

GUN DOG®

THE MAGAZINE OF UPLAND BIRD AND WATERFOWL DOGS

2018 MEDIA KIT



37 YEARS and GOING STRONG!

For more than three and a half decades GUN DOG has reigned as North America's premier sporting dog publication, the *only* magazine devoted to *all* breeds of sporting dogs—pointers, setters, retrievers, versatiles and spaniels. No other magazine provides such comprehensive coverage of these hard-driving performers, and no other magazine appeals to a wider demographic of upland gamebird and waterfowl hunters.

These are people who spend a great amount of time—and money—living with, training and hunting over their dogs. To enhance this relationship, each issue of GUN DOG features breed articles, the latest information on canine medicine, nutrition and new products, hunting stories emphasizing the dog's role in the field, and numerous training articles showcasing the proven techniques and equipment developed and utilized by professional and amateur trainers throughout the country.

www.gundogmag.com

**OUTDOOR
SPORTSMAN
GROUP®**

A VOICE IN THE FIELD

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

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



**OUTDOOR
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IN EVERY ISSUE

SHOTGUN REPORT

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

GUNS & GEAR

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

SNAP SHOTS

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

VETERINARY CLINIC

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

NOTES FROM THE FIELD

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

SPOTLIGHT

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

SPORTING DOG FORUM

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

POINT, RETRIEVE AND FLUSH

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

TRAINING & BEHAVIOR PROBLEMS

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

PARTING SHOTS

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



The 2018 Editorial Line-up

DECEMBER 2017-JANUARY/FEBRUARY 2018

THEME: Cold weather/late-season hunts

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

BREED FEATURE: Italian Spinone

AD CLOSE: SEPTEMBER 19, 2017

ON SALE: NOVEMBER 21, 2017

MARCH/APRIL/MAY 2018

THEME: Puppies

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

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

BREED FEATURE: French Brittany

AD CLOSE: DECEMBER 7, 2017

ON SALE: FEBRUARY 6, 2018

JUNE/JULY 2018

THEMES: Canine health

Features on nutrition, joint supplements, flea & tick control, dental care.

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

BREED FEATURE: Standard Poodle

AD CLOSE: FEBRUARY 27, 2018

ON SALE: MAY 1, 2018

AUGUST 2018

THEME: Hunting season kickoff

Features on pre-season conditioning and training tune-ups

*** Special product sections on training tools (e-collars, dummy launchers, etc.) and food and supplements.

BREED FEATURE: Welsh Springer Spaniel

AD CLOSE: APRIL 30, 2018

ON SALE: JULY 3, 2018

SEPTEMBER 2018

THEME: Annual Bird Hunter's Classic

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

*** Special equipment sections on upland shotguns, loads & chokes, clothing, boots & gear and crate kennels.

BREED FEATURE: English Setter

AD CLOSE: JUNE 4, 2018

ON SALE: AUGUST 7, 2018

OCTOBER 2018

THEME: Waterfowl hunting

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

BREED FEATURE: Curly-Coated Retriever

AD CLOSE: JULY 9, 2018

ON SALE: SEPTEMBER 11, 2018

NOVEMBER 2018

THEME: Mixed Bag

Features on unusual hunts, exotic species & non-standard breeds.

BREED FEATURE: Braque Francais

AD CLOSE: AUGUST 13, 2018

ON SALE: OCTOBER 16, 2018

DECEMBER 2018-JANUARY/FEBRUARY 2019

THEME: Senior Dogs

*** Tributes to old dogs; features on caring for the aging hunter; photo spread on readers' old-timers.

BREED FEATURE: American Cocker Spaniel

AD CLOSE: SEPTEMBER 18, 2018

ON SALE: NOVEMBER 20, 2018

Right On Point and Delivering to Hand...

