



GAME & FISH

2017 MEDIA KIT

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

A national to run in all 28 of our states

6.4MM
Readers



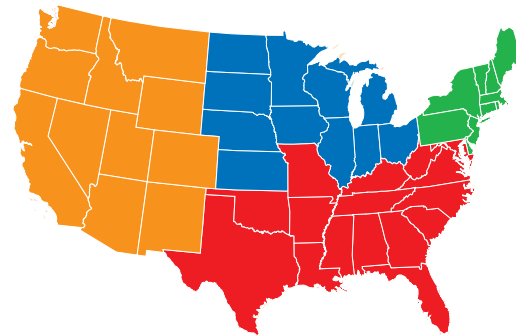
413k
Subscribers



2. Regional

5 different regions

- East 56,078
- Midwest 152,912
- South 177,314
- West 34,068
- North 198,212



3. 28 Separate States

State specific combinations



4. Select Buys - Target Your Species



Turkey



Bow



Bass



Waterfowl



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. Produced specifically for sportsmen who want the best, up-to-date, local information on outdoor pursuits, **Game & Fish** provides both broad reach for national advertisers, and pinpoint targeting for marketers with close-to-home sales messages.



Hunting and the American Consumer *

Hunting enthusiasts and the media that serves them represent a powerful and deep cross-section of the American consumer. Key facts about this influential market include: :

- 12.5 million Americans participate in hunting – more than the population of New York City and Los Angeles combined.
- More Americans hunt than play tennis or ski.
- America's hunters invest \$280 million annually to help pay for wildlife conservation through special federal excise taxes.
- America's 12.5 million hunters had an overall \$66 billion impact on the U.S. economy, supporting almost 600,000 jobs nationwide.
- Hunting enthusiasts spent \$2.1 billion on food and drinks consumed on hunting trips alone.
- Hunting enthusiasts also spent over \$500 million on the care and feeding of their dogs.

Circulation	413,182
Frequency	10 times/year
Total Audience	6,423,000
Men	84%
Women	16%
Median Age	46.6
Married	85.0%
Have Children in Household	77.0%
Attended College	57.0%
Employed	69.0%
Average Household Income	\$68,000
Average Household Net Worth	\$572,000

Regional Distribution *

Eastern:	56,078
Midwestern:	152,912
Northern:	208,990
Southern:	170,124
Western:	34,068

* Sources: Spring MRI 2016

	February	March	April	May	June
SPECIAL FEATURE	36 Fishing Hotspots In Each State (12-Month Angling Calendar)	Readers' Choice Fishing Awards	Fishing Forecasts for Top Species In Each State	Family Fishing Trips In Each State	Best Summer Fishing In Each State
SELECT BUY BONUS		Turkey Hunting	Competitive Bass Fishing (MLF)		
NORTH REGION COVERAGE	Walleyes, Northern Pike, Bass, Crappie: Plus, State ice-fishing forecasts, The Midwest's Ultimate Bass Fishing Road Trip, Could You Be a Pro Angler?, How to Fish New Lakes, Wild World of Major League Fishing.	Bass, Northern Pike: Plus, state crappie forecasts, Late-Winter Walleyes, Weeds & Northern Pike, Find Early Crappie, Crankbaits & Bass, Find Gobblers Online, Wingbone Calls for Turkeys	State turkey forecasts, State bass forecasts, Crappie, Walleye, Turkey	Walleye, Bass, Trout, Catfish, Lake Erie, Lake Michigan, Turkey	Muskie, Catfish, Walleye, Pan fish, Lake Michigan Salmon & Trout
SOUTH REGION COVERAGE	State Crappie Forecasts, Bass, Turkey: Plus, The South's Ultimate Bass Fishing Road Trip, Could You Be a Pro Angler?, How to Fish New Bass Lakes, Wild World of Major League Fishing.	Crappie, Bass: Plus, state Bass Fishing Forecasts, state Turkey Forecasts, Mid-Morning Gobblers, Finding Crappie, Crankbaits & Bass, Wingbone Calls for Turkeys	Bass, Crappie, Trout, Saltwater, Turkey, Managing Your Bass Pond	Bass, Turkey, Saltwater, Catfish, Pan fish	Catfish, Saltwater, Bass, Trout, Pan fish
EAST REGION COVERAGE	Trout, Bass, Turkey, Walleye: Plus, State ice-fishing hotspots, Our Ultimate Bass Fishing Road Trip, Could You Be a Pro Angler?, How to Fish New Bass Lakes, Wild World of Major League Fishing.	Trout, Bass: Plus, Nymphs for Early Trout, Late-Winter Walleyes, Find Gobblers Online, Wingbone Calls for Turkeys	State turkey forecasts, State trout forecasts, Crappie, Walleye, Turkey	State bass forecasts, Walleye, Turkey, Trout, Lake Erie	Saltwater, Bass, Trout, Pan fish
WEST REGION COVERAGE	Steelhead, Bass, Trout, Turkey: Plus, The West's Ultimate Bass Fishing Road Trip, How To Fish New Lakes, Wild World of Major League Fishing.	Trout, Bass, Turkey: Plus, Bass Forecasts, 5 Spring Turkey Tips, Trout on Plugs, Flies for Smallmouth, Fishing Nymphs	Salmon, Trout, Bass, Turkey	Trout, Turkey, Bass	Trout, Bass

	July-August	September	October	November	December
SPECIAL FEATURE	<ul style="list-style-type: none"> • Our Special Annual Gear Issue • Readers' Choice Hunting Awards 	Best Early-Season Hunting In Each State	STATE DEER FORECASTS: Top Counties • Deer Camp Pt. 1	<ul style="list-style-type: none"> • STATE DEER FORECASTS: Trophy Hotspots • Deer Camp Pt. 2 	<ul style="list-style-type: none"> • Best Sportsman Lodges • Deer Camp Pt. 3
SELECT BUY BONUS	Bowhunting	Crossbow Hunting	Wildfowl (Miss. Flyway)	Wildfowl (Miss. Flyway)	Wildfowl (Miss. Flyway)
NORTH REGION COVERAGE	Whitetails, Waterfowl, Pheasant, Grouse, Coyotes, Smallmouth, Largemouths, Catfish	Whitetails, Squirrels, Doves, Muskie, Doves, Walleye, Catfish	Whitetails, Pheasants, Ruffed Grouse, Waterfowl, Walleye, Bass	Whitetails, Waterfowl, Bass	Late-Season Whitetails, State Ice-Fishing Forecasts, Predator Hunting
SOUTH REGION COVERAGE	Whitetails, Doves, Mallards, Coyotes, Bass, Catfish	Whitetails, Doves, Catfish	Whitetails, Squirrels, Bass	Whitetails, Waterfowl, Bass	Late-Season Whitetails, Waterfowl, Predator Hunting
EAST REGION COVERAGE	Whitetails, Grouse, Waterfowl, Smallmouth, Catfish, Coyotes	Whitetails, Bears, Squirrels, Trout	Whitetails, Ruffed Grouse, Trout	Whitetails, Waterfowl, Trout	Late-Season Whitetails, State Ice-Fishing Forecasts, Predator Hunting, Waterfowl
WEST REGION COVERAGE	Mule Deer, Quail, Coyotes, Mallards Trout, Bass	Hunting For Elk, Blacktails, Mulies, Trout	Blacktails, Mulies, Elk, Upland Birds, Pheasants, Trout	Mulies, Waterfowl, Elk, Trout	Mulies, Predator Hunting, Waterfowl, Upland Birds

