

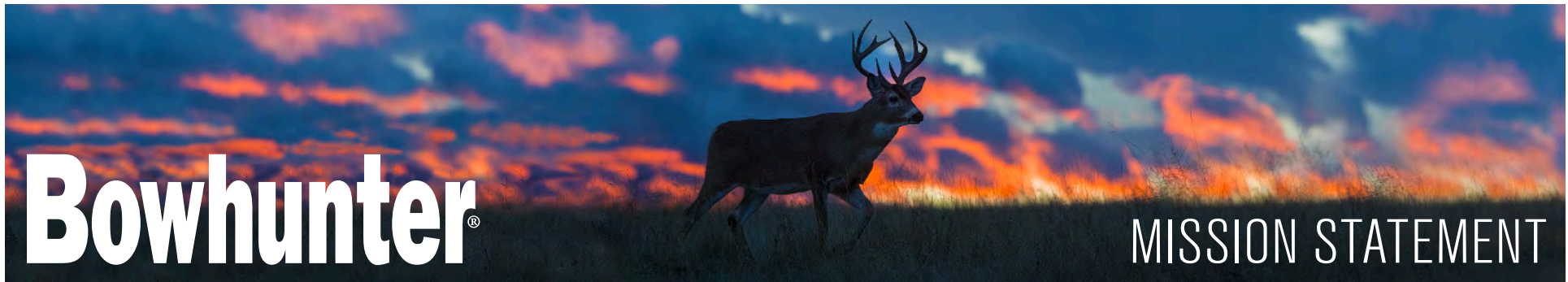
A large buck with impressive antlers stands in a forest, facing left. The background is a warm, golden-hued forest scene with trees and foliage. The buck's coat is dark brown, and its antlers are light-colored and well-developed.

2026
MEDIA KIT

CELEBRATING
55
YEARS
SINCE 1971

BOWHUNTER.COM
Bowhunter®

PHOTO BY JOHN ERIKSSON/IMAGES ON THE WILDSIDE



BANNER IMAGE BY DONALDMJONES.COM

Bowhunter Magazine aims to be the sport's journal of record; to be the eyes, ears, and voice of North America's unique bowhunting community; to bring readers the most insightful, educational, and entertaining hunting adventures; to encourage and perpetuate the ethical, responsible, and effective bowhunting of all legal game; to support pro-hunting and conservation organizations; and to promote and share traditional bowhunting values across all of the brand's media platforms.



Bowhunter®

AT A GLANCE

THE COLUMNISTS

- Fred Eichler, "The Traditional Way"
- Chuck Adams, "On The Track"
- Danny Farris, "The Empty Quiver"
- C.J. Winand, "Hunting Whitetails"
- Brad Fenson, "At The Crossroads"
- Jon Silks, "Technical Bow Tests"
- Curt Wells, "Ask Bowhunter"
- Randy Ulmer, "The Quest"