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

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

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



SPECIAL INTEREST ISSUE

PUPPY ISSUE

March/April/May



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



**OUTDOOR
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SPECIAL INTEREST ISSUE

BIRD HUNTER'S CLASSIC

September

2017 BIRD HUNTER'S CLASSIC
ANNUAL QUAIL & PHEASANT FORECAST

SEPTEMBER 2017 | VOLUME 36 | NUMBER 5

GUNDOGSMAG.COM

GUN DOG

THE MAGAZINE OF THE GUN DOGS



Multiple Species on Public Ground
NEBRASKA'S LAND OF PLENTY

Ringnecks & Retrievers
MIXING IT UP IN SOUTH DAKOTA

SPECIAL PRODUCT SECTIONS

- UPLAND SHOTGUNS
- LOADS & CHOKES
- CLOTHING & GEAR
- CRATES & KENNELS

The Loyal and Royal GORDON SETTER

NOTES FROM THE FIELD
SCENT & SCENTING

SPOTLIGHT
MASON KENNEL COMPANY

SHOTGUN REPORT
CAESAR GUERINI'S TEMPIO LIGHT

Western Bird Hunts
STRADDLE A SADDLE

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

2016 Pheasant & Quail FORECAST

ARKANSAS
The forecast for the state of Arkansas is... [text continues]

CALIFORNIA
The forecast for the state of California is... [text continues]

ARIZONA
The forecast for the state of Arizona is... [text continues]

COLORADO
The forecast for the state of Colorado is... [text continues]

FLORIDA
The forecast for the state of Florida is... [text continues]

MISCELLANEOUS GEAR

AVIAN HEADLAMPS
[text continues]

DOCKEN DEADFOWL
[text continues]

NETRANAX GOLFING AND SPORT
[text continues]

POSSIBLE UNLIMITED
[text continues]

SPOTLIGHT BRAND TEK 22 RIFLE
[text continues]

GUN DOG SUPPLY
[text continues]

ESP STATION
[text continues]

OUTDOOR SAFETY
[text continues]

HOWLING DOG ALASKA SPOTTER
[text continues]

LION COUNTRY SUPPLY
[text continues]

FIRST SEASON MISTAKES WITH OUR RETRIEVERS

BY PERRY LECHE

The first group of Canada geese shows up in... [text continues]

OUTDOOR SPORTSMAN GROUP

SPECIAL INTEREST ISSUE

WET & WILD October

WET & WILD! THE WATERFOWL ISSUE

OCTOBER 2017 | VOLUME 36 | NUMBER 6

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GUN DOG

THE MAGAZINE OF UPLAND BIRD AND WATERFOWL DOGS

STEADY
UNDER PRESSURE
FIELD DOG
PROTOCOL

ONTARIO'S
GOOSE
SPECTACULAR

SPECIAL PRODUCT
SECTIONS

- WATERFOWL
SHOTGUNS
- LOADS & CHOKES
- CAMO & WADERS
- DECOYS

THE EVER-POPULAR

LABRADOR RETRIEVER

SPOTLIGHT
GUNNER KENNELS

NOTES FROM THE FIELD
HARD WORK & NUTRITION

SHOTGUN REPORT
REMINGTON'S V3 SEMI-AUTO

HIGH-TECH
RETRIEVER
TRAINING

DOKKEN
ON DRONES

For the dyed-in-the-camo duck and goose hunters of our readership, the "Wet & Wild" October issue emphasizes waterfowl hunting and retrievers with colorful and compelling stories "straight from the marsh" and product sections on duck guns and loads, decoys, calls, blinds, clothing and accessories.

MATTIE'S MOMENT

A young retriever comes of age on the North Dakota prairie.

BY FRANK MC CONNELL

For most bird hunters, what you want out of a hunt and what you get are usually within a few ticks in the big red compass of a bird or waterfowl hunting. But for a hunting man, it's a little different.

The greatest thing about the hunt is the dog. The dog is the one who makes the hunt what it is. The dog is the one who makes the hunt what it is.

It's not just the dog, though. It's the man. The man is the one who makes the hunt what it is. The man is the one who makes the hunt what it is.

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Everything but the Duck

Father and son shortbirds are up to the challenge on their first waterfowl hunt.

BY USA PRICE

WHEN ICY MEANS DICEY

There's any doubt, DON'T send your dog

to the water.

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2018 General Advertising Rates

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

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

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

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



Marketplace Advertising Rates

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

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

ANNUAL E-COLLAR REVIEW

JUNE/JULY 2017 | VOLUME 36 | NUMBER 3

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GUNDOG[®]

THE MAGAZINE OF UPLAND BIRD AND FOWL DOGS

NOTES FROM THE FIELD
MEAN SEEDS
REVISITED

SPOTLIGHT
KENT NUTRITION'S
BRUCE READ

SHOTGUN REPORT
TRISTAR'S SETTER S/T

SQUIRRELS, SOUTHERN STYLE
CAROLINA CURS

A DOG FOR ALL SEASONS
The AIREDALE

ADVANCED UPLAND TRAINING
ACHIEVING
THE NEXT LEVEL

REWARDING RETRIEVES
BUY THAT DOG
A BURGER!

