



# In-Fisherman

## 2019 MEDIA KIT

[in-fisherman.com](http://in-fisherman.com)



# In-Fisherman

**The Worlds Foremost Authority on Freshwater Fishing!**

In-Fisherman is a powerful convergence of multi-media products, including award-winning magazines, special interest publications, acclaimed television, and digitally-delivered content. As such, In-Fisherman is uniquely positioned as the leading content provider to freshwater fishing enthusiasts—resulting in the industry's most respected companies' reliance on the power of the In-Fisherman brand to deliver results 35+ years.





### Take advantage of this diverse, active and influential consumer by leveraging the synergies of the In-Fisherman brand

Independent Research by Dynamic Logic and Millward Brown confirmed that the most effective approach to driving consumer 'purchase intent' is to rely on media synergy to best drive results.

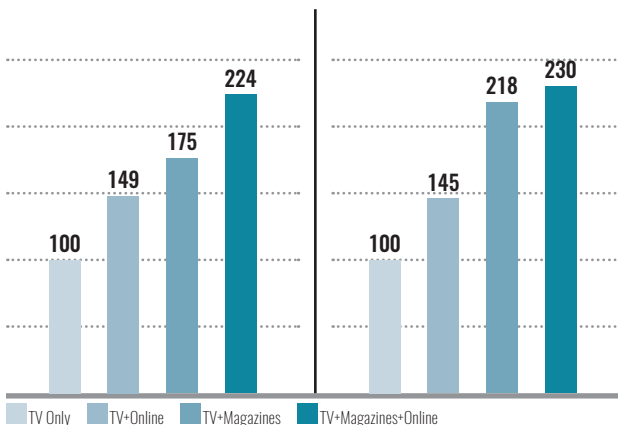
Key revelations from 32 studies:

- Three media were better than two, and two media were better than one in generating results.
- The combination of TV and magazines provided more response (versus TV alone) than did TV plus online.
- Print was most effective in driving online traffic— and that traffic increased considerably when URLs were included in advertising
- and marketing messages.

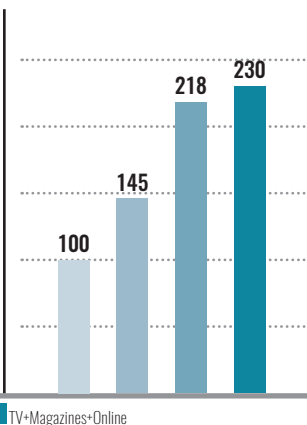
### Cumulative Effects of Different Media Combinations

Pre/Post Point Change (Index vs. TV Alone)

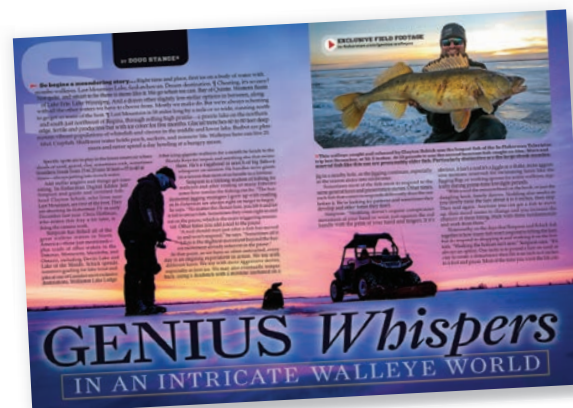
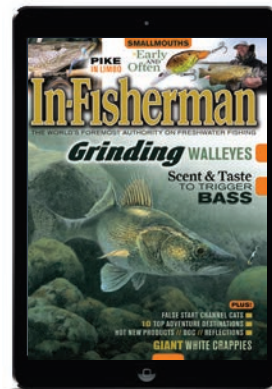
#### Aided Brand Awareness



#### Advertising Awareness



Note: Results reflect the impact of different media combinations expressed as an index of TV as the base medium



Circulation	174,014
Frequency	7x/year
Total Audience	3,701,000
Male/Female (%)	90/10
Median Age	49
Average Household Income	\$96,000

### Fishing and the American Consumer\*

Fishing is one of the most popular pastimes in America and nearly 21% of all men (and 7% of all women) participated in the sport last year. Key facts about this influential market include-

- Fishing is ranked the 6th most popular recreation activity by the National Sporting Goods Association, preceded only by walking, swimming, exercise, camping and bowling.
- Fishing is more popular than golf and tennis combined.
- One in every six Americans 16 or older go fishing.
- Anglers spend \$1.1 billion per year just on bait (and \$378 million on ice).

Sources: MRI Spring 2017 (Audience, M/F) MRI doublebase 2016 (age HHI) AAM, June 2017, MRI Hunting and Fishing: Bright Stars in the American Economy, The Congressional Sportsmen's Foundation, 2012; Dynamic Logic/Millward Brown CrossMedia Research, 2004-2007.

