

GAME&FISH

2027 Media Kit

As one of the last remaining national publications that cover both hunting and fishing, Game & Fish provides in-depth how-to and where-to information for avid hunters and anglers across the United States. We offer advertisers both broad reach in the printed publication and pinpoint targeting for marketers with close-to-home sales messages via an extensive library of digital regional content.







▶ IN EVERY ISSUE:

- Engaging how-to articles on all manners or hunting, fishing and shooting enable readers to experience more success in their favorite pursuits.
- Destination stories highlight the best places to hunt and fish, from coast to coast, throughout the year.
- Gear reviews deliver results of tests that writers and editors perform on the equipment readers need in the field or on the water.

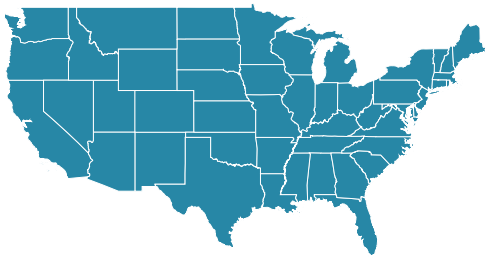
CIRCULATION:	160,178
FREQUENCY:	6x/year
TOTAL AUDIENCE:	2,946,000
MALE/FEMALE (%):	77/23
MEDIAN AGE:	48
AVG. HOUSEHOLD INCOME:	$99,611

Sources: 2026 MRI Spring Doublebase, AAM Statement 6 Months Ending June 2026

BUY GAME & FISH

NATIONAL

Print Advertising Targeted at a Passionate, Dedicated Readership



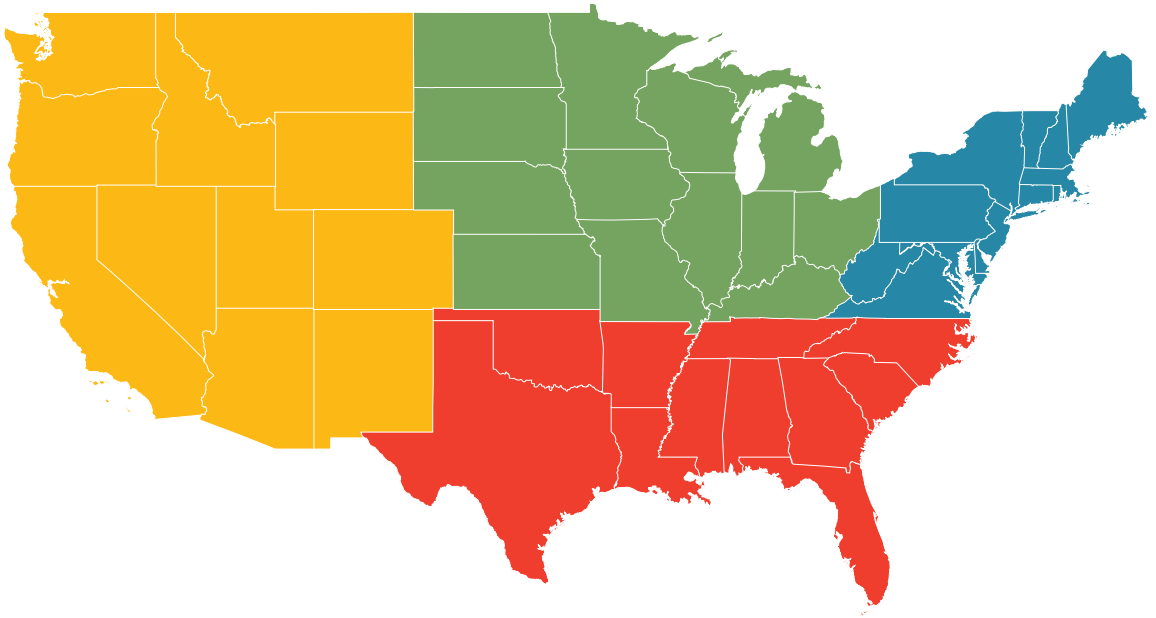
2.133MM
Readers

289K
Subscribers

REGIONAL

Digital Advertising Targeted at Four Unique Regions

WEST	MIDWEST
Arizona	Illinois
California	Indiana
Colorado	Iowa
Idaho	Kansas
Montana	Kentucky
New Mexico	Michigan
Oregon	Minnesota
Utah	Missouri
Washington	Nebraska
Wyoming	North Dakota
	Ohio
	South Dakota
	Wisconsin



