



2019
MEDIA
KIT

PETERSENHUNTING.COM



Our goal at *Petersen's HUNTING* is to grow and foster the iconic status of the magazine as the heart and soul of the sport. To bring together the most passionate and discerning hunters of this generation and the next. To inform and entertain, from the edgiest stories to the smartest product features. To create the most dynamic and experiential content in existence on the places, products and people that define and evolve the world of hunting.



Circulation	165,744
Frequency	8x a year +Annual
Total Audience	4,360,000
Male/Female (%)	85/15
Median Age	43.4
Average Household Income	\$108,660
Single/Married (%)	5.4/82.5
Widowed/Divorced (%)	7.8
In a Long Term Relationship (%)	4.3
Management/Professional	34.9%
Tradesman/Craftsman/Services	14.8%

TOP REASONS READERS SUBSCRIBE

Magazines dominate other media choices, including websites, television, and social media, across the board regardless of information category. They are the overwhelming Overall favorite for hunting information, provide the most accurate and trusted information, as well as the most useful and authoritative information. They also most influence buying decisions and offer new ideas.

	MAGAZINES	WEBSITES	TELEVISION	SOCIAL MEDIA
Overall favorite for hunting info	80.8%	12.3%	5.4%	1.5%
Most accurate and trusted information	83.8%	14.1%	1.3%	.8%
Most useful information	76.7%	18.2%	3.8%	1.3%
Most authoritative info	75.5%	18.4%	5.3%	.8%
Most influences your buying decisions	66.2%	25.4%	5.5%	2.9%
Most new ideas	57.5%	26.6%	10.8%	5.0%

Readers have spent an average of **38.8 years** hunting.

WHAT THEY HUNT

99% of readers Hunt Big Game

98% Deer

47% Elk

40% Bear

36% Feral Hogs

13% Exotic species (game ranches)

21% Other large game

82% of readers Hunt Small Game

73% Rabbits

68% Squirrels

8% Other small game

92% of readers Hunt Birds

73% Turkeys

69% Upland Birds

56% Waterfowl

11% Other birds

72% of readers Hunt Predators & Varmints

66% Coyotes

29% Other varmints

TRAVEL

• 75% of readers took overnight trips in the last 12-months; on average each of these has gone on **4+ hunting trips**.

• On average, each spent **16 days** on their overnight hunting trips.

1 to 9 days = **40%**

10 to 20 days = **60%**

20+ days = **25%**

A typical reader spends an average of **\$2,492** on overnight hunting trips annually.

GUIDED HUNTS...

26% of readers have gone on a guided hunt within the last 24 months spending an average of **\$5,497** each.

LAND...

75% Hunt on private land; 67% Hunt on Public Land.

25% Own their own land and on average each owns **122 acres**.

30% are interested in buying or leasing land in the next 36 months.

FIREARMS & BOWS

• 96% own Firearms. 80% own a Bow.

95% Centerfire Rifles, 94% Shotguns, 57% Muzzleloader, 62% Handguns for Hunting.

41% Plan to buy a new firearm in the next 12 months.

• On average Petersen's Hunting readers fire nearly **300 rounds** of ammo per year; with 46% shooting more than **300 rounds**.

• 40% reloads own ammunition.

• 51% own a Bow; 26% own a Crossbow.

• A typical reader spends an average of **\$5,014** on Hunting Gear and supplies (including firearms) annually.

ATV/UTV

46% own ATV/UTV.

VEHICLE USE...

95% Hunting; 82% recreation, 28% Food Plots/Feeding Game; 23% Farming/Ranching; 22% Work.

FOOD PLOTS & NUTRITION

86% create food plots for year round food supply.

25% plant to harvest feed for game.

50% provide salt, minerals or nutritional supplements to deer, 35% plant food plots and 32% provide supplemental feed or other nutrition.

56% plant food plots in spring & fall.

DOGS

50% of readers own dogs, on average each owns just under 2 dogs.

A typical Petersen's Hunting dog owner spends **\$426** on dog health care annually.

86% purchase flea &/or tick preventative; 43% purchase dewormer; 25% buy flea/tick collars;

17% buy arthritis/pain medication.



