



In-Fisherman

2019 MEDIA KIT

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.

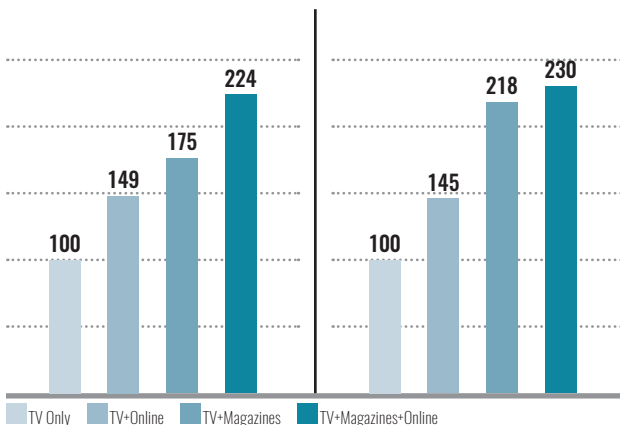
Key revelations from 32 studies:

- 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.

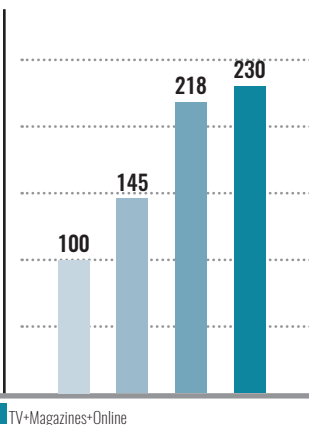
Cumulative Effects of Different Media Combinations

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

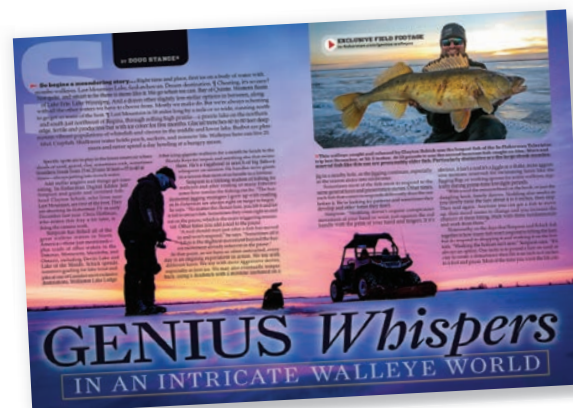
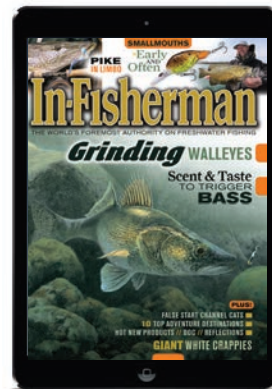
Aided Brand Awareness



Advertising Awareness



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



Circulation	172,473
Frequency	7x/year
Total Audience	3,363,000
Male/Female (%)	90/10
Median Age	48.3
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 2018 (Audience, M/F, age), Most Recent Scelara In-Fisherman Subscriber Study, AAM, June 2018, 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:

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

Distribution: 60,000

Closing Date
August 1, 2019

On Newsstand
October 1, 2019

ICE FISHING GUIDE



Distribution: 60,000

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!

Distribution: 45,500

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.

Distribution: 56,500

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.

Distribution: 49,500

Closing Date
February 14, 2019

On Newsstand
April 16, 2019

	% Comp
Total Audience	3,363,000
Men	90%
Women	10%
Median Age	48.3
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.



Contact:

George Large | Associate Publisher

Phone: 772-763-2211 | Email: george.large@outdoorsg.com

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.

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



PROGRAMMING

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

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

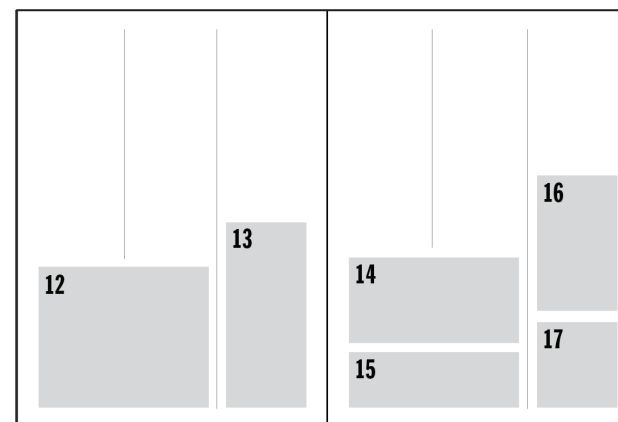
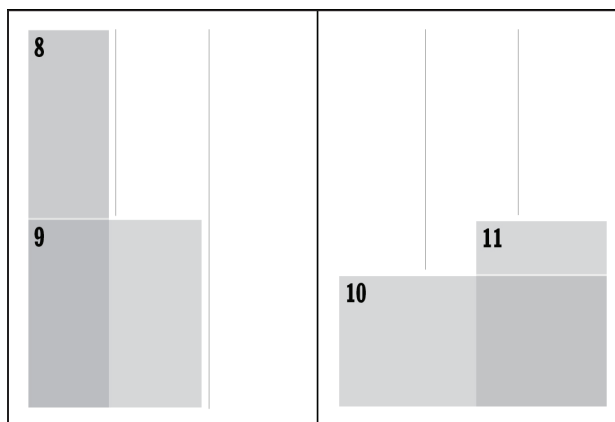
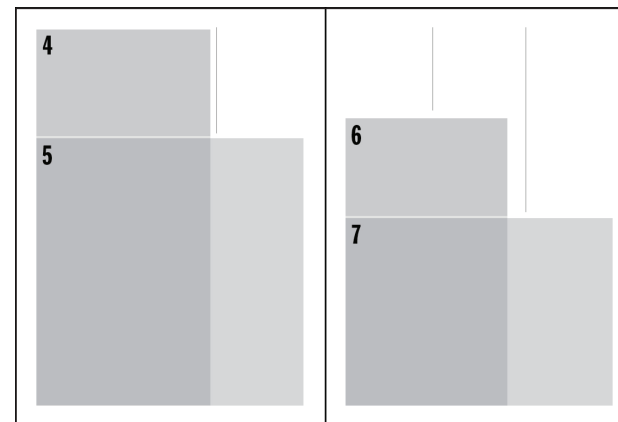
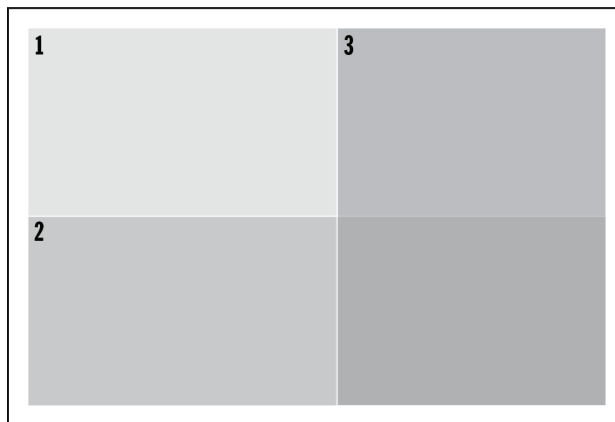
Non-Bleed: 4.375 x 2.25