SOUTH	EAST
Alabama	Connecticut
Arkansas	Delaware
Florida	Maine
Georgia	Maryland
Louisiana	Massachusetts
Mississippi	New Hampshire
North Carolina	New Jersey
Oklahoma	New York
South Carolina	Pennsylvania
Tennessee	Rhode Island
Texas	Vermont
	Virginia
	West Virginia

Sources: 2026 MRI Spring Doublebase, AAM Statement 6 Months Ending June 2026

▶ NATIONAL FEATURES IN EVERY EDITION:

- **Hunting/Fishing Adventure** — We take readers along on epic hunting and fishing adventures, describing the sights and sounds from the field or on the water while imparting information on the tactics and gear used
- **Profiles, Retrospectives and More** — Additional features will spotlight the people and places that make hunting and fishing great, as well as celebrate the legacies of our favorite pastimes





▶ NATIONAL DEPARTMENTS IN EVERY EDITION:

- **Shooting** — Highlights trends in hunting firearms, optics and ammunition, and offers tips on using such equipment
- **Fishing** — Provides readers with well-informed tips and tactics for a wide range of fresh- and saltwater species
- **Hunting** — Offers expert know-how for pursuing whatever species are in-season during the issue months
- **Destinations** — Shines a light on the hottest spots for traveling hunters and anglers
- **Conservation** — Covers issues that affect the management of game and fish populations
- **Gear & Tech** — Includes field-tests and reviews of hunting and fishing equipment, as well as buyer's guides
- **Wild Feast** — Provides mouth-watering recipes for game and fish species alike
- **DIY** — Offers how-to advice on projects and skill-building related to outdoor pursuits







▶ RETURNING AUGUST - SEPTEMBER



ULTIMATE SEASON '27

Ultimate Season is an exciting, multi-platform initiative that features the latest products in the hunting industry and will be supported by the full spectrum of Outdoor Sportsman Group's marketing power.

Starting in August and running through September, we'll ensure our passionate audiences get geared up — as anticipation builds for the start of a promising new season. **Ultimate Season is designed to create unique and profitable opportunities for advertisers to showcase their products** — while helping OSG viewers and readers prepare for success in the field this fall.

OSG's industry expertise — and the mutually beneficial relationships we build — will be on full display via world-class programming, expert editorial, and highly-engaging social content across all our hunting brands.

Everyone dreams about the **Ultimate Season.** Next fall, OSG can help you get there.



DIGITAL SPONSORSHIP OPPORTUNITIES

Week-by-week reports based on intel from a wide network of whitetail hunters on what's happening in the deer woods across the country.

FLIGHT:

October – November 2027
GAMEANDFISHMAG.COM



GET READY, WHITETAIL HUNTERS...

HERE COMES THE RUT!

From pre-rut to post-rut, and all the excitement in between, there's not a better time to harvest the buck of a lifetime. And we give hunters a leg up on doing just that.

The Regional Rut Update is a series of five exclusive weekly rut reports from the field. Each report includes information on rut activity in the East, South, and Midwest regions.

Align your brand with the most valuable content this season.

GAME&FISH CRASH COURSE

The **CRASH COURSE** video series, hosted by bass fishing authority Shane Beilue, is a great way to reach passionate bass anglers via gameandfishmag.com and Game & Fish's social media channels.

The focus of each **CRASH COURSE** episode is to impart information on a particular technique or trend in bass fishing in roughly 3 minutes. Viewers not only receive snappy, easy-to-understand explanations of technical matters, they also benefit from demonstrations that show the techniques at work.









▶ PRODUCT INTEGRATION OPPORTUNITIES & CUSTOMIZED SPONSORSHIP PACKAGES AVAILABLE

PRODUCTION & EDITORIAL CALENDAR

Issue	Ad Close	On Sale
January/February	11/10/26	1/5/27
March/April	1/7/27	3/2/27
May/June	3/15/27	5/4/27
July/August	5/14/27	7/6/27
September/October	7/12/27	8/31/27
November/December	9/13/27	11/2/27

* Subject to change.

