1,766	1,668	1,570
	1/2 Page	1,616	1,454	1,374	1,293
	1/3 Page	1,186	1,067	1,008	948
	1/6 Page	546	492	464	437



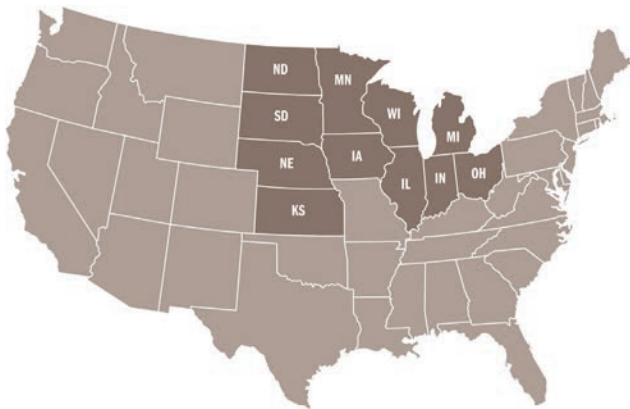
Eastern Region Distribution: 44,963

Effective January 1, 2019

4-Color	Gross	1x	3x	5x	10x
	Full Page	8,304	7,474	7,059	6,643
	2/3 Page	6,432	5,789	5,467	5,146
	1/2 Page	5,298	4,768	4,503	4,239
	1/3 Page	3,887	3,498	3,304	3,109

2-Color	Gross	1x	3x	5x	10x
	Full Page	6,759	6,084	5,746	5,408
	2/3 Page	5,236	4,712	4,450	4,189
	1/2 Page	4,313	3,881	3,666	3,450
	1/3 Page	3,164	2,847	2,689	2,531

B&W	Gross	1x	3x	5x	10x
	Full Page	5,929	5,336	5,040	4,743
	2/3 Page	4,592	4,133	3,904	3,674
	1/2 Page	3,783	3,404	3,215	3,026
	1/3 Page	2,775	2,498	2,359	2,220
	1/6 Page	1,279	1,151	1,087	1,023



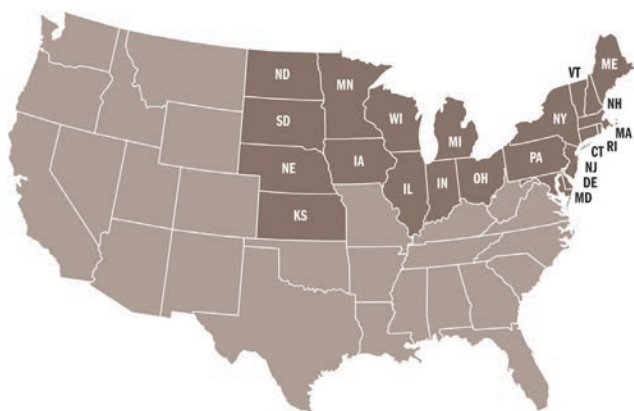
Mid-Western Region Distribution: 110,108

Effective January 1, 2019

4-Color	Gross	1x	3x	5x	10x
	Full Page	10,409	9,368	8,848	8,327
	2/3 Page	8,063	7,256	6,853	6,450
	1/2 Page	6,641	5,977	5,645	5,313
	1/3 Page	4,872	4,385	4,141	3,898

2-Color	Gross	1x	3x	5x	10x
	Full Page	8,473	7,626	7,202	6,778
	2/3 Page	6,563	5,907	5,578	5,250
	1/2 Page	5,406	4,865	4,595	4,325
	1/3 Page	3,966	3,569	3,371	3,173

B&W	Gross	1x	3x	5x	10x
	Full Page	7,432	6,689	6,317	5,945
	2/3 Page	5,757	5,181	4,893	4,605
	1/2 Page	4,742	4,267	4,030	3,793
	1/3 Page	3,479	3,131	2,957	2,783
	1/6 Page	1,603	1,443	1,363	1,283



Northern Region Distribution: 155,071\*

\* Northern is combination of East + Midwest

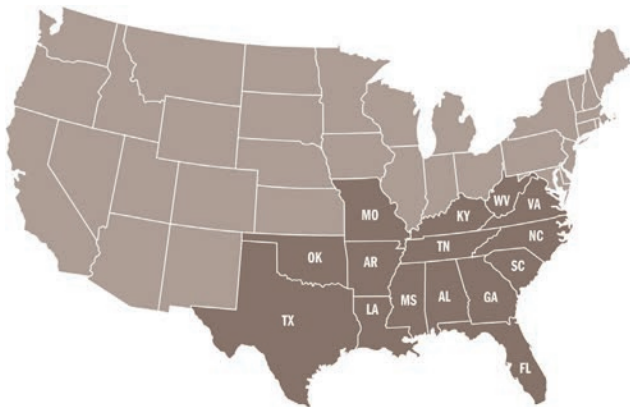


Effective January 1, 2019

4-Color	Gross	1x	3x	5x	10x
	Full Page	10,697	9,627	9,093	8,558
	2/3 Page	8,286	7,457	7,043	6,629
	1/2 Page	6,825	6,142	5,801	5,460
	1/3 Page	5,007	4,506	4,256	4,005

