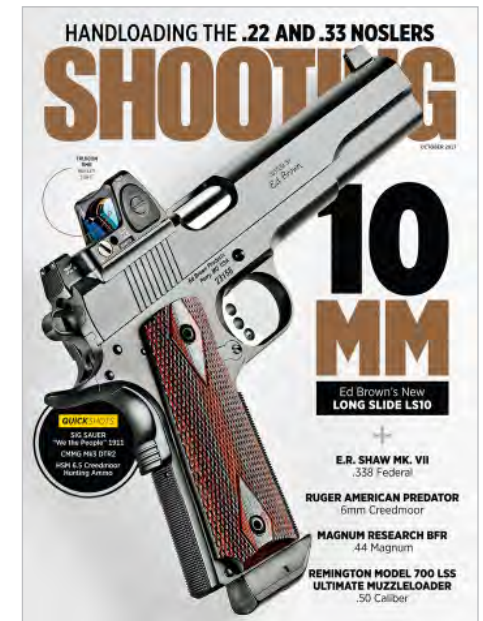




SHOOTING TIMES

2018 MEDIA KIT

shootingtimes.com



SHOOTING TIMES

Shooting Times serves an extremely active group of dedicated, technically savvy shooting and hunting enthusiasts who form a core group of opinion-leaders and purchase-influencers in the shooting sports community. *Shooting Times* devotees are avid “information gatherers” and rely on on shootingtimes.com and our popular special interest publications, including the annual *Complete Book of the Model 1911*, for the most current news and shooting sports information.



Take Advantage of this diverse, active and influential consumer by leveraging the synergies of the Shooting Times brand

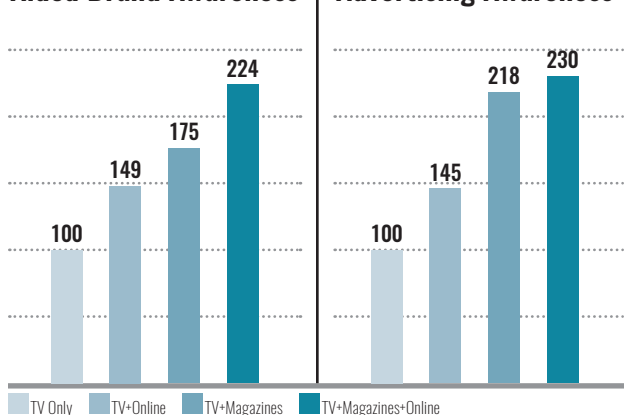
Independent Research by Dynamic Logic and Millward Brown confirmed that the most effective approach to driving consumer 'purchase intent' is to rely on media synergy to best drive results. Key revelations from 32 studies conducted from 2003 through 2007 include:

- 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 the most effective in driving online traffic — and that traffic increased considerably when URLs were included in advertising and marketing messages.

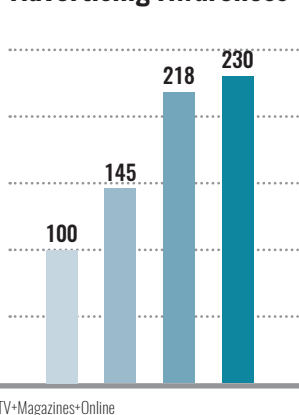
Cumulative Effects of Different Media Combinations

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

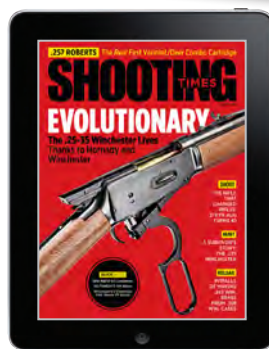
Aided Brand Awareness



Advertising Awareness



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



| | |
|--------------------------|----------|
| Circulation | 161,226 |
| Frequency | Monthly |
| Total Audience | 965,886 |
| Male/Female (%) | 87/13 |
| Median Age | 40.2 |
| Average Household Income | \$82,200 |

Shooting and the American Consumer*

While mainstream marketers often misrepresent the shooting enthusiast and the media that serves them as niche, or as having undesirable connotations, the reality is that these consumers represent a powerful and deep cross-section of American consumers. Key facts about this influential market include:

- 43% of U.S. households own firearms, representing over 200 million guns.
- 20 million individuals take part in competitive shooting in the United States — and the 2016 Summer Olympics featured 15 different shooting events for both men and women.
- Over 1.4 million Americans used firearms in their line of work — including law enforcement and military personnel.
- The U.S. firearms industry includes approximately 200 companies employing about 15,000 individuals with annual revenues in excess of \$2 billion.

