



PETERSEN'S HUNTING

2026 MEDIA KIT



PETERSEN'S HUNTING

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.



MAGAZINES DOMINATE OTHER MEDIA CHOICES

Magazines 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.

2026 AT A GLANCE



• Circulation:	128,302
• Frequency:	6x/year + Annual
• Total Audience:	1,893,000
• Male/Female (%):	80/20
• Median Age:	45
• Avg. Household Income:	\$91,948
• Avg. Household Net Worth:	\$408,841

APR / MAY

AD CLOSE:
1/13/26

ON SALE:
3/10/26



JUN / JUL

AD CLOSE:
3/24/26

ON SALE:
5/19/26



SEPTEMBER

AD CLOSE:
6/11/26

ON SALE:
8/4/26



OCTOBER

AD CLOSE:
7/14/26

ON SALE:
9/8/26

NOVEMBER

AD CLOSE:
8/18/26

ON SALE:
10/13/26

DEC/JAN

AD CLOSE:
10/19/26

ON SALE:
12/15/26

APR / MAY
THE GIANT GUN ISSUE

Key Features:

- The Best New Guns for 2026
- Best Budget Rifles
- The New Rimfire Revolution

New Gear: Gun Care

Guns & Loads: Reloading Gear That Works

- AD CLOSE: 1/13/26 | ON SALE: 3/10/26 -

JUN / JUL
THE SKILLS ISSUE

Key Features:

- Survive Anything
- How to Be a Better Hunter
- Pre-Season Prep

New Gear: Trail Cams & Food Plots

Guns & Loads: Shoot Now for Fall Success

- AD CLOSE: 3/24/26 | ON SALE: 5/19/26 -

SEPTEMBER
SPECIAL OPENING DAY ISSUE

Key Features:

- 2025 Big-Game Forecast
- Early Season Preview

New Gear: New Gear for Bowhunters

Open Country: Proven Early Elk Tips

Whitetails: Opening-Day Deer Tactics

- AD CLOSE: 6/11/26 | ON SALE: 8/4/26 -

THE GEAR GUIDE
2026 GIANT EQUIPMENT ISSUE

The Gear Guide 2024 Giant Equipment 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: 6/1/26 | ON SALE: 8/4/26 -

OCTOBER
THE BIG-GAME ISSUE

Key Features:

- How to Hunt Elk Now
- Backcountry Mule Deer
- 10 Destinations for Adventure

Guns & Loads: The Best Rifles for Brush Country

- AD CLOSE: 7/14/26 | ON SALE: 9/8/26 -

2026 SPECIAL INTEREST PUBLICATIONS

2026 SPECIAL INTEREST PUBLICATIONS



From the experts at Petersen's HUNTING, our 2026 Special Interest Publications cover all the outdoors from where the pavement stops and true adventure begins. For accuracy-afflicted gearheads, we offer Precision Hunter, which hits newsstands just as outdoorsmen and women are planning their fall excursions. New for 2026, Western Pursuit delivers expert advice on hunting elk, mule deer, antelope and other iconic Western big-game animals. Wheels Afield goes full-throttle into vehicle-enabled adventures for outdoor enthusiasts, while Backcountry Hunter takes a boot-based approach to big-game hunting deep in the wilderness.

NOVEMBER
2026 DEER ANNUAL

Key Features:

- Top Days You Have to Hunt This Month
- The Next Record-Book Buck

Whitetails: How to Kill that Backyard Buck

Guns & Loads: Straight-Wall Ammo Test

New Gear: The Right Stuff for the Rut

- AD CLOSE: 8/18/26 | ON SALE: 10/13/26 -

DEC/JAN
THE PREDATOR ISSUE

Key Features:

- The Hunt for Mountain Lions
- Coyote Strategies in the Cold
- Draw Strategies That Work

Open Country: How to Hunt Wolves

Guns & Loads: .22 ARC Rifles

- AD CLOSE: 10/19/26 | ON SALE: 12/15/26 -

APR / MAY: THE GIANT GUN SPECIAL ISSUE

Our fifth annual Guns & Gear special issue focuses on firearms of all types, offering hunters comprehensive coverage on the latest, greatest guns for the field. We'll deliver in-depth reviews on fresh models, while delving into the latest gun and hunting trends, including long-range hunting, precision rifles, reloading from beginner to expert and a look at how rimfires still reign supreme.