JAN/FEB

HUNTING: Predators, waterfowl, turkey season prep

FISHING: Ice-fishing, early-spawn bass, trout

GEAR: Range Report, Field Tests

MAR/APRIL

HUNTING: Turkeys, Snow Geese, Shed Hunting

FISHING: Catfish, bass, walleyes

GEAR: Tackle Test

MAY/JUNE

HUNTING: Turkeys, bears, hogs, land management

FISHING: Bass, panfish, trout, tarpon

GEAR: Range Report, Field Tests

JULY/AUG

HUNTING: Big game scouting, archery prep, small game

FISHING: Panfish, bass, inshore saltwater

GEAR: Range Report, Field Tests

SEPT/OCT

HUNTING: Elk, whitetails, mule deer, doves/teal, upland birds

FISHING: Trout, bass, salmon, pike/muskies

GEAR: Range Report, Field Tests

NOV/DEC

HUNTING: Whitetails, waterfowl, upland birds, late Western big game

FISHING: Bass, trout, early ice-fishing, panfish

GEAR: Range Report, Field Tests

GENERAL PRINT GROSS ADVERTISING RATES

4-Color	1x	3x	5x	10x
Full Page	24,603	22,146	20,912	17,682
2/3 Page	19,058	17,151	16,199	15,245
1/2 Page	15,697	14,128	13,343	12,558
1/3 Page	11,516	10,364	9,788	9,213

2-Color	1x	3x	5x	10x
Full Page	20,027	18,024	17,023	16,021
2/3 Page	15,512	13,962	13,186	12,410
1/2 Page	12,778	11,500	10,860	10,222
1/3 Page	9,373	8,436	7,967	7,499

4-Color	1x	3x	5x	10x
Full Page	17,565	15,809	14,931	14,053
2/3 Page	13,606	12,246	11,566	10,885
1/2 Page	11,207	10,086	9,526	8,967
1/3 Page	8,222	7,400	6,989	6,578
1/6 Page	3,789	3,411	3,221	3,032

Cover	1x	3x	5x	10x
Cover 2	28,294	25,465	24,049	22,635
Cover 3	27,064	24,356	23,004	21,650
Cover 4	31,984	28,785	27,186	25,587

WHERE-TO-GO/CLASSIFIED GROSS ADVERTISING RATES

4-Color	1x	3x	5x
1-inch	588	588	527
2-inch	1,083	1,022	991
3-inch	1,612	1,488	1,457
4-inch	2,108	1,983	1,921

B&W	1x	3x	5x
1-inch	464	434	403
2-inch	868	806	776
3-inch	1,270	1,209	1,178
4-inch	1,675	1,581	1,550

Reader Snapshot

AVG. HOUSEHOLD INCOME:	$99,611
MALE/FEMALE (%):	77/23
MEDIAN AGE:	48
MARRIED:	52%

FISHING
- 84% have fished for 30+ years.
- 36% spent 31+ days freshwater fishing annually; with 21% fishing more than 46 days annually.

WHERE THEY FISH
- 87% lakes or reservoirs, 66% rivers or streams. 31% saltwater, 16% Great Lakes

WHAT THEY FISH
- 88% fish in freshwater
- 77% largemouth bass
- 66% crappie
- 58% bluegill/bream
- 42% catfish/bullhead
- 42% smallmouth bass
- 41% trout
- 31% perch
- 38% walleye/sauger
- 43% striped bass
- 27% northern pike
- 13% salmon & steelhead
- 9% muskies

WHAT THEY OWN
- 99% fish with spinning gear and own 4.5 rods.
- 85% fish with baitcasting gear and own 3.5 rods.

FISHING GEAR
- Nearly half of G&F readers spend over $250 annually on fishing gear: rods, reels & lures.
- Nearly half of G&F readers spend over $250 annually on other fishing gear.

BOATS
- Two-thirds of G&F readers own boats for hunting & fishing.
- 57% own V-hull fishing boats.
- 66% own outboard motors.

HUNTING
- 84% have hunted for 30+ years.
- Over 98% have hunted in the past year.

WHAT THEY HUNT
- 68% have hunted Deer in the past year; 39% in the past."
- Have hunted large game in the past: 16% elk, 25% bear, 18% feral hogs.
- Have hunted small game in the past: 55% squirrels, 59% rabbits, 55% other small game.
- Have hunted fowl in the past: 55% turkeys, 50% upland birds, 48% waterfowl

TRAVEL
- 73% hunt 10+ days and over 52% hunt 20+ days annually.
- 29% have taken 1-3 overnight hunting trips; 20% have taken 4+ overnight hunting trips in the last year.