	% Comp
Total Audience	6,400,000
Men	84%
Women	16
Median Age	46.6
Children	77%
Married	85
Attended College	57
Employed	69%
Average Household Income	\$87,700
Average Household Net Worth	\$572,000
Participated in Hunting, Past 12 Months	78%
Average Number of Days Spent Hunting, Past 12 Months	33.0
Average Number of Years Hunting	33.4
Types of Game Hunted	
Deer	93%
Small Game	75
Birds	91
Waterfowl	40
Big Game	94
Participated in Bowhunting, Past 12 Months	53%
Average Number of Days Spent Bowhunting, Past 12 months	18.0
Own a Firearm	99%
Rifles (net)	67
Shotguns (net)	88
Pistol	22
Hunt Within 100 Miles of Home	68%
Hunt Outside 100 Miles of Home	53%

	% Comp
Went Fishing, Past 12 Months	91%
Average Number of Days Spent Fishing, Past 12 Months	51.8
Average Number of Years Fishing	40.0
Fish in Freshwater	99%
Lakes & Reservoirs	91
Rivers & Streams	77
Ponds	54
Great Lakes	18
Fish in Saltwater	37
Saltwater: Shore or Pier	25
Saltwater: Offshore	26
Types of Species Fished, Past 12 Months	
Bass	86%
Crappie	73
Pan fish	83
Salmon	61
Trout	56
Walleye	46
Average Fishing gear, equipment and apparel expenditures, Past 12 months	\$593
Purchased Fishing Equipment, Past 12 Months, From:	
Internet	18%
Mail Order	23
Mass Merchandiser	73
Sporting Goods Store	71
Household Owns/Leases Pickup Truck	59%
Household Owns/Leases Van	13
Household Owns/Leases Sport Utility Vehicle	52
Personally Responsible for Maintaining Vehicle(s)	87%
Purchased, Past 12 Months:	
Motor Oil	83
Car Wax	43
Gas Additives	48
Oil Additives	19
Shock Absorbers	11

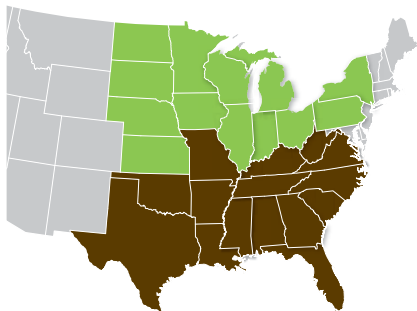
Sources: MRI, Spring 2016 (Audience, Age, HH Income); 2010 Game & Fish Subscriber Study, Accelara Research.

2017 Game&Fish Magazine

Issue	Ad Space Close/Materials Due	Mailed to Subscribers	Newsstand On Sale
February 2017	11/09/16	12/29/16	01/10/17
March 2017	12/15/16	02/01/17	02/14/17
April 2017	01/13/17	03/01/17	03/14/17
May 2017	02/13/17	03/29/17	04/11/17
June 2017	03/21/17	05/03/17	05/16/17
July/August 2017	04/24/17	06/07/17	06/20/17
September 2017	06/12/17	07/26/17	08/08/17
October 2017	07/17/17	09/01/17	09/12/17
November 2017	08/21/17	10/04/17	10/17/17
Dec. 2017/Jan. 2018	09/26/17	11/08/17	11/21/17

2017 Game&Fish SIP - Crossbow Revolution Magazine

Issue	Ad Space Close/Materials Due	Newsstand On Sale
August 2017	05/01/17	07/04/17



MARCH ISSUES (South)

Alabama Game&Fish
Arkansas Sportsman
Florida Game&Fish
Georgia Sportsman
Kentucky Game&Fish
Missouri Game&Fish
Mississippi/Louisiana Game&Fish
North Carolina Game&Fish
Oklahoma Game&Fish
South Carolina Game&Fish
Tennessee Sportsman
Texas Sportsman
Virginia Sportsman
West Virginia Game&Fish

MARCH ISSUES (North)

Great Plains Game&Fish
Iowa Game&Fish
Illinois Game&Fish
Indiana Game&Fish
Minnesota Sportsman
Michigan Sportsman
New York Game&Fish
Ohio Game&Fish
Pennsylvania Game&Fish
Wisconsin Sportsman



GAME&FISH

2017 TURKEY SELECT

339,088 TARGET DELIVERY

GAME&FISH



TURKEY ENTHUSIAST PACKAGE:

	CIRCULATION*	COST
Turkey Select Pg4c (March-South)	149,333	\$5,200
Turkey Select Pg4c (March-North)	189,755	\$6,615

88% Own shotguns

56% Are advanced or expert hunters

53% Over half will take overnight trips to hunt

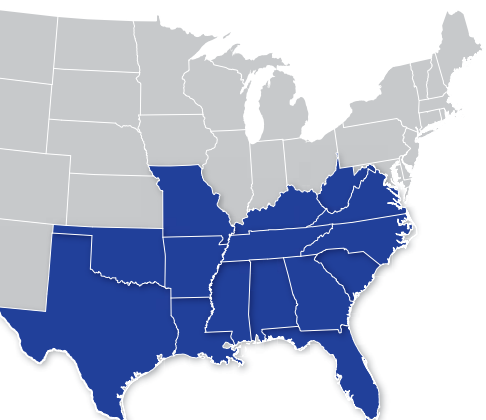
33% Will buy additional apparel and footwear in the coming year

Ad Close: 12/15/16

On Sale: 2/14/17

Contact your IMO rep.
or Publisher Peter Gross
peter.gross@imoutdoors.com
or 678-589-2007
for more information.





