



GAME & FISH

2018 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

6.2MM
Readers



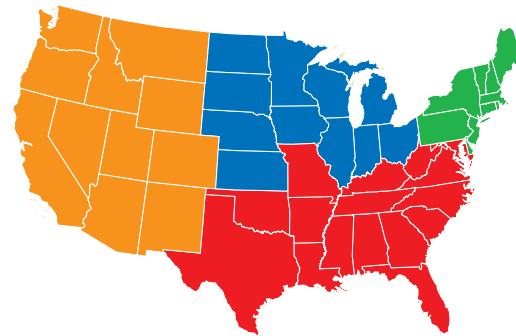
410k
Subscribers



2. Regional

5 different regions

- East 56,817
- Midwest 141,969
- South 175,309
- West 38,612
- North 198,786



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	409,683
Frequency	10 times/year
Total Audience	6,237,000
Men	86%
Women	14%
Median Age	40.8
Married	85.0%
Have Children in Household	77.0%
Attended College	57.0%
Employed	69.0%
Average Household Income	\$87,700
Average Household Net Worth	\$572,000

Regional Distribution *

Eastern:	56,817
Midwestern:	141,969
Northern:	198,786
Southern:	175,309
Western:	38,612

* Sources: Spring MRI 2017 (Audience), MRI Doublebase 2016. AAM June 2017.

	February	March	April	May	June
SPECIAL FEATURE	<ul style="list-style-type: none"> • 36 Great Fishing Spots In Every State • The 4 Lures That Changed Fishing 	2018 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
SELECT BUY BONUS		Turkey Hunting Tactics & Gear	Competitive Fishing (MLF)		
NORTH REGION COVERAGE	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, Perch and more	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
SOUTH REGION COVERAGE	Annual State Crappie Forecasts in Most Magazines, Bass-Fishing Hotspots in Select States, Southern Crappie Strategies, Stripers, Turkey Tips and more	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
EAST REGION COVERAGE	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
WEST REGION COVERAGE	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
SPECIAL FEATURE	Our Special Annual Gear Issue	Best Early-Season Hunting In Each State	STATE DEER FORECASTS: Top Counties	State-by-State Trophy Bucks	Special Lodge Issue
SELECT BUY BONUS	Bowhunting Special	Crossbow Hunting Bonus	Special Wildfowl Coverage	Special Wildfowl Coverage	Bonus Wildfowl Coverage
NORTH REGION COVERAGE	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
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, Bass	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	Elk, Blacktails, Mulies, Trout	Blacktails, Mulies, Elk, Upland Birds, Pheasants, Trout	Mulies, Waterfowl, Elk, Trout	Mulies, Predator Hunting, Waterfowl, Upland Birds

	% Comp
Total Audience	6,237,000
Men	84%
Women	16
Median Age	40.8
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%

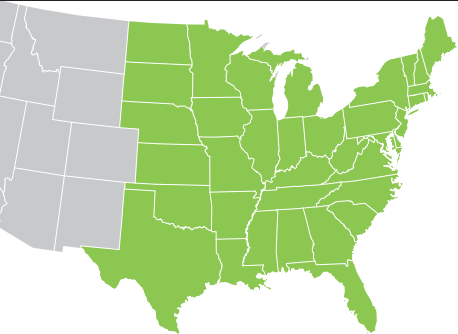
	% Comp
Went Fishing, Past 12 Months	91%
Average Number of Days Spent Fishing, Past 12 Months	51.8
Average Number of Years Fishing	40.0
Fish in Freshwater	99%
Lakes & Reservoirs	91
Rivers & Streams	77
Ponds	54
Great Lakes	18
Fish in Saltwater	37
Saltwater: Shore or Pier	25
Saltwater: Offshore	26
Types 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

2018 Game&Fish Magazine

Issue	Ad Space Close/Materials Due	Newsstand On Sale
February 2018	11/08/17	01/9/18
March 2018	12/14/17	02/13/18
April 2018	01/12/18	03/13/18
May 2018	02/12/18	04/10/18
June 2018	03/20/18	05/15/18
July/August 2018	04/23/18	06/19/18
September 2018	06/11/18	08/07/18
October 2018	07/16/18	09/11/18
November 2018	08/20/18	10/16/18
Dec. 2018/Jan. 2019	09/25/18	11/20/18

2018 Game&Fish SIP - Crossbow Revolution Magazine

Issue	Ad Space Close/Materials Due	Newsstand On Sale
August 2018	04/30/18	07/03/18



Buy into 25 of Game & Fish's 28 issues to more effectively target the most turkey hunters.

