PETERSEN'S

HUNTING

2027 MEDIA KIT













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.

• **Circulation:**	**121,118**
• **Frequency:**	**6x/year + Annual**
• **Total Audience:**	**2,012,000**
• **Male/Female (%):**	**75/25**
• **Median Age:**	**45**
• **Avg. Household Income:**	**$98,992**
• **Management/Professional:**	**15%**

Sources: 2026 MRI Spring Doublebase, AAM Statement 6 Months Ending June 2025

PETERSEN'S HUNTING

2027 | AD CLOSE DATES

APR / MAY

AD CLOSE:
1/5/27

ON SALE:
3/2/27





JUN / JUL

AD CLOSE:
3/9/27

ON SALE:
5/4/27





SEPTEMBER

AD CLOSE:
6/11/27

ON SALE:
8/3/27





OCTOBER

AD CLOSE:
7/13/27

ON SALE:
9/7/27

NOVEMBER

AD CLOSE:
8/10/27

ON SALE:
10/5/27

DEC/JAN

AD CLOSE:
10/8/27

ON SALE:
12/7/27

PETERSEN'S HUNTING

2027 | EDITORIAL CALENDAR

APR / MAY
SPRING ADVENTURES

Key Features:
- Big Bears Up Close
- The Lead Reality: Turkey Hunting After TSS
- Top "Off-Season" Hunts

New Gear: Spring Hunting Apparel
Guns & Loads: Turkey Shotguns

- AD CLOSE: 1/5/27 | ON SALE: 3/2/27 -

JUN / JUL
THE GIANT GUN ISSUE

Key Features:
- The Best New Guns for 2027
- Long Range on a Budget
- Why Lever Guns Still Rule

New Gear: The Reloading Room
Guns & Loads: Handguns for Hunting

- AD CLOSE: 3/9/27 | ON SALE: 5/4/27 -

SEPTEMBER
SPECIAL OPENING DAY ISSUE

Key Features:
- 2027 Big-Game Forecast
- Tag Your Best Buck Now
- High-Country Mule Deer Tactics

New Gear: Elk Camp Essentials
Open Country: Best New Elk Cartridges

- AD CLOSE: 6/11/27 | ON SALE: 8/3/27 -

THE GEAR GUIDE
2027 GIANT EQUIPMENT ISSUE

Our 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 form beginner to expert and a look at how rimfires still reign supreme.

- AD CLOSE: 7/5/27 | ON SALE: 9/7/27



2027 SPECIAL INTEREST PUBLICATIONS

From the experts at Petersen's HUNTING, our 2027 Special Interest Publications cover all the outdoors from where the pavement stops and true adventure begins. For accuracy-afflicted outdoorsmen and women, we offer Precision Hunter, which hits newsstands just as hunters are planning their fall excursions. Moving to two issues in 2027, Western Pursuit delivers expert advice on hunting elk, mule deer, antelope and other iconic Western big-game animals in both late-spring and early fall editions.

OCTOBER
THE BIG-GAME ISSUE

Key Features:
- Top (and Last) OTC Adventures in the West
- Find Trophies in the Front-Country

Open Country: Shoot Farther, Faster
Whitetails: Ground Game

- AD CLOSE: 7/13/27 | ON SALE: 9/7/27 -

NOVEMBER
2027 DEER ANNUAL

Key Features:
- Where to Tag a Trophy Whitetail
- New (Really) Rut Tactics

Whitetails: Don't Ignore the Post-Rut
Open Country: Did Straight Walls Make Slugs Obsolete?
New Gear: Saddle Hunting Setups

- AD CLOSE: 8/10/27 | ON SALE: 10/5/27 -

DEC/JAN
THE LATE-SEASON ISSUE

Key Features:
- Extend Your Year with Primitive Seasons
- How to Draw a Trophy Tag
- Get Better at Hunting Small Game

Open Country: Muzzleloaders 101
Guns & Loads: Build a Long-Range Rimfire

- AD CLOSE: 10/8/27 | ON SALE: 12/7/27 -

JUN / JUL:
THE GIANT GUN SPECIAL ISSUE

Our 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 form beginner to expert and a look at how rimfires still reign supreme.



AD CLOSE: 3/9/27

ON SALE: 5/4/27

INSIDE THE ISSUE:

Key Features:
- Big Bears Up Close
- The Lead Reality: Turkey Hunting After TSS
- Top "Off-Season" Hunts

New Gear: Spring Hunting Apparel
Guns & Loads: Turkey Shotguns

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 2027 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: 6/11/27

ON SALE: 8/3/27

INSIDE THE ISSUE:

Key Features:
- The Biggest Bucks and Bulls of 2027
- 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: 7/13/27

ON SALE: 9/7/27

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

JUN / JUL:

- 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 '27" 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: 3/9/27

ON SALE: 5/4/27

PETERSEN'S HUNTING

2027 | SPECIAL INTEREST PUBLICATIONS

WESTERN PURSUIT



AD CLOSE:
2/1/27

ON SALE:
4/6/27

AD CLOSE:
8/2/27

ON SALE:
10/5/27

PRECISION HUNTER



AD CLOSE:
3/16/27

ON SALE:
5/18/27

ANNUAL GEAR GUIDE 2027



AD CLOSE:
7/5/27

ON SALE:
9/7/27

BACKCOUNTRY HUNTER



AD CLOSE:
6/1/27

ON SALE:
8/3/27

*Subject to change.

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 $11.99 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: 7/5/27

On Sale: 9/7/27

SPECIAL RATES:

FULL PAGE	$3,749
½ PAGE	$1,875

Get double the coverage with *WESTERN PURSUIT,* which expands to two issues annually in 2027. Created by the experts at Petersen's *HUNTING,* who live and breathe big-game hunting, Western Pursuit is the preeminent source for authentic adventure hunting information. From high-level tactics for hunters planning their first foray into the western U.S. to hardcore adventures for iconic trophies to in-depth