APRIL ISSUE

Alabama Game&Fish

Arkansas Sportsman

Florida Game&Fish

Georgia Sportsman

Kentucky Game&Fish

Missouri Game&Fish

Mississippi/Louisiana

Game&Fish

North Carolina Game&Fish

Oklahoma Game&Fish

South Carolina Game&Fish

Texas Sportsman

Tennessee Sportsman

Virginia Sportsman

West Virginia Game&Fish



2017 MAJOR LEAGUE FISHING SELECT 178,762 TARGET DELIVERY **GAME&FISH**

MAJOR LEAGUE FISHING ENTHUSIAST PACKAGE:

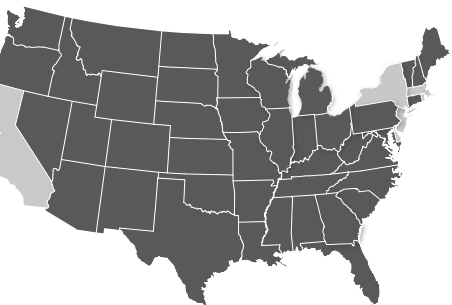
FP 4c	\$5,800
1/2 PG 4c	\$3,500
1/3 PG 4c	\$2,500

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: 1/13/17
On Sale: 3/14/17

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JUNE ISSUE

Alabama Game&Fish
Arkansas Game&Fish
Florida Game&Fish
Georgia Game&Fish
Kentucky Game&Fish
Missouri Game&Fish
Mississippi/Louisiana Game&Fish
North Carolina Game&Fish
Oklahoma Game&Fish
South Carolina Game&Fish
Tennessee Game&Fish
Texas Sportsman
Virginia Game&Fish
West Virginia Game&Fish
Great Plains Game&Fish
Iowa Game&Fish
Indiana Game&Fish
Minnesota Game&Fish
Michigan Game&Fish
New England Game&Fish
(CT,ME,NH,VT)
Ohio Game&Fish
Pennsylvania Game&Fish
Rocky Mountain Game&Fish
Washington/Oregon Game&Fish
Wisconsin Game&Fish



2017 SUPPRESSORS SELECT 270,000 TARGET DELIVERY GAME&FISH

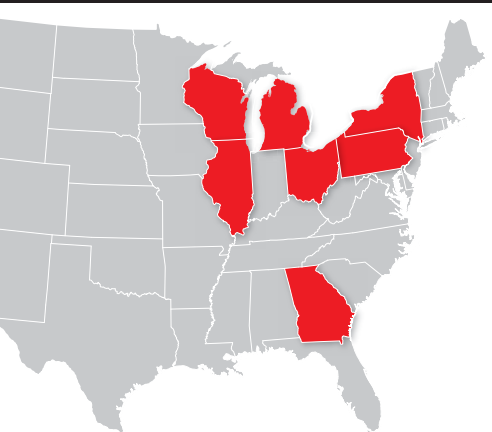
THE SUPPRESSOR PACKAGE:

	COST
Full Page Color	\$6,750
Half Page Color	\$3,715

- *The Hearing Protection Act would break open the market to hunters.*
- *Suppressor ownership is at an all-time high, topping 900,000, according to American Suppressor Association.*
- *Three states— Vermont, Iowa and Minnesota recently legalized suppressors. That brings the number to 42, with more expected soon.*

Ad Close: 3/21/17
On Sale: 5/16/17

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JULY/AUGUST ISSUES

Georgia Sportsman

Illinois Game&Fish

Michigan Sportsman

New York Game&Fish

Ohio Game&Fish

Pennsylvania Game&Fish

Wisconsin Sportsman



GAME&FISH

2017 BOW SELECT

156,972 TARGET DELIVERY

GAME&FISH



BOWHUNTER ENTHUSIAST PACKAGE:

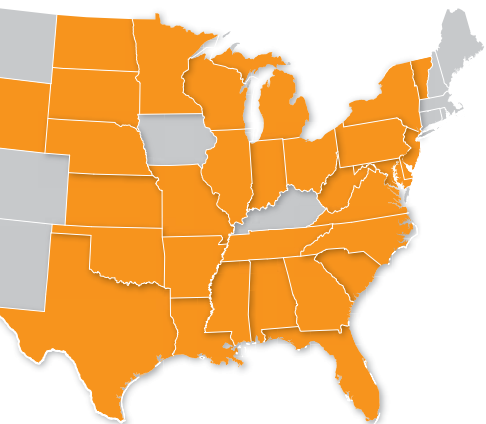
	CIRCULATION*	COST
Bow Select Pg4c (July/August)	150,721	\$5,300
Pg4c SE Region (Sept)	193,862	\$5,150

75% Of Game & Fish subscribers hunt with vertical bows
90% Buys two packs of broadheads per year
43% Will spend \$350+ on bows and accessories next year
49 % Own trail cams; 55 % are "likely to buy"
in the next 12 months

Ad Close: 4/24/17
On Sale: 6/20/17

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SEPTEMBER ISSUE

Alabama Game&Fish
 Arkansas Sportsman
 Florida Game&Fish
 Georgia Sportsman
 Great Plains Game&Fish
 Illinois Game&Fish
 Indiana Game&Fish
 Minnesota Sportsman
 Missouri Game&Fish
 Mississippi/Louisiana Game&Fish
 Michigan Sportsman
 New York Game&Fish
 North Carolina Game&Fish
 Ohio Game&Fish
 Oklahoma Game&Fish
 Pennsylvania Game&Fish
 South Carolina Game&Fish
 Tennessee Sportsman
 Texas Sportsman
 Virginia Sportsman
 Wisconsin Sportsman
 West Virginia Game&Fish



2017 CROSSBOW SELECT 357,000 TARGET DELIVERY GAME&FISH



CROSSBOW ENTHUSIAST PACKAGE:

	CIRCULATION*	COST
Crossbow Select Pg4c (Sept)	357,000	\$8500
Crossbow SIP (July/Aug Distribution)	129,400	\$5,400
Total:	486,400	\$13,900

46% Own Crossbows

55% Provide food plots, salt minerals & supplemental feed

31% Have conducted wildlife inventories

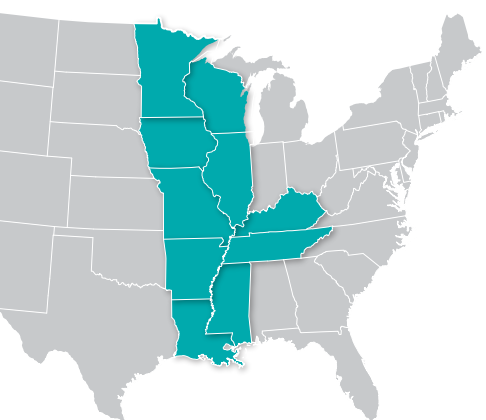
68% Own stands & viewing gear

Ad Close: 6/12/17

On Sale: 8/08/17

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OCT., NOV., DEC.,
ISSUES

Arkansas Sportsman

Illinois Game&Fish

Iowa Game&Fish

Kentucky Game&Fish

Minnesota Sportsman

Missouri Game&Fish

Mississippi/Louisiana

Game&Fish

Tennessee Sportsman

Wisconsin Sportsman



GAME&FISH

2017 WILDFOWL SELECT

156,972 TARGET DELIVERY

GAME&FISH



WILDFOWL ENTHUSIAST PACKAGE:

FP4c	1X	\$4,400
	2X	\$4,300
	3X	\$4,200

Targeted Online Campaign (Impressions) 313,000

43% Of Game & Fish subscribers hunt waterfowl

\$2,500 Average money spent on guided trips

15 Average number of nights spent on hunting trips

48% Of Game & Fish subscribers own decoys

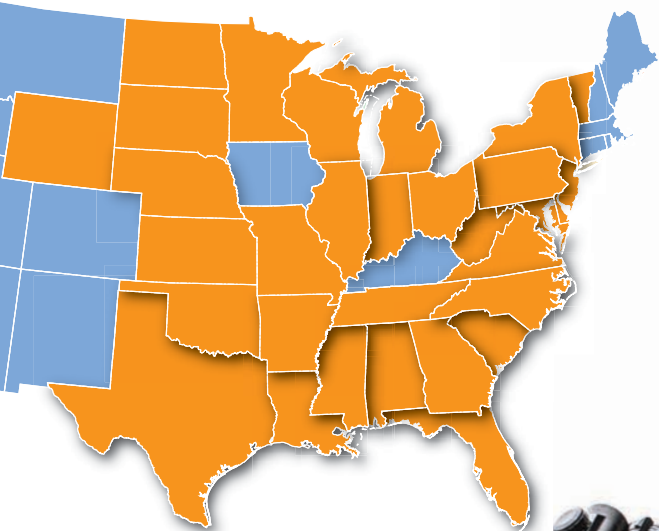
Of dogs owned by Game & Fish subscribers, 78% are hunting dogs

Ad Close: 7/17/17

On Sale: 9/12/17

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EXPANDED COVERAGE

Alabama • Arkansas • Delaware

Florida • Georgia • Illinois

Indiana • Kansas • Maryland

Mississippi/Louisiana

Michigan • Minnesota

Missouri • Nebraska

New York • North Carolina

North Dakota • Ohio

Oklahoma • Pennsylvania

South Carolina • South Dakota

Tennessee • Texas

Vermont • Virginia

West Virginia • Wisconsin



crossbow

117,000 Newsstand Distribution
JOIN THE REVOLUTION 2017!

TARGET TODAY'S TOP PROSPECT

RATES:

Full PG \$5,250 • 1/2 PG \$3,450 • 1/4 PG \$1,950

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

- Archery Trade Association

Ad Close: 5/1/17

On Sale: 7/4/17

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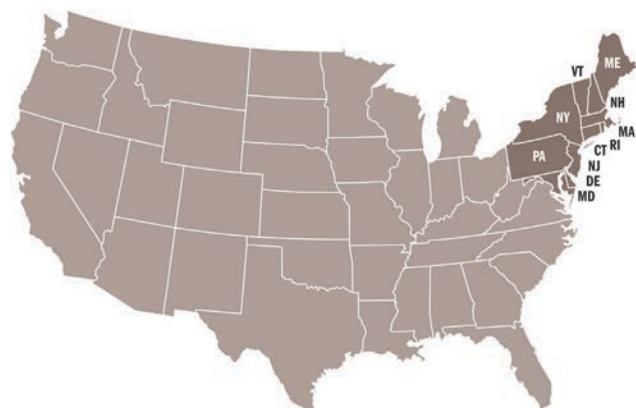
4-Color	Gross	1x	3x	5x	10x
	Full Page	26,249	23,625	23,099	20,999
	2/3 Page	20,332	18,373	18,053	16,273
	1/2 Page	16,747	14,016	14,752	13,387
	1/3 Page	12,286	11,077	10,814	9,831
2-Color	Gross	1x	3x	5x	10x
	Full Page	21,366	19,240	18,793	16,901
	2/3 Page	17,272	15,539	15,224	13,833
	1/2 Page	14,016	12,600	12,336	11,182
	1/3 Page	9,607	8,636	8,452	7,579
B&W	Gross	1x	3x	5x	10x
	Full Page	18,741	16,878	16,510	15,013
	2/3 Page	14,069	12,651	12,389	11,287
	1/2 Page	11,024	9,922	9,712	8,820
	1/3 Page	7,822	7,034	6,877	6,247
	1/6 Page	4,043	3,621	3,570	3,254
Cover	Gross	1x	3x	5x	10x
	Cover 2	30,186	27,193	26,563	24,147
	Cover 3	28,873	25,985	25,408	23,099
	Cover 4	34,123	30,762	30,028	27,298

Effective January 1, 2017

4-Color	Gross	1x	3x	5x	10x
	Full Page	4,436	3,989	3,911	3,543
	2/3 Page	3,543	3,202	3,123	2,835
	1/2 Page	2,888	2,599	2,546	2,310
	1/3 Page	2,205	1,995	1,960	1,758

2-Color	Gross	1x	3x	5x	10x
	Full Page	3,989	3,596	3,517	3,202
	2/3 Page	3,202	2,888	2,809	2,572
	1/2 Page	2,572	2,336	2,284	2,073
	1/3 Page	1,995	1,785	1,758	1,601

B&W	Gross	1x	3x	5x	10x
	Full Page	3,333	2,992	2,940	2,678
	2/3 Page	2,494	2,257	2,205	1,995
	1/2 Page	1,995	1,785	1,758	1,601
	1/3 Page	1,313	1,207	1,181	1,076
	1/6 Page	787	709	683	629



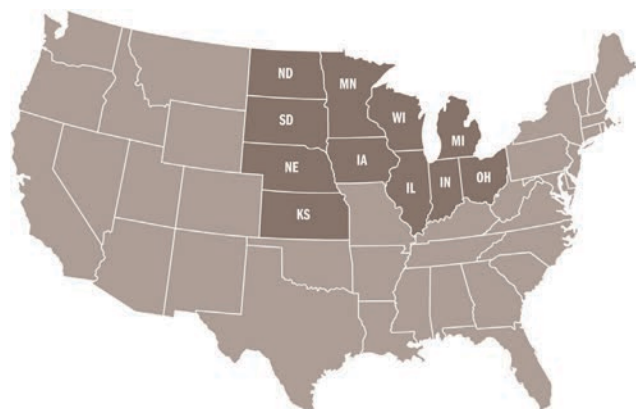
Eastern Region Distribution: 56,219

Effective January 1, 2017

4-Color	Gross	1x	3x	5x	10x
	Full Page	10,709	9,633	9,423	8,557
	2/3 Page	8,557	7,691	7,507	6,825
	1/2 Page	6,929	6,221	6,090	5,538
	1/3 Page	5,302	4,777	4,672	4,253