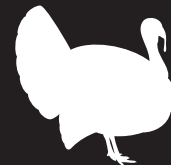
Alabama Game&Fish
 Arkansas Game&Fish
 Florida Game&Fish
 Georgia Game&Fish
 Great Plains Game&Fish
 Iowa Game&Fish
 Illinois Game&Fish
 Indiana Game&Fish
 Kentucky Game&Fish
 Missouri Game&Fish
 Mississippi/Louisiana Game&Fish
 Minnesota Game&Fish
 Michigan Game&Fish
 New England Game&Fish
 New York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



2018 TURKEY SELECT

339,088 TARGET DELIVERY

GAME&FISH



Full Page	\$10,000
Half Page	\$5,800
Third Page	\$3,700

88% Of readers own shotguns

56% Are advanced or expert hunters

53% Will take overnight trips to hunt

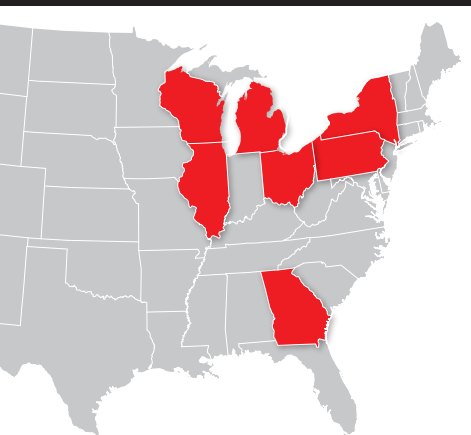
33% To buy additional apparel, and footwear

Source: GF Reader Survey

Ad Close: 12/15/17
On Sale: 2/13/18

Contact your OSG rep
 or Publisher Peter Gross at
peter.gross@outdoorsg.com
 or 678-589-2007





JULY/AUGUST ISSUES

Georgia Sportsman

Illinois Game&Fish

Michigan Sportsman

New York Game&Fish

Ohio Game&Fish

Pennsylvania Game&Fish

Wisconsin Sportsman



2018 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

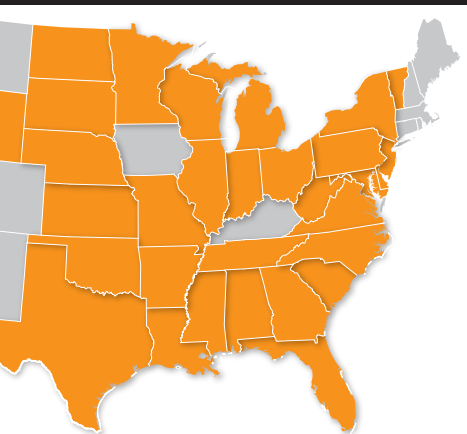
75% Of Game & Fish subscribers hunt with vertical bows
90% Buys two packs of broadheads per year
43% Will spend \$350+ on bows and accessories next year
49 % Own trail cams; 55 % are "likely to buy"
in the next 12 months

Ad Close: 4/23/18

On Sale: 6/19/18

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





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



2018 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

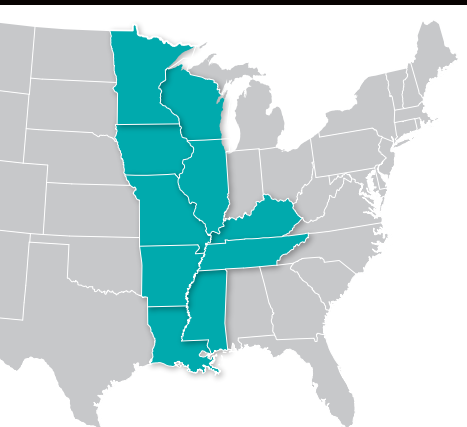
68% Own stands & viewing gear

Ad Close: 6/11/18

On Sale: 8/07/18

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 or 678-589-2007
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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