Sources: Hunting in America; Hunting and Fishing: Bright Stars in the American Economy, The Congressional Sportsmen's Foundation, 2012; Dynamic Logic/Millward Brown CrossMedia Research, 2004-2007; AAM, June 2017; MRI, 2016 Doublebase.

| | | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| DEC. 2017 / JAN. 2018 <ul style="list-style-type: none"> • DEFENSE • Firearms for Personal Protection | FEBRUARY 2018 <ul style="list-style-type: none"> • HANDGUNS • New Auto Pistols | MARCH 2018 <ul style="list-style-type: none"> • DANGEROUS GAME • Classic Big-Game Cartridges and Rifles | APRIL 2018 <ul style="list-style-type: none"> • ACCURACY • Cartridges and Firearms | MAY 2018 <ul style="list-style-type: none"> • GUN CARE / GEAR / GUNSMITHING • Accessories for Gun Maintenance; D-I-Y Gunsmithing, and Other New Gear | JUNE 2018 <ul style="list-style-type: none"> • SHOT SHOW REVIEW • New Handguns, Rifles, Shotguns, and Ammunition |
| Closing Date September 11, 2017 On Newsstand November 6, 2017 | Closing Date October 6, 2017 On Newsstand December 5, 2017 | Closing Date November 8, 2017 On Newsstand January 9, 2018 | Closing Date December 14, 2017 On Newsstand February 13, 2018 | Closing Date January 22, 2018 On Newsstand March 20, 2018 | Closing Date February 20, 2018 On Newsstand April 17, 2018 |
| JULY 2018 <ul style="list-style-type: none"> • OPTICS • New Scopes and Binoculars | AUGUST 2018 <ul style="list-style-type: none"> • RIFLES • New Bolt Actions, ARs, and Other Types of Rifles | SEPTEMBER 2018 <ul style="list-style-type: none"> • HUNTING, SMALL GAME • Rimfire Firearms, Shotguns, and Cartridge Reports | OCTOBER 2018 <ul style="list-style-type: none"> • HUNTING, BIG GAME • Centerfire Cartridges and Firearms | NOVEMBER 2018 <ul style="list-style-type: none"> • HANDLOADING • Cartridge Reports and Reloading Tips | DEC. 2018 / JAN. 2019 <ul style="list-style-type: none"> • DEFENSE • Firearms for Personal Protection |
| Closing Date March 27, 2018 On Newsstand May 22, 2018 | Closing Date April 23, 2018 On Newsstand June 19, 2018 | Closing Date May 18, 2018 On Newsstand July 17, 2018 | Closing Date June 18, 2018 On Newsstand August 14, 2018 | Closing Date July 23, 2018 On Newsstand September 18, 2018 | Closing Date September 11, 2018 On Newsstand November 6, 2018 |

| | % Comp |
|------------------------------|-----------|
| Total Audience | 965,886 |
| Men | 87% |
| Women | 13 |
| Median Age | 40.2 |
| Married | 79% |
| Children in Household | 18 |
| Attended College | 70 |
| Management/Professional | 36% |
| Tradesmen/Craftsmen | 47 |
| Average Household Income | \$82,200 |
| Average Net Worth | \$599,000 |
| Own a Handgun | 96% |
| Revolvers Centerfire | 78 |
| Automatic Pistols Centerfire | 55 |
| Automatic Pistols Rimfire | 53 |
| Own a Shotgun | 91% |
| Pump Action | 64 |
| Semi-Automatic | 45 |
| Single Shot | 35 |
| Own a Rifle | 99% |
| Bolt-Action Centerfire | 78 |
| Lever-Action Centerfire | 54 |
| Semi-Automatic Centerfire | 47 |
| Own an Airgun | 50% |

| | % Comp |
|---------------------------------------------------------------------------------------------------------|--------|
| Reload Own Ammunition | 78% |
| Use Reloaded Ammunition for Rifle | 89 |
| Use Reloaded Ammunition for Target Shooting | 89 |
| Use Reloaded Ammunition for Handgun | 84 |
| Use Reloaded Ammunition for Hunting | 78 |
| Average Number of Rounds Reloaded, Past 12 Months | 1,931 |
| Own a Scope | 96% |
| Own Rifle Scope | 99 |
| Own Handgun Scope | 41 |
| Own Shotgun Scope | 16 |
| Average Number of Scopes Owned, Total | 7.7 |
| Recommended/Advised Others on the Purchase of Firearms, Ammunition or Related Equipment, Past 12 Months | 86% |
| Belong to a Gun Club | 68% |
| Participate in Big Game Hunting | 69 |
| Participate in Small Game Hunting | 64 |
| Participate in Varmint Hunting | 57 |
| Participate in Upland Game Bird Hunting | 50 |
| Household Owns/Leases 1+ Pick Up Truck(s) | 58% |
| Household Owns/Leases 1+ Sport Utility Vehicle | 39 |
| Household Owns/Leases 1+ Van | 16 |
| Household Owns/Leases Domestic Only | 69 |
| Household Owns/Leases Import and Domestic | 22 |
| Personally Responsible for Maintaining Vehicle(s) | 41% |
| Changed Own Motor Oil, Past 12 Months | 83 |
| Purchased Aftermarket Auto Accessories for Vehicles, Past 12 Months | 38 |
| You or Other Household Member Did Any Household Improvement Work or Any Home Remodeling, Past 12 Months | 65% |