Print Audience	4,360,000
Average Household Income	\$108,600
Average Net Worth	\$662,600

2019 EDITORIAL CALENDAR



Petersen's Hunting is the leading magazine dedicated to hunters, with each issue packed full of tips and tactics for punching tags on big-game in the U.S. and abroad.

Every issue takes on a new theme, giving readers a taste of adventure and offering manufacturers a place to maximize marketing potential by reaching both hardcore and new hunters alike.

THE ANNUAL: HUNTING ANNUAL

The Annual Gear Issue is the largest issue of Petersen's Hunting. With over 150 pages and a newsstand price of \$8.99 this is THE issue to be in. The best product in each category secures the Editor's Choice Award —a huge bonus to your marketing!!

Ad Close: June 3, 2019 **On Sale:** August 6, 2019

On Sale: November 12, 2019

MARCH: THE PREDATOR ISSUE

New Gear: Predator Gear
Field Test: Cold-Weather Boots
Feature 1: Best of the West – Top Units for Big Game
Feature 2: Calling All Cats
Feature 3: Reloading for Predators
Feature 4: Rimfire Round-Up
Guns n' Loads: PRS Rifles for Hunters
Open Country: Coyote Country – Public Land Where-To
Whitetails: Post-Season Breakdown

Ad Close: Dec. 13, 2018 **On Sale:** Feb. 12, 2019

JUNE/JULY: PRE-SEASON PREP

New Gear: SHOT Show Favorites
Field Test: Big Binos – 15x glass for scouting
Feature 1: Get Vertical – A Guide to Getting in Shape for the Mountains
Feature 2: Summer Slam – Hunts You Can Do Now!
Feature 3: ATV/UTV Round-Up
Guns n' Loads: From Steel to Shot – Building Your Own Rifle
Open Country: Off the Table – Shooting Better in the Field
Whitetails: Follow the Ladies – Doe Behavior

Ad Close: March 12, 2019 **On Sale:** May 7, 2019

SEPTEMBER: WESTERN BIG GAME

New Gear: After the Shot
Field Test: Freeze-Dried Food
Feature 1: Big-Game Forecast (by species and by state)
Feature 2: High-Mountain How-To
Feature 3: New Mexico Elk (Parmley)
Feature 4: The New Elk Country (Reintroduction Successes)
Guns n' Loads: New .30 Caliber Cartridges
Open Country: Packing Meat the Hard Way
Whitetails: TBD

Ad Close: June 10, 2019 **On Sale:** August 6, 2019

NOVEMBER: "SPECIAL WHITETAIL ISSUE"

New Gear: Deer Gear
Field Test: Trail Cameras
Feature 1: Record Potential – Top Spots for Booner Bucks
Feature 2: Whitetail Road Trip
Feature 3: New Rules for Whitetails
Guns n' Loads: Straight-Wall Cartridges
Open Country: TBD
Whitetails: The Rut From East to West

Ad Close: Aug. 19, 2019 **On Sale:** Oct. 15, 2019

APRIL / MAY: SPRING SUCCESS

New Gear: Food Plot/Scouting Essentials
Field Test: Ultralight Rainwear
Feature 1: The Modern Turkey Hunter
Feature 2: Top Black Bear Destinations
Feature 3: Climb Higher – Guide to New Zealand
Feature 4/Outfitter: Black Bear Menace: Why are People on the Menu
Guns n' Loads: Sub-gauge Gobbler Guns and Loads
Open Country: Field-Judging Bears
Whitetails: Boosting Bone – Antler Growth Guide

Ad Close: Jan. 18, 2019 **On Sale:** March 29, 2019

AUGUST: ARCHERY

New Gear: Best of ATA
Field Test: Meat Grinders
Feature 1: DIY Pronghorn Camp
Feature 2: Crossbow Shootout
Feature 3: B.C. Bowhunting Adventure
Guns n' Loads: The New Breed of Hunting ARs
Open Country: Where to find Fall Bears
Whitetails: First Crack – Hunting the August Bow Opener

Ad Close: May 6, 2019 **On Sale:** July 2, 2019

OCTOBER: DIY HUNT GUIDE

New Gear: Budget Saving Backcountry Gear
Field Test: Headlamps
Feature 1: Top Mule Deer Destinations
Feature 2: Elk After the Rut
Feature 3: I Lived to Tell About It (Survival Stories)
Feature 4: Wyoming Grizzly Feature
Guns n' Loads: Semiauto Shotguns
Open Country: Mind Games (Staying Positive)
Whitetails: The Big Bucks of Public Property