Circulation

86,974

Frequency

5X, bimonthly

Total Audience

957,000

Male/Female

73/27

Median Age

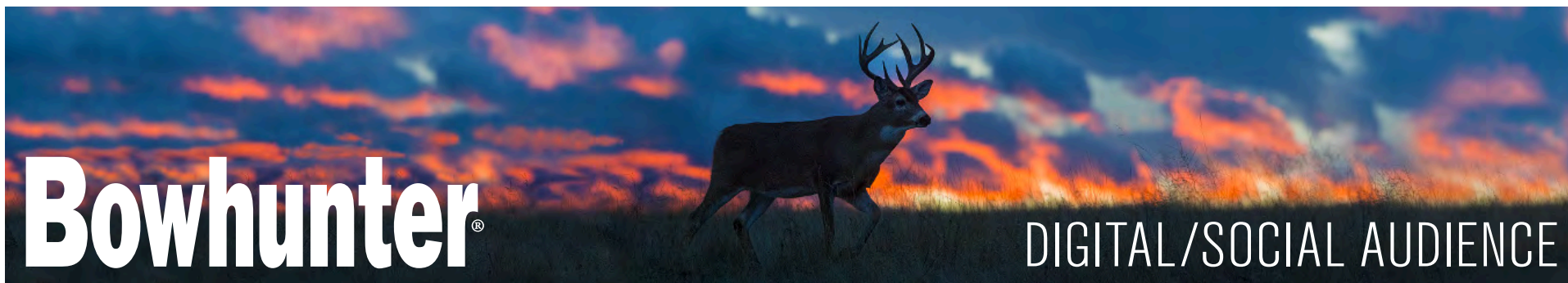
43

Ave. Household Income

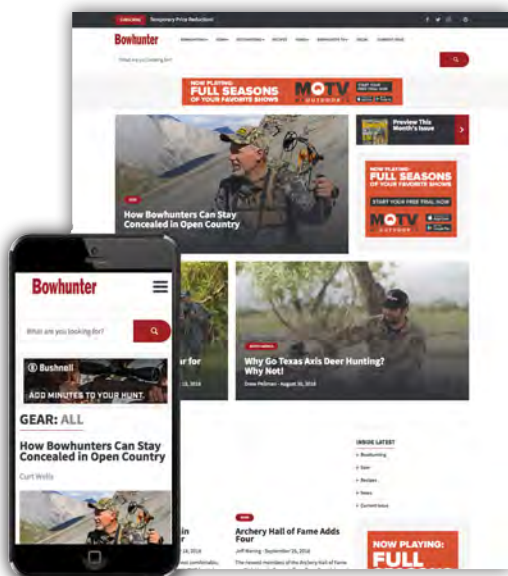
\$109,501



Sources: 2025 MRI Spring Doublebase, AAM Statement 6 Months Ending June 2025; Bowhunter Publishers Estimate Based on the Following: People Participating in Bowhunting Last 12 Months, MRI Magazine Quintiles I-III (Reading 1.5+ Magazines on a Monthly Basis)



As “The #1 Bowhunting Magazine,” **Bowhunter** is the preeminent, most respected media brand in bowhunting. Our team of expert contributors covers the full spectrum of bowhunting adventure, how-to tips, and the latest in bowhunting/archery equipment, and delivers category leading content to a hardcore audience of enthusiastic consumers.



1,533,156

Active Users

2,491,786

Annual Page Views

82%

Mobile

Male (%)	79%
Avg. Time Spent	2:16
Pages Per Session	1.63
eNewsletter Subscribers	70,000
Social Media Followers	125,000
Facebook: 86,899; Instagram: 24,850; X: 5,005; Threads: 1,582; YouTube: 6,310 (as of August 2025)	
Video Views	1,676,985
Total Impressions	6,337,112
Engagement Rate	81%

Bowhunter®

EDITORIAL CALENDAR

MARCH/APRIL New Gear Guide

Theme: 2026 New Gear Guide

Special Features: Bowhunter's 2026 New Gear Guide is the industry's earliest and most comprehensive overview of new archery products and related equipment for coming year. The 2026 edition will place special emphasis on the top new technological innovations and trends driving the marketplace, as well as highlight the best new products from categories that include bows, crossbows, bow accessories, arrows, broadheads, targets, trail cameras, field wear, packs, saddles, stands, ground blinds, optics and more.

Ad Close/Materials Due: 12/19/25

On Sale/Special Distribution Bonus:

2/24/26 (Digital), 3/3/26 (Newsstand)

The 2026 New Gear Guide will also be distributed via a special mailing to Archery Trade Association dealer members and industry VIPs. Don't miss this unique opportunity to place your new product information directly into the hands of archery retailers, buyers, key industry influencers and consumers!

MAY/JUNE Shooting Special

Theme: Spring/Summer Bowhunting Pursuits

Field Gear: Precision Bow Accessories

Special Feature: 90 Days to Dialed In: Bowhunter's Ultimate Pre-Season Training Program

Plus: Bow Tests & Gear Wise Product Reviews

Ad Close/Materials Due: 2/27/26

On Sale: 4/28/26 (Digital), 5/5/26 (Newsstand)

SEPTEMBER/OCTOBER 55th Anniversary Edition

Theme: Bowhunter 55th Anniversary/Whitetail Season Preview

Field Gear: Deer Calls and Attractants

Special Feature: 2026 Deer Forecast: The Season's Best Days to Hunt!