*In-Fisherman* magazine is planned a year in advance, however topics are tentative. Two months before deadlines, final topics are chosen, although fine-tuning continues until deadline. If a timely, more relevant topic comes along, we replace or modify the intended story. We are therefore always planned and prepared, but not finally bound by topics listed in a “traditional” editorial calendar published a year ahead of deadline. It’s the reason *In-Fisherman* rides the cutting edge of what’s happening in the world of fishing and the reason *In-Fisherman* works so well for such an influential segment of the fishing population. For thirty-five years, the success of *In-Fisherman* has been based on a simple editorial premise: focus on fish species. Each *In-Fisherman* issue contains at least one article about:

- Largemouth Bass
- Northern Pike and/or Muskie
- Smallmouth Bass
- Crappie and/or Bluegill and/or Perch
- Walleye
- Catfish

*Plus articles about Trout, Stripers, White Bass, and other species as space allows.*

### Other standard In-Fisherman features include:

<b>Bits and Pieces:</b>	Short topics blending fishery science with practical fishing experience.
<b>Staff Noteworthy &amp; New:</b>	The latest in technology.
<b>Adventures:</b>	Where to go right now for great fishing.
<b>Popular Culture:</b>	Notes & news of the day.
<b>Visions &amp; Views:</b>	A topic of special interest.
<b>Best Fishing Times:</b>	Best times of the day and best days of the month to fish.
<b>Taste Tempters:</b>	Continuing a tradition of cooking and eating fish.
<b>North with Doc:</b>	Humor with a message.
<b>Reflections:</b>	A bit of philosophy, a moment of nostalgia.

#### DEC/JAN/FEB

**Closing Date**  
October 10, 2018  
**On Newsstand**  
December 11, 2018

#### MARCH/APRIL

**Closing Date**  
December 4, 2018  
**On Newsstand**  
February 5, 2019

#### MAY

**Closing Date**  
January 31, 2019  
**On Newsstand**  
April 2, 2019

#### JUNE

**Closing Date**  
March 15, 2019  
**On Newsstand**  
May 14, 2019

#### JULY

**Closing Date**  
April 18, 2019  
**On Newsstand**  
June 18, 2019

#### AUG/SEPT

**Closing Date**  
May 22, 2019  
**On Newsstand**  
July 23, 2019

#### OCT/NOV

**Closing Date**  
July 18, 2019  
**On Newsstand**  
September 17, 2019

### 2019 In-Fisherman Magazine

Issue	Ad Space Close/Materials Due	Newsstand on Sale
December/January/February 2019	10/10/18	12/11/18
March /April 2019	12/4/18	2/5/19
May 2019	1/31/19	4/2/19
June 2019	3/15/19	5/14/19
July 2019	4/18/19	6/18/19
August/September 2019	5/22/19	7/23/19
October/November 2019	7/18/19	9/17/19
December/January/February 2020	10/9/19	12/10/19





### 2019 In-Fisherman Guide Magazines

#### ICE FISHING TACTICAL GEAR



**ICE FISHING TACTICAL GEAR GUIDE** and **ICE FISHING GUIDE** are strategically timed to offer the ice angler the latest information on rods, reels, tip-ups, floats, electronics, boots, augers, spuds, lures, shelters, shacks and more! The Ice Fishing Guides also feature principal patterns and systems for catching perch, pike, walleyes, crappies, trout and more.

**Closing Date**  
August 1, 2019  
**On Newsstand**  
October 1, 2019

#### ICE FISHING GUIDE



**Closing Date**  
October 2, 2019  
**On Newsstand**  
December 3, 2019

#### WALLEYE GUIDE



**WALLEYE GUIDE** is filled with timely features on the nature of walleyes, state-by-state notes, tactical fishing traditions and trends, tackle, boats, motors, electronics, and more!

**Closing Date**  
December 4, 2018  
**On Newsstand**  
February 5, 2019

#### BASS GUIDE



**BASS GUIDE** is America's first national bass review, a comprehensive guide to what's new in tackle, rods, reels, electronics, boats, motors and more.

**Closing Date**  
January 9, 2019  
**On Newsstand**  
March 12, 2019

#### CATFISH GUIDE



**CATFISH IN-SIDER GUIDE** gives you new insights on catching channel cats, flatheads, and blues, plus what's new with rods, reels, boats, motors, hooks, fishing line, natural baits and catfish accessories.

**Closing Date**  
February 14, 2019  
**On Newsstand**  
April 16, 2019

	% Comp
Total Audience	3,701,000
Men	90%
Women	10%
Median Age	49
Married	74%
Attended College	67%
Professional/Management	22%
Craftsman/Tradesman	29%
Average Household Income	\$96,000
Average Household Net Worth	\$717,000
Went Fishing, Past 12 mos.	97%
Went Freshwater Fishing, Past 12 mos.	97%
Went Ice Fishing, Past 12 mos.	30%
Went Shore Fishing, Past 12 mos.	48%
Went Fly Fishing, Past 12 mos.	16%
Went Salt Water Fishing, Past 12 mos.	16%
Average Number of Days Fished, Past 12 mos.	47.1
Average Number of Days Spent Freshwater Fishing, Past 12 mos.	36.5
Average Number of Days Spent Ice Fishing, Past 12 mos.	3.6
Average Number of Days Spent Shore Fishing, Past 12 mos.	10.4
Average Number of Days Spent Saltwater Fishing, Past 12 mos.	1
Average Number of Days Spent Fly Fishing, Past 12 mos.	2.3
Took an Overnight Fishing Trip within the U.S., Past 12 mos.	63%
Average Number of of Overnight Trips Taken within the U.S., Past 12 mos.	3.6
Own Fishing Rod	99%
Own a Baitcasting Rod	86%
Own a Spinning Rod	83%
Own a Spincasting Rod	70%
Own Fly Fishing Rod	47%
Own Ice Fishing Rod	42%
Own Fishing Reel	91%
Own Baitcasting Reel	79%
Own Spinning Reel	77%
Own Spincasting Reel	60%
Own Fly Fishing Reel	42%
Own Ice Fishing Reel	36%