FIREARMS
- Of G&F hunters, 98% own a shotgun, 95% own a centerfire rifle, 88% own a rimfire rile and 67% own a muzzleloader.
- 52% of G&F readers spend over $500 on firearms and 37% spend an additional $500 on ammo and accessories annually.
- 49% of G&F readers use 200+ rounds of ammo annually.

BOWHUNTING
- 73% own a vertical bow.
- 50% own a crossbow

TRAIL CAMS
- 66% of G&F readers own 1 or more trail cameras.
- 46% of G&F readers plan to buy 1 or more trail cameras in the next year.

Sources: 2026 MRI Spring Doublebase, AAM Statement 6 Months Ending June 2026

ENGAGE WITH OUR GROWING ONLINE COMMUNITY THROUGH HIGHLY CUSTOMIZABLE PLANS.

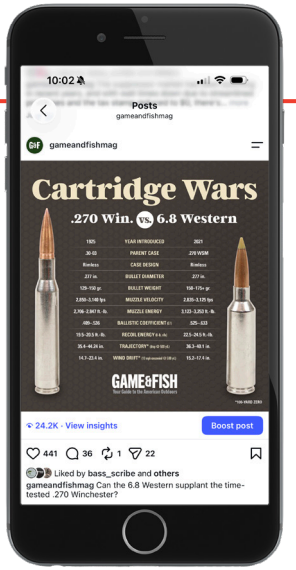
208,821
MONTHLY UNIQUE WEBSITE VISITORS

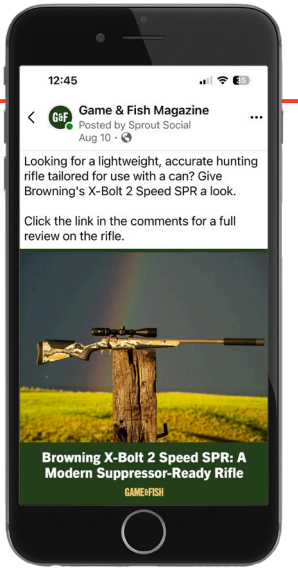
3,830,740
ANNUAL PAGE VIEWS

94,334
E-NEWSLETTER SUBSCRIBERS

203,679
SOCIAL MEDIA FOLLOWERS







DEMOGRAPHICS & BEHAVIOR

MALE:	77%
AVG. TIME SPENT:	1:34
AVG. PAGES PER SESSION:	1.30
TRAFFIC FROM MOBILE/TABLET:	69%
SOCIAL ENGAGMENT RATE:	4.3%

Sources: Google Analytics 4: September 2025 – August 2026, Social Followers – Sprout Social: As of August 2026, Email Subscribers – Whatcounts Email Sending: As of August 2026

▶ 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. 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