AD CLOSE: 1/13/26
ON SALE: 3/10/26



INSIDE THE ISSUE:

Key Features:

- The Best New Guns for 2026
- Best Budget Rifles
- The New Rimfire Revolution

New Gear: Gun Care

Guns & Loads: Reloading Gear That Works

SEPTEMBER: SPECIAL OPENING DAY ISSUE

The September issue combines our popular Big-Game Forecast with an exclusive all-digital package designed to give hunters the info they want in an up-to-date, online format. The 2026 Season Preview will deliver comprehensive, in-depth forecasts, state-by-state season dates and info, along with insight from experts around the country.

AD CLOSE: 6/11/26
ON SALE: 8/4/26



INSIDE THE ISSUE:

Key Features:

- The Biggest Bucks and Bulls of 2025
- Are OTC Tags a Thing of the Past?
- Small Game= Big Fun

New Gear: Hot-Weather Clothes/Boots

Open Country: Getting Close vs. Shooting Far

Vision Quest: Spotting Scope Round-Up w/ Tripod Sidebar

OCTOBER: WESTERN BIG-GAME ISSUE

This comprehensive guide to big-game hunting will delve deep into the most popular species the West, that every hunter, no matter where they live, dreams about hunting. The issue will deliver cutting-edge info on elk, antelope, mule deer and western whitetails, complete with top spots for hunters to fill their tag. The New Gear section and feature sidebars will highlight products best fitted to western big-game hunting.

AD CLOSE: 7/14/26
ON SALE: 9/8/26



INSIDE THE ISSUE:

Key Features:

- Elk Hunting from intro to Advanced
- The Hunt for Trophy Mule Deer
- Backyard Bucks

Open Country: Setting up Your Rifle for Long-Range

Vision Quest: Why Scopes Have Gotten Bigger

APR / MAY:

- Special, Exclusive Coverage on the latest hunting rifles, shotguns and handguns, with special sections for the latest optics and ammunition
- Expanded 132-page package
- Specially Designed Format to Showcase New Products
- FP Ad Includes Bonus Digital Component and Guaranteed Feature Article for "New for '25" Product(s)
- Opportunity for Affiliate Sales
- Cover Inset Photo with Caption Opportunities for Rifle, Shotgun and Handgun
- Front Cover, Back Cover and Editorial Inclusion Package Available

