





BOWHUNTER.COM

Bowhunter®

2027 MEDIA KIT

PHOTO BY JOHN HAFNER

FROM THE PUBLISHER

Bowhunter celebrated its 55th anniversary in 2026, and the iconic brand heads into 2027 with strong momentum as our team continually expands the ways we connect with today's bowhunting consumers.

Although other media brands have recently moved away from print, **Bowhunter** remains firmly committed to the medium and is proud to enter 2027 as the **ONLY** nationally distributed consumer magazine devoted exclusively to bowhunting. As a legacy brand, "The #1 Bowhunting Magazine" speaks to its loyal audience of nearly 1 million experienced bowhunters with trusted authority and influences countless buying decisions through the pages of our flagship title and two special interest publications — ***Crossbow Revolution*** and ***Saddle Hunter.***



CHRISTIAN BERG,
Bowhunter Associate Publisher & Editor-In-Chief

Of course, the magazine is only part of **Bowhunter's** growing media portfolio. Our website, bowhunter.com, posted record traffic in 2026, with nearly 3 million page views for the 12 months ended Sept. 30 — a year-over-year increase of 12 percent. Meanwhile, complementary social media content helps amplify our reach, engagement and partner messaging across key platforms.

On the video front, **Bowhunter** has successfully transitioned to a digital-first distribution model built around the way consumers increasingly watch outdoor content. From YouTube and our rapidly growing Game & Fish TV streaming channel to My Outdoor TV (MOTV), Outdoor Channel and Sportsman Channel, our video content reaches viewers across on-demand, streaming and traditional television platforms.

Add it all up, and the result is clear: **Bowhunter** occupies a unique position as the only bowhunting-focused media brand with a meaningful presence across every major content platform. From the enduring authority of print to digital, social, streaming and television, no other bowhunting media brand offers partners the same combination of legacy, credibility and multimedia reach. As you examine this media kit, I think you'll agree a partnership between your brand and **Bowhunter** doesn't just make sense — it makes dollars and cents! We look forward to working with you.

BH

Sincerely,
Christian Berg
Associate Publisher & Editor-In-Chief



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"

Print Audience	920,986
Total Circulation (Print & Digital)	83,726
Print Circulation	73,113
Average Household Income	$119,778
Men/Women %	73/27
Median Age	40

Source: 2026 MRI Spring Doublebase


ON THE TRACK
CHUCK ADAMS
RETURN TO ISHI COUNTRY
PURSUING BLACKTAIL BUCKS IN A SPECIAL & HISTORIC PLACE


TRADITIONAL WAY
FRED EICHLER | TRADITIONAL EDITOR
THE LIGHTER THE BOW, THE BETTER THE SHOT
DRAWING LESS WEIGHT IS MORE COMFORTABLE AND PROMOTES PROPER SHOOTING FORM