6. 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

7. 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

8. One-Third Square
Non-Bleed: 4.375 x 4.75
Bleed: 5.25 x 5.5
Trim: 5 x 5.25
Safety: 4.5 x 4.75

9. 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

10. One-Quarter Vertical
Non-Bleed: 3.375 x 4.75

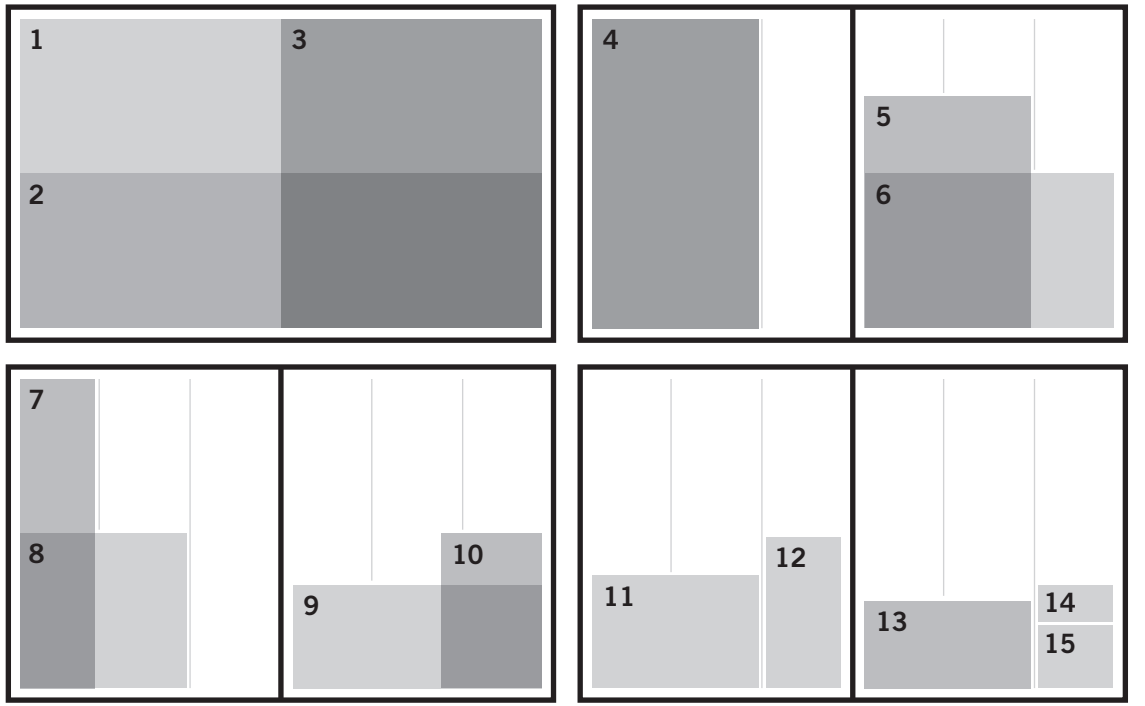
11. One-Quarter Horizontal
Non-Bleed: 4.375 x 3.625

12. One-Sixth Vertical
Non-Bleed: 2.125 x 4.75

13. One-Sixth Horizontal
Non-Bleed: 4.375 x 2.25

14. One Inch Vertical
Non-Bleed: 2.125 x 1

15. Two Inch Vertical
Non-Bleed: 2.125 x 2



- **SWOP** — standard proof, pulled from the supplied file, should 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

Send all advertising materials and insert bluelines to:

Jean McElroy
Production Manager
3725 SE Ocean Blvd, Suite 202
Stuart, FL 34996
772-763-2209
Jean.McElroy@OutdoorSG.com

Trim Size: 7¾-in. wide x 10½-in. high

Non-Bleed: 1/2-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 REQUIREMENTS:

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

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.

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.

Alliance for Audited Media
TRANSACT WITH TRUST

GAME&FISH

Annual Frequency: 9 times/year

Field Served: Where-to and how-to information for all types of hunting, fishing and outdoor recreation.

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
157,082	3,141	160,223	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	163,202	34	163,236	976		976	164,212	3,310		3,310	167,488	34	167,522
Apr	153,260	44	153,304	952		952	154,256	2,513		2,513	156,725	44	156,769
Jun	151,807	58	151,865	914		914	152,779	3,600		3,600	156,321	58	156,379
Average	**156,090**	**45**	**156,135**	**947**		**947**	**157,082**	**3,141**		**3,141**	**160,178**	**45**	**160,223**

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	156,090	45	156,135	97.4
Total Paid Subscriptions	**156,090**	**45**	**156,135**	**97.4**
Verified Subscriptions				
Public Place	717		717	0.4
Individual Use	230		230	0.1
Total Verified Subscriptions	**947**		**947**	**0.6**
Total Paid & Verified Subscriptions	**157,037**	**45**	**157,082**	**98.0**
Single Copy Sales				
Single Issue	3,141		3,141	2.0
Total Single Copy Sales	**3,141**		**3,141**	**2.0**
Total Paid & Verified Circulation	**160,178**	**45**	**160,223**	**100.0**

PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	$7.99	
Subscription	$23.94	
Average Subscription Price Annualized (2)		$7.56
Average Subscription Price per Copy		$0.84

(1) Represents subscriptions for the 6 month period ended June 30, 2026
(2) Based on the following issue per year frequency: 9

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2024	None Claimed	252,853	252,853		
6/30/2022	None Claimed	276,996	276,996		
6/30/2021	None Claimed	279,074	279,074		

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

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

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