AD CLOSE: 1/13/26
ON SALE: 3/10/26



PETERSEN'S HUNTING

2026 | SPECIAL INTEREST PUBLICATIONS

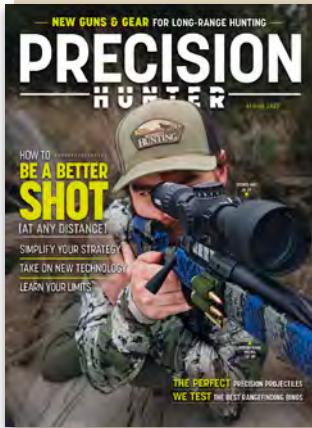
WESTERN
PURSUIT



WHEELS
AFIELD



PRECISION
HUNTER



ANNUAL GEAR
GUIDE 2026



BACKCOUNTRY
HUNTER



AD CLOSE:
2/2/26

ON SALE:
4/7/26

AD CLOSE:
3/17/26

ON SALE:
5/19/26

AD CLOSE:
4/6/26

ON SALE:
6/9/26

AD CLOSE:
6/1/26

ON SALE:
8/4/26

AD CLOSE:
6/27/26

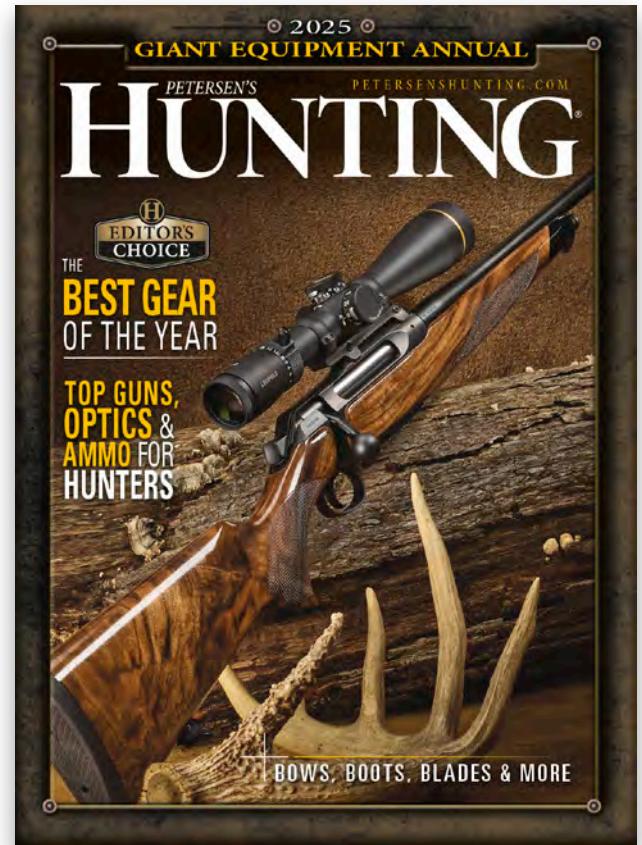
ON SALE:
9/2/26

GOT GEAR? WE DO.

The Annual Equipment 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: 6/1/26

On Sale: 8/4/26

SPECIAL RATES:

FULL PAGE \$3,749

1/2 PAGE \$1,875

Home to iconic species such as elk and mule deer, the Western U.S. holds special allure for hunters' from across the country and around the world. This new special interest publication provides in-depth, experienced coverage of western hunting, with a special focus on the gear and skills needed to hunt this wide, diverse landscape. Produced by the experts at Petersen's HUNTING, who live and breathe western hunting, Western Pursuit is the preeminent source for authentic big-game hunting information.

SECTION TOPICS:

- Geared Up:** What works, and what doesn't, when it comes to hunting the West. From hard-hitting gun reviews to real world field tests to comprehensive coverage of the newest outdoor equipment, Western Pursuit covers it all.
- Hunter's Playbook:** Learn the skills it takes to be successful in the field, delivered by a staff of experts with decades of experience in the outdoors.
- Western Dispatches:** These gritty, well-told stories come direct from the field, entertaining readers with the tails of hunts across the Western U.S., Canada and Alaska.

Distribution: 65,000

Ad Close: 2/2/26

On Sale: 4/7/26

WESTERN PURSUIT



SPECIAL RATES:

2-PAGE SPREAD \$6,427

FULL PAGE \$3,749

1/2 PAGE \$1,875

1/4 PAGE \$937

PETERSEN'S HUNTING

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.

SECTION TOPICS:

- Geared Closet:** Combines 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 survival skills to tracking and animal behavior.
- Adventure:** Finding, hunting and exploring all the best backcountry destinations, including little known and up-and-coming areas.

Distribution: 60,000

Ad Close: 6/27/26

On Sale: 9/2/26



BACKCOUNTRY HUNTER



SPECIAL RATES:

2-PAGE SPREAD \$6,427

FULL PAGE \$3,749

1/2 PAGE \$1,875

1/4 PAGE \$937

Precision rifle shooting is the hottest trend the firearms world has seen in a long time. Now, hunters are getting into the game in a big way, tricking out guns and investing in new gear in order to make that long-range shot on the trophy of a lifetime. Precision Hunter magazine will give readers the skills they need to make ethical shots on game at distance, highlight the most exciting big-game hunts and feature insider information on the hottest rifles, optics and equipment from this ever-evolving segment of the shooting and hunting market.

DEPARTMENTS:

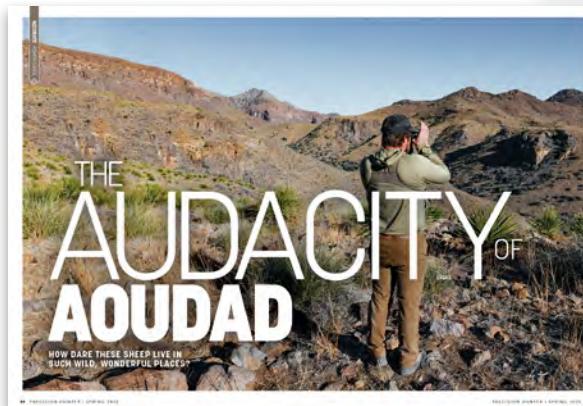
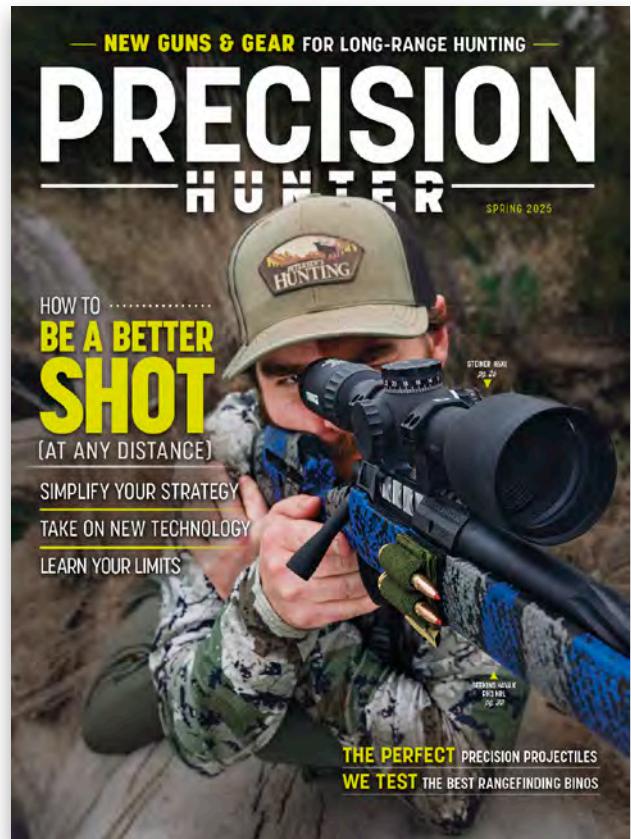
- **Vision Quest:** Optics In-Depth
- **Hardware:** Rifle Accessories for Enhanced Accuracy
- **Bench 2 Backcountry:** Hunting Skills for the Precision Shooter
- **Geared Up:** Essential Equipment for the Hunter

Distribution: 90,000

Ad Close: 4/6/26

On Sale: 6/9/26

PRECISION HUNTER



SPECIAL RATES:

2-PAGE SPREAD \$3,748

FULL PAGE \$2,062

1/2 PAGE \$1,489

1/4 PAGE \$1,124

Wheels Afield caters to the large and growing overland market of outdoor enthusiasts who utilize all types of vehicles—from mountain bikes and adventure motorcycles to trucks and UTVs—to enjoy the outdoors as hunters, anglers, campers, and adventurers. In short, our readers are as varied as their outdoor passions, but they have one common denominator: the love of adventure in the wild places of the world that require a vehicle to access.

SECTION TOPICS:

- **Equip:** Overlanders and off-roaders are gear junkies, and here they'll find cool product highlights, new vehicle reviews and in-depth looks into the hottest trends.
- **Discover:** Comprehensive how-to articles, awesome project vehicles and all kinds of inspiration for your own outdoor truck, trailer or ATV/UTV.
- **Explore:** Searching every corner of the globe, from close-to-home trails to exotic routes from the industry's most experienced adventurers.



Distribution: 60,000

Ad Close: 3/17/26

On Sale: 5/19/26



SPECIAL RATES:

2-PAGE SPREAD \$6,427

FULL PAGE \$3,749

1/2 PAGE \$1,875

1/4 PAGE \$937

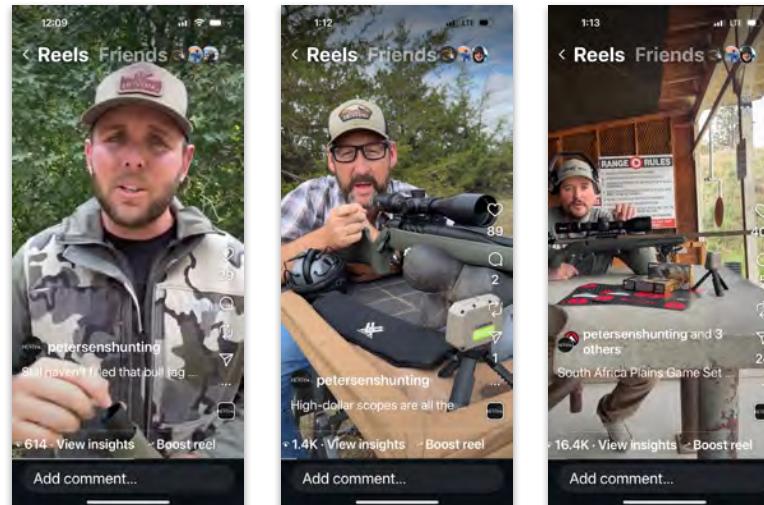
Petersen's HUNTING Presents...
FAST TV



Staff influencer-produced, three-minute videos featuring new products of interest to hunters. Our influencers will review and evaluate products in an objective, third-person narrative in such a way as to capture the attention of the audience.