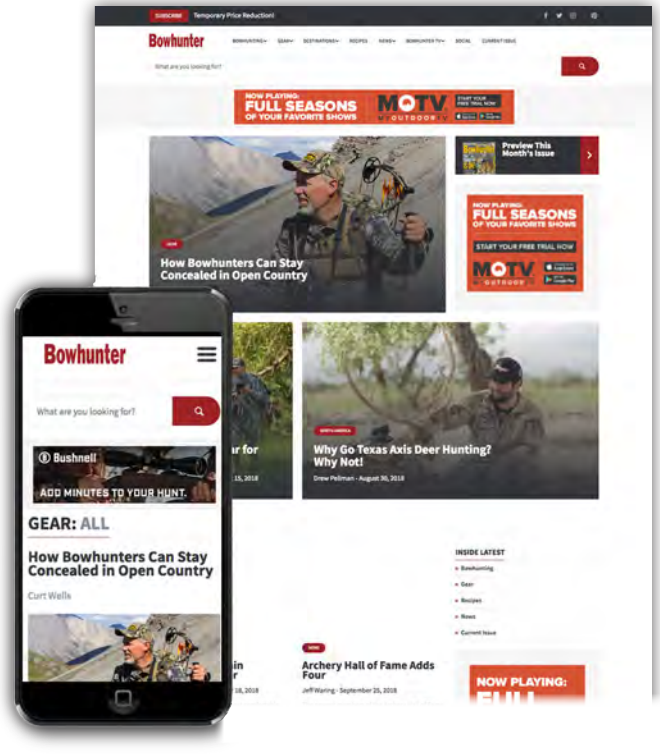

THE EMPTY QUIVER
DANNY FARRIS
HOW FAT WAS ALBERT?
SOMETIMES, THE BIGGEST TROPHY IN THE WOODS ISN'T THE ONE WITH THE BIGGEST ANTLERS


HUNTING WHITETAILS
C.J. WINAND
MICRO-THERMALS: FRIEND OR FOE?
THE INVISIBLE WIND THAT CAN RUIN YOUR HUNT


TECHNICAL BOW TEST
JON E. SILKS | GEAR TESTING EDITOR
HOYT ALPHA AX-3 29
THE ALL-NEW XTS TUNING SYSTEM IS A HIGHLIGHT OF THIS 2026 ALUMINUM FLAGSHIP



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.



WEBSITES

Monthly Uniques	158,966
Annual Pageviews	3,168,668
Mobile Traffic %	84%
Avg. Time Spent	1:56
Pages Per Session	1.40
Gender Skew (M)	77%

SOCIAL

Followers	61,748
Average Post Reach	7,697
Average Engagement	1.90%

EMAIL

Delivered	96,888
Open Rate	16.69%

Sources: Sprout Social (9/1/25-8/31/26); Google Universe Analytics (9/1/25-8/31/26); WhatCounts (1/1/26-9/30/26)



Bowhunter®

EDITORIAL CALENDAR

MARCH/APRIL
New Gear Guide

Theme: 2027 New Gear Guide

Special Features: Bowhunter's 2027 *New Gear Guide* is the industry's earliest and most comprehensive overview of new archery products and related equipment for coming year. The 2027 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, blinds, optics and more.

Ad Close/Materials Due: 12/18/26

On Sale/Special Distribution Bonus: 2/23/27 (Digital), 3/2/27 (Newsstand)

MAY/JUNE
Shooting Special

Theme: Spring/Summer Bowhunting Pursuits

Field Gear: Range Essentials

Special Feature: Can't Miss Summer Shoots: America's Top Archery Events of 2027

Plus: Bow Tests & Gear Wise Product Reviews

Ad Close/Materials Due: 2/26/27

On Sale: 4/27/27 (Digital), 5/4/27 (Newsstand)

JULY/AUGUST
Big Game Special

Theme: Awesome Archery Adventures

Field Gear: Top Tech for the Backcountry

Special Feature: 5 Public-Land Bowhunts You Can Actually Afford

Plus: Bow Tests & Gear Wise Product Reviews

Ad Close/Materials Due: 4/22/27

On Sale: 6/22/27 (Digital), 6/29/27 (Newsstand)

SEPTEMBER/OCTOBER
2027 Deer Forecast

Theme: Whitetail Season Preview

Field Gear: Elk Hunting Essentials

Special Feature: 2027 Deer Forecast: The Season's Best Days to Hunt!

Plus: Bow Tests & Gear Wise Product Reviews

Ad Close/Materials Due: 6/18/27

On Sale: 8/17/27 (Digital), 8/24/27 (Newsstand)

NOVEMBER/DECEMBER
Whitetail Special

Theme: Incredible Deer-Hunting Success

Field Gear: Rut-Hunting Essentials

Special Feature: Mobile Bowhunting Tactics for Rutting Bucks

Plus: Bow Tests & Gear Wise Product Reviews

Ad Close/Materials Due: 8/19/27

On Sale: 10/19/27 (Digital), 10/26/27 (Newsstand)

BH OUTDOOR SPORTSMAN GROUP®

Bowhunter®

2027 NEW GEAR GUIDE

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* 2027 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 **2027 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, 2/19/27 ▪ On sale at newsstands nationwide, 3/2/27

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: 12/18/26
ON SALE: 3/2/27
DISTRIBUTION: 85,000
CONTACTS: Christian Berg; 717-877-7448; christian.berg@outdoorsg.com
Michael F.X. Cassidy; 407-625-0992; michael.cassidy@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 advatages to archery hunters!