TRADING POST

POSSIBLE DOGS

BRITAINS

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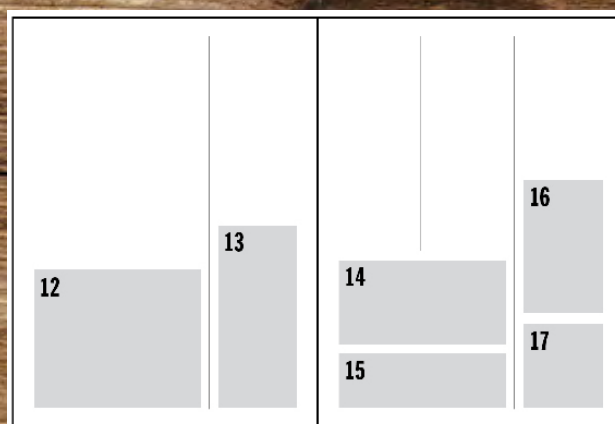
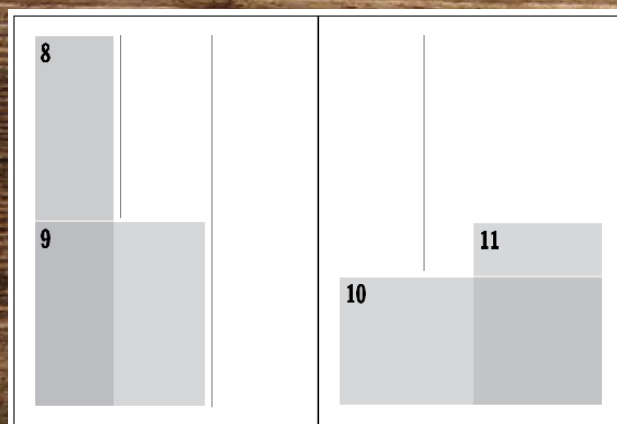
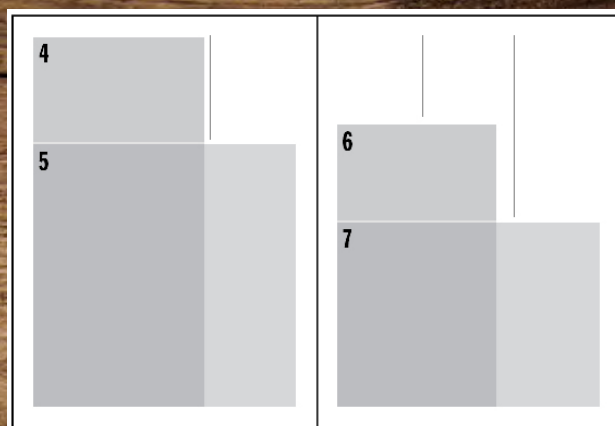
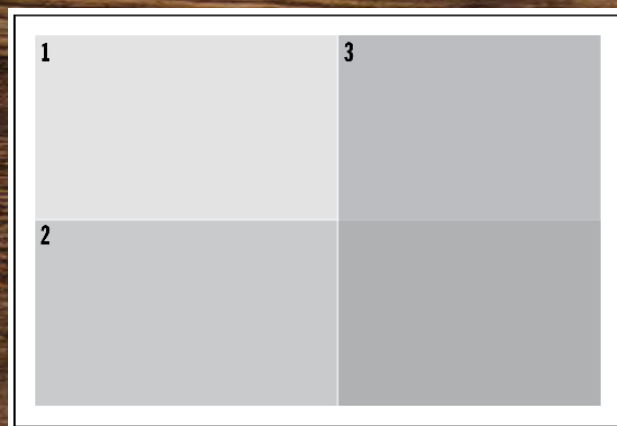
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Advertising File Sizes



- A SWOP-standard proof, pulled from the supplied file, must be submitted with each 4-color ad.
- **Non-Bleed:** 1/2" inside trim. Non-bleed ads should have all elements within this measurement.
- **Bleed:** 1/8" outside the trim. Elements that "bleed" off trimmed page should extend at least 1/8" beyond trim.
- **Trim:** The edge of the page
- **Safety:** 1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement.