2-Color	Gross	1x	3x	5x	10x
	Full Page	8,707	7,836	7,401	6,966
	2/3 Page	6,744	6,070	5,733	5,396
	1/2 Page	5,555	5,000	4,722	4,444
	1/3 Page	4,075	3,668	3,464	3,260

B&W	Gross	1x	3x	5x	10x
	Full Page	7,637	6,874	6,492	6,110
	2/3 Page	5,916	5,324	5,028	4,733
	1/2 Page	4,873	4,385	4,142	3,898
	1/3 Page	3,575	3,217	3,039	2,860
	1/6 Page	1,648	1,483	1,400	1,318



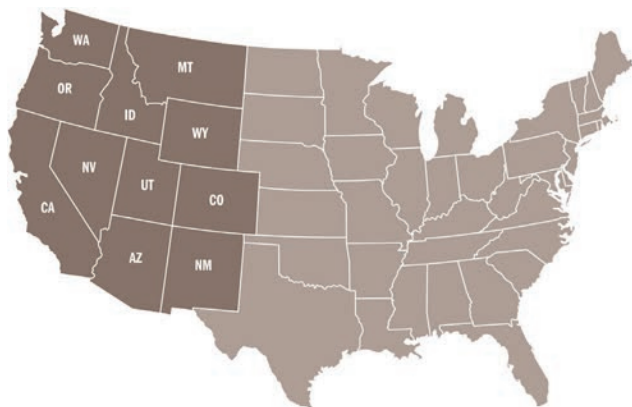
Southern Region Distribution: 140,313

Effective January 1, 2019

4-Color	Gross	1x	3x	5x	10x
	Full Page	3,256	2,930	2,768	2,605
	2/3 Page	2,522	2,270	2,144	2,018
	1/2 Page	2,077	1,870	1,766	1,662
	1/3 Page	1,524	1,372	1,295	1,219

2-Color	Gross	1x	3x	5x	10x
	Full Page	2,650	2,385	2,253	2,120
	2/3 Page	2,053	1,848	1,745	1,642
	1/2 Page	1,691	1,522	1,437	1,353
	1/3 Page	1,240	1,116	1,054	992

B&W	Gross	1x	3x	5x	10x
	Full Page	2,325	2,092	1,976	1,860
	2/3 Page	1,801	1,621	1,531	1,440
	1/2 Page	1,483	1,335	1,261	1,186
	1/3 Page	1,088	979	925	870
	1/6 Page	501	451	426	401



Western Region Distribution: 30,136

Effective January 1, 2019

### Where-to-Go

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4-Color	1 x	3 x	5 x
1-Inch	\$498	\$448	\$423
2-Inch	386	347	328
3-Inch	318	286	270
4-Inch	233	210	198
B & W	1 x	3 x	5 x
1-Inch	\$405	\$365	\$345
2-Inch	314	283	267
3-Inch	259	233	220
4-Inch	190	171	161

### Pro Shop

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4-Color	1 x	3 x	5 x
1/4 Page	\$4,882	\$4,394	\$4,150

## Typical Advertising Sizes and Mechanical Specifications:

Trim Size: 7 3/4 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. 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. 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