These three-minute product video segments will air on OSG's FAST streaming channel, Game & Fish TV, and will be embedded **as content** within each hour of our regular programming. Game & Fish TV reaches over 320 million Monthly Active Users and is available on Smart TVs via Prime Video, Amazon Fire TV, Samsung, Roku, Vizio, Plex, local now and others.

- **Cost Per Thousand:**
\$30.00

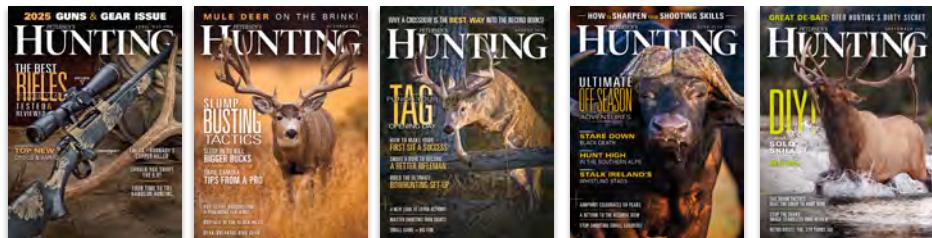


4-Color	1x	3x	6x	10x
Full Page	15,934	15,566	15,072	14,121
2/3 Page	12,816	12,445	12,070	11,292
1/2 Page	10,423	10,111	9,805	9,166
1/3 Page	8,832	8,554	8,298	7,762
1/4 Page	7,379	7,158	6,942	6,497

2-Color	1x	3x	6x	10x
Full Page	12,077	11,716	11,361	10,632
2/3 Page	9,430	9,137	8,860	8,289
1/2 Page	7,483	7,262	7,039	6,587
1/3 Page	5,796	5,622	5,448	5,106
1/4 Page	4,823	4,691	4,545	4,253

B&W	1x	3x	6x	10x
Full Page	9,659	9,360	9,083	8,498
2/3 Page	7,338	7,122	6,893	6,463
1/2 Page	5,796	5,622	5,448	5,106
1/3 Page	4,350	4,211	4,092	3,822
1/4 Page	3,377	3,286	3,183	2,974
1/6 Page	2,418	2,342	2,280	2,134
1/12 Page	1,313	1,265	1,222	1,153
1 Inch	535	521	500	457

Covers	1x	3x	6x	10x
Cover 4	20,854	20,235	19,595	18,359
Cover 2	18,443	17,900	17,337	16,239
Cover 3	17,656	17,115	16,586	15,530



For current advertising rates and detailed specifications please contact:

Kevin Steele, Publisher
805.472.2168 | kevin.steele@outdoorsg.com

Mike Savino, Vice President, Ad Sales
901.848.0901 | mike.savino@outdoorsg.com

ENGAGE WITH OUR GROWING ONLINE COMMUNITY
THROUGH HIGHLY CUSTOMIZABLE PLANS

158,720

MONTHLY UNIQUE WEBSITE VISITORS



2,900,363

ANNUAL PAGE VIEWS



42,000

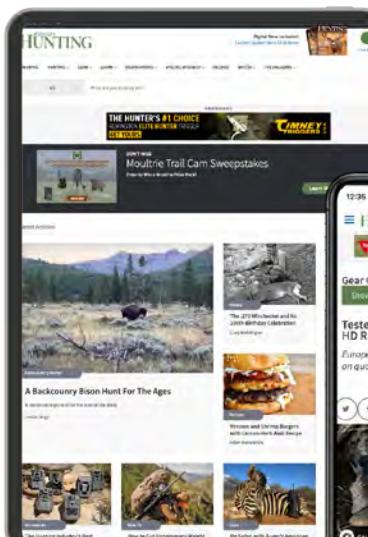
E-NEWSLETTER SUBSCRIBERS



27% OPEN RATE!

42,559

SOCIAL MEDIA FOLLOWERS



A Younger, Savvy, Male
Digital Audience

MALE %: 81%

MEDIAN AGE: 42

WORK FULL-TIME: 29% MORE LIKELY THAN AVG.