Ad Close: July 15, 2019 **On Sale:** Sept. 10, 2019

DECEMBER/JANUARY: THE LATE-SEASON ISSUE

New Gear: Equipment for the Late-Season Hunter
Field Test: TBD
Feature 1: Buzzer Beaters – Last-Minute Hunting Tips
Feature 2: DIY Coues Deer (Kali hunt with Can-Am)
Feature 3: 20/20 – Your Best Year Yet (Where-to/How-to Hunt Planner)
Feature 4: Christmas Gift Guide
Guns n' Loads: Big Bore Rifles
Open Country: Winter Adventures
Whitetails: Due South (Late Rut Hunts)

Ad Close: Sept. 24, 2019 **On Sale:** Nov. 19, 2019



GOT GEAR? WE DO.

The Annual Gear Issue is the largest issue of Petersen's Hunting. With over 150 pages and a newsstand price of \$8.99 this is THE issue to be in. The best product in each category secures the Editor's Choice Award—a huge bonus to your marketing!

GEAR CATEGORIES:

- Guns: Rifles, Pistols, Shotguns & Muzzleloaders
- Optics: Red dots, Scopes, Binoculars, Rangefinders & Spotting Scopes
- Gear: Blinds, Treestands, Game Cameras & Accessories
- Archery: Vertical & Crossbows, Arrows, Releases, Broadheads, Sights & Quivers
- Misc: Tents, Stoves, Sleeping Bags, GPS and more!

Distribution: 100,000

Ad Close: June 3, 2019 **On Sale:** August 6, 2019

On Sale: November 12, 2019

SPECIAL RATES:

FULL-PAGE	4-COLOR	\$3,500
HALF-PAGE	4-COLOR	\$1,750





Backcountry hunters have re-defined the trophy, focusing less on a set of antlers and instead finding success in the adventure itself. They value the experience, relishing in the hard work it takes to hunt in the backcountry, and show their pride in the form of a bloody game bag. Backcountry Hunter will cover all aspects of wilderness hunting in the western U.S., Alaska and Canada, with a particular emphasis on DIY adventures for the hardcore sportsman.

Distribution: 75,000

Ad Close: March 25, 2019 **On Sale:** May 28, 2019

COLUMNS:

GEAR CLOSET: Combine educational insight into gear materials and construction with hands-on, in-depth reviews of quality hunting and camping equipment.

SKILLSET: Devoted to all thing how-to, from basic and advanced orienteering to tracking to survival skills to animal behavior.

BEST OF THE WEST: Covering all aspects of finding a place to hunt and getting those coveted, hard-to-draw tags with a deep look into the best units to apply for, up-and-coming areas, over-the-counter opportunities and what places/species should be on their bucket list.

FARE GAME: Providing hunters the knowledge to take their animals from the field to the table, with tips on field-dressing, caring for meat, butchering and processing, sausage-making, culinary skills, accompanied by a monthly recipe that goes beyond the usual steaks and burgers.

THE FOUNDRY: Today's backcountry hunters are focused on fitness and this hardcore column will provide tips for getting and staying in top shape to hunt the mountains and pack out a trophy.

LIVE TO TELL ABOUT IT: The backpage of Backcountry Hunter would be a "this-happened-to-me" style story, with short, thrilling tales of survival.



AD RATES

TWO PAGE SPREAD	\$6,000
FULL PAGE	\$3,500
1/2 PAGE	\$1,300
1/3 PAGE VERTICAL	\$850
1/3 PAGE SQUARE	\$850
1/4 PAGE	\$700

PHTV airs nationally in 37 million U.S. Households via Sportsman Channel; 4 airings per week – all year long!

Target the Heart of the Hardcore

- Targeted to attract, compel, and recruit new hunting participants while fueling the desires of loyal subscribers and avid hunting enthusiasts everywhere.
- Produced for hardcore hunting enthusiasts, with emphasis on the story, thrill, challenge, and total experience of the hunt, which includes the how-to and the equipment needed for success.