2018 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 \$1,500

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

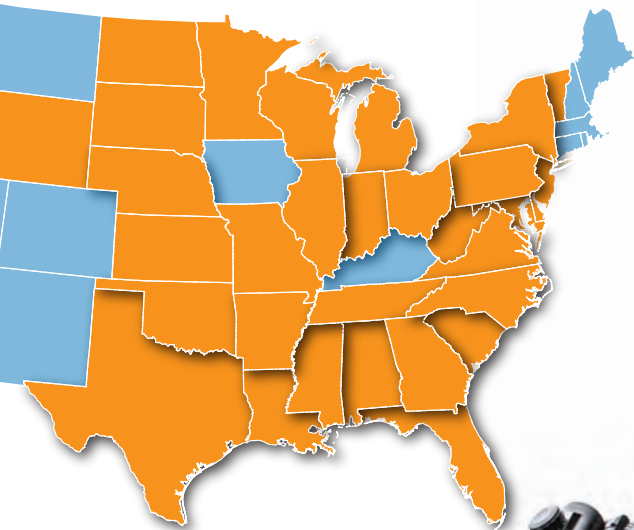
Of dogs owned by Game & Fish subscribers, 78% are hunting dogs

Ad Close: 7/16/18

On Sale: 9/11/18

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or 678-589-2007
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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

REVOLUTION

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: 4/30/18

On Sale: 7/3/18

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Editons	6/30/17*	CPM \$70	CPM \$67	CPM \$64	CPM \$61
Circulation	0-25,000	25-50,000	50-75,000	75+	
AL	13,525	939	899	858	818
AR	12,966	919	880	841	801
CA	16,552	1,175	1,125	1,074	1,024
FL	14,960	1,069	1,023	977	931
GA	12,481	928	888	848	808
Great Plains					
KS	3,549				
NE	4,161				
ND	928				
SD	1,280				
	9,918	680	651	622	593
IL	17,608	1,174	1,123	1,073	1,023
IN	16,975	1,180	1,129	1,079	1,028
IA	16,392	1,108	1,061	1,013	966
KY	14,226	979	937	895	854
MI	20,372	1,424	1,363	1,302	1,241
MS/LA					
MS	5,010				
LA	3,894				
	8,904	698	668	638	608
MN	16,410	1,161	1,111	1,061	1,012
MO	18,163	1,311	1,255	1,199	1,142
New England					
CT	1,048				
ME	457				
MA	1,934				
NH	786				
RI	214				
VT	473				
	4,912	375	359	343	326

Editons	6/30/17*	CPM \$70	CPM \$67	CPM \$64	CPM \$61
Circulation	0-25,000	25-50,000	50-75,000	75+	
New York					
NJ	690				
NY	19,095				
	19,705	1,286	1,231	1,176	1,121
NC	15,386	1,088	1,041	995	948
OH	20,727	1,516	1,451	1,386	1,321
OK	10,285	739	707	676	644
PA	31,757	2,165	2,072	1,979	1,887
Rocky MT.					
AZ	499				
ID	302				
CO	1,399				
MT	297				
NV	206				
NM	248				
UT	265				
WY	203				
	3,419	291	278	266	254
SC	10,127	697	667	638	608
TN	12,627	865	828	791	754
TX	4,068	403	386	369	351
Virginia					
DE	75				
DC	8				
MD	359				
VA	18,395	1,236	1,183	1,130	1,077
	18,837				
WA/OR					
WA	10,659				
OR	7983				
	18,642	1,319	1,263	1,206	1,150
WI	23,566	624	597	571	544
WV	9,195	1,609	1,540	1,471	1,402