Plus: Bow Tests & Gear Wise Product Reviews

Ad Close/Materials Due: 6/18/26

On Sale: 8/18/26 (Digital), 8/25/26 (Newsstand)

JULY/AUGUST Big Game Special

Theme: Worldwide Bowhunting Adventures

Field Gear: Backcountry Packs & Apparel

Special Feature: Best of the West: Accessible Public-Land Bowhunting Adventures

Plus: Bow Tests & Gear Wise Product Reviews

Ad Close/Materials Due: 4/22/26

On Sale: 6/23/26 (Digital), 6/30/26 (Newsstand)

NOVEMBER/DECEMBER Whitetail Special

Theme: Incredible Deer-Hunting Success

Field Gear: Rut-Hunting Essentials

Special Feature: Bill Winke's Whitetail Wisdom

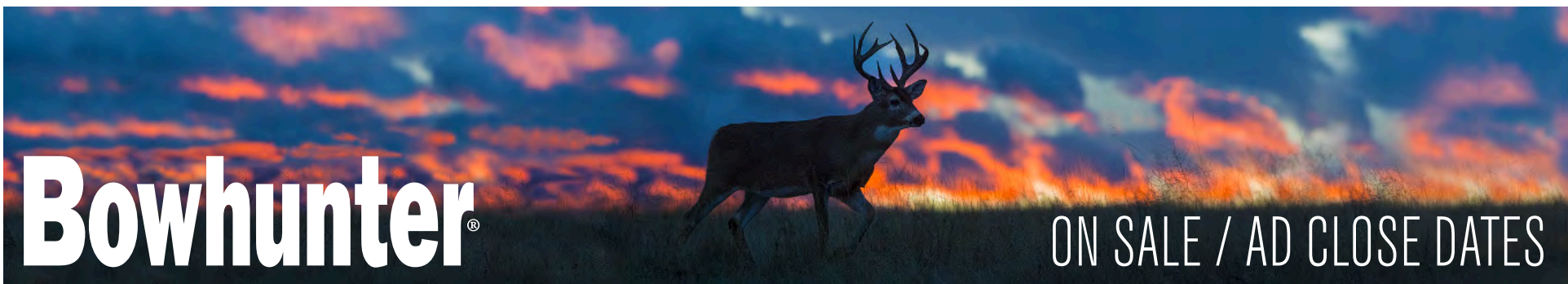
Plus: Bow Tests & Gear Wise Product Reviews

Ad Close/Materials Due: 8/20/26

On Sale: 10/20/26 (Digital), 10/27/26 (Newsstand)



**OUTDOOR
SPORTSMAN
GROUP®**



ISSUE	THEME	AD SPACE CLOSE/ MATERIALS DUE	DIGITAL ON SALE	NEWSSTAND ON SALE
MARCH/APRIL	New Gear Guide (Equipment Issue)	12/19/2025	2/24/2026	3/3/2026
MAY/JUNE	Shooting Special (Spring/Summer Bowhunting Pursuits)	2/27/2026	4/28/2026	5/5/2026
JULY/AUGUST	Big Game Special (Worldwide Bowhunting Adventures)	4/22/2026	6/23/2026	6/30/2026
CROSSBOW REVOLUTION	New Gear, Shooting Advice, Tactics & Adventures	5/6/2026	7/7/2026	7/14/2026
SADDLE HUNTER	New Gear, Techniques, Tactics & Proven Strategies	6/4/2026	8/4/2026	8/11/2026
SEPTEMBER/OCTOBER	55th Anniversary Issue (Whitetail Season Preview)	6/18/2026	8/18/2026	8/25/2026
NOVEMBER/DECEMBER	Whitetail Special (Incredible Deer-Hunting Success)	8/20/2026	10/20/2026	10/27/2026



Bowhunter®

INDUSTRY ADVERTISING RATES

EFFECTIVE JANUARY 1, 2026



4-Color	1 x	3 x	6 x	9 x
Full Page	\$10,380	\$9,855	\$9,330	\$9,127
2/3 Page	8,275	7,868	7,450	7,311
1/2 Page	6,749	6,395	6,052	5,940
1/3 Page	5,688	5,410	5,147	5,013
1/4 Page	4,772	4,520	4,306	4,188
1/6 Page	3,905	3,428	3,106	2,828
2-Color	1 x	3 x	6 x	9 x
Full Page	\$8,109	\$7,707	\$7,300	\$7,129
2/3 Page	6,133	5,999	5,672	5,565
1/2 Page	5,029	4,788	4,520	4,429
1/3 Page	3,905	3,696	3,492	3,417
1/4 Page	3,240	3,069	2,914	2,828
1/6 Page	2,533	2,373	2,260	2,142
B&W	1 x	3 x	6 x	9 x
Full Page	\$6,491	\$6,154	\$5,822	\$5,704
2/3 Page	4,917	4,687	4,429	4,354
1/2 Page	3,905	3,696	3,492	3,417
1/3 Page	2,924	2,785	2,624	2,517
1/4 Page	2,271	2,158	2,057	1,982
1/6 Page	1,612	1,543	1,468	1,435
Covers	1 x	3 x	6 x	9 x
Cover 4	\$13,486	\$12,806	\$12,137	\$11,837
Cover 3	11,403	10,835	10,267	10,032
Cover 2	11,912	11,339	10,728	10,476