	% Comp
Spent Money on Fishing Gear, Equipment and Apparel, Past 12 mos.	90%
Average Amount Spent on Fishing Gear, Equipment and Apparel, Past 12 mos.	\$745
Purchased Fishing Lures, Past 12 mos.	79%
Purchased Monofilament Line, Past 12 mos.	70%
Purchased Fluorocarbon Line, Past 12 mos.	36%
Household Owns a Boat	86%
V-Hull Fishing Boat	51%
Bass Boat	33%
Fish and Ski/Powerboat	14%
Canoe	19%
Jon Boat	18%
Household Owns a Motor	79%
Outboard Motor	76%
Trolling Motor	67%
Household Owns/Leases 1+ Pick Up Truck(s)	46%
Household Owns/Leases 1+ Sport Utility Vehicle	51%
Household Owns/Leases 1+ Van	18%
Household Owns/Leases 1+ Car	59%
Household Owns/Leases Domestic Only	66%
Household Owns/Leases Import and Domestic	27%
Household Purchased Vehicle Only	96%
Personally Responsible for Maintaining Vehicle(s)	60%
Purchased Aftermarket Auto Accessories for Vehicles, Past 12 mos.	95%
Household Owns Any Home Improvement Tools	94%
Hand Tools	87%
Law Mower	75%
Saw	67%
You or Other Household Member Did Any Household Improvement Work or Any Home Remodeling	91%

Effective July 1, 2018

4-Color	1x	3x	5x	7x
Full Page	\$11,664	\$11,080	\$10,526	\$10,000
2/3 Page	8,988	8,538	8,111	7,706
1/2 Page	7,821	7,430	7,058	6,706
1/3 Page	5,492	5,217	4,956	4,708
1/4 Page	4,321	4,105	3,899	3,704
1/6 Page	3,158	3,000	2,850	2,708

B&W	1x	3x	5x	7x
Full Page	\$8,648	\$8,216	\$7,805	\$7,415
2/3 Page	6,658	6,325	6,009	5,709
1/2 Page	5,797	5,507	5,232	4,970
1/3 Page	4,066	3,863	3,670	3,486
1/4 Page	3,200	3,040	2,888	2,744
1/6 Page	2,346	2,229	2,117	2,011

Covers	
Cover 2	\$14,700
Cover 3	13,850
Cover 4	15,500



### GOING PLACES ADVERTISING RATES Effective July 1, 2018

4-Color		1X	2X	3X	5X
1 INCH	1.625" x 1"	\$350	\$341	\$333	\$324
1.5 INCH	1.625" x 1.5"	526	513	500	488
2 INCH	1.625" x 2"	701	683	666	650
	3.425 x 1"	701	683	666	650
2.5 INCH	1.625" x 2.5"	876	854	833	812
3 INCH	1.625" x 3"	1,051	1,025	999	974
	3.425 x 1.5"	1,051	1,025	999	974
4 INCH	1.625" x 4"	1,401	1,366	1,332	1,299
	3.425 x 2"	1,401	1,366	1,332	1,299
6 INCH	1.625" x 6"	2,101	2,048	1,997	1,947
	3.425 x 3"	2,101	2,048	1,997	1,947
8 INCH	1.625" x 8"	2,803	2,733	2,665	2,598
	3.425 x 4"	2,803	2,733	2,665	2,598

Black & White		1X	2X	3X	5X
1 INCH	1.625" x 1"	\$297	\$	\$282	\$275
1.5 INCH	1.625" x 1.5"	447	436	425	414
2 INCH	1.625" x 2"	596	581	567	552
	3.425 x 1"	596	581	567	552
2.5 INCH	1.625" x 2.5"	745	726	708	691
3 INCH	1.625" x 3"	893	871	849	828
	3.425 x 1.5"	893	871	849	828
4 INCH	1.625" x 4"	1,191	1,161	1,132	1,104
	3.425 x 2"	1,191	1,161	1,132	1,104
6 INCH	1.625" x 6"	2,101	2,048	1,997	1,947
	3.425 x 3"	2,101	2,048	1,997	1,947
8 INCH	1.625" x 8"	2,803	2,733	2,665	2,598
	3.425 x 4"	2,803	2,733	2,665	2,598

### WALLEYE, CATFISH INSIDER AND BASS GUIDES

Effective July 1, 2018

4-Color	1X	2X	3X	5X
Full Page	\$5,460	\$5,235	\$5,020	\$4,800
2/3 Page	4,200	4,030	3,865	3,690
1/2 Page	3,655	3,505	3,360	3,220
1/3 Page	2,560	2,460	2,350	2,250
1/4 Page	2,020	1,935	1,855	1,780
1/6 Page	1,470	1,420	1,350	1,290

B&W	1X	2X	3X	5X
Full Page	\$4,040	\$3,880	\$3,710	\$3,555
2/3 Page	3,120	2,990	2,860	2,735
1/2 Page	2,715	2,595	2,490	2,370
1/3 Page	1,900	1,820	1,745	1,670
1/4 Page	1,500	1,430	1,375	1,315
1/6 Page	1,100	1,050	\$1,005	955