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

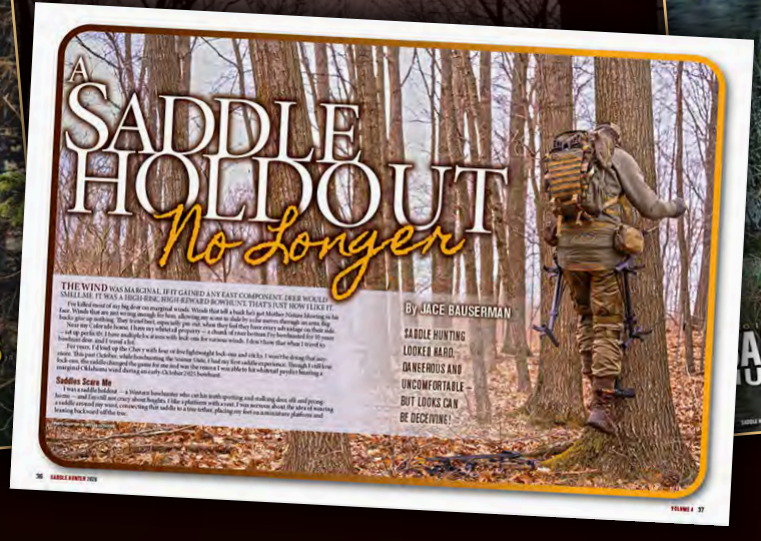
RATES

2-Page Spread $6,876
Full Page: $4,011
1/2 Page: $1,489
1/4 Page: $801

AD CLOSE/MATERIALS DUE: 5/20/27
ON SALE: 7/27/27
DISTRIBUTION: 25,000
CONTACTS: Christian Berg; 717-877-7448; christian.berg@outdoorsg.com
Michael F.X. Cassidy; 407-625-0992; michael.cassidy@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: 7/8/27
ON SALE: 9/14/27
DISTRIBUTION: 25,000
CONTACTS: Christian Berg; 717-877-7448; christian.berg@outdoorsg.com
Michael F.X. Cassidy; 407-625-0992; michael.cassidy@outdoorsg.com



INTRODUCING THE ALL-NEW

WHITETAIL HOLY GROUND

3 NEW FILMS PLANNED FOR 2027



In 2026, **Bowhunter** launched an exciting new field production franchise called ***Whitetail Holy Ground***, giving sponsors the opportunity to showcase their products to a massive, multimedia audience in the coveted deer-hunting market. Leveraging Outdoor Sportsman Group's unmatched video distribution platforms across linear TV (Outdoor Channel and Sportsman Channel), streaming (Game & Fish TV), on-demand (MOTV) and streaming (YouTube and websites), ***Whitetail Holy Ground*** takes a cinematic, documentary-style approach to honoring whitetails and America's great deer-hunting destinations. Our first installment, ***"Whitetail Holy Ground: Iowa,"*** was filmed in October 2026 and made its network and digital film debut in December. With its broad video distribution model — in tandem with an aggressive social media and digital promotion campaign — ***Whitetail Holy Ground*** is an exciting new platform to reach your core bowhunting demographic.



PHOTO BY VIC SCHENDEL

For more information, contact Christian Berg; 717-877-7448; christian.berg@outdoorsg.com