Game & Fish State Ad Buy Full Page Four Color

* February 2017 Issue

Effective January 1, 2018

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, 2018

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



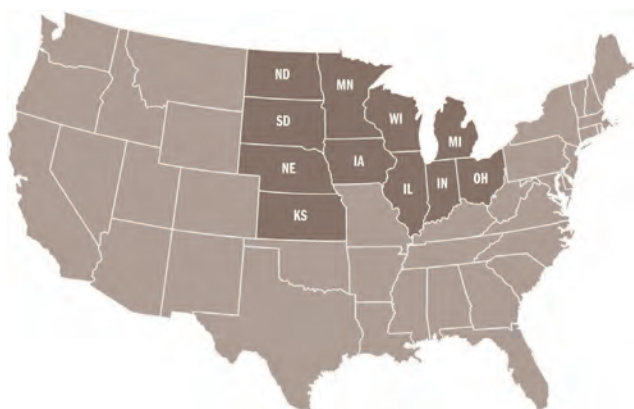
Eastern Region Distribution: 56,219

Effective January 1, 2018

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



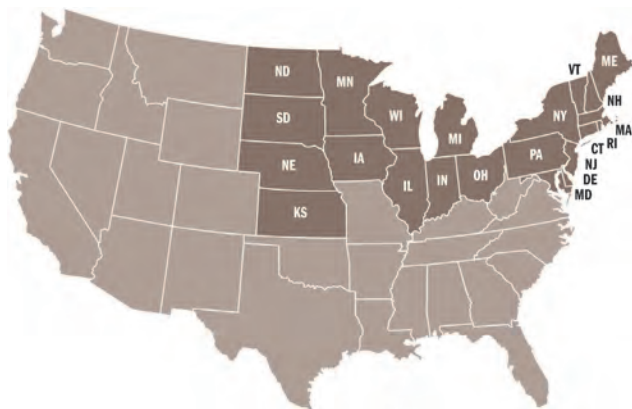
Mid-Western Region Distribution: 141,993