#### Covers

Cover 2	\$6,640
Cover 3	6,365
Cover 4	6,915



### ICE TACTICAL GEAR, ICE FISHING

Effective July 1, 2018

4-Color	1x	2x	3x	5x
Full Page	3,120	2,990	2,860	2,745
2/3 Page	2,400	2,310	2,205	2,110
1/2 Page	2,090	2,010	1,915	1,835
1/3 Page	1,460	1,410	1,350	1,290
1/4 Page	1,155	1,110	1,065	1,015
1/6 Page	840	835	775	735

B&W	1x	2x	3x	5x
Full Page	\$2,310	\$2,215	\$2,120	\$2,040
2/3 Page	1,780	1,715	1,640	1,570
1/2 Page	1,550	1,485	1,420	1,365
1/3 Page	1,085	1,040	1,005	960
1/4 Page	860	820	785	960
1/6 Page	625	600	575	550

Covers	
Cover 2	\$6,640
Cover 3	6,365
Cover 4	6,915



### NEW!

In-Fisherman's new annual **Ice Fishing Guide—Tactical Gear** covers the tackle and equipment that makes ice fishing productive and fun.

This is a new release from In-Fisherman. Following this new guide, later in the season, we will release our traditional Ice Fishing Guide, which focuses on the most current techniques to catch specific fish.



## Sponsorship Includes:

- (1) editorial product review in exclusive B.E.E.M section representing brand innovation/s and features for the current year; includes a link to product website. This insert will be featured in the Spring issue, March/April 2019, the perfect time for kicking off the fishing season
- Choice of (1) Supporting Ad Unit:
  - Full Page: \$8,500
  - ½ Page: \$5,000
- Amplify your reach with custom digital and social extensions:  
*(custom packages & pricing available upon request)*
- Custom Content
- ROS Banners
- Native In-Stream Unit
- E-Blast
- Social Integration
- Facebook Livestream



In-Fisherman Magazine launches B.E.E.M, an exclusive 16-page insert program to support and promote product introductions to 3.7 million monthly anglers.

As North America's freshwater fishing authority, offering science-based behavioral data and the latest in fishing gear and tactics no publication is better positioned to introduce your product to passionate anglers.



Full or ½ page ads only special Net pricing of \$8500/page, \$5000/½ page as a onetime offer.  
Net 30 days terms for open accounts.

## Contact:

George Large | Associate Publisher

Phone: 772-763-2211 | Email: [george.large@outdoorsg.com](mailto:george.large@outdoorsg.com)

Reaching 32 million HH on TSC and another 6+ million HH on Wild TV.



### PROGRAMMING

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Original Programming: 26 original episodes with a run time of roughly 29 minutes, including commercials, per episode.

- 7 new episodes in Q1 2019
- 6 new episodes in Q2 2019
- 7 new episodes in Q3 2019
- 6 new episodes in Q4 2019

The shows will air on The Sportsman's Network & Wild TV.

- 208 airings per year on Sportsman Channel;  
no less than 4 times in a single week for 52 weeks
- 156 airings per year on Wild TV;  
no less than 3 times in a single week for 52 weeks

- In-Fisherman TV is the only fishing show that films 26 original shows each season, has 3 different species in 3 different locations in North America in every show.
- In-Fisherman TV has won 20 prestigious industry awards and was voted the best fishing show for 5 years in a row.
- In-Fisherman TV has been on the air for over 40 years and is one of the top-rated fishing shows on cable TV year after year.
- In-Fisherman TV delivers multiple product category integration into every show which features “how to” on the water usage with unparalleled product knowledge, which helps sell more product for our sponsors.

**CUSTOM SPONSORSHIP OPPORTUNITIES AVAILABLE. FOR MORE INFORMATION PLEASE CONTACT:**

George Large | Associate Publisher

Phone: 772-763-2211 | Email: [george.large@outdoorsg.com](mailto:george.large@outdoorsg.com)

### Typical Advertising Sizes and Mechanical Specifications

Trim Size: 7 3/4" w x 10 1/2" h

#### 1. Two Page Spread

Non-Bleed: 14.5 x 9.5

Bleed: 15.75 x 10.75

Trim: 15.5 x 10.5

Safety: 15 x 10

#### 2. Two Page One-Half Horizontal

Non-Bleed: 14.5 x 4.75

Bleed: 15.75 x 5.5

Trim: 15.5 x 5.25

Safety: 15 x 4.75

#### 3. Full Page

Non-Bleed: 6.75 x 9.5

Bleed: 8 x 10.75

Trim: 7.75 x 10.5

Safety: 7.25 x 10

#### 4. Two-Third Vertical

Non-Bleed: 4.375 x 9.5

Bleed: 5.25 x 10.75

Trim: 5 x 10.5

Safety: 4.5 x 10

#### 5. Two-Third 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. 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