TRIM SIZE: 7 1/4" 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. 2/3 VERTICAL

Non-Bleed: 4.375 x 9.5
Bleed: 5.25 x 10.75
Trim: 5 x 10.5
Safety: 4.5 x 10

5. 2/3 HORIZONTAL

Non-Bleed: 6.75 x 6.75
Bleed: 8 x 7.125
Trim: 7.75 x 6.875
Safety: 7.25 x 6.375

6. 1/2 VERTICAL

Non-Bleed: 4.375 x 7.25
Bleed: 5.25 x 8
Trim: 5 x 7.75
Safety: 4.5 x 7.25

7. 1/2 HORIZONTAL

Non-Bleed: 6.75 x 4.75
Bleed: 8 x 5.5
Trim: 7.75 x 5.25
Safety: 7.25 x 4.75

8. 1/3 VERTICAL

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

9. 1/3 SQUARE

Non-Bleed: 4.375 x 4.75
Bleed: 5.125 x 5.5
Trim: 5 x 5.25
Safety: 4.5 x 4.75

10. 1/3 HORIZONTAL

Non-Bleed: 6.75 x 3.375
Bleed: 8 x 4.125
Trim: 7.75 x 3.875
Safety: 7.25 x 3.625

11. 1/4 VERTICAL

Non-Bleed: 3.375 x 4.75

12. 1/4 HORIZONTAL

Non-Bleed: 4.375 x 3.625

13. 1/6 VERTICAL

Non-Bleed: 2.125 x 4.75

14. 1/6 HORIZONTAL

Non-Bleed: 4.375 x 2.25

15. 1/8 HORIZONTAL

Non-Bleed: 4.375 x 1.5

16. 1/8 VERTICAL

Non-Bleed: 2.125 x 3.5

17. 1/12 PAGE

Non-Bleed: 2.125 x 2.25

18. ONE INCH BANNER

Non-Bleed: 6.75 x 1

19. TWO INCH BANNER

Non-Bleed: 6.75 x 2

20. 8 INCH VERTICAL

Non-Bleed: 2.125 x 8

21. 7 INCH VERTICAL

Non-Bleed: 2.125 x 7

22. 6 INCH VERTICAL

Non-Bleed: 2.125 x 6

23. ONE INCH 2-COLUMN

Non-Bleed: 4.375 x 1

24. ONE INCH VERTICAL

Non-Bleed: 2.125 x 1

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 InterMedia Outdoors, Inc., KSE Sportsman Media, Inc. its affiliates officers, agents and employees against any and all losses and expenses (including legal fees) arising from or relating to (a) a breach or misrepresentation of the foregoing representations and warranties, and/or (b) the publication or contents of the advertisement including, without limitation, claims or suits for defamation, libel, misappropriation, privacy or publicity rights, copyright or trademark infringement, plagiarism, and from any and all similar claims now known or hereafter devised or created.
- 7 No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies or the terms and conditions stated herein will be binding on the publisher and to the extent inconsistent with the terms herein, these terms and conditions shall govern and supersede any such conditions.
- 8 The publisher has the continuing right to adjust its rate schedule and will regard the failure of an order to correspond to the rate schedule as a clerical error and will, without further communication, invoice the advertiser based on rates in effect at that time.
- 9 The publisher will hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Please be advised that there is no "sequential liability" to the publisher. Payment is due upon receipt of invoice. All payments must be in United States currency. Advertiser and/or its advertising agency are jointly and severally liable for all costs, fees and expenses (including attorney or collection agency fees) incurred in connection with the collection of all monies due.
- 10 The forwarding of an order is construed as an acceptance of all the publisher's rates and conditions in effect at that time.
- 11 This agreement shall be governed by and construed in accordance with the laws of the State of Georgia without regard to conflict of laws provisions. Any action or proceeding arising out of or relating to this agreement or publisher's publication of the advertising shall be brought in the courts of record in the State of Georgia.



GENERAL PRODUCTION INFORMATION

PRODUCTION MANAGER

GUN DOG

2 News Plaza

Peoria, IL 61614

309-679-5073

terry.boyer@outdoorsg.com

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

NON-BLEED: 1/2" inside trim. Non-bleed ads should have all elements within this measurement.

BLEED: 1/8" outside the trim. Elements that "bleed off" trimmed page should extend at least 1/8" beyond trim.

TRIM: The edge of the page.