BENEFITS OF PHTV

- Editorial promotion and year-round advertising in Petersen's HUNTING magazine and petersenshunting.com to drive audiences to the TV program.
- Editorial features relating to the TV show appear in regular issues of Petersen's HUNTING magazine and the Annual Gear Guide to highlight the TV program and its sponsors.
- Sponsors' products will receive special, priority consideration in all Petersen's HUNTING print and on-line editorial coverage of equipment and services.
- Produced to compel existing hunters to hunt more often and more successfully while also attracting new participants with the teaching of fundamentals, the challenge of the hunt, and the beauty of the sport.
- Edited and produced by award-winning TV content providers.
- Petersenshunting.com features a special PHTV section where readers can download video clips from PHTV episodes that feature and highlight sponsors' products and benefits.



For information please contact:

[Kevin Steele](mailto:kevin.steele@outdoorsg.com) (805) 472-2168 | kevin.steele@outdoorsg.com

[Jim McConville](mailto:james.mcconville@outdoorsg.com) (440) 610-1009 | james.mcconville@outdoorsg.com

[Hutch Looney](mailto:Hutch@hlooney.com) (818) 990-9000 x 222 | Hutch@hlooney.com

2019 ON SALE & AD CLOSE DATES



Our NEW GEAR department presents products in a new and exciting way. In-house studio photography displays items to their utmost advantage, and our product category groupings are designed to complement each other, thereby increasing reader interest and knowledge.

ISSUE	THEME	AD CLOSE / MATERIALS DUE	ON NEWSTAND
March 2019	The Predator Issue	12/13/18	2/12/19
April - May 2019	Spring Success	1/18/19	3/29/19
June - July 2019	Pre-Season Prep	3/12/19	5/7/19
August 2019	Archery	5/6/19	7/2/19
September 2019	Western Big Game	6/10/19	8/6/19
October 2019	DIY Hunt Guide	7/15/19	9/10/19
November 2019	"Special Whitetail Issue"	8/19/19	10/15/19
Dec. 2019 - Jan. 2020	The Late-Season Issue	9/24/19	11/19/19

SPECIAL INTEREST ISSUE	THEME	AD CLOSE / MATERIALS DUE	ON NEWSTAND
Hunting Annual Gear Guide	Hunting Gear	6/3/19	8/6/19 & 11/12/19

2019 ADVERTISING RATES



For current advertising rates and detailed specifications please contact:

Kevin Steele, Publisher —
805.472.2168

kevin.steele@outdoorsg.com

James McConville,
National Endemic Sales —
440.327.3610
james.mcconville@outdoorsg.com

Electronic media kits
can be obtained at:
outdoorsg.com/brands/hunting/petersens-hunting

4-COLOR	1 x	3 x	6 x	10 x
Full Page	14,875	14,531	14,070	13,182
2/3 Page	11,964	11,618	11,268	10,541
1/2 Page	9,730	9,439	9,153	8,557
1/3 Page	8,245	7,985	7,746	7,246
1/4 Page	6,889	6,682	6,481	6,065
2-COLOR	1x	3x	6x	10x
Full Page	11,274	10,937	10,606	9,925
2/3 Page	8,803	8,530	8,271	7,738
1/2 Page	6,986	6,779	6,571	6,149
1/3 Page	5,411	5,248	5,086	4,767
1/4 Page	4,502	4,379	4,243	3,970
B&W	1x	3x	6x	10x
Full Page	9,017	8,738	8,479	7,933
2/3 Page	6,850	6,649	6,435	6,033
1/2 Page	5,411	5,248	5,086	4,767
1/3 Page	4,061	3,931	3,820	3,568
1/4 Page	3,153	3,068	2,971	2,776
1/6 Page	2,257	2,186	2,128	1,992
1/12 Page	1,226	1,181	1,141	1,076
1 Inch	499	486	467	427
COVERS	1x	3x	6x	10x
Cover 4	19,468	18,890	18,293	17,139
Cover 2	17,217	16,710	16,185	15,160
Cover 3	16,482	15,977	15,484	14,498