#### 7. 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

#### 8. 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

#### 9. 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

#### 10. One-Third Horizontal

Non-Bleed: 6.75 x 3.375

Bleed: 8 x 4.125

Trim: 7.75 x 3.875

Safety: 7.25 x 3.625

#### 11. One-Quarter Vertical

Non-Bleed: 3.375 x 4.75

#### 12. One-Quarter Horizontal

Non-Bleed: 4.375 x 3.625

#### 13. One-Sixth Vertical

Non-Bleed: 2.125 x 4.75

#### 14. One-Sixth Horizontal

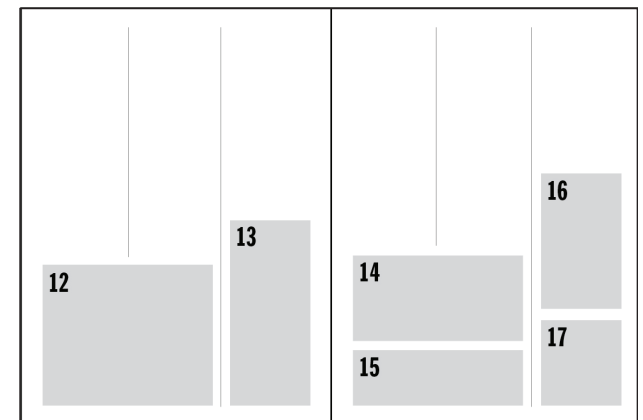
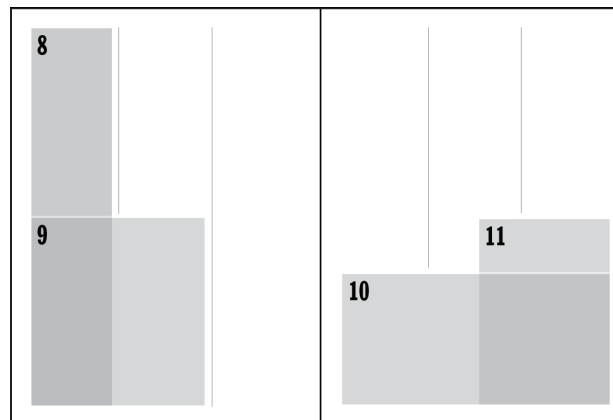
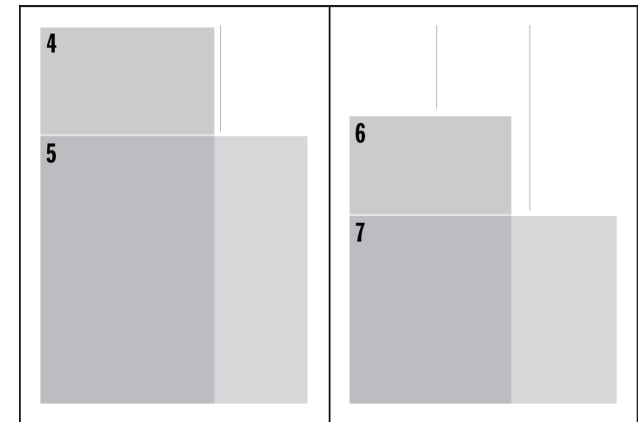
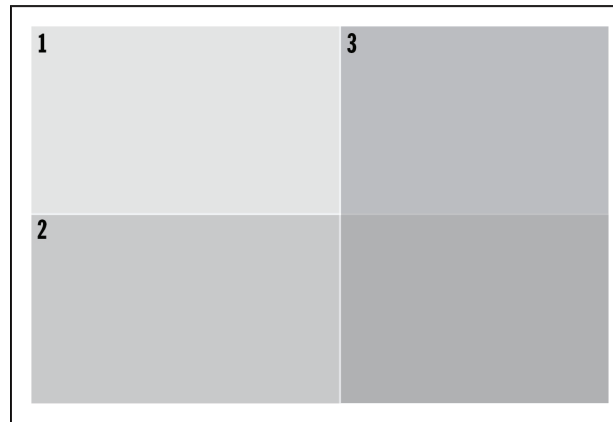
Non-Bleed: 4.375 x 2.25

#### 15. One-Eighth Horizontal

Non-Bleed: 4.375 x 1.5

#### 16. One-Eighth Page

Non-Bleed: 2.125 x 3.5



#### 17. One-Twelfth 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. Eight Inch Vertical

Non-Bleed: 2.125 x 8

#### 21. Seven Inch Vertical

Non-Bleed: 2.125 x 7

#### 22. Six 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

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.

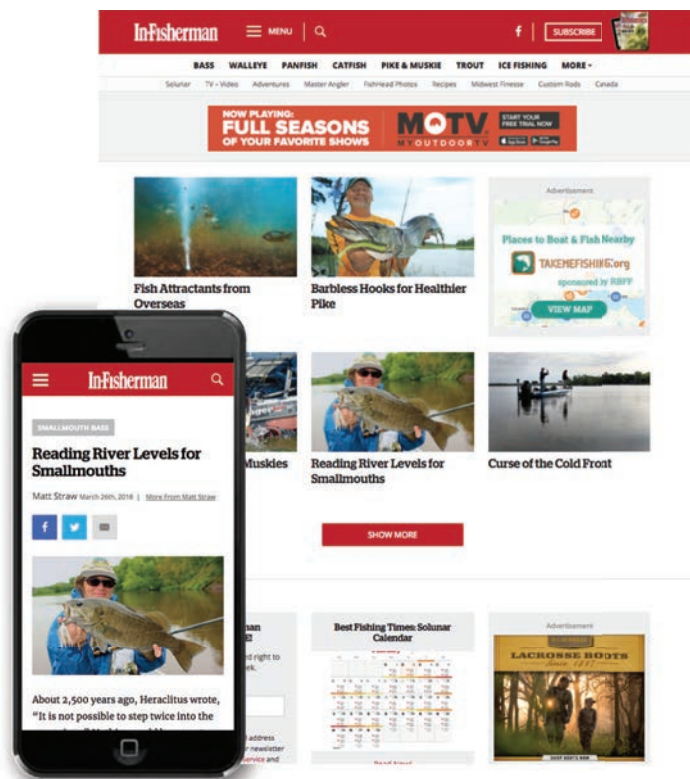
**Bleed** — 1/8" outside the trim. Elements that "bleed" off trimmed page should extend at least 1/8" beyond trim.