2018 Shooting Times Magazine

| Issue | Ad Space Close/Materials Due | Newsstand on Sale |
|------------------------------|------------------------------|-------------------|
| December 2017 / January 2018 | 9/11/17 | 11/6/17 |
| February 2018 | 10/6/17 | 12/5/17 |
| March 2018 | 11/8/17 | 1/9/18 |
| April 2018 | 12/14/17 | 2/13/18 |
| May 2018 | 1/22/18 | 3/20/18 |
| June 2018 | 2/20/18 | 4/17/18 |
| July 2018 | 3/27/18 | 5/22/18 |
| August 2018 | 4/23/18 | 6/19/18 |
| September 2018 | 5/18/18 | 7/17/18 |
| October 2018 | 6/18/18 | 8/14/18 |
| November 2018 | 7/23/18 | 9/18/18 |
| December 2018 / January 2019 | 9/11/18 | 11/6/18 |
| February 2019 | 10/5/18 | 12/4/18 |



Effective January 1, 2018

| 4-Color | 1 x | 3 x | 6 x | 12 x | 18 x | 24 x | 30 x | 36 x | 48 x |
|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| 1 Page | \$15,582 | \$15,123 | \$14,272 | \$13,430 | \$13,232 | \$12,928 | \$12,622 | \$12,304 | \$12,228 |
| 2/3 Page | 13,189 | 12,796 | 12,075 | 11,364 | 11,201 | 10,950 | 10,686 | 10,413 | 10,348 |
| 1/2 Page | 11,287 | 10,960 | 10,337 | 9,736 | 9,593 | 9,365 | 9,146 | 8,917 | 8,862 |
| 1/3 Page | 9,911 | 9,616 | 9,080 | 8,546 | 8,424 | 8,229 | 8,032 | 7,835 | 7,781 |
| 1/4 Page | 7,365 | 7,146 | 6,742 | 6,349 | 6,251 | 6,109 | 5,967 | 5,813 | 5,780 |
| 1/6 Page | 5,683 | 5,519 | 5,202 | 4,895 | 4,831 | 4,722 | 4,600 | 4,491 | 4,458 |

| 2-Color | 1 x | 3 x | 6 x | 12 x | 18 x | 24 x | 30 x | 36 x | 48 x |
|----------|----------|----------|----------|----------|----------|----------|----------|---------|---------|
| 1 Page | \$12,598 | \$11,933 | \$11,201 | \$10,666 | \$10,534 | \$10,458 | \$10,195 | \$9,944 | \$9,890 |
| 2/3 Page | 9,725 | 9,211 | 8,655 | 8,239 | 8,141 | 8,075 | 7,878 | 7,682 | 7,638 |
| 1/2 Page | 8,523 | 8,064 | 7,573 | 7,212 | 7,125 | 7,070 | 6,895 | 6,731 | 6,688 |
| 1/3 Page | 7,037 | 6,665 | 6,261 | 5,955 | 5,891 | 5,846 | 5,704 | 5,562 | 5,529 |
| 1/4 Page | 5,256 | 4,983 | 4,676 | 4,448 | 4,404 | 4,360 | 4,262 | 4,152 | 4,130 |
| 1/6 Page | 4,064 | 3,847 | 3,606 | 3,442 | 3,398 | 3,376 | 3,289 | 3,213 | 3,191 |

| B&W | 1 x | 3 x | 6 x | 12 x | 18 x | 24 x | 30 x | 36 x | 48 x |
|----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 1 Page | \$9,899 | \$9,834 | \$9,365 | \$8,556 | \$8,437 | \$8,217 | \$8,021 | \$7,824 | \$7,769 |
| 2/3 Page | 7,507 | 7,453 | 7,103 | 6,480 | 6,404 | 6,228 | 6,076 | 5,934 | 5,891 |
| 1/2 Page | 6,272 | 6,228 | 5,934 | 5,420 | 5,344 | 5,202 | 5,082 | 4,950 | 4,917 |
| 1/3 Page | 4,818 | 4,785 | 4,557 | 4,163 | 4,109 | 3,999 | 3,901 | 3,814 | 3,781 |
| 1/4 Page | 3,606 | 3,583 | 3,409 | 3,115 | 3,070 | 2,994 | 2,918 | 2,852 | 2,830 |
| 1/6 Page | 2,775 | 2,754 | 2,622 | 2,404 | 2,371 | 2,305 | 2,252 | 2,196 | 2,186 |
| Inch | 666 | 656 | 633 | 569 | 569 | 546 | 536 | 524 | 524 |