Effective January 1, 2018

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



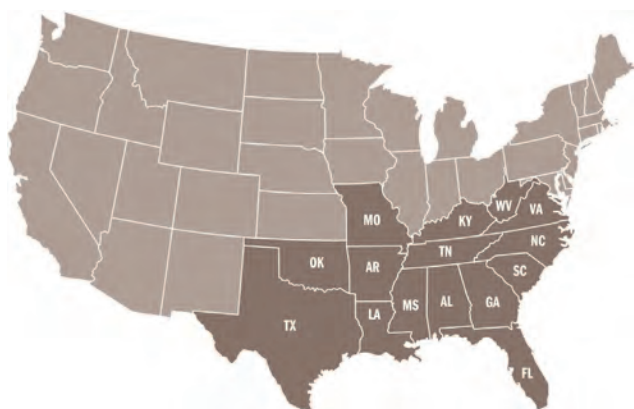
Northern Region Distribution: 198,212

Effective January 1, 2018

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



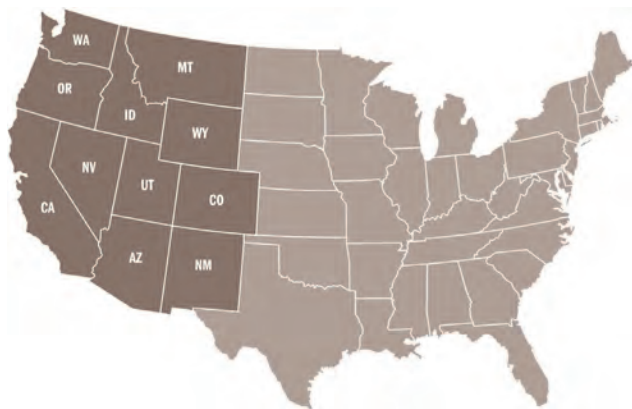
Southern Region Distribution: 177,314

Effective January 1, 2018

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

Effective January 1, 2018

Where-to-Go

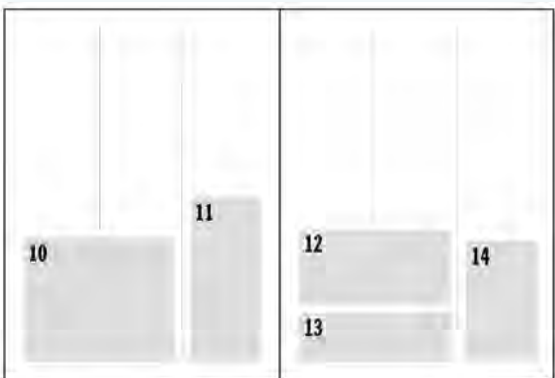
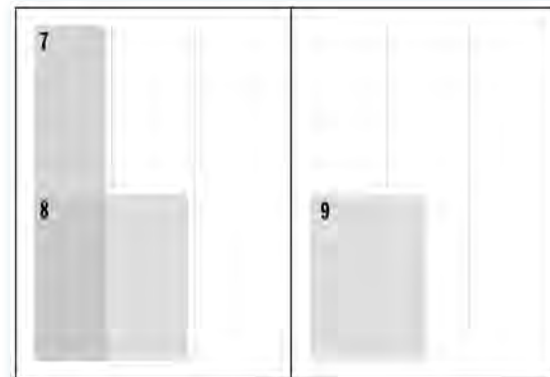
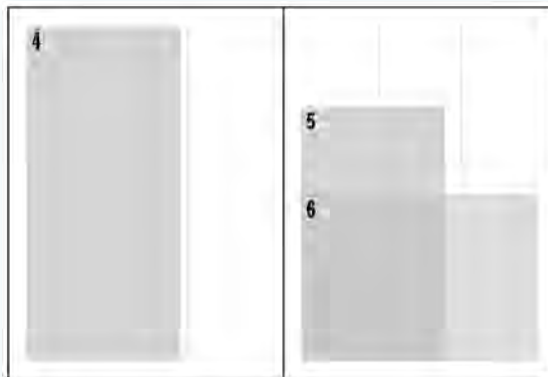
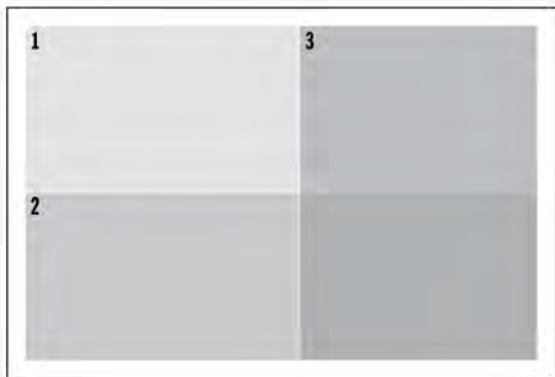
4-Color	1 x	3 x	5 x
1-Inch	\$498	\$473	\$447
2-Inch	917	866	840
3-Inch	1,365	1260	1,234
4-Inch	1,785	1,680	1,627
B & W	1 x	3 x	5 x
1-Inch	\$393	\$368	\$342
2-Inch	735	683	657
3-Inch	1,076	1,024	998
4-Inch	1,418	1,339	1,313

Pro Shop

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

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 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

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.

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.

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



Avg. Monthly Uniques

36.6



Median Age

At A Glance

Average HH

\$81,200

Male (%)