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.

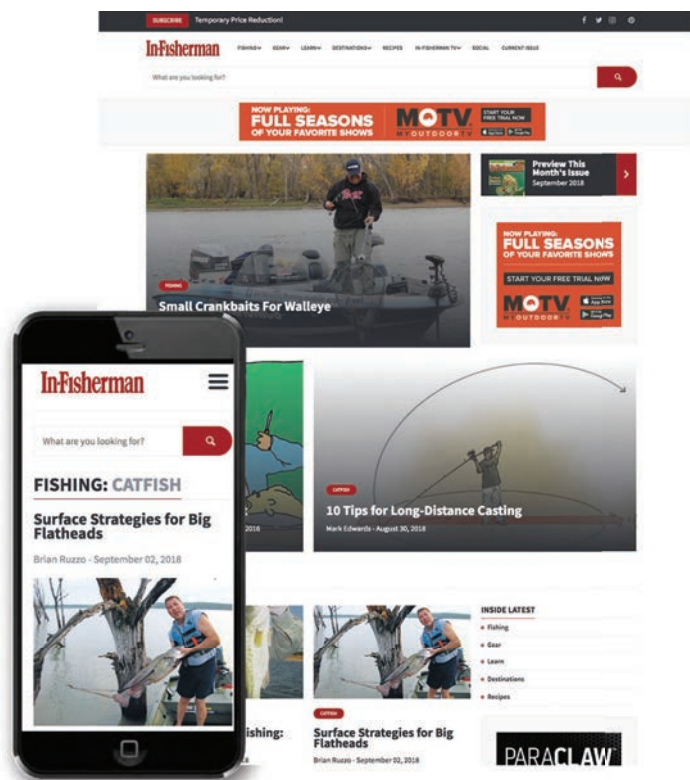
Non-Bleed — 1/2" inside trim. Non-bleed ads should have all elements within this measurement.

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.



292k 
Avg. Monthly Uniques

45.1 
Median Age

Average HHI	\$87,000
Male (%)	87%
Annual Page Views	8,548,556
Avg. Time Spent	1:33
Pages Per Session	1.8
Traffic From Mobile/Tablet	65%
eNewsletter Subscribers	151,973
Social Media Followers	158,155

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 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



Annual Frequency: 8 times/year

Field Served: Freshwater Fishing.

Published by Outdoor Sportsman Group - Integrated Media

Publisher's Statement

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

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
158,226	14,247	172,473	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			
Jan/Feb	150,585	2,422	153,007	667		667	153,674	17,972	15	17,987	169,224	2,437	171,661
Mar/Apr	153,297	3,435	156,732	663		663	157,395	15,172	61	15,233	169,132	3,496	172,628
May	157,538	2,595	160,133	661		661	160,794	12,215	25	12,240	170,414	2,620	173,034
Jun	156,869	3,513	160,382	662		662	161,044	11,500	27	11,527	169,031	3,540	172,571
Average	154,572	2,991	157,563	663		663	158,226	14,215	32	14,247	169,450	3,023	172,473

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	154,572	2,991	157,563	91.4
Total Paid Subscriptions	154,572	2,991	157,563	91.4
Verified Subscriptions				
Individual Use	663		663	0.4
Total Verified Subscriptions	663		663	0.4
Total Paid & Verified Subscriptions	155,235	2,991	158,226	91.7
Single Copy Sales				
Single Issue	14,215	32	14,247	8.3
Total Single Copy Sales	14,215	32	14,247	8.3
Total Paid & Verified Circulation	169,450	3,023	172,473	100.0

PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$16.00		
Average Subscription Price Annualized (3)		\$9.76	
Average Subscription Price per Copy		\$1.22	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2017

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

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Circulation by Regional, Metro & Demographic Editions
Geographic Data
Analysis of New & Renewal Paid Individual Subscriptions
Trend Analysis