2-Color	Gross	1x	3x	5x	10x
	Full Page	8,688	7,822	7,638	6,929
	2/3 Page	6,903	6,221	6,090	5,538
	1/2 Page	5,643	5,066	4,960	4,514
	1/3 Page	4,331	3,885	3,806	3,465

B&W	Gross	1x	3x	5x	10x
	Full Page	10,158	6,589	6,457	5,853
	2/3 Page	5,459	4,908	4,777	4,357
	1/2 Page	4,357	3,938	3,832	3,490
	1/3 Page	3,254	2,940	2,888	2,624
	1/6 Page	1,707	1,549	1,522	1,365



Mid-Western Region Distribution: 141,993

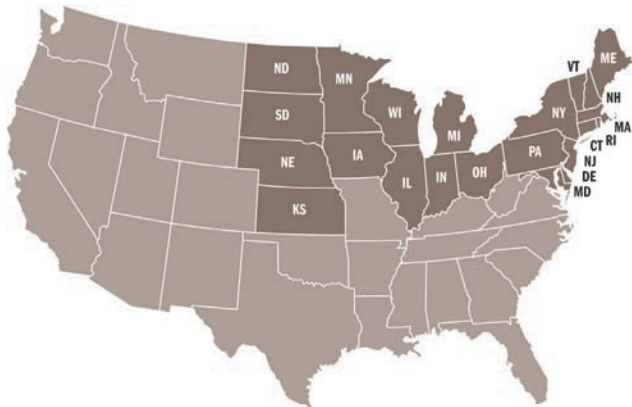
Effective January 1, 2017

4-Color	Gross	1x	3x	5x	10x
	Full Page	13,305	12,022	11,760	10,683
	2/3 Page	11,365	10,236	10,000	9,082
	1/2 Page	8,820	7,954	7,769	7,061
	1/3 Page	6,667	6,011	5,879	5,355

2-Color	Gross	1x	3x	5x	10x
	Full Page	11,890	10,709	10,473	9,502
	2/3 Page	10,027	9,003	8,868	8,032
	1/2 Page	7,744	6,982	6,825	6,194
	1/3 Page	6,011	5,407	5,250	4,803

B&W	Gross	1x	3x	5x	10x
	Full Page	10,552	9,502	9,293	8,452
	2/3 Page	7,900	7,112	6,957	6,325
	1/2 Page	6,299	5,669	5,564	5,040
	1/3 Page	4,593	4,121	4,043	3,675
	1/6 Page	2,467	2,231	2,178	1,968

Northern Region Distribution: 198,212

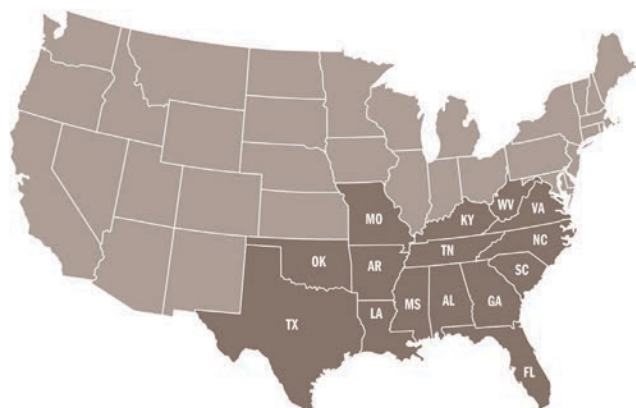


Effective January 1, 2017

4-Color	Gross	1x	3x	5x	10x
	Full Page	13,518	12,179	11,917	10,814
	2/3 Page	11,102	10,000	9,763	8,898
	1/2 Page	8,898	8,005	7,822	7,165
	1/3 Page	,6877	6,194	6,037	5,513

2-Color	Gross	1x	3x	5x	10x
	Full Page	11,312	10,185	9975	9,056
	2/3 Page	9,082	8,190	8005	7,271
	1/2 Page	7,271	6,535	6405	58,27
	1/3 Page	5,669	5,091	4987	4,514

B&W	Gross	1x	3x	5x	10x
	Full Page	9,686	8,741	8,530	7,769
	2/3 Page	7,664	6,903	6,745	6,142
	1/2 Page	6,314	5,643	5,513	5,014
	1/3 Page	4,856	4,357	4,279	3,885
	1/6 Page	3,546	2,284	2,257	2,048



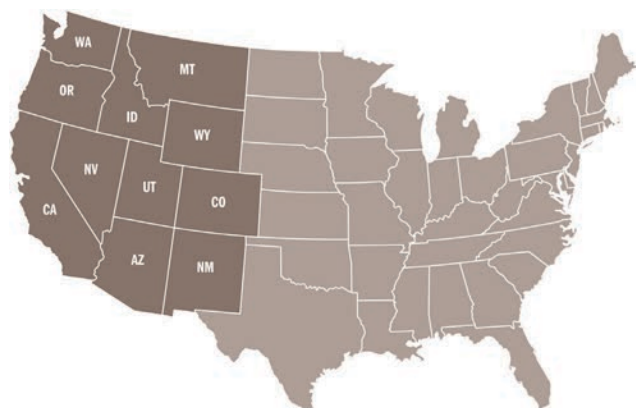
Southern Region Distribution: 177,314

Effective January 1, 2017

4-Color	Gross	1x	3x	5x	10x
	Full Page	4,253	3,832	3,754	3,412
	2/3 Page	2,546	2,284	2,257	2,048
	1/2 Page	2,073	1,863	1,812	1,653
	1/3 Page	1,601	1,444	1,418	1,285

2-Color	Gross	1x	3x	5x	10x
	Full Page	2,572	2,310	2,257	2,048
	2/3 Page	2,048	1,838	1,812	1,653
	1/2 Page	1,680	1,496	1,470	1,339
	1/3 Page	1,285	1,155	1,129	1,024

B&W	Gross	1x	3x	5x	10x
	Full Page	2,178	1,943	1,917	1,732
	2/3 Page	1,627	1,470	1,444	1,313
	1/2 Page	1,313	1,155	1,155	1,051
	1/3 Page	971	892	866	787
	1/6 Page	552	499	473	447