80%

Annual Page Views

18,822,035

Avg. Time Spent

1:31

Pages Per Session

2.50

Traffic From Mobile/Tablet Devices

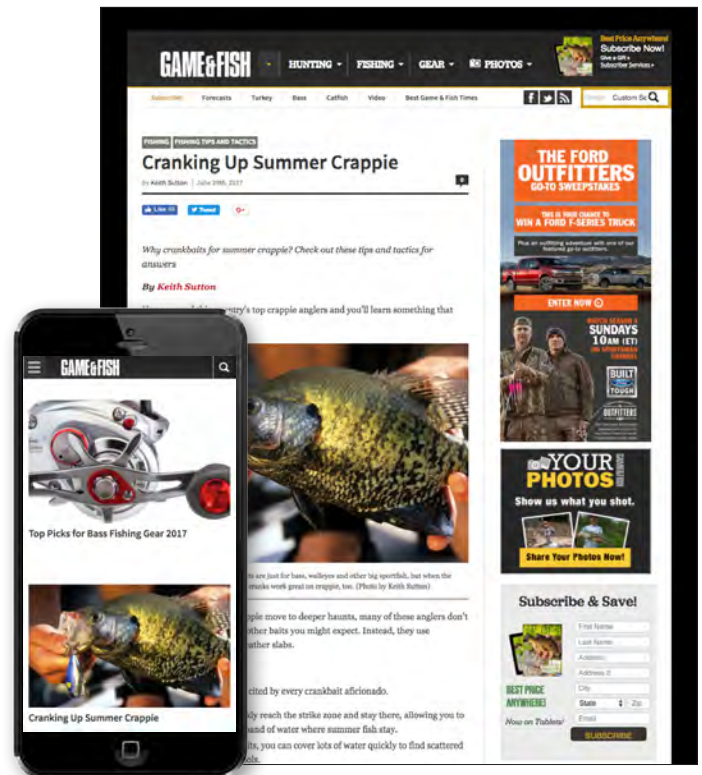
70%

eNewsletter Subscribers

164,691

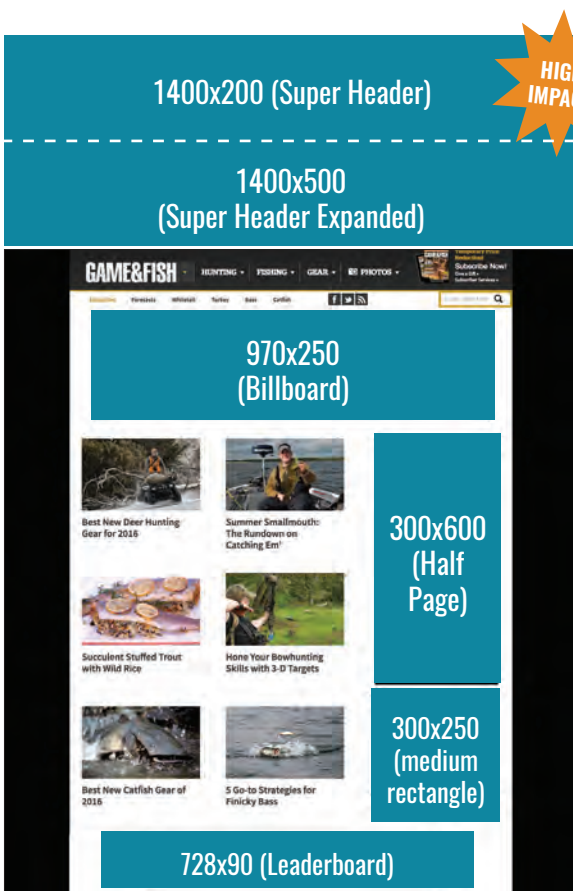
Social Media Followers

199,634



IDEAL FOR ACTIVATION AND CONVERSION

Reach Your Target Audience with
Visually Engaging Display Ads



1400x200 (Super Header)

1400x500
(Super Header Expanded)

970x250
(Billboard)

300x600
(Half Page)

300x250
(medium rectangle)

728x90 (Leaderboard)