| Covers | 1 x | 3 x | 6 x | 12 x | 18 x | 24 x | 30 x | 36 x | 48 x |
|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Cover 2 | \$17,921 | \$17,385 | \$16,489 | \$15,593 | \$15,233 | \$14,872 | \$14,511 | \$14,161 | \$14,064 |
| Cover 3 | 17,144 | 16,631 | 15,768 | 14,916 | 14,566 | 14,227 | 13,889 | 13,539 | 13,451 |
| Cover 4 | 20,259 | 19,647 | 18,632 | 17,625 | 17,222 | 16,805 | 16,413 | 15,997 | 15,900 |

| Centerfold | 1 x | 3 x | 6 x | 12 x |
|------------|----------|----------|----------|----------|
| | \$16,675 | \$15,791 | \$14,818 | \$14,118 |

2018 Shooting Times Special Interest Publications

| SUPPRESSOR | PERSONAL DEFENSE | TRIGGER I | BOOK OF AR-15 I | BOOK OF AR-15 III | SNIPER |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | | |
| <p>Distribution: 90,000 SUPPRESSOR will focus on shooting with cans and will highlight legislation and the latest developments in products.</p> | <p>Distribution: 90,000 Readers will learn about defense-related firearms. Articles surrounding less-and non-lethal personal and home protection are also included.</p> | <p>Distribution: 90,000 TRIGGER places the lifestyle of gun ownership to learn why we shoot, how we socialize, what we use, whom to watch and who inspires us.</p> | <p>Distribution: 290,000 An engaging compilation of articles about the modern AR platform with accessory aftermarket coverage.</p> | <p>Distribution: 290,000 An engaging compilation of articles about the modern AR platform with accessory aftermarket coverage.</p> | <p>Distribution: 90,000 SNIPER will explore the world of tactical marksmanship with articles written by certified snipers from law enforcement and military communities.</p> |
| <p>Closing Date: 9/4/18 On-Sale Dates: 11/6/18</p> | <p>Closing Date: 7/23/18 On-Sale Date: 9/25/18</p> | <p>Closing Date: 12/28/17 On-Sale Date: 3/6/18</p> | <p>Closing Date: 11/30/17 On-Sale Dates: 2/6/18 6/19/18</p> | <p>Closing Date: 3/6/18 On-Sale Date: 5/8/18 11/13/18</p> | <p>Closing Date: 3/6/18 On-Sale Date: 5/8/18</p> |
| <p>4-Color Page: \$5,678 1/2 Page: 2,952 1/3 Page: 2,044 1/4 Page: 1,478</p> | <p>4-Color Page: \$2,839 1/2 Page: 1,476 1/3 Page: 1,022 1/4 Page: 739</p> | <p>4-Color Page: \$4,201 1/2 Page: 2,158 1/3 Page: 1,476 1/4 Page: 1,078</p> | <p>4-Color Page: \$5,678 1/2 Page: 2,952 1/3 Page: 2,044 1/4 Page: 1,478</p> | <p>4-Color Page: \$5,678 1/2 Page: 2,952 1/3 Page: 2,044 1/4 Page: 1,478</p> | <p>4-Color Page: \$2,839 1/2 Page: 1,476 1/3 Page: 1,022 1/4 Page: 739</p> |