Western Region Distribution: 39,365

	6/30/16*	CPM \$70	CPM \$67	CPM \$64	CPM \$61
Editons	Circulation	0-25,000	25-50,000	50-75,000	75+
AL	14,037	939	899	858	818
AR	13,170	919	880	841	801
CA	16,767	1,175	1,125	1,074	1,024
FL	14,595	1,069	1,023	977	931
GA	13,204	928	888	848	808
Great Plains					
KS	3,769				
NE	4,468				
ND	1,028				
SD	1,374				
	10,639	680	651	622	593
IL	18,010	1,174	1,123	1,073	1,023
IN	17,299	1,180	1,129	1,079	1,028
IA	16,943	1,108	1,061	1,013	966
KY	13,784	979	937	895	854
MI	17,956	1,424	1,363	1,302	1,241
MS/LA					
MS	5,312				
LA	4,091				
	9,403	698	668	638	608
MN	16,462	1,161	1,111	1,061	1,012
MO	18,702	1,311	1,255	1,199	1,142
New England					
CT	1,120				
ME	459				
MA	2,001				
NH	775				
RI	244				
VT	487				
	5,086	375	359	343	326

Game & Fish State Ad Buy Full Page Four Color

* February 2016 Issue

	6/30/16*	CPM \$70	CPM \$67	CPM \$64	CPM \$61
Editons	Circulation	0-25,000	25-50,000	50-75,000	75+
New York					
NJ	617				
NY	18,832				
	19,449	1,286	1,231	1,176	1,121
NC	14,898	1,088	1,041	995	948
OH	21,119	1,516	1,451	1,386	1,321
OK	10,628	739	707	676	644
PA	31,268	2,165	2,072	1,979	1,887
Rocky MT.					
AZ	474				
ID	233				
CO	1,380				
MT	220				
NV	203				
NM	269				
UT	204				
WY	173				
	3,356	291	278	266	254
SC	10,147	697	667	638	608
TN	12,375	865	828	791	754
TX	4,259	403	386	369	351
Virginia					
DE	65				
DC	16				
MD	335				
VA	18,634	1,236	1,183	1,130	1,077
	19,050				
WA/OR					
WA	10,993				
OR	8,449				
	19,442	1,319	1,263	1,206	1,150
WI	23,565	624	597	571	544
WV	9,478	1,609	1,540	1,471	1,402

Effective January 1, 2017

Where-to-Go


4-Color	1 x	3 x	5 x
1-Inch	\$498	\$473	\$447
2-Inch	917	866	840
3-Inch	1,365	1260	1,234
4-Inch	1,785	1,680	1,627
B & W	1 x	3 x	5 x
1-Inch	\$393	\$368	\$342
2-Inch	735	683	657
3-Inch	1,076	1,024	998
4-Inch	1,418	1,339	1,313

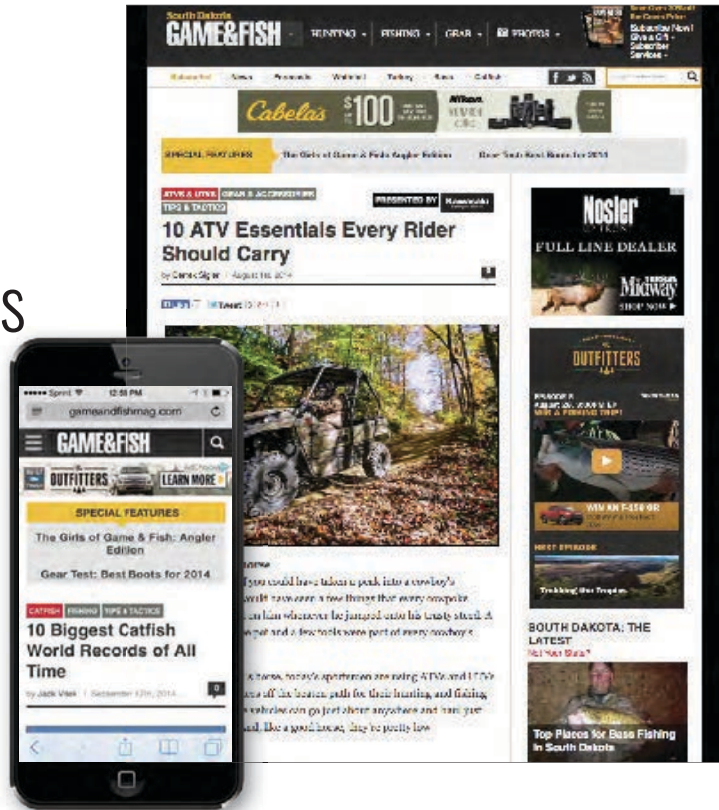
Pro Shop

4-Color	1 x	3 x	5 x
1/4 Page	\$4,882	\$4,777	\$4,646

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 forecasts, gear reviews and access to the hunting and angling community.

515k 
Average Monthly Uniques

36.6 
Median Age



At A Glance

Average HHI	\$81,200
Male (%)	80%
Annual Page Views	18,822,035
Average Time Spent	1:31
Pages Per Session	2.50
Traffic From Mobile/Tablet Devices	70%
eNewsletter Subscribers	164,691
Social Media Followers	199,634

Source: Site Traffic and Gender Skew based on Google Analytics data August 2015-July 2016. MRI Doublebase 2015; Income and Age for website reflects the audience for Game & Fish combined with 1+ hours of internet usage the prior day.

IDEAL FOR ACTIVATION AND CONVERSION

*Reach Your Target Audience with
Visually Engaging Display Ads.*

IMPROVED PERFORMANCE

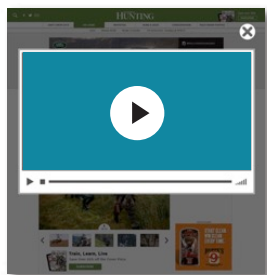
*OSG Network CTR performs 50% better
than standard industry benchmarks.*

OSG
Network

.21 CTR

Standard Industry
Benchmarks

.14 CTR



VIDEO

Pre Roll (:15 or :30 sec)

Interstitial

In-Stream

1400x200 (Super Header)

1400x500 (Super Header Expanded)

970x250 (Billboard)

300x600 (Half Page)

300x250 (medium rectangle)

728x90 (Leaderboard)



MOBILE / TABLET

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

Outdoor Channel:

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

Desktop/Mobile	728x90	300x250	300x100	
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Source: Google Benchmarks January-July 2016

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

IDEAL FOR BRAND RECOGNITION AND RECALL

IMPROVED PERFORMANCE

18%

Higher Lift In
Purchase Intent

25%

More Engagement

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.