**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.



**In-Fisherman** is a powerful convergence of multi-media products, including award-winning magazines, special interest publications, acclaimed television show, books, DVDs and digitally-delivered content. As such, In-Fisherman is uniquely positioned as the leading content provider to freshwater fishing enthusiasts – resulting in the industry's most respected companies' reliance on the power of the In-Fisherman brand to deliver results for 40+ years.



275k   
Avg. Monthly Uniques

42.2   
Median Age

Average HHI	\$85,000
Male (%)	90%
Annual Page Views	9,427,611
Avg. Time Spent	1:42
Pages Per Session	2.1
Traffic From Mobile/Tablet	68%
eNewsletter Subscribers	84,900
Social Media Followers	156,538

IDEAL FOR ACTIVATION AND CONVERSION

**.20<sub>CTR</sub>**  
OSG Network

**.14<sub>CTR</sub>**  
Industry Benchmark

HIGH  
IMPACT

1400x200 (Super Header)

1400x500  
(Super Header Expanded)



Reach Your Target Audience with  
Visually Engaging Display Ads

MOBILE / TABLET



STATIC/VIDEO

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



GET IMPROVED  
PERFORMANCE

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

IDEAL FOR BRAND RECOGNITION AND RECALL

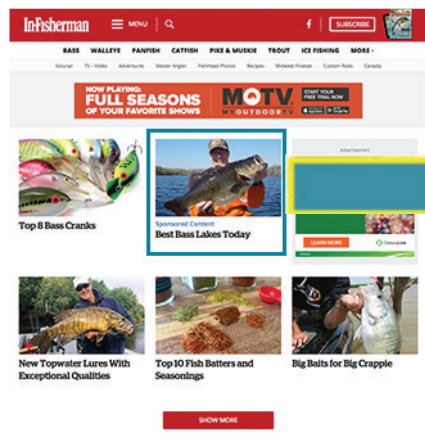
Native Advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

+17%

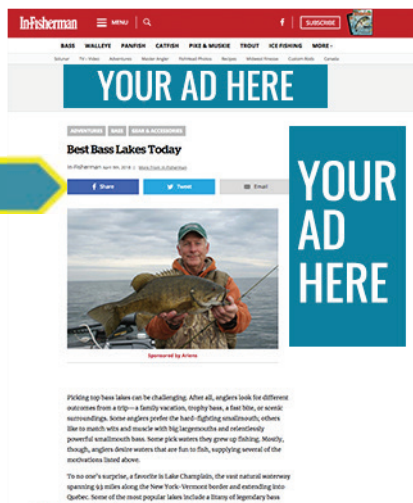
Purchase Intent Increases Further with  
Accompanying Branded Companion Ads

Source: Polar 2017

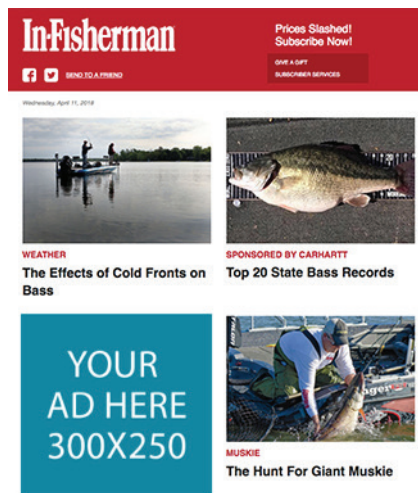
## Native Ads



## 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
- E-Newsletter placement
- 100% SOV banners all devices; (970x250, 728x90, 300x600, 300x250, 320x100)
- Reporting (30 days post)
- 60 day run