Source: Doubleclick for Publishers, July 2017

OSG
Network

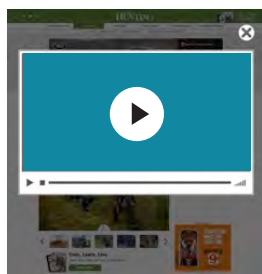
.21 CTR

Standard Industry
Benchmarks

.14 CTR



MOBILE / TABLET



VIDEO

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

GET IMPROVED
PERFORMANCE

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

IMPROVED PERFORMANCE

18%

*Higher Lift In
Purchase Intent*

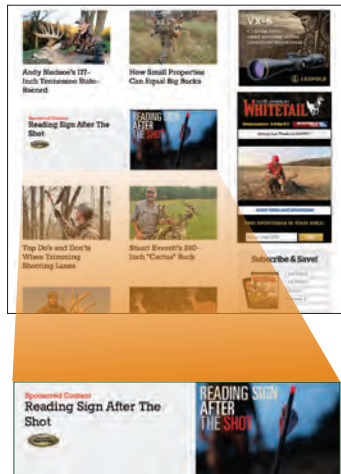
25%

More Engagement

IDEAL FOR BRAND RECOGNITION AND RECALL

Native Advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

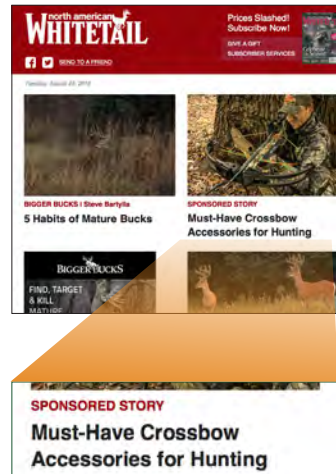
Native Ads



Your Content



E-Newletter



Content to be shared
across social channels



PACKAGES

Custom Content

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

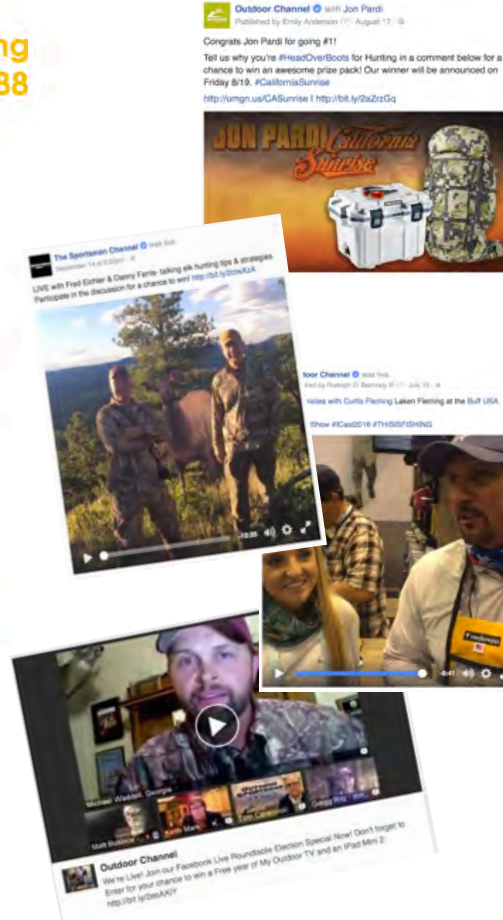
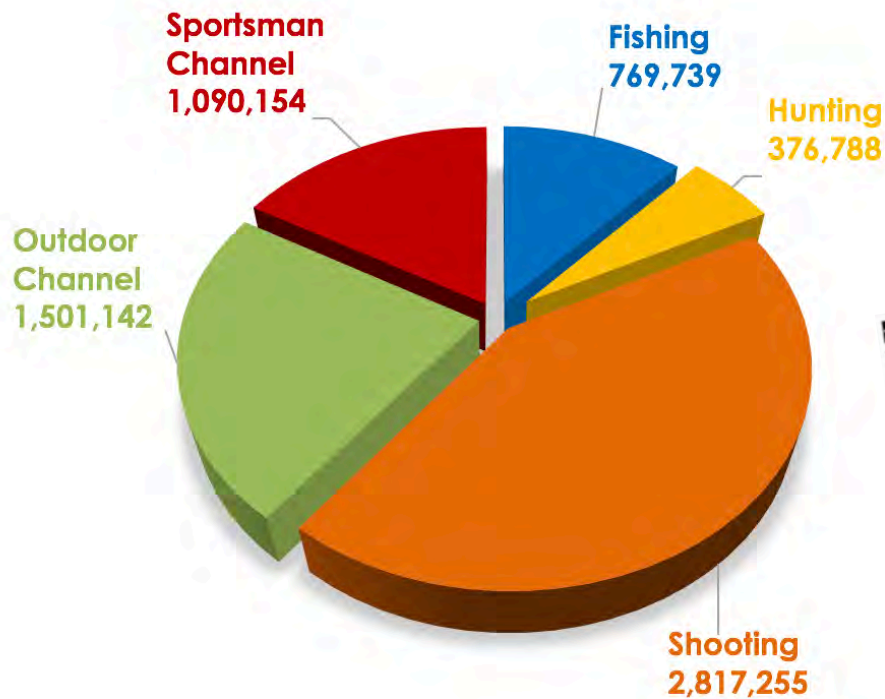
- Story Creation
- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- Reporting
- 30 day run

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

Over 6.6 Million Followers



PACKAGES

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

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

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

eNewsletter:

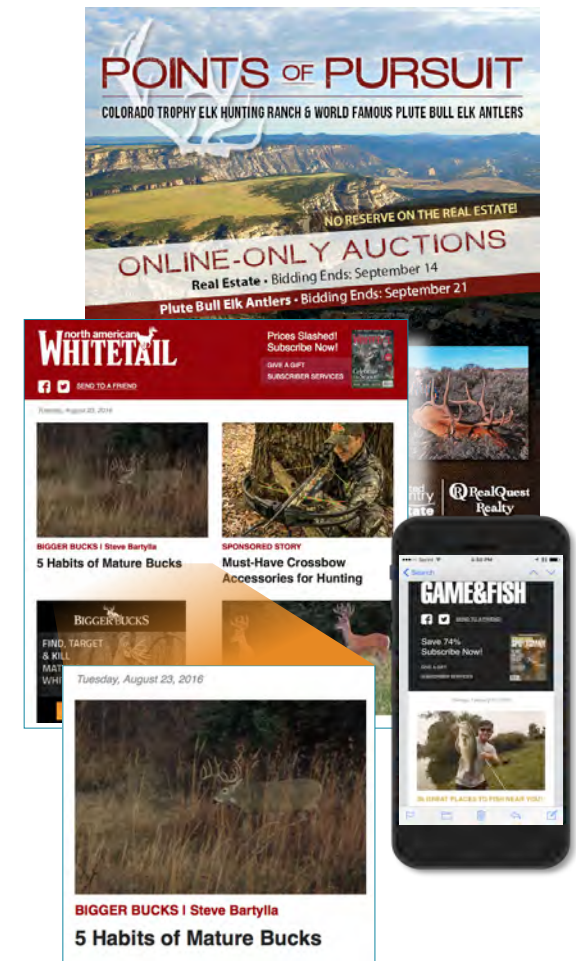
- (1) 300x250 ad surrounding the content area
- Reporting

High Impact Package Includes:

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

eBlast:

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



<div> <div>GUARANTEED VIEWABILITY ABOVE THE FOLD</div> <div>→</div> </div>			<div> <div>HIGH IMPACT</div> <div>BEST BUY!</div> </div>	
Unit	Size	CPM	Road Block (choice of 2 positions)	Take Over (All 4 positions included)
DESKTOP/MOBILE			CPM	CPM
Superheader Expanded/Superheader	1400x500/1400x200	\$25	\$18	\$25
Billboard	970x250	\$14	Your Choice of (2) positions: Billboard Half Page Medium Rectangle Leaderboard	✓
Half Page	300x600	\$12		✓
Medium Rectangle	300x250	\$10		✓
Leaderboard	728x90(desktop) 320x100(mobile)	\$8		✓

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

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

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

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

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

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

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

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

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

[Click here for Video Specs.](#)



Image Sizes:

650x650 & 1200x628

Videos

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

Character Limits

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

Click URLs:

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

Creative Process:

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



Publisher's Statement

6 months ended June 30, 2017, 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
389,586	20,097	409,683	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	389,906	86	389,992	4,543		4,543	394,535	21,682		21,682	416,131	86	416,217
Mar	380,453	92	380,545	2,845		2,845	383,390	18,250		18,250	401,548	92	401,640
Apr	386,983	94	387,077	2,852		2,852	389,929	17,059		17,059	406,894	94	406,988
May	388,318	90	388,408	2,051		2,051	390,459	20,496		20,496	410,865	90	410,955
Jun	387,491	91	387,582	2,033		2,033	389,615	23,000		23,000	412,524	91	412,615
Average	386,630	91	386,721	2,865		2,865	389,586	20,097		20,097	409,592	91	409,683

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	386,630	91	386,721	94.4
Total Paid Subscriptions	386,630	91	386,721	94.4
Verified Subscriptions				
Public Place	849		849	0.2
Individual Use	2,016		2,016	0.5
Total Verified Subscriptions	2,865		2,865	0.7
Total Paid & Verified Subscriptions	389,495	91	389,586	95.1
Single Copy Sales				
Single Issue	20,097		20,097	4.9
Total Single Copy Sales	20,097		20,097	4.9
Total Paid & Verified Circulation	409,592	91	409,683	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2016	None Claimed	411,608	411,608		
6/30/2015	None Claimed	412,212	411,160	1,052	0.3
6/30/2014	None Claimed	407,580	412,570	-4,990	-1.2

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)		\$11.76	
Average Subscription Price per Copy		\$0.98	

(1) For statement period

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

(3) Based on the following issue per year frequency: 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	354		354
Personal Care Salons	376		376
Specialty Locations/Retail	119		119
Total Public Place	849		849
Individual Use			
Ordered/Payment Not Received	2,016		2,016
Total Individual Use	2,016		2,016

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.

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 18,147

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 713

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

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Established: 1976

PETER GROSS

Associate Publisher

AAM Member since: 1986