Bowhunter®

WHERE-TO-GO ADVERTISING RATES

EFFECTIVE JANUARY 1, 2026



4-Color	1 x	3 x	6 x	9 x
1/4 Page	\$2,266	\$2,250	\$2,137	\$1,982
1/6 Page	1,955	1,923	1,800	1,719
1/8 Page	1,462	1,435	1,307	1,210
1/12 Sq. or Horizontal	1,007	980	900	852
1 3/4 Inches	819	809	761	744
1 1/2 Inches Horizontal	744	734	691	643
1 Inch	653	643	595	536
2-Color	1 x	3 x	6 x	9 x
1/4 Page	\$1,767	\$1,757	\$1,666	\$1,564
1/6 Page	1,543	1,510	1,398	1,339
1/8 Page	1,141	1,109	1,028	969
1/12 Sq. or Horizontal	771	761	734	691
1 3/4 Inches	653	643	595	584
1 1/2 Inches Horizontal	584	573	525	487
1 Inch	487	471	461	423
B&W	1 x	3 x	6 x	9 x
1/4 Page	\$1,425	\$1,398	\$1,323	\$1,243
1/6 Page	1,210	1,189	1,125	1,082
1/8 Page	900	873	809	771
1/12 Sq. or Horizontal	643	616	584	536
1 3/4 Inches	503	487	461	450
1 1/2 Inches Horizontal	450	434	423	396
1 Inch	423	396	370	348



Bowhunter®

MARKETPLACE ADVERTISING RATES

EFFECTIVE JANUARY 1, 2026



4-Color	1 x	3 x	6 x	9 x
1/8 Page	\$1,462	\$1,435	\$1,307	\$1,210
1/12 Sq. or Horizontal	1,007	980	900	852
1 3/4 Inches	819	809	761	744
1 1/2 Inches Horizontal	744	734	691	643
1 Inch	653	643	595	536
2-Color	1 x	3 x	6 x	9 x
1/8 Page	\$1,141	\$1,109	\$1,028	\$969
1/12 Sq. or Horizontal	771	761	734	691
1 3/4 Inches	653	643	595	584
1 1/2 Inches Horizontal	584	573	525	487
1 Inch	487	471	461	423
B&W	1 x	3 x	6 x	9 x
1/8 Page	\$900	\$873	\$809	\$771
1/12 Sq. or Horizontal	643	616	584	536
1 3/4 Inches	503	487	461	450
1 1/2 Inches Horizontal	450	434	423	396
1 Inch	423	396	370	348

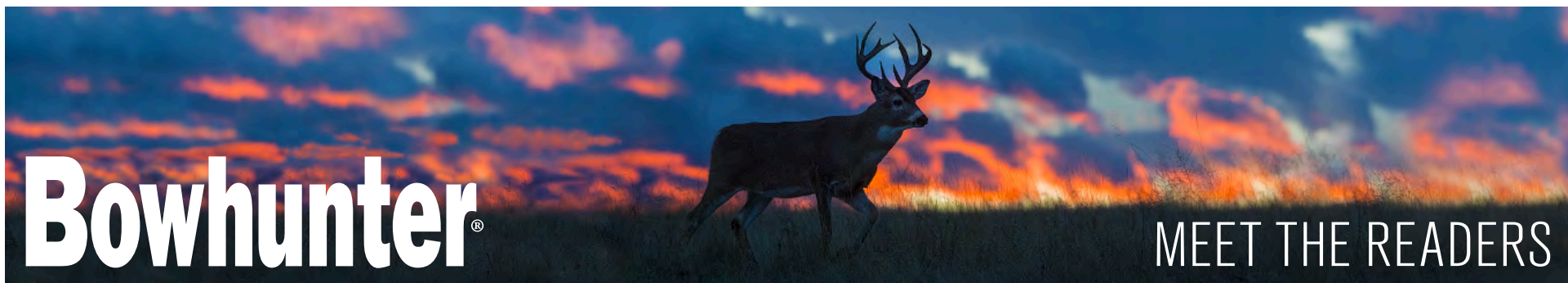


PRO SHOP ADVERTISING RATES

ProShop	3 x net	6 x net	9 x net
1/4 Page 4/C	\$1,785	\$1,535	\$1,285

*Classified Rates: \$5 per word with a 20-word minimum.