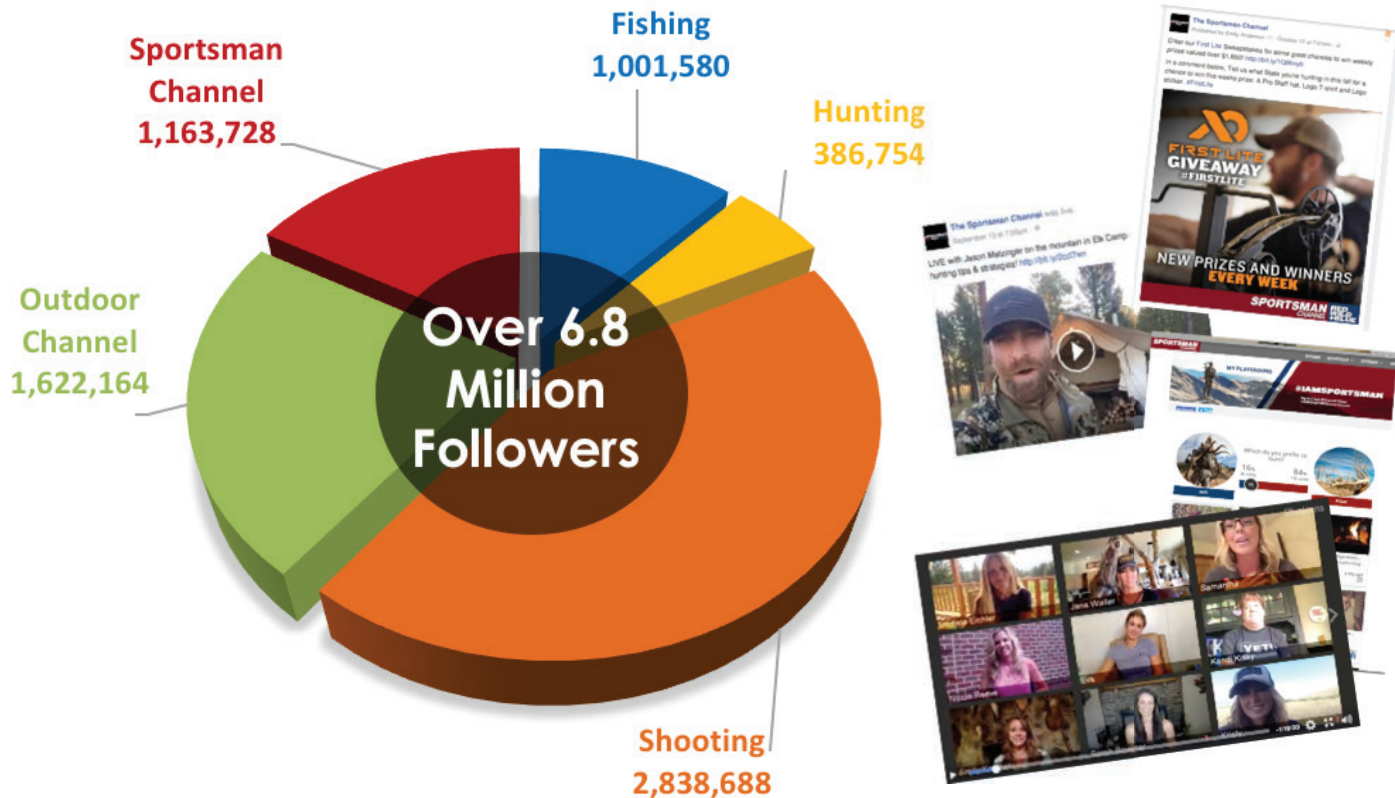
### Editorial Sponsorships

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

- In Stream ROS Ads
- E-Newsletter placement
- 100% SOV banners all devices; (970x250, 728x90, 300x600, 300x250, 320x100)
- Reporting (30 days post)
- 30 day run



**AUTHENTIC POSITIONING FOR YOUR BRAND MESSAGE ON OSG's TRUSTED SOCIAL PLATFORMS**



**PACKAGES**

- **Co-Branded Per Post Syndication**
- **Facebook Live Events**
  - Episodics
  - Topics & Tips
  - Products
  - Hunt/Fish Roundtable
  - Tradeshows
  - Magazine Cover
- **Sweeps**
  - Text to Win
  - Enter to Win

**Activating Engagement**  
— increasing brand awareness, reach, impressions, video views, engagement and more..

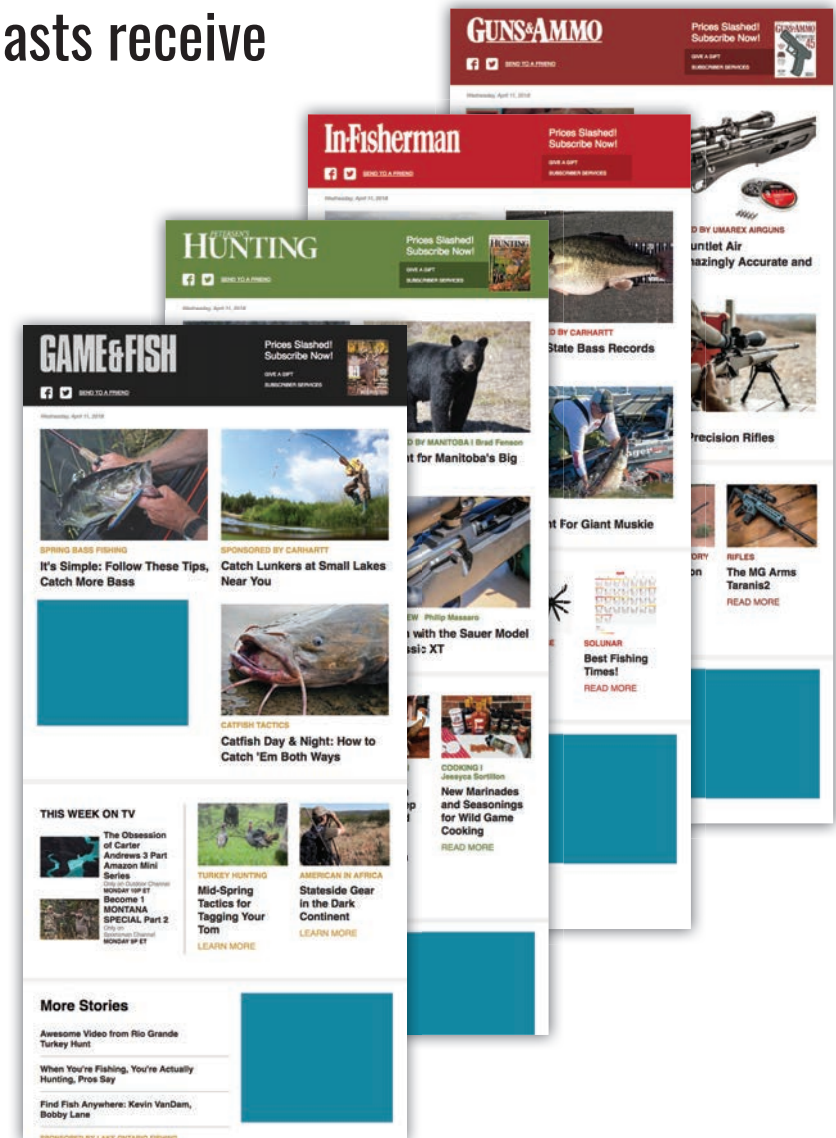
**OVER 1.26 MILLION** Outdoor Sports Enthusiasts receive one or more OSG-branded newsletters per month.