### 6. 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

### 7. 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

### 8. 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 3.375

### 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-Quarter Vertical

Non-Bleed: 3.375 x 4.75

### 11. One-Quarter Horizontal

Non-Bleed: 4.375 x 3.625

### 12. One-Sixth Vertical

Non-Bleed: 2.125 x 4.75

### 13. One-Sixth Horizontal

Non-Bleed: 4.375 x 2.25

### One Inch Banner

Non-Bleed: 6.75 x 1

### Two Inch Banner

Non-Bleed: 6.75 x 2

### Eight Inch Vertical

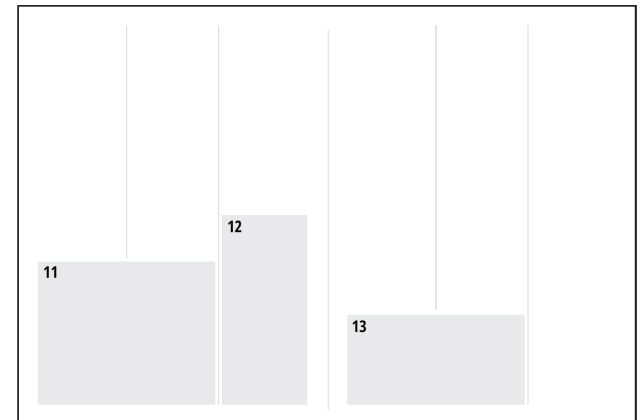
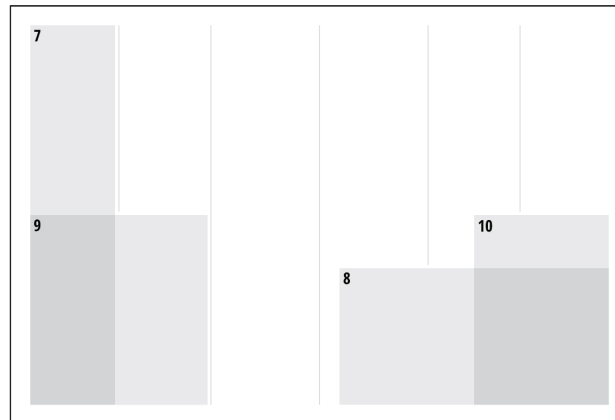
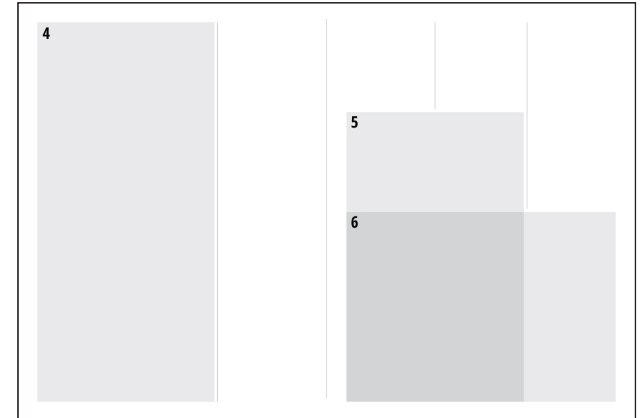
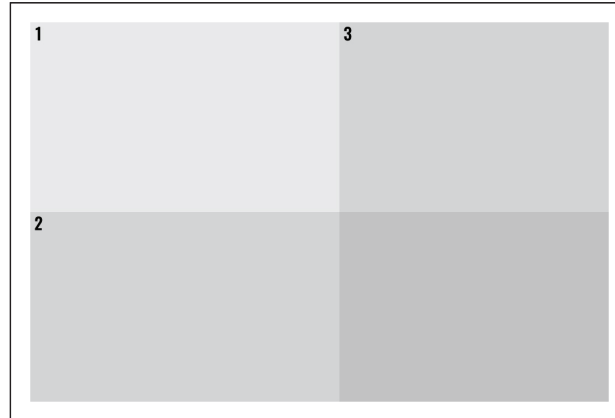
Non-Bleed: 2.125 x 8

### Seven Inch Vertical

Non-Bleed: 2.125 x 7

### Six Inch Vertical

Non-Bleed: 2.125 x 6



### "Where-To-Go" Sizes

#### One Inch Vertical

2.125 x 1

#### Two Inch Vertical

2.125 x 2

#### Two Inch Horizontal

4.375 x 1

#### Three Inch Vertical

2.125 x 3

#### Four Inch Vertical

2.125 x 4

#### Four Inch Horizontal

4.375 x 2

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.



### General Production Information:

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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:

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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:

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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.

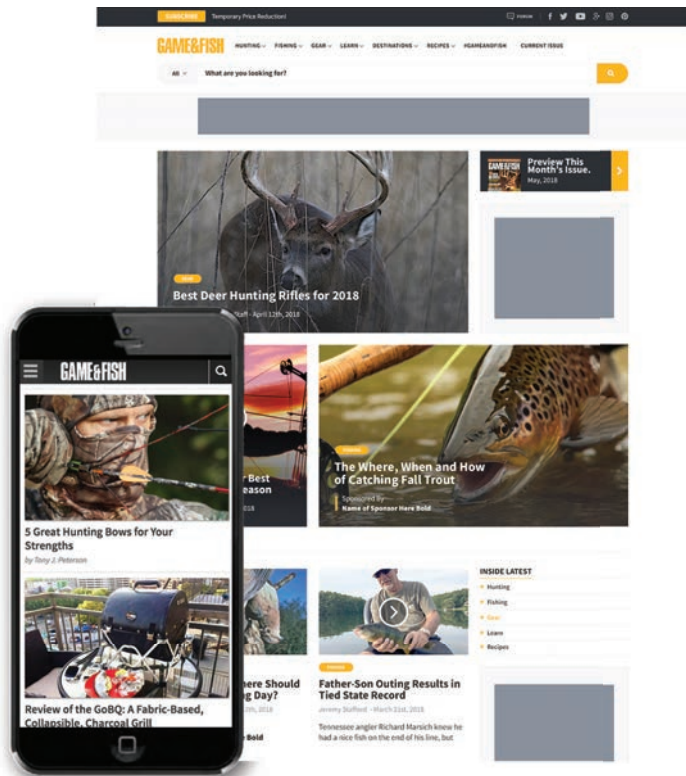
Send all advertising materials and insert bluelines to:  
Jody Howard, Production Manager - Game & Fish  
3330 Chastain Meadows Pkwy. NW, Suite 200  
Kennesaw, GA 30144-5881  
678-589-2021  
[jody.howard@outdoorsg.com](mailto:jody.howard@outdoorsg.com)