SAFETY: 1/4" inside of the trim edge on all four sides for a total 1/2" safety both vertically and horizontally. All image and text not intended to bleed should be within this measurement.

Please contact the production manager for specs, quantities, and delivery information for supplied inserts and cards.

ADVERTISING FILE REQUIREMENTS:

OSG requires that ads be submitted in PDF/X-1a format.

Files must have:

- All fonts embedded.
- Page geometry defined and consistent (trim, bleed, and media/art boxes).
- Correct color space for all elements (CMYK or grayscale).
- Spot colors converted to CMYK.
- Color and grayscale image resolution between 266 and 300 ppi at 100% placement.
- Bitmap image resolution between 600 and 1200 dpi.
- Total ink coverage should not exceed 300%.

ADVERTISING FILE SUBMISSION:

Outdoor Sportsman Group maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files:

osg.sendmyad.com

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.



DIGITAL AUDIENCE/GUN DOG

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

75k

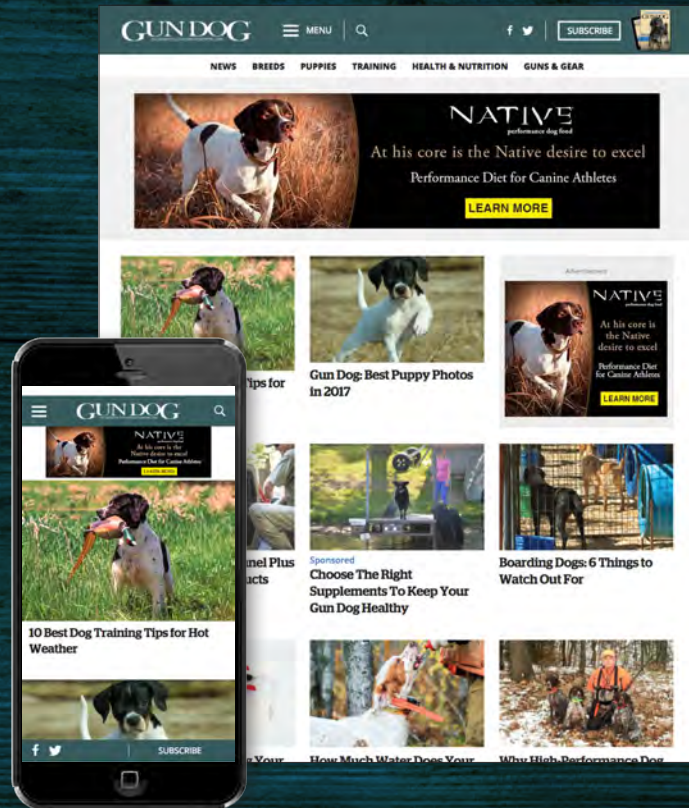


AVERAGE MONTHLY UNIQUES

42.9



MEDIAN AGE



AT A GLANCE

AVERAGE HHI.....	\$81,900
MALE (%)	78%
ANNUAL PAGE VIEWS.....	3,642,292
AVERAGE TIME SPENT	1:47
PAGES PER SESSION	3.2
TRAFFIC FROM MOBILE/TABLET DEVICES.....	64%
NEWSLETTER SUBSCRIBERS	24,200
SOCIAL MEDIA FOLLOWERS	26,667

Source: Site Traffic and Gender Skew based on Google Analytics data April 2016-March 2017. MRI Doublebase 2016; Demographics for Gun Dog based on the combined digital profile of Petersen's Hunting and Game & Fish magazines combined with 1+ hours of internet usage the prior day.

IDEAL FOR ACTIVATION AND CONVERSION

OSG
Network

Standard Industry
Benchmarks

.21 CTR

.14 CTR

Reach Your Target Audience with
Visually Engaging Display Ads

HIGH
IMPACT

1400x200 (Super Header)

1400x500
(Super Header Expanded)

GAME&FISH

HUNTING • FISHING • GEAR • BE PHOTOS •

970x250
(Billboard)



Best New Deer Hunting
Gear for 2016



Summer Smallmouth:
The Run-down on
Catching Em'



Succulent Stuffed Trout
with Wild Rice



Hone Your Bowhunting
Skills with 3-D Targets



Best New Catfish Gear of
2016



5 Go-to Strategies for
Fussy Bass

300x600
(Half
Page)

300x250
(medium
rectangle)

728x90 (Leaderboard)

GET IMPROVED
PERFORMANCE

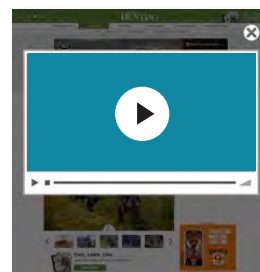
OSG Network CTR performs
50% better
than standard industry
benchmarks.