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

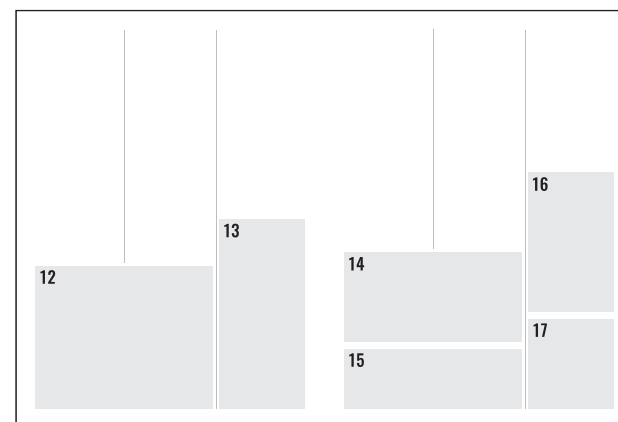
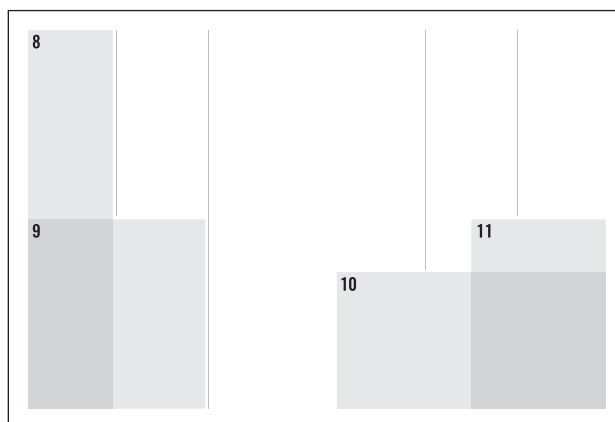
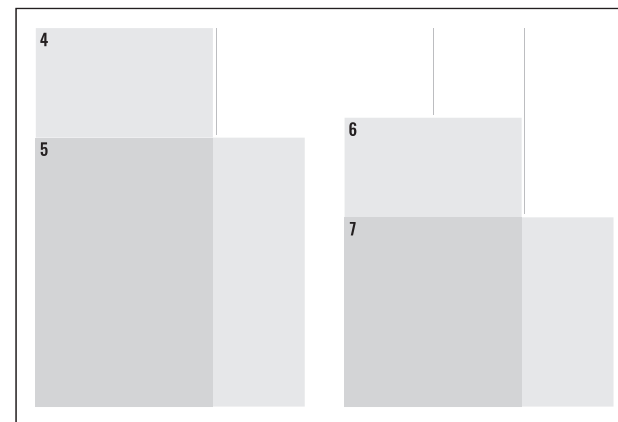
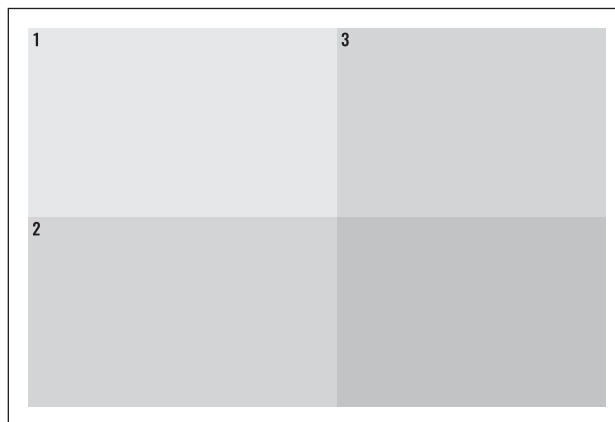
Non-Bleed: 4.375 x 2.25

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.

Shooting Times serves an extremely active group of dedicated, technically savvy shooting and hunting enthusiasts who form a core group of opinion-leaders and purchase-influencers in the shooting sports community. **Shooting Times** devotees are avid “information gatherers” and rely on shootingtimes.com and our popular special interest publications including the annual Complete Book of the Model 1911, for the most current news and shooting sports information.

271k 

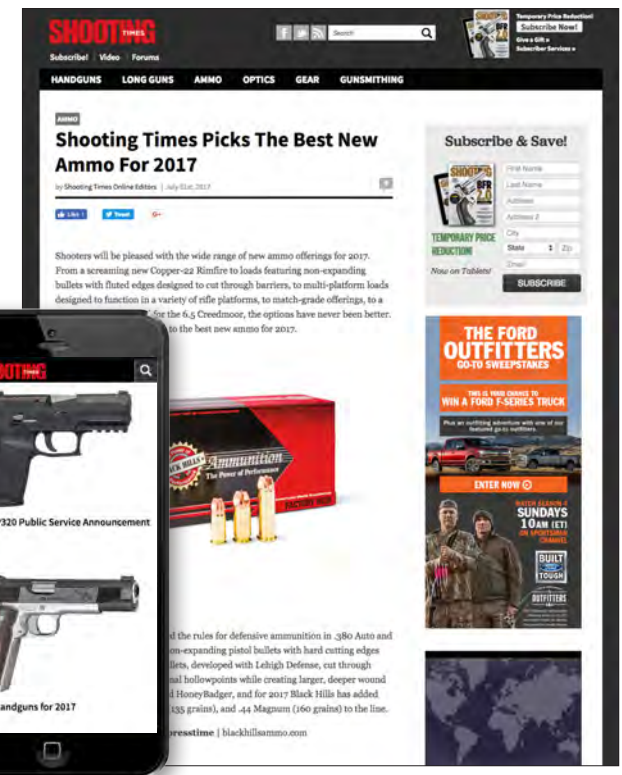
Avg. Monthly Uniques

36.4 

Median Age

At A Glance

| | |
|------------------------------------|------------|
| Average HHI | \$88,900 |
| Male (%) | 95% |
| Annual Page Views | 11,233,836 |
| Avg. Time Spent | 1:29 |
| Pages Per Session | 3.0 |
| Traffic From Mobile/Tablet Devices | 59% |
| eNewsletter Subscribers | 77,000 |
| Social Media Followers | 718,329 |



IDEAL FOR ACTIVATION AND CONVERSION

Reach Your Target Audience with
Visually Engaging Display Ads

1400x200 (Super Header)