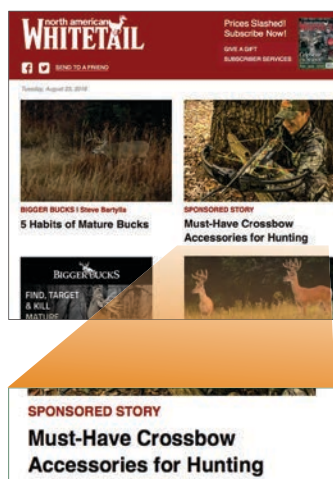
Native Ads



Your Content



E-Newsletter



eCommerce Widget



Content to be shared across social.

PACKAGES

Custom Content

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

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

Editorial Sponsorships

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

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

E-Commerce Widget

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

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



FISHING



HUNTING



SHOOTING

OVER 1 MILLION

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

eNewsletter:

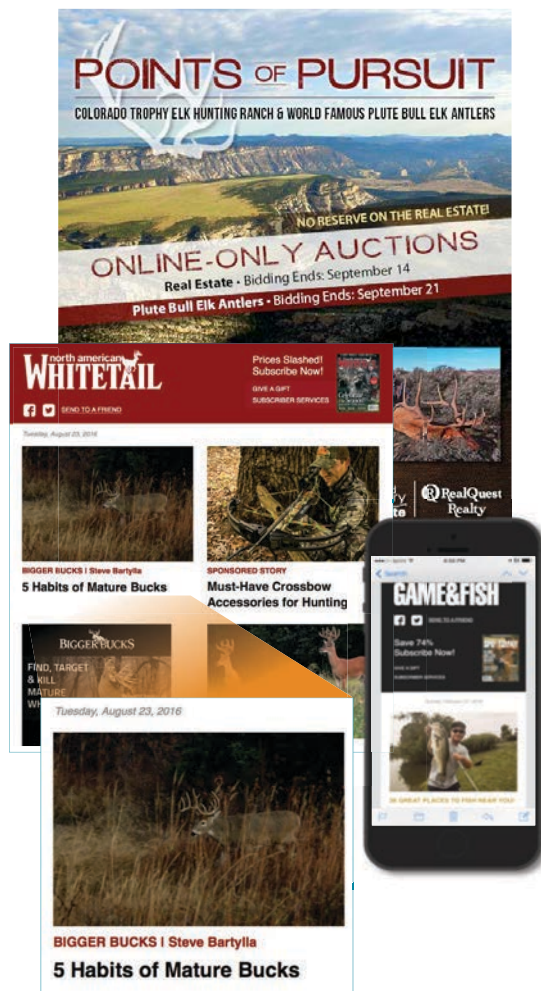
- (1) 300x250 ad surrounding the content area
- Reporting

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



In-Fisherman

FLY FISHMAN

GAME&FISH

FLORIDA SPORTSMAN

BassFan



PETERSEN'S BOWHUNTING WILDFOWL HUNTING

SPORTSMAN CHANNEL

GUN DOG

north american WHITETAIL

Bowhunter

SHOOTING TIMES RIFLESHOOTER FIREARMS NEWS

HANDGUNS

GUNS&AMMO



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

HIGH IMPACT



			Road Block		Takeover	
Unit	Size	CPM	CPM		CPM	
DESKTOP			\$26		\$65	
Superheader Expanded	1400x500	\$30			√	
Superheader	1400x200	\$25			√	
Billboard	970x250	\$14	√		√	
Half Page	300x600	\$12	√		√	
Medium Rectangle	300x250	\$10	√		√	
Leaderboard	728x90	\$8			√	
MOBILE			\$28			
Mobile Leaderboard	320x100 320x50	\$7 \$5	√			
Medium Rectangle	320x250	\$10	√			
TABLET			\$35			
Medium Rectangle	300x250	\$10			√	
Half Page	300x600	\$12			√	
Leaderboard	728x90	\$8			√	
VIDEO						
Pre-Roll		\$25				
Interstitial/In-Stream		\$15				
NATIVE						
Custom Content		\$7,500	Flat Rate			
Editorial Sponsorships		\$5,500	Flat Rate			
E-Commerce Widget		\$25				
E-MAIL						
E-Newsletter		Contact Your Sales Representative For More Details				
E-Blast		\$150				

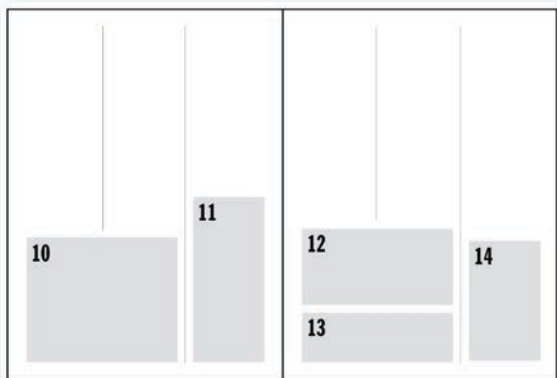
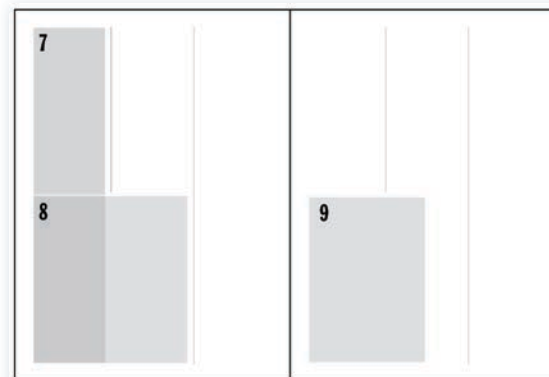
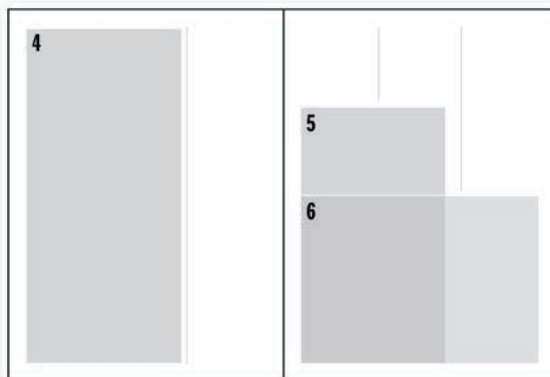
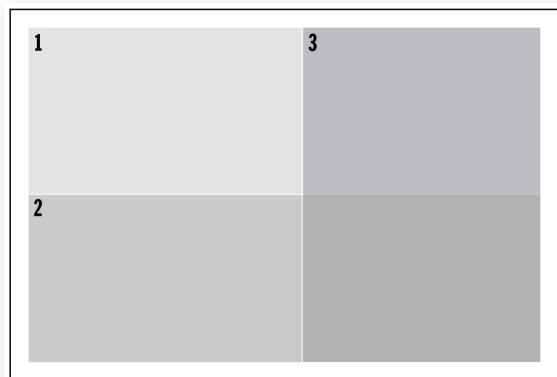
OSG Digital Network offers customized packages, beyond standard sizes and placements, to satisfy the specific needs and objectives of our clients. Programmatic opportunities available.
Go to <http://www.outdoorsg.com/marketing-solutions/digital/digital-ad-specs/> for digital specs