MOBILE / TABLET

VIDEO

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



Source: Doubleclick for Publishers, July 2017

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

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.

IMPROVED PERFORMANCE

18%

Higher Lift In
Purchase Intent

25%

More Engagement

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
- 60 Day Run
- Reporting (30 days post)

Editorial Sponsorships

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

- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- 30 Day Run
- Reporting (30 days post)

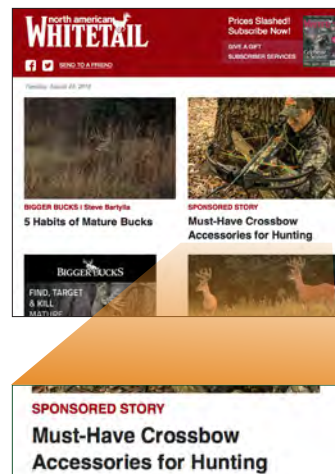
Native Ads



Your Content



E-Newsletter



Content to be shared
across social channels



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

eNewsletter:

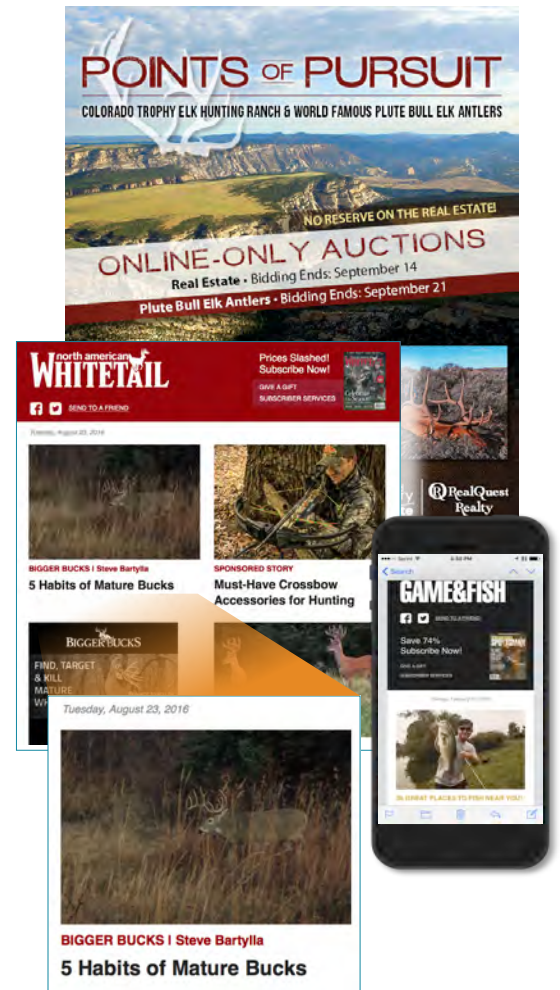
- (1) 300x250 ad surrounding the content area
- Reporting

High Impact Package Includes:

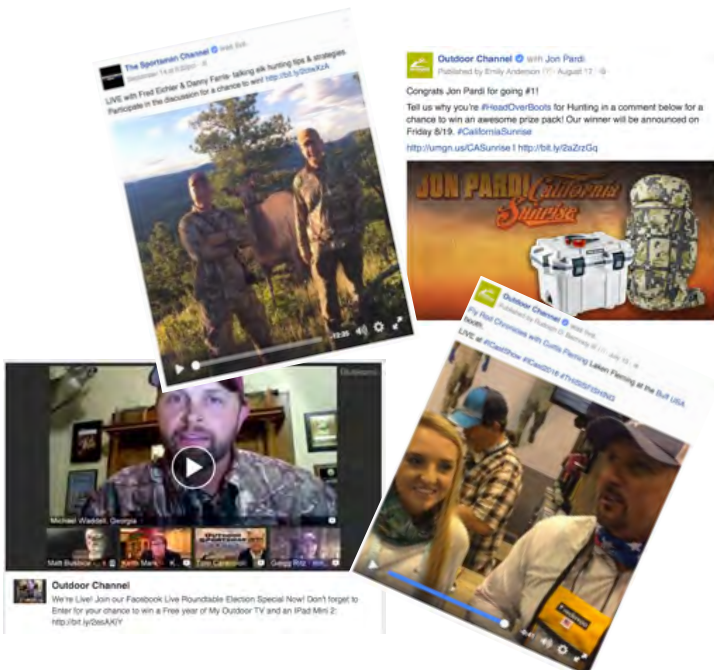
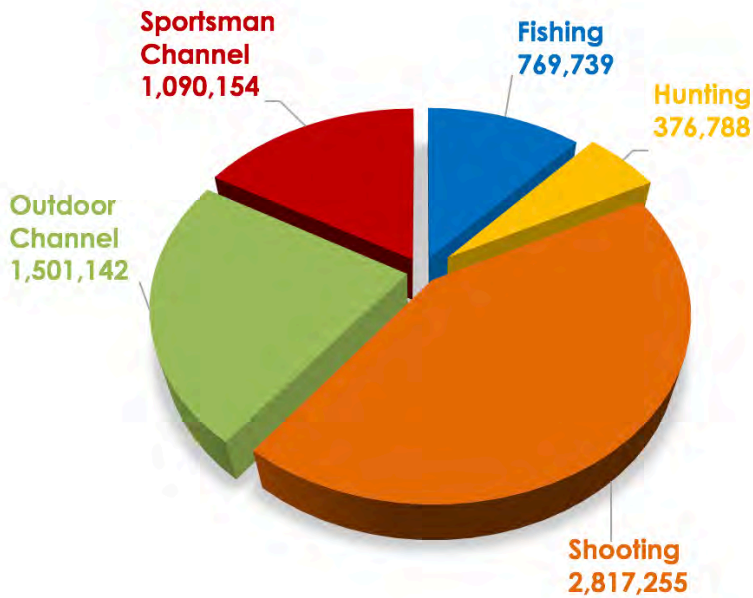
- (2) 300x250 ads surrounding content area
- Integration with Native Campaign to promote your sponsored content
- Reporting

eBlast:

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



Over 6.6 Million Followers



PACKAGES



- **Per Post Syndication**
- **Facebook Live Events**
 - Episodics
 - Topics & Tips
 - Products
 - Hunt/Fish Roundtable
 - Tradeshow
 - 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.

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

<div>  GUARANTEED VIEWABILITY ABOVE THE FOLD </div>			HIGH IMPACT <div>  BEST BUY! </div>	
Unit	Size	CPM	Road Block (choice of 2 positions) CPM	Take Over (All 4 positions included) CPM
DESKTOP/MOBILE			\$18	\$25
Superheader Expanded/Superheader	1400x500/1400x200	\$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

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 <http://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



Annual Frequency: 7 times/year

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

Published by Outdoor Sportsman Group - Integrated Media

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Rate Base	Variance to Rate Base
37,628	5,205	42,833	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Paid & Verified Subscriptions - Print	Paid & Verified Subscriptions - Digital Issue	Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions				Print	Digital Issue	Total Single Copy Sales			
Dec/Jan/Feb	26,961	1,408	28,369	11,862		11,862	38,823		40,231	6,439	39	6,478	45,262	1,447	46,709
Mar/Apr	26,797	1,491	28,288	6,617		6,617	33,414		34,905	5,501	68	5,569	38,915	1,559	40,474
Jun/Jul	25,179	1,503	26,682	11,069		11,069	36,248		37,751	3,500	68	3,568	39,748	1,571	41,319
Average	26,312	1,467	27,779	9,849		9,849	36,161		37,628	5,147	58	5,205	41,308	1,525	42,833

PRICES

Suggested Retail Prices (1)	
Average Single Copy	\$4.99
Subscription	\$27.97

(1) For statement period

RATE BASE

None Claimed.

NOTES

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 3,046

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 271

Included in Paid Circulation

Included in paid circulation are copies obtained through:

- Individual Subscriptions
- Single Copy Sales

Included in Verified Circulation

Included in verified circulation are copies distributed to:

- Individuals
- Public Place Locations

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.

GUN DOG, published by Outdoor Sportsman Group - Integrated Media • 1040 Sixth Avenue, 12th Floor • New York, NY 10018

CARTER VONASEK

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Established: 1981

TOM WEAVER

Publisher

AAM Member since: 1984