Circulation	86,974	Median Age	43	Married	53%/101 Index
Total Audience	957,000	Average Household Income	\$109,501	Employed Full-Time	55%/114 Index
Male/Female	73/27	Average Household Net Worth	\$483,911	Presence of Children in the HH	39%/115 Index

FIREARMS

- Owns Handgun.....52%/311 Index
- Owns Shotgun.....56%/453 Index
- Owns Rifle.....61%/467 Index

AUTOMOTIVE

- Owns ATV/UTV.....17%/313 Index
- Owns Utility ATV.....7%/292 Index
- Intends to Buy/Lease Motorcycle.....7%/193 Index
- Intends to Buy/Lease SUV.....17%/115 Index
- Intends to Buy/Lease Truck.....19%/190 Index
- I Have a Great Deal of Knowledge/Experience in Automobiles.....31%/177 Index
- My Family/Friends Often Ask/Trust My Advice on Automobiles.....21%/173 Index

PETS

- Owns Any Dog.....50%/118 Index
- Owns 2+ Dogs.....22%/122 Index
- Owns 3+ Dogs.....10%/167 Index
- I Have a Great Deal of Knowledge/Experience in Pets.....33%/135 Index
- My Family/Friends Often Ask/Trust My Advice on Pets.....21%/144 Index

LAND OWNERSHIP/GARDENING

- Owns Lawn/Garden Tractor.....9%/173 Index
- Owns 1+ Acres.....18%/157 Index
- Owns 3+ Acres.....11%/200 Index
- Agrees Completely, I Enjoy DIY Projects.....40%/133 Index



Sources: 2025 MRI Spring Doublebase, AAM Statement 6 Months Ending June 2025; Bowhunter Publishers Estimate Based on the Following: People Participating in Bowhunting Last 12 Months, MRI Magazine Quintiles I-III (Reading 1.5+ Magazines on a Monthly Basis)

Bowhunter®

2026 NEW GEAR GUIDE

E**EQUIPMENT** is arguably the lifeblood of bowhunting, because while hunting seasons last just a few short months, interest in the latest and greatest archery gear runs hot all year round! The **BOWHUNTER 2026 New Gear Guide** stands alone when it comes to gear-focused magazines for the serious bowhunter, offering the industry's earliest and most comprehensive collection of cutting-edge products designed to help archers shoot better, prepare for their hunts and make the most of their precious time afield. We cover it all, from staple product categories such as bows, crossbows, bow accessories, arrows and broadheads to high-tech hunting tools and the hottest niches such as saddles and ebikes. Simply put, if it has to do with bowhunting, you'll find it in the **2026 New Gear Guide**. Our audience of loyal and dedicated bowhunters looks to us when making important buying decisions, so don't miss this one-of-a-kind opportunity to catch their attention!

Mails to readers, 2/20/26 ▪ Simultaneous mail delivery to ATA Dealer Members and Industry VIPs, 2/20/26 ▪ On sale at newsstands nationwide, 3/3/26



GEAR: 8 Big Sections Covering Everything Bowhunting Related!

TRENDS: Our expert team of writers highlights top trends and interesting innovations from each product category

GOAL: Put YOUR NEW PRODUCTS in Front of Thousands of Potential Customers

RATES:

2-Page Spread \$7,560

Full Page: \$4,410

1/2 Page: \$2,200

1/3 Page: \$1,470

1/4 Page: \$1,100

AD CLOSE/MATERIALS DUE: 12/19/25

ON SALE: 3/3/26

DISTRIBUTION: 85,000

CONTACT: Jeff Waring; 717-554-4020; jeff.waring@outdoorsg.com

Crossbow

REVOLUTION

The Numbers Don't Lie — crossbows represent the fastest-growing segment in bowhunting! In fact, with tens of thousands of new crossbow hunters taking to the field each year, horizontal bowhunters now outnumber vertical bowhunters when it comes to archery season participation and deer harvest in many of America's top whitetail states. **Crossbow Revolution** is a magazine dedicated to the newbie and veteran crossbow hunter alike. From the latest new crossbows, accessories and field tools to bow tuning and shooting advice to proven field tactics and epic crossbow-hunting adventures from around the globe, **Crossbow Revolution** is a comprehensive, authoritative go-to source of news and information for crossbow enthusiasts!

One BIG ISSUE focused on new gear, shooting advice, proven hunting tactics and adventures abroad!