BUSINESS DECISION MAKERS: 51% MORE LIKELY

VISIT SITE FROM MOBILE/TABLET: 79%

ENGAGEMENT RATE: 85%

Total Audience:	1,893,000
Average Household Income:	\$91,947
Average Net Worth:	\$408,841
Average Years Hunting:	38.8

HUNTING

- Any Hunting Last 12 Months – 11%/355 Index
- Hunted With Bow & Arrow Last 12 Months – 6%/392 Index
- Hunted With Handgun Last 12 Months – 6%/519 Index
- Hunted With Rifle Last 12 Months – 11%/349 Index
- Hunted With Shotgun Last 12 Months – 7%/325 Index
- Spent \$100+ on Hunting Clothing Last 12 Months – 6%/370 Index
- Influential Hunting Consumers – 6%/447 Index
- I Have a Great Deal of Knowledge/Experience in Hunting – 18%/293 Index
- My Family/Friends Often Ask/Trust my Advice on Hunting – 15%/320 Index
- Owns Handgun – 26%/152 Index
- Owns Rifle – 24%/185 Index
- Owns Shotgun – 21%/168 Index

AUTOMOTIVE

- Owns/Leases Pickup – 25%/111 Index
- Owns/Leases 2-Door Truck – 10%/138 Index
- Purpose of Pickup Truck: Personal Hauling – 16%/112 Index
- Owns ATV/UTV – 10%/183 Index
- Owns Utility ATV: 4%/166 Index
- Owns Sport ATV: 3%/199 Index
- Very Likely Intends to Purchase Motorcycle: 3%/223 Index
- Very Likely Intends to Purchase Truck: 7%/184 Index
- Influential Automotive Consumers – 9%/146 Index
- My Family/Friends Often Ask/Trust my Advice on Automobiles – 19%/159 Index

LAND OWNERSHIP

- Owns Lot Size 1+ Acres – 16%/135 Index
- Owns Lot Size 3+ Acres – 9%/164 Index

PET OWNERSHIP

- Owns 3+ Dogs – 8%/122 Index
- Owns 4+ Dogs – 3%/136 Index

SHOOTING AND THE AMERICAN CONSUMER.

- In 2024, 32% of Americans (107MM people) reported that they personally own a firearm
- Firearm ownership increased by +6.7% in the United States between 2017 and 2023
- During that same time period, Hispanic ownership increased by +33.3% and women increased by +13.6%
- Estimates show that 82.9MM people owning at least one firearm in 2023, with 43% of households owning at least one firearm
- Self-reported gun ownership increased by 28% from 1994 to 2023
- Based on NICS (National Instant Criminal Background Check System) background data and manufacturing records, it's estimated that there a total of 500 million civilian owned firearms in the U.S.
- More than 52.7MM people engage in sport and target shooting in the United States, separately, the National Shooting Sports Foundation (NSSF) reports that over 20MM people participate in target shooting regularly
- 74% of Americans approve of recreational shooting
- Target shooting contributes nearly \$17 billion in annual retail sales to the U.S. economy
- The sports gun market is expected to reach \$2.57 billion in 2025, and the shooting and gun accessories market is expected to grow to \$8.74 billion in 2025

PETERSEN'S HUNTING

READERS SPEND **13% MORE TIME** WITH PETERSEN'S HUNTING THAN THE AVERAGE COMPETITOR

MALE AUDIENCE – AVERAGE MINUTES SPENT READING

53
Average Reading
Minutes



PETERSEN'S HUNTING

SUBSCRIBERS HAVE POWERFUL PASSION FOR OUR BRAND
SUBSCRIBER STUDY – QUALITATIVE FACTORS

A soft-focus photograph of a mountainous landscape. In the foreground, there are green pine trees. A river or stream flows through the middle ground. In the background, there are majestic, snow-capped mountains under a clear sky. A dark silhouette of a bear is visible in the lower right foreground.