**1400x500
(Super Header Expanded)**

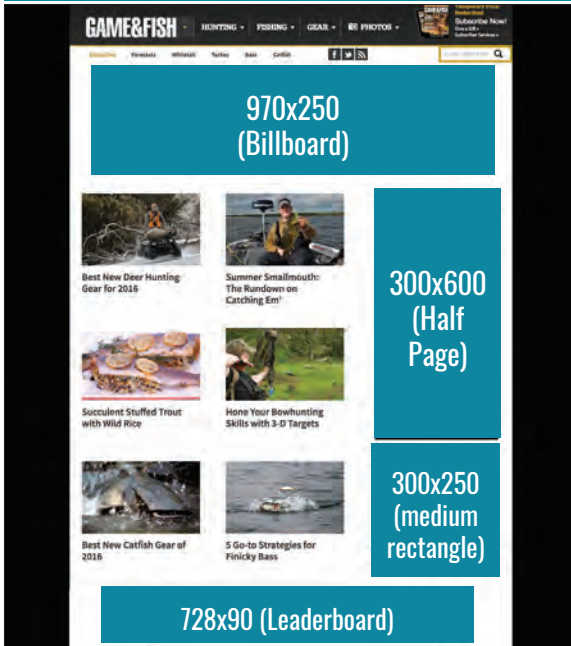
**970x250
(Billboard)**

**300x600
(Half Page)**

**300x250
(medium rectangle)**

728x90 (Leaderboard)

HIGH IMPACT



Source: Doubleclick for Publishers, July 2017

OSG
Network

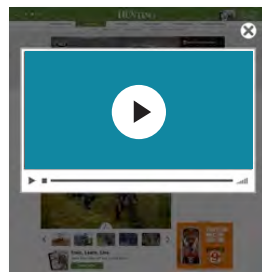
.21 CTR

Standard Industry
Benchmarks

.14 CTR



MOBILE / TABLET



VIDEO

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

**GET IMPROVED
PERFORMANCE**

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

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

IMPROVED PERFORMANCE

18%

Higher Lift In
Purchase Intent

25%

More Engagement

IDEAL FOR BRAND RECOGNITION AND RECALL

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

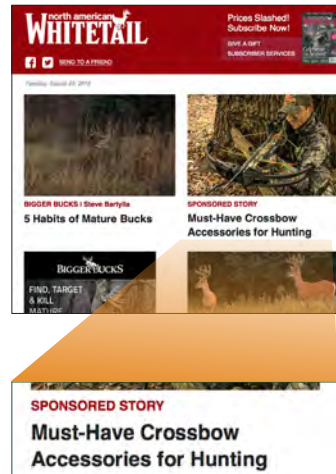
Native Ads



Your Content



E-Newletter



Content to be shared
across social channels



PACKAGES

Custom Content

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

- Story Creation
- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- 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)

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

eNewsletter:

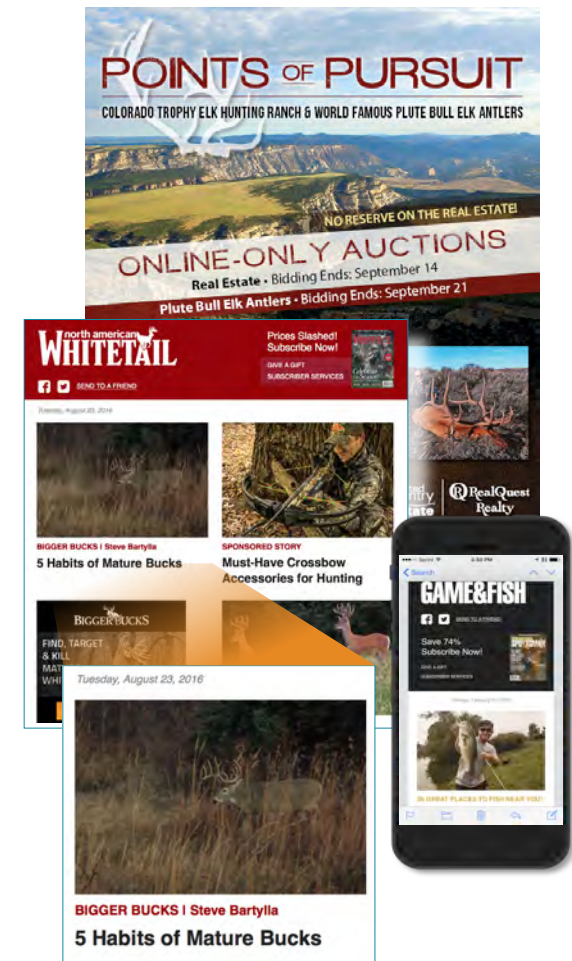
- (1) 300x250 ad surrounding the content area
- Reporting

High Impact Package Includes:

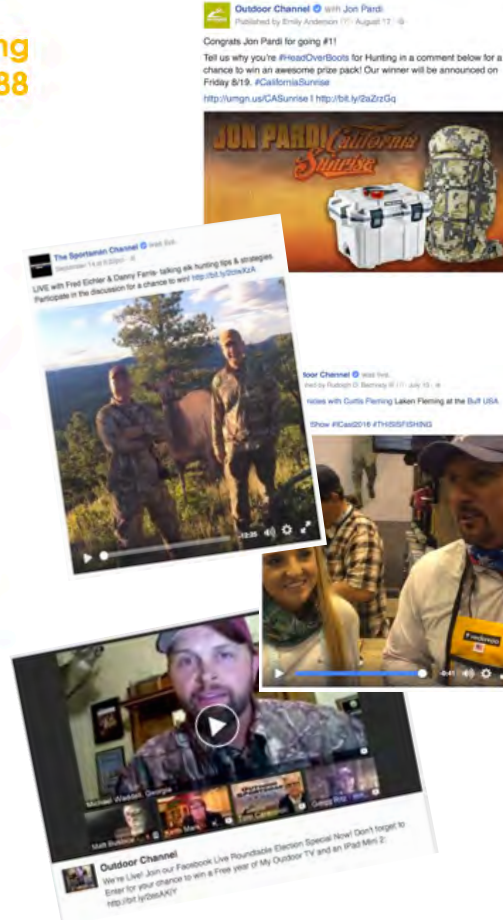
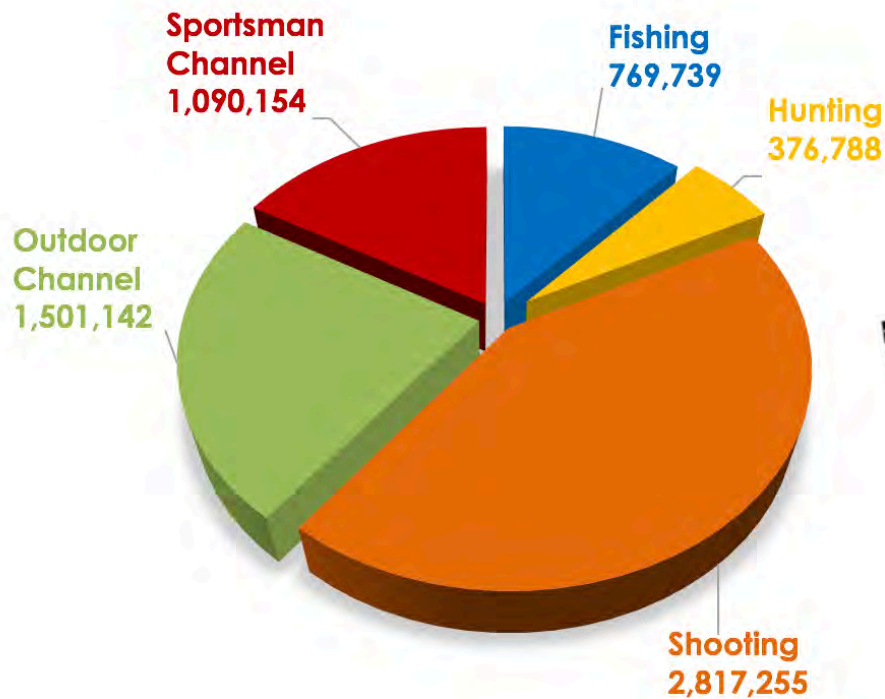
- (2) 300x250 ads surrounding content area
- Integration with Native Campaign to promote your sponsored content
- Reporting

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
 - Tradeshows
 - Magazine Article Extension
- **Sweeps**
 - Comment to Win
 - Enter to Win

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

|  | | | HIGH IMPACT  | |
|-----------------------------------------------------------------------------------|------------------------------------|------|--------------------------------------------------------------------------------------------------------|-----------------------------------------|
| Unit | Size | CPM | Road Block (choice of 2 positions) | Take Over (All 4 positions included) |
| DESKTOP/MOBILE | | | CPM | CPM |
| Superheader Expanded/Superheader | 1400x500/1400x200 | \$25 | \$18 | \$25 |
| Billboard | 970x250 | \$14 | Your Choice of (2) positions: Billboard Half Page Medium Rectangle Leaderboard | ✓ |
| Half Page | 300x600 | \$12 | | ✓ |
| Medium Rectangle | 300x250 | \$10 | | ✓ |
| Leaderboard | 728x90(desktop) 320x100(mobile) | \$8 | | ✓ |

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

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

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

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

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

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

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

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

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

[Click here for Video Specs.](#)



Image Sizes:

650x650 & 1200x628

Videos

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

Character Limits

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

Click URLs:

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

Creative Process:

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

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.

General Production Information•

Production Manager
Shooting Times
2 News Plaza
Peoria, IL 61614
309-679-5073
terry.boyer@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• ⅛-in. outside the trim. Elements that “bleed off” trimmed page should extend at least ⅛-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

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.