Outdoor CHANNEL · SPORTSMAN CHANNEL · GAME & FISH TV · MOTV MYOUTDOORTV · YouTube



ISSUE	THEME	AD SPACE CLOSE/ MATERIALS DUE	DIGITAL ON SALE	NEWSSTAND ON SALE
MARCH/APRIL	New Gear Guide (Equipment Issue)	12/18/2026	2/23/2027	3/2/2027
MAY/JUNE	Shooting Special (Spring/Summer Bowhunting Pursuits)	2/26/2027	4/27/2027	5/4/2027
JULY/AUGUST	Big Game Special (Awesome Archery Adventures)	4/22/2027	6/22/2027	6/29/2027
CROSSBOW REVOLUTION	New Gear, Shooting Advice, Tactics & Adventures	5/20/2027	7/20/2027	7/27/2027
SEPTEMBER/OCTOBER	2027 Deer Forecast (Whitetail Season Preview)	6/18/2027	8/17/2027	8/24/2027
SADDLE HUNTER	New Gear, Techniques, Tactics & Proven Strategies	7/8/2027	9/7/2027	9/14/2027
NOVEMBER/DECEMBER	Whitetail Special (Incredible Deer-Hunting Success)	8/19/2027	10/19/2027	10/26/2027







Bowhunter®

INDUSTRY ADVERTISING RATES

EFFECTIVE JANUARY 1, 2027



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





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WHERE-TO-GO ADVERTISING RATES

EFFECTIVE JANUARY 1, 2027



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





EFFECTIVE JANUARY 1, 2027



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.**



Bowhunter®

MEET THE READERS

Print Audience	920,986
Total Circulation (Print & Digital)	83,726
Print Circulation	73,113
Average Household Income	$119,778
Men/Women %	73/27
Median Age	40
Married	51%
Have Children	39%
Management/Professional	25%

Source: 2026 MRI Spring Doublebase

FIREARMS

Own Shotgun	56%/463 Index
Own Rifle	59%/448 Index
Own Handgun	56%/325 Index
Spent $100+ on hunting clothing last 12 months	28%/1668 Index
Have a great deal of hunting experience	57%/894 Index
Friends & family trust my hunting advice	42%/870 Index
Own 1+ acre lot	18%/155 Index
Own 3+ acre lot	11%/197 Index
Own a dog	50%/121 Index
Own 3+ dogs	11%/177 Index





Bowhunter®

ADVERTISING SPECIFICATIONS

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

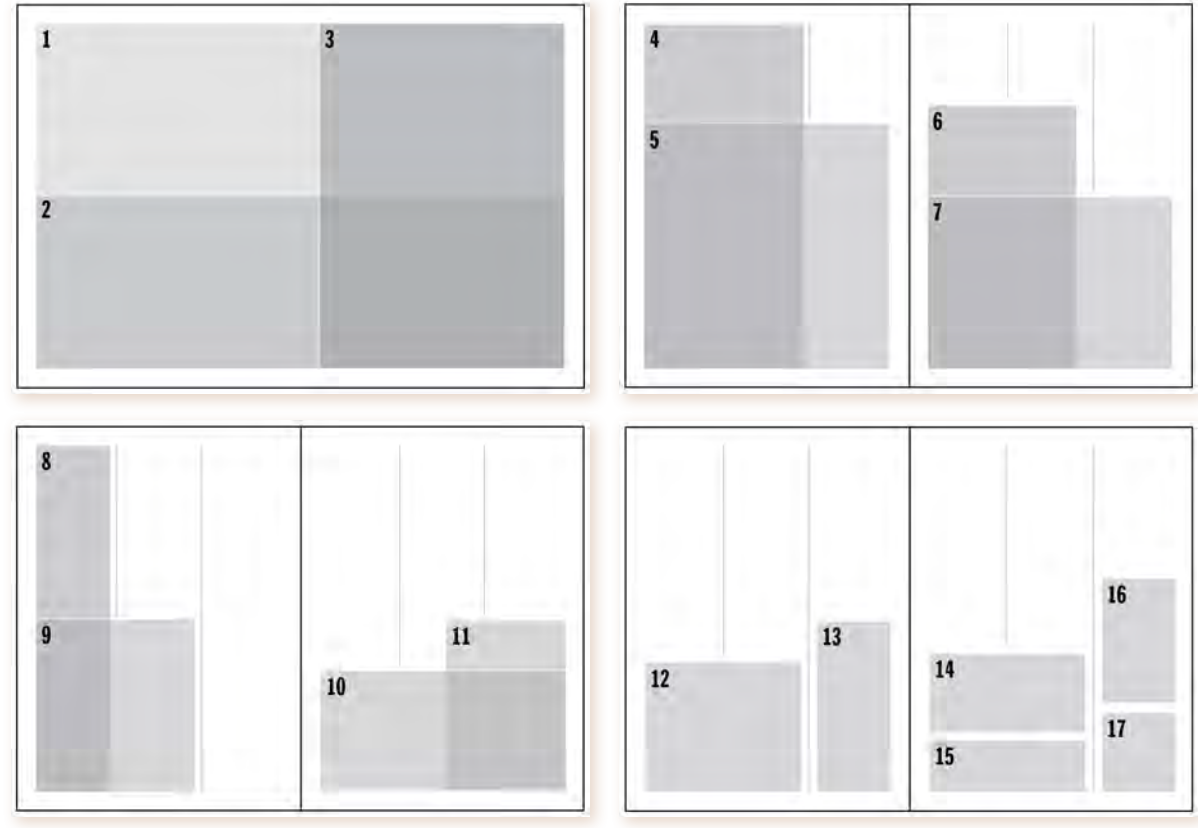
20. Eight Inch Vertical
Non-Bleed: 2.125 x 8