96%
SATISFIED

WITH PETERSEN'S HUNTING

67%
LOYAL SUBSCRIBERS
FOR 4 OR MORE YEARS

69%
VERY SATISFIED
WITH PETERSEN'S HUNTING

OUR SUBSCRIBERS TAKE ACTION AFTER SEEING ADS

SUBSCRIBER STUDY – QUALITATIVE FACTORS

Went to Advertiser Website
for More Information



Went to Major Websites (Amazon/eBay)
to do Search for the product

37%



Went Directly to Local Retailer

35%



Went to Advertiser Website to
Locate Dealer in Area

27%



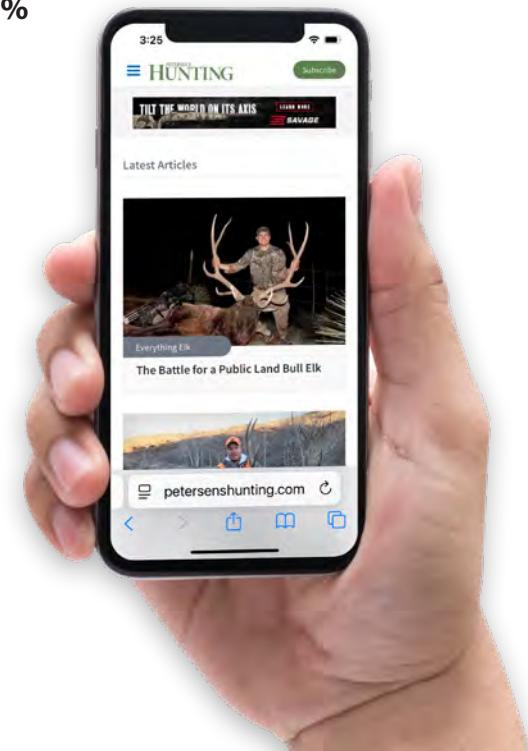
Went to Advertiser Website
to Order Product Directly

23%



Went to Petersen's HUNTING
Website for More Information

16%



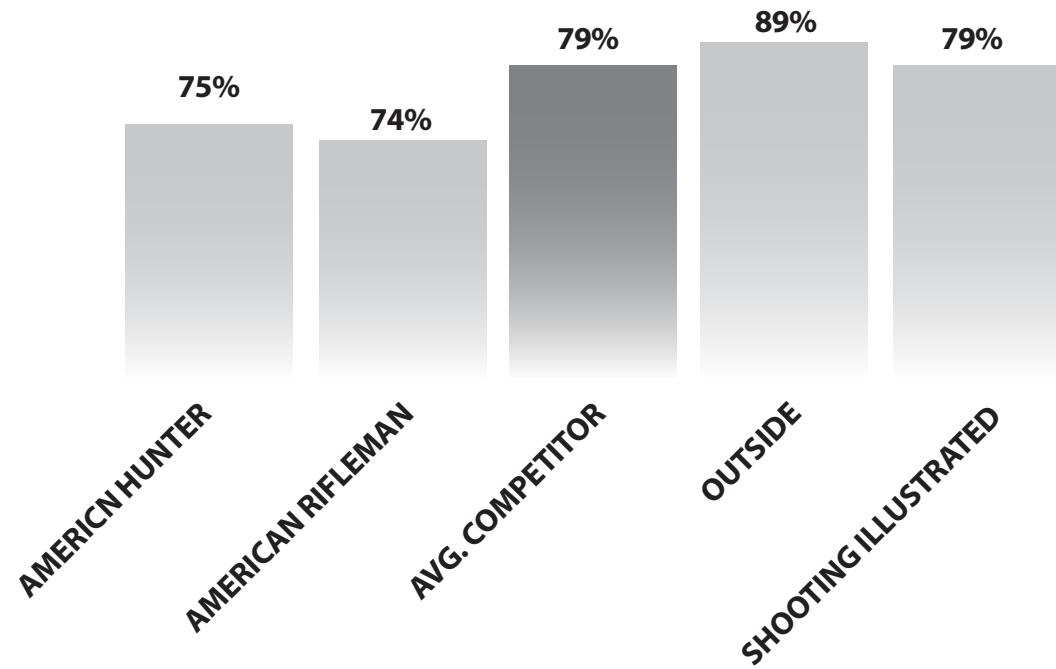
PETERSEN'S HUNTING

OUR AUDIENCE CAN'T BE FOUND ELSEWHERE

% OF PETERSEN'S HUNTING MALE AUDIENCE NOT READING THE FOLLOWING PUBLICATIONS ...