### Terms and Conditions:

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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.

**Game & Fish** online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on localized hunting and fishing, presented with engaging video content, extensive fore-casts, gear reviews and access to the hunting and angling community.



520k   
Avg. Monthly Uniques

39.8   
Median Age

Average HHl	\$72,000
Male (%)	86%
Annual Page Views	13,294,215
Avg. Time Spent	1:14
Pages Per Session	1.7
Traffic From Mobile/Tablet	68%
eNewsletter Subscribers	184,200
Social Media Followers	197,779



# GAME&FISH

Annual Frequency: 12 times/year

Field Served: Where-to and how-to information for all types of hunting, fishing and outdoor recreation.

Published by Outdoor Sportsman Group - Integrated Media

## Publisher's Statement

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

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
304,775	18,809	323,584	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			
Feb	305,036	89	305,125	697		697	305,822	20,566		20,566	326,299	89	326,388
Mar	298,456	89	298,545	696		696	299,241	18,463		18,463	317,615	89	317,704
Apr	308,472	88	308,560	692		692	309,252	17,789		17,789	326,953	88	327,041
May	304,504	83	304,587	683		683	305,270	20,225		20,225	325,412	83	325,495
Jun	303,527	82	303,609	681		681	304,290	17,000		17,000	321,208	82	321,290
<b>Average</b>	<b>303,999</b>	<b>86</b>	<b>304,085</b>	<b>690</b>		<b>690</b>	<b>304,775</b>	<b>18,809</b>		<b>18,809</b>	<b>323,498</b>	<b>86</b>	<b>323,584</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	303,999	86	304,085	94.0
<b>Total Paid Subscriptions</b>	<b>303,999</b>	<b>86</b>	<b>304,085</b>	<b>94.0</b>
<b>Verified Subscriptions</b>				
Individual Use	690		690	0.2
<b>Total Verified Subscriptions</b>	<b>690</b>		<b>690</b>	<b>0.2</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>304,689</b>	<b>86</b>	<b>304,775</b>	<b>94.2</b>
<b>Single Copy Sales</b>				
Single Issue	18,809		18,809	5.8
<b>Total Single Copy Sales</b>	<b>18,809</b>		<b>18,809</b>	<b>5.8</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>323,498</b>	<b>86</b>	<b>323,584</b>	<b>100.0</b>

### PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$19.97		
Average Subscription Price Annualized (3)		\$10.80	
Average Subscription Price per Copy		\$0.90	

(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: 12

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2017	None Claimed	411,547	411,547		
6/30/2016	None Claimed	411,608	411,608		
6/30/2015	None Claimed	412,212	411,160	1,052	0.3

### 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

Visit [www.auditedmedia.com](http://www.auditedmedia.com) Media Intelligence Center for audit reports

**ADDITIONAL ANALYSIS OF VERIFIED**

	Print	Digital Issue	Total
<b>Individual Use</b>			
Ordered/Payment Not Received	690		690
<b>Total Individual Use Copies</b>	<b>690</b>		<b>690</b>

**RATE BASE**

None Claimed

**NOTES**

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Double Issues:** A double issue represents two copies of service. The Average Subscription Price Annualized is based on 12 issues, which includes 2 double issues.

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 1,201

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.

GAME & FISH MAGAZINE, published by Outdoor Sportsman Group - Integrated Media \* 1040 Sixth Avenue 12th Floor \* New York, NY 10018

CARTER VONASEK

Planning Director

P: 212.852.6686 \* F: 212.403.7123 \* URL: [www.gameandfishmag.com](http://www.gameandfishmag.com)

Established: 1976

DEREK SEVCIK

Publisher

AAM Member since: 1986