Annual Frequency: 12 times/year

Field Served: Gun enthusiasts, hunters, shooters and collectors.

Published by Outdoor Sportsman Group - Integrated Media

Publisher's Statement

6 months ended June 30, 2017, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

| Total Paid & Verified Subscriptions | Single Copy Sales | Total Circulation | Rate Base | Variance to Rate Base |
|-------------------------------------|-------------------|-------------------|--------------|-----------------------|
| 149,691 | 11,535 | 161,226 | None Claimed | |

TOTAL CIRCULATION BY ISSUE

| Issue | Paid Subscriptions | | | Verified Subscriptions | | | Total Paid & Verified Subscriptions | Single Copy Sales | | | Total Paid & Verified Circulation - Print | Total Paid & Verified Circulation - Digital Issue | Total Paid & Verified Circulation |
|---------|--------------------|---------------|--------------------------|------------------------|---------------|------------------------------|-------------------------------------|-------------------|---------------|-------------------------|-------------------------------------------|---------------------------------------------------|-----------------------------------|
| | Print | Digital Issue | Total Paid Subscriptions | Print | Digital Issue | Total Verified Subscriptions | | Print | Digital Issue | Total Single Copy Sales | | | |
| Feb | 142,586 | 4,451 | 147,037 | 1,519 | | 1,519 | 148,556 | 9,166 | 75 | 9,241 | 153,271 | 4,526 | 157,797 |
| Mar | 143,667 | 4,245 | 147,912 | 1,530 | | 1,530 | 149,442 | 11,791 | 90 | 11,881 | 156,988 | 4,335 | 161,323 |
| Apr | 142,588 | 4,226 | 146,814 | 1,519 | | 1,519 | 148,333 | 13,301 | 69 | 13,370 | 157,408 | 4,295 | 161,703 |
| May | 143,810 | 4,175 | 147,985 | 1,532 | | 1,532 | 149,517 | 10,604 | 69 | 10,673 | 155,946 | 4,244 | 160,190 |
| Jun | 144,249 | 6,822 | 151,071 | 1,536 | | 1,536 | 152,607 | 12,368 | 140 | 12,508 | 158,153 | 6,962 | 165,115 |
| Average | 143,380 | 4,784 | 148,164 | 1,527 | | 1,527 | 149,691 | 11,446 | 89 | 11,535 | 156,353 | 4,873 | 161,226 |

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

| | Print | Digital Issue | Total | % of Circulation |
|------------------------------------------------|----------------|---------------|----------------|------------------|
| Paid Subscriptions | | | | |
| Individual Subscriptions | 143,380 | 4,784 | 148,164 | 91.9 |
| Total Paid Subscriptions | 143,380 | 4,784 | 148,164 | 91.9 |
| Verified Subscriptions | | | | |
| Individual Use | 1,527 | | 1,527 | 0.9 |
| Total Verified Subscriptions | 1,527 | | 1,527 | 0.9 |
| Total Paid & Verified Subscriptions | 144,907 | 4,784 | 149,691 | 92.8 |
| Single Copy Sales | | | | |
| Single Issue | 11,446 | 89 | 11,535 | 7.2 |
| Total Single Copy Sales | 11,446 | 89 | 11,535 | 7.2 |
| Total Paid & Verified Circulation | 156,353 | 4,873 | 161,226 | 100.0 |

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

| Audit Period Ended | Rate Base | Audit Report | Publisher's Statements | Difference | Percentage of Difference |
|--------------------|--------------|--------------|------------------------|------------|--------------------------|
| 12/31/2016 | None Claimed | 161,908 | 162,558 | -650 | -0.4 |
| 12/31/2015 | None Claimed | 160,550 | 160,550 | | |
| 12/31/2014 | None Claimed | 167,134 | 167,134 | | |

Visit www.auditedmedia.com Media Intelligence Center for audit reports.

PRICES

| | Suggested Retail Prices (1) | Average Price (2) | |
|-------------------------------------------|-----------------------------|-------------------|------------------|
| | | Net | Gross (Optional) |
| Average Single Copy | \$4.99 | | |
| Subscription | \$23.98 | | |
| Average Subscription Price Annualized (3) | | \$11.40 | |
| Average Subscription Price per Copy | | \$0.95 | |

(1) For statement period

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

(3) Based on the following issue per year frequency: 12

ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions

Geographic Data

Analysis of New & Renewal Paid Individual Subscriptions

Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

| | Print | Digital Issue | Total |
|------------------------------|--------------|---------------|--------------|
| Individual Use | | | |
| Ordered/Payment Not Received | 1,527 | | 1,527 |
| Total Individual Use | 1,527 | | 1,527 |

RATE BASE

None Claimed.

NOTES

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

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 4,407

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 250

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.

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

| | |
|-----------------------------------------------------------------------------------------------------------|------------------------|
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