**eNewsletter:**

- (2) 300x250 ad slots
- Magazine Subscriber Base
- Reporting

**eBlast:**

- Connect with our subscribers at 100% SOV
- Magazine Subscriber Opt-In to receive emails/offers from OSG partners
- Reporting



GUARANTEED VIEWABILITY ABOVE THE FOLD			HIGH IMPACT 	
Unit	Size	CPM	Road Block (choice of 2 positions)  CPM	Take Over (All 4 positions included)  CPM
<b>DESKTOP/MOBILE</b>			\$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		✓
<b>REVEAL</b>				
Rich Media/Video	648x400	\$20		
Static	648x400	\$18		

\*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

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	
Co-branded 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/](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			
Half Page	300x600	600x600	60kb			
Medium Rectangle	300x250	500x250	60kb			
Leaderboard	728x90	728x180	60kb			
Mobile Leaderboard	320x100	N/A	35kb			
Mobile Leaderboard	320x50	N/A	35kb			
Reveal	648x400	N/A	60kb			

**Image Sizes:**

1080x1080 & 1200x628

**Story Sizes:**

1080x1920 / 9:16

**Videos**

- **Dimensions:** 1280x720 & 1080x1080
- **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: up to 280-character limit.
- IG: No character limit currently. It is recommended to keep character limit to 90 (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.

### Terms and Conditions

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

### General Production Information•

Production Manager  
In-Fisherman  
6385 Flank Drive, Suite 800  
Harrisburg, PA 17112-2784  
717-695-8088  
melissa.williams@outdoorsg.com

**Trim Size•** 7¾-in. wide x 10½-in. high

**Non-Bleed•** ½-in. inside trim. Non-bleed ads should have all elements within this measurement.

**Bleed•** 1/8-in. outside the trim. Elements that “bleed off” trimmed page should extend at least 1/8-in. beyond trim.

**Trim•** The edge of the page.

**Safety•** ¼-in. inside of the trim edge on all four sides for a total ½-in. 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 ppi.

Total ink coverage should not exceed 300%.

### Advertising File Submission•

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

[osg.sendmyad.com](http://osg.sendmyad.com)





## Publisher's Statement

6 months ended December 31, 2017, *Subject to Audit*

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
159,823	14,191	174,014	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			
Jul	152,522	3,615	156,137	4,184		4,184	160,321	12,267	65	12,332	168,973	3,680	172,653
Aug/Sep	150,848	3,575	154,423	4,150		4,150	158,573	15,661	65	15,726	170,659	3,640	174,299
Oct/Nov	152,896	3,557	156,453	4,123		4,123	160,576	14,482	33	14,515	171,501	3,590	175,091
<b>Average</b>	<b>152,089</b>	<b>3,582</b>	<b>155,671</b>	<b>4,152</b>		<b>4,152</b>	<b>159,823</b>	<b>14,137</b>	<b>54</b>	<b>14,191</b>	<b>170,378</b>	<b>3,636</b>	<b>174,014</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	152,089	3,582	155,671	89.5
<b>Total Paid Subscriptions</b>	<b>152,089</b>	<b>3,582</b>	<b>155,671</b>	<b>89.5</b>
<b>Verified Subscriptions</b>				
Public Place	2,006		2,006	1.2
Individual Use	2,146		2,146	1.2
<b>Total Verified Subscriptions</b>	<b>4,152</b>		<b>4,152</b>	<b>2.4</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>156,241</b>	<b>3,582</b>	<b>159,823</b>	<b>91.8</b>
<b>Single Copy Sales</b>				
Single Issue	14,137	54	14,191	8.2
<b>Total Single Copy Sales</b>	<b>14,137</b>	<b>54</b>	<b>14,191</b>	<b>8.2</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>170,378</b>	<b>3,636</b>	<b>174,014</b>	<b>100.0</b>

### PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$16.00		
Average Subscription Price Annualized (3)		\$10.08	
Average Subscription Price per Copy		\$1.26	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended June 30, 2017

(3) Based on the following issue per year frequency: 8

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2017	None Claimed	175,908	175,908		
6/30/2016	None Claimed	198,467	197,746	721	0.4
6/30/2015	None Claimed	203,714	203,569	145	0.1

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

### 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