GEAR: The Latest Crossbows, Accessories & Related Equipment

TRENDS: We highlight the exploding popularity of crossbow hunting — and explain why these weapons offer so many advantages to archery hunters!

GOAL: Get YOUR NEW PRODUCTS in Front of a Passionate, Dedicated Audience of Hunters Eager to Purchase the Best New Products.



RATES

2-Page Spread \$6,876

Full Page: \$4,011

1/2 Page: \$1,489

1/4 Page: \$801

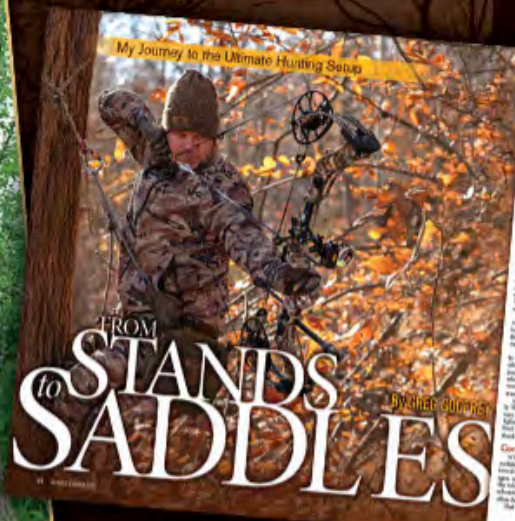
AD CLOSE/MATERIALS DUE: 5/6/26

ON SALE: 7/14/26

DISTRIBUTION: 25,000

CONTACT: Jeff Waring; 717-554-4020; jeff.waring@outdoorsg.com

SADDLE HUNTER



SADDLE HUNTING is one the hottest trends with the bowhunting community, and its popularity continues to soar as more and more hunters discover the advantages of this mobile bowhunting method. For only the fourth time, Outdoor Sportsman Group is dedicating a special publication aimed squarely at saddle hunters — both veterans and newcomers alike. From the latest saddles and related climbing gear to climbing and shooting techniques and proven saddle-hunting strategies that will help bag more bucks, **Saddle Hunter** will be the go-to source of news and information for mobile bowhunting enthusiasts.

TACTICS: Make the absolute most of saddle-hunting mobility

GEAR: A comprehensive review of saddle-hunting equipment

GOAL: Introduce a greater audience to saddle-hunting strategies

RATES

2-Page Spread \$6,876

Full Page: \$4,011

1/2 Page: \$1,489

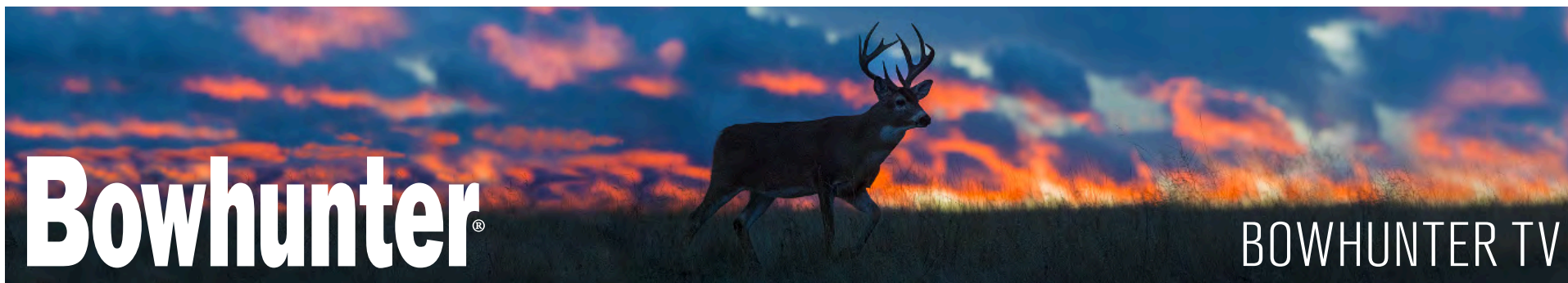
1/4 PPage: \$801

AD CLOSE/MATERIALS DUE: 6/4/26

ON SALE: 8/11/26

DISTRIBUTION: 25,000

CONTACT: Jeff Waring; 717-554-4020; jeff.waring@outdoorsg.com



Bowhunter TV airs nationally in a combined **28+ million** U.S. Households via Outdoor Channel, Sportsman Channel, and Sportsman Channel Canada, 52 weeks a year!