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.



CHUCK ADAMS, **Bowhunter** Columnist



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

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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.

OUTDOOR SPORTSMAN GROUP®

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.

Alliance for Audited Media
TRANSACT WITH TRUST

Bowhunter®

Annual Frequency: 5 times/year
Field Served: A magazine for the hunting archer
Published by: Outdoor Sportsman Group — Integrated Media

Publisher's Statement

6 months ended June 30, 2026, Subject to Audit

Learn more about this media property at auditedmedia.com

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single CopySales	Total Circulation	Rate Base	Variance to Rate Base
82,041	1,685	83,726	None Claimed	

TOTAL CIRCULATION BY ISSUE

	Paid Subscriptions			Verified Subscriptions				Single Copy Sales					
Issue	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales	Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
Jan/Feb	46,208	606	46,814	24,041	10,000	34,041	80,855	2,792	13	2,805	73,041	10,619	83,660
Apr/May	44,360	602	44,962	26,366	10,000	36,366	81,328	938	6	944	71,664	10,608	82,272
Jun/Gear	41,151	608	41,759	32,184	10,000	42,184	83,943	1,300	5	1,305	74,635	10,613	85,248
Average	**43,906**	**605**	**44,511**	**27,530**	**10,000**	**37,530**	**82,041**	**1,677**	**8**	**1,685**	**73,113**	**10,613**	**83,726**

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	43,906	605	44,511	53.2
Total Paid Subscriptions	**43,906**	**605**	**44,511**	**53.2**
Verified Subscriptions				
Public Place	27,373	10,000	37,373	44.6
Individual Use	157		157	0.2
Total Verified Subscriptions	**27,530**	**10,000**	**37,530**	**44.8**
Total Paid & Verified Subscriptions	**71,436**	**10,605**	**82,041**	**98.0**
Single Copy Sales				
Single Issue	1,677	8	1,685	2.0
Total Single Copy Sales	**1,677**	**8**	**1,685**	**2.0**
Total Paid & Verified Circulation	**73,113**	**10,613**	**83,726**	**100.0**

PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	$8.99	
Subscription	$27.94	
Average Subscription Price Annualized (2)		$15.60
Average Subscription Price per Copy		$1.56

(1) Represents subscriptions for the 6 month period ended June 30, 2026
(2) Based on the following issue per year frequency: 10

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2025	None Claimed	88,947	88,947		
12/31/2023	None Claimed	100,237	100,237		
12/31/2021	None Claimed	107,020	107,020		

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ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue
Circulation by Regional, Metro & Demographic Editions
Geographic Data
Trend Analysis

BH
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ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Personal Care	5,133		5,133
Other - Public Place	22,240	10,000	32,240
Total Public Place Copies	**27,373**	**10,000**	**37,373**
Individual Use			
Individually Requested	157		157
Total Individual Use Copies	**157**		**157**

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: 5,011

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 6

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

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CARTER VONASEK
Planning Director
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