79%

Of Readers do NOT
Read Competitive
Magazines



TYPICAL ADVERTISING SIZES & MECHANICAL SPECIFICATIONS

Trim Size: 7.75 w x 10.5 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

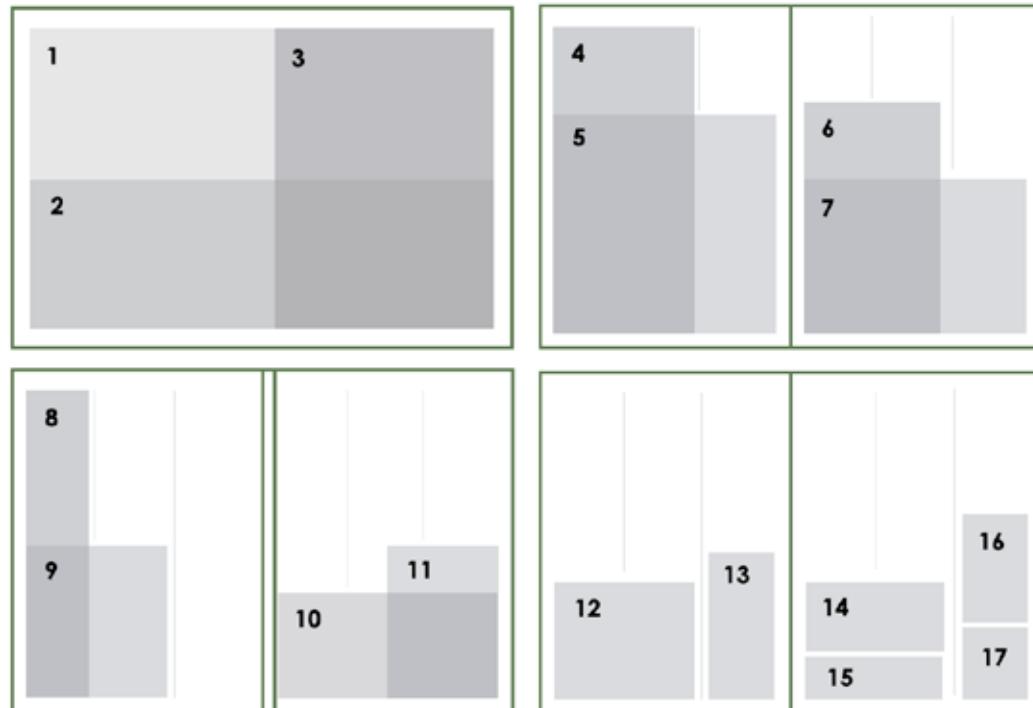
Non-Bleed: 2.125 x 6

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.

GENERAL PRODUCTION INFORMATION

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

Trim Size: 7 $\frac{3}{4}$ -in. wide x 10 $\frac{1}{2}$ -in. high

Non-Bleed: 1/8-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: 1/4-in. inside of the trim edge on all four sides for a total 1/2-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**

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.

TERMS & 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.

PETERSEN'S HUNTING



Publisher's Statement

6 months ended June 30, 2025, Subject to Audit

Learn more about this media property at auditedmedia.com

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
124,351	3,951	128,302	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	89,863	370	90,233	28,955	10,924	39,879	130,112	4,165	3	4,168	122,983	11,297	134,280
Mar	84,699	377	85,076	27,420	10,549	37,969	123,045	3,243	9	3,252	115,362	10,935	126,297
Apr/May	79,513	383	79,896	31,331	10,835	42,166	122,062	5,116	11	5,127	115,960	11,229	127,189
Jun/Jul	76,818	373	77,191	34,478	10,515	44,993	122,184	3,250	4	3,254	114,546	10,892	125,438
Average	82,723	376	83,099	30,546	10,706	41,252	124,351	3,944	7	3,951	117,213	11,089	128,302

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	82,723	376	83,099	64.8
Total Paid Subscriptions	82,723	376	83,099	64.8
Verified Subscriptions				
Public Place	30,334		30,334	23.6
Individual Use	212	10,706	10,918	8.5
Total Verified Subscriptions	30,546	10,706	41,252	32.2
Total Paid & Verified Subscriptions	113,269	11,082	124,351	96.9
Single Copy Sales				
Single Issue	3,944	7	3,951	3.1
Total Single Copy Sales	3,944	7	3,951	3.1
Total Paid & Verified Circulation	117,213	11,089	128,302	100.0

PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$6.99	
Subscription	\$23.94	
Average Subscription Price Annualized (2)		\$11.00
Average Subscription Price per Copy		\$1.00

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

(2) Based on the following issue per year frequency: 11

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	150,534	150,534		
12/31/2021	None Claimed	164,397	164,397		
12/31/2020	None Claimed	165,349	165,349		

Visit auditedmedia.com Media Intelligence Center for audit reports