Also, watch for **Bowhunter TV** episodes and segments streaming on various video-on-demand platforms like Hulu, YouTube, and our own MOTV and G&F TV.

Target the Heart of the Hardcore

- Targeted to attract, compel, and recruit new bowhunting participants while fueling the desires of loyal subscribers and avid bowhunting enthusiasts everywhere.
- Produced for hardcore bowhunting 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 **BOWHUNTER TV**

- Editorial promotion and year-round advertising in **BOWHUNTER** & **OSG BOWHUNTING BRANDS'** magazines to drive viewers to the TV program.
- Editorial features relating to the TV show appear in regular issues of **BOWHUNTER** Magazine to highlight the TV program and its sponsors.
- Sponsors' products will receive special priority consideration in all **BOWHUNTER** & **OSG BOWHUNTING BRANDS** print and online 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.
- Bowhunter.com features a special TV watch section where readers can view video clips from TV episodes that feature and highlight sponsors' products and benefits.

For information, please contact:

Jeff Waring (717) 695-8080 | jeff.waring@outdoorsg.com

Jeff Millar (717) 695-8081 | jeff.millar@outdoorsg.com



Bowhunter®

ADVERTISING SPECIFICATIONS

Typical Advertising Sizes and Mechanical Specifications:

Trim Size: 7³/₄ W x 10¹/₂ 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

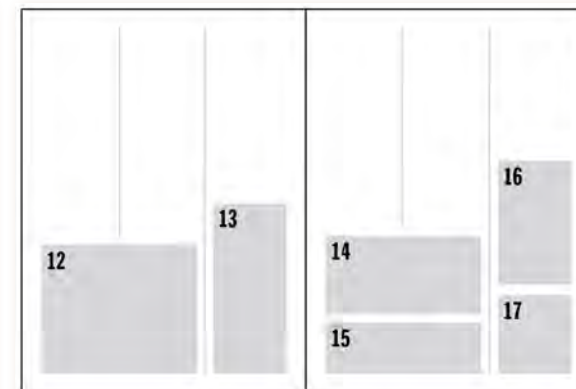
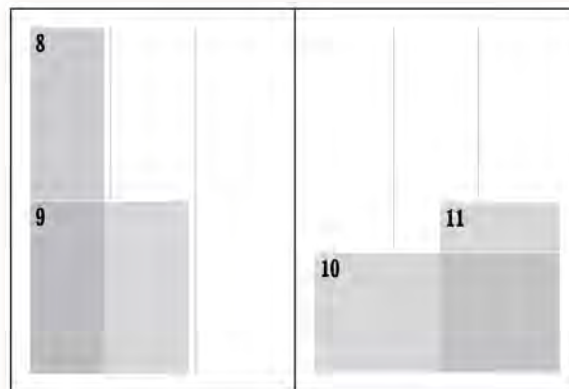
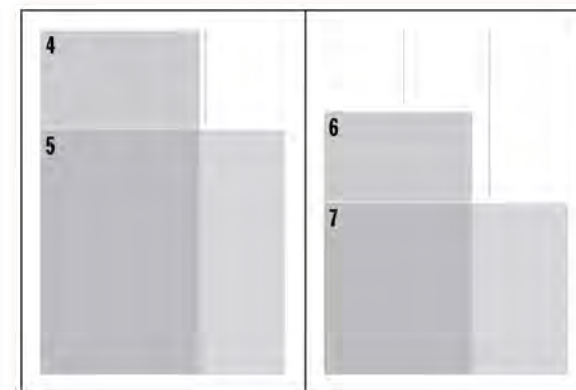
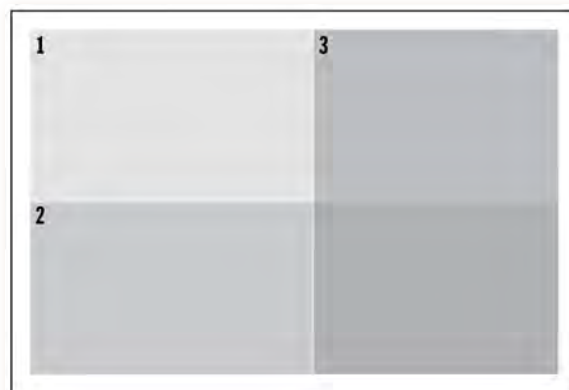
Non-Bleed: 2.125 x 6

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.