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

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

Typical Advertising Sizes and Mechanical Specifications:

Trim Size: 7 ³/₄ w x 10 ¹/₂ h



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 Hor.
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 9.95
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 9.95
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 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

9. One-Quarter Vertical
Non-Bleed: 3.375 x 4.75
10. One-Quarter Horizontal
Non-Bleed: 4.375 x 3.625

11. One-Sixth Vertical
Non-Bleed: 2.125 x 4.75

12. One-Sixth Horizontal
Non-Bleed: 4.375 x 2.25
13. One-Eighth Horizontal
Non-Bleed: 4.375 x 1.5

14. One-Eighth Page
Non-Bleed: 2.125 x 3.5

15. One Inch Banner
Non-Bleed: 6.625 x 1

16. Two Inch Banner
Non-Bleed: 6.625 x 2

17. Eight Inch Vertical
Non-Bleed: 2.125 x 8
18. Seven Inch Vertical
Non-Bleed: 2.125 x 7

19. Six Inch Vertical
Non-Bleed: 2.125 x 6

20. One Inch 2-Column
Non-Bleed: 4.375 x 1

21. One Inch Vertical
Non-Bleed: 2.125 x 1
"Where-To-Go" Sizes

One Inch
1.75w x 1h

Two Inch Vertical
1.75w x 2.125h

Two Inch Horizontal
3.5625w x 1h

Three Inch Vertical
1.75w x 3.25h

Four Inch Vertical
1.75w x 4.375h

Four Inch Horizontal
3.562w x 2.125h

General Production Information:

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

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

Terms and Conditions:

1. The publisher may reject any advertising for any reason at any time, even if previously acknowledged or accepted.
2. Cancellations or changes in advertising (including changes in insertion orders) will not be accepted by the publisher after the issue closing date.
3. Cancellations must be in writing, and none are considered accepted until confirmed in writing by the publisher.
4. Cancellation of a space contract by the advertiser or its agency will result in the forfeiture of position protection and/or the contract rate, if any. The rate on past and subsequent insertions will be adjusted to conform to the actual space used at current rates.
5. The publisher shall not be liable for any delay or failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, work stoppages, accidents, or other circumstances beyond the publisher's control. The liability of publisher, if any, for any act, error, or omission for which it may be held responsible at law or in equity shall not exceed the cost of the advertising space affected by the error. In no event shall publisher be liable for any indirect, consequential, punitive, special, or incidental damages, including, but not limited to, lost income or profits.
6. Advertiser and agency represent and warrant that they are authorized to publish the entire contents and subject matter of any advertisement in any issue or edition and that publication will not violate any law or infringe upon any right of any party or result in any claims against publisher. In consideration of the publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify, defend and hold harmless KSE Sportsman Media, Inc. its affiliates officers, agents and employees against any and all losses and expenses (including legal fees) arising from or relating to (a) a breach or misrepresentation of the foregoing representations and warranties, and/or (b) the publication or contents of the advertisement including, without limitation, claims or suits for defamation, libel, misappropriation, privacy or publicity rights, copyright or trademark infringement, plagiarism, and from any and all similar claims now known or hereafter devised or created.
7. No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies or the terms and conditions stated herein will be binding on the publisher and to the extent inconsistent with the terms herein, these terms and conditions shall govern and supersede any such conditions.
8. The publisher has the continuing right to adjust its rate schedule and will regard the failure of an order to correspond to the rate schedule as a clerical error and will, without further communication, invoice the advertiser based on rates in effect at that time.
9. The publisher will hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Please be advised that there is no "sequential liability" to the publisher. Payment is due upon receipt of invoice. All payments must be in United States currency. Advertiser and/or its advertising agency are jointly and severally liable for all costs, fees and expenses (including attorney or collection agency fees) incurred in connection with the collection of all monies due.
10. The forwarding of an order is construed as an acceptance of all the publisher's rates and conditions in effect at that time.
11. This agreement shall be governed by and construed in accordance with the laws of the State of Georgia without regard to conflict of laws provisions. Any action or proceeding arising out of or relating to this agreement or publisher's publication of the advertising shall be brought in the courts of record in the State of Georgia.

Publisher's Statement

6 months ended June 30, 2016, Subject to Audit

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

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
390,742	22,440	413,182	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	380,055	76	380,131	8,327		8,327	388,458	26,607		26,607	414,989	76	415,065
Mar	388,288	78	388,366	8,321		8,321	396,687	22,740		22,740	419,349	78	419,427
Apr	379,203	79	379,282	11,598		11,598	390,880	21,296		21,296	412,097	79	412,176
May	378,274	88	378,362	11,594		11,594	389,956	19,706		19,706	409,574	88	409,662
Jun	376,137	93	376,230	11,500		11,500	387,730	21,850		21,850	409,487	93	409,580
Average	380,391	83	380,474	10,268		10,268	390,742	22,440		22,440	413,099	83	413,182

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	380,391	83	380,474	92.1
Total Paid Subscriptions	380,391	83	380,474	92.1
Verified Subscriptions				
Public Place	8,688		8,688	2.1
Individual Use	1,580		1,580	0.4
Total Verified Subscriptions	10,268		10,268	2.5
Total Paid & Verified Subscriptions	390,659	83	390,742	94.6
Single Copy Sales				
Single Issue	22,440		22,440	5.4
Total Single Copy Sales	22,440		22,440	5.4
Total Paid & Verified Circulation	413,099	83	413,182	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2014	None Claimed	407,580	412,570	-4,990	-1.2
6/30/2013	None Claimed	424,468	424,468		
6/30/2012	None Claimed	416,046	416,046		

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

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$19.97		
Average Subscription Price Annualized (3)		\$12.24	
Average Subscription Price per Copy		\$1.02	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2015

(3) Based on the following issue per year frequency: 12

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	12		12
Fitness/Recreational Facilities	1,531		1,531
Personal Care Salons	4,270		4,270
Specialty Locations/Retail	2,875		2,875
Total Public Place	8,688		8,688
Individual Use			
Ordered/Payment Not Received	1,580		1,580
Total Individual Use	1,580		1,580

RATE BASE

None Claimed.

NOTES

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

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 47,347

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 1,505

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

Established: 1976

PETER GROSS

Associate Publisher

AAM Member since: 1986