2019 MECHANICAL SPECIFICATIONS



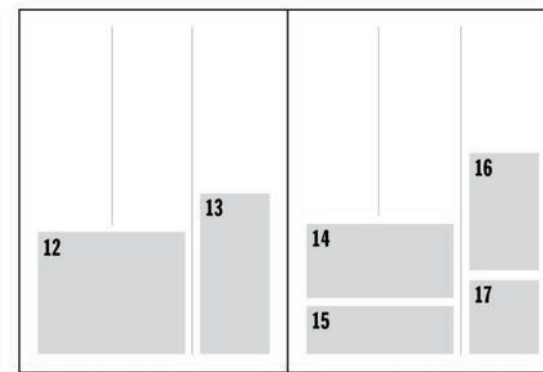
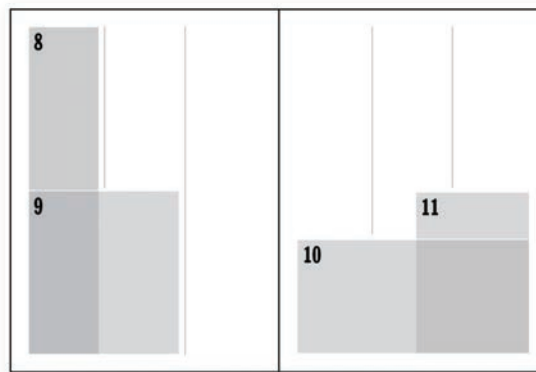
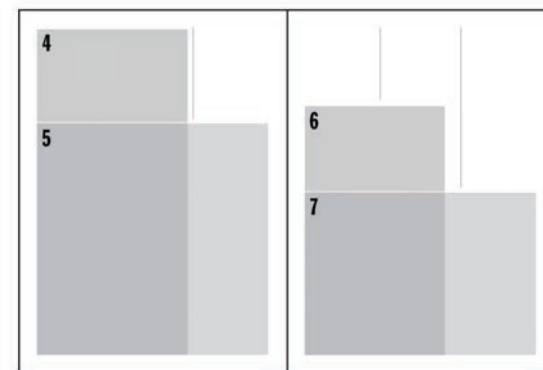
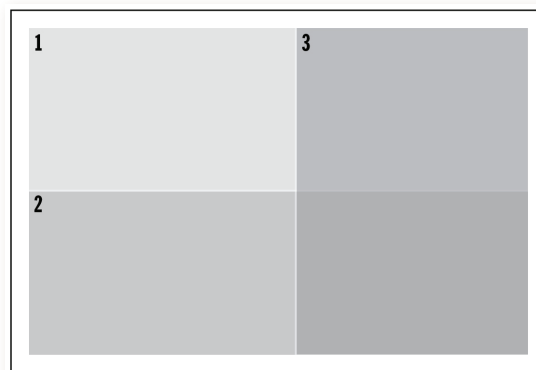
A SWOP-standard proof, pulled from the supplied file, must be submitted with each 4-color ad.

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

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

Trim - The edge of the page

Safety - 1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement.



1. Two-Page Spread

Non-Bleed: 14.5 x 9.5
Bleed: 15.75 x 10.75
Trim: 15.5 x 10.5
Safety: 15 x 10

2. Two-Page One-Half 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

2019 REQUIREMENTS & SPECIFICATIONS



Whether it's rangefinders, binoculars, gun cases, spotting scopes or the latest in archery equipment, our FIELD TEST department doesn't just tell the customer what is out there and why it is the best, we inform them what is the best buy for their hard-earned money. The winner receives the *Petersen's HUNTING* Editor's Choice Award.

General Production Information

Production Manager
Petersen's HUNTING
2 News Plaza
Peoria, IL 61614
309-679-5079
connie.mendoza@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:

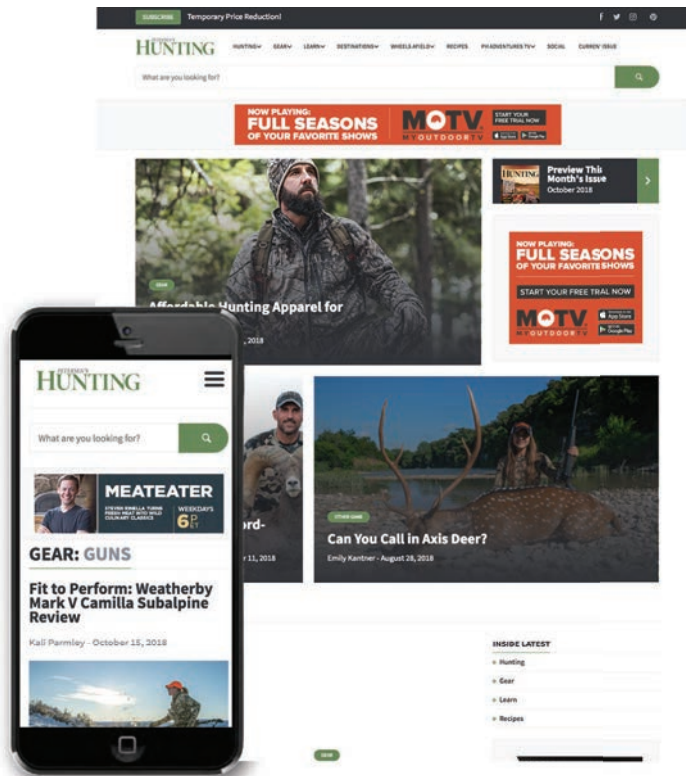
<https://osg.sendmyad.com>

Terms and Conditions




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

Our goal at **Petersen's Hunting** is to grow and foster the iconic status of the magazine as the heart and soul of the sport. To bring together the most passionate and discerning hunters of this generation and the next. To inform and entertain, from the edgiest stories to the smartest product features. To create the most dynamic and experiential content in existence on the places, products and people that define and evolve the world of hunting.



145k 
Avg. Monthly Uniques

43.8 
Median Age

Average HHI	\$86,500
Male (%)	88%
Annual Page Views	6,135,663
Avg. Time Spent	1:38
Pages Per Session	3.0
Traffic From Mobile/Tablet	66%
eNewsletter Subscribers	79,100
Social Media Followers	32,352



Publisher's Statement

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

PETERSEN'S HUNTING

Annual Frequency: 11 times/year

Field Served: Sport hunting, including big game, small game, upland birds, waterfowl, varmints and exotic game. Reports on game management, guns and loads, gun dogs, bow hunting, and big game anatomy. Basic where-to and how-to information for all types of recreational hunting.

Published by Outdoor Sportsman Group - Integrated Media

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
160,251	5,493	165,744	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			
Dec/Jan	124,394	1,236	125,630	32,706		32,706	158,336	4,162	23	4,185	161,262	1,259	162,521
Mar	118,000	1,719	119,719	32,172		32,172	151,891	6,088	38	6,126	156,260	1,757	158,017
Apr/May	119,098	1,757	120,855	32,461	15,000	47,461	168,316	5,628	22	5,650	157,187	16,779	173,966
Jun/Jul	114,116	1,201	115,317	32,145	15,000	47,145	162,462	6,000	9	6,009	152,261	16,210	168,471
Average	118,902	1,478	120,380	32,371	7,500	39,871	160,251	5,470	23	5,493	156,743	9,001	165,744

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	118,902	1,478	120,380	72.6
Total Paid Subscriptions	118,902	1,478	120,380	72.6
Verified Subscriptions				
Public Place	31,999	7,500	39,499	23.8
Individual Use	372		372	0.2
Total Verified Subscriptions	32,371	7,500	39,871	24.1
Total Paid & Verified Subscriptions	151,273	8,978	160,251	96.7
Single Copy Sales				
Single Issue	5,470	23	5,493	3.3
Total Single Copy Sales	5,470	23	5,493	3.3
Total Paid & Verified Circulation	156,743	9,001	165,744	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2017	None Claimed	188,474	188,474		
12/31/2016	None Claimed	200,294	200,294		
12/31/2015	None Claimed	206,640	206,640		

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$19.94		
Average Subscription Price Annualized (3)		\$10.56	
Average Subscription Price per Copy		\$0.96	

(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: 11

ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions

Geographic Data

Analysis of New & Renewal Paid Individual Subscriptions

Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Automotive Outlets	22,953		22,953
Doctor/Health Care Providers		7,500	7,500
Fitness/Recreational Facilities	15		15
Personal Care Salons	8,622		8,622
Specialty Locations/Retail	409		409
Total Public Place Copies	31,999	7,500	39,499
Individual Use			
Ordered/Payment Not Received	372		372
Total Individual Use Copies	372		372

RATE BASE

None Claimed

NOTES

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

Double Issues: A double issue represents two copies of service. The Average Subscription Price Annualized is based on 11 issues, which includes 3 double issues.

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 11,636

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 147

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.

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