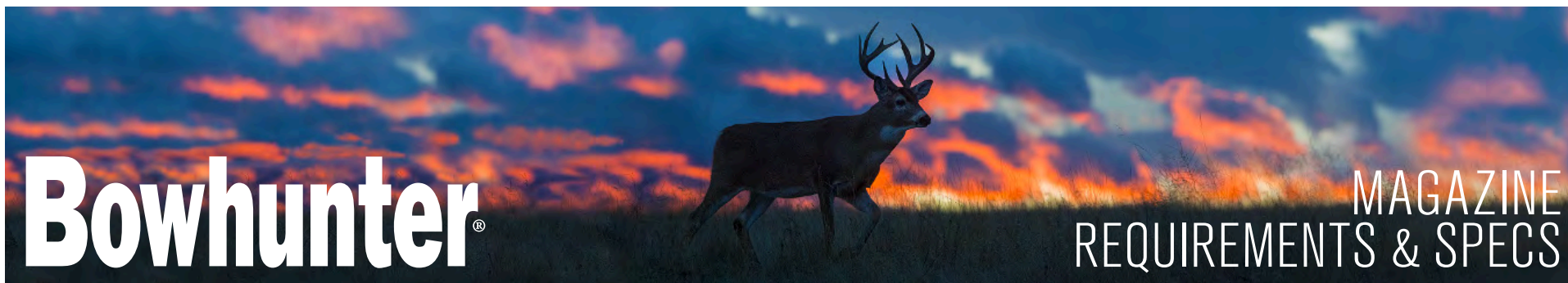
NON-BLEED: 1/2" inside trim. Non-bleed ads should have all elements within this measurement.

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.





CHRISTIAN BERG, **Bowhunter** Editor-In-Chief



General Production Information:

Leah Jaroh, Production Manager
Bowhunter Magazine
 6385 Flank Drive, Suite 800
 Harrisburg, PA 17112-2784
 Work: 717-695-8087; Mobile: 717-364-7101
 leah.jaroh@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>





Bowhunter[®]

TERMS AND CONDITIONS

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 Colorado 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 Colorado.



Publisher's Statement

6 months ended June 30, 2025, Subject to Audit

[Learn more about this media property at auditedmedia.com](https://auditedmedia.com)

Bowhunter®

Annual Frequency: 5 times/year

Field Served: A magazine for the hunting archer

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
85,141	1,833	86,974	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	55,489	424	55,913	22,246	10,437	32,683	88,596	2,947	9	2,956	80,682	10,870	91,552
Apr/May	53,266	377	53,643	19,348	10,334	29,682	83,325	1,416	3	1,419	74,030	10,714	84,744
Jun/Gear	49,315	363	49,678	23,619	10,203	33,822	83,500	1,120	4	1,124	74,054	10,570	84,624
Average	52,690	388	53,078	21,738	10,325	32,063	85,141	1,828	5	1,833	76,256	10,718	86,974

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	52,690	388	53,078	61.0
Total Paid Subscriptions	52,690	388	53,078	61.0
Verified Subscriptions				
Public Place	21,577	10,000	31,577	36.3
Individual Use	161	325	486	0.6
Total Verified Subscriptions	21,738	10,325	32,063	36.9
Total Paid & Verified Subscriptions	74,428	10,713	85,141	97.9
Single Copy Sales				
Single Issue	1,828	5	1,833	2.1
Total Single Copy Sales	1,828	5	1,833	2.1
Total Paid & Verified Circulation	76,256	10,718	86,974	100.0

PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$6.99	
Subscription	\$27.94	
Average Subscription Price Annualized (2)		\$14.80
Average Subscription Price per Copy		\$1.48

(1) Represents subscriptions for the 6 month period ended June 30, 2025

(2) Based on the following issue per year frequency: 10

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue

Circulation by Regional, Metro & Demographic Editions

Geographic Data

Trend Analysis

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2023	None Claimed	100,237	100,237		
12/31/2021	None Claimed	107,020	107,020		
12/31/2020	None Claimed	107,722	107,722		

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ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Personal Care	3,688		3,688
Other - Public Place	17,889	10,000	27,889
Total Public Place Copies	21,577	10,000	31,577
Individual Use			
Individually Requested	161	325	486
Total Individual Use Copies	161	325	486

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: 3,445

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 5

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.

Bowhunter, published by Outdoor Sportsman Group - Integrated Media * 1040 Sixth Avenue 12th Floor * New York, NY 10018

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Established: 1971

JEFF WARING

Publisher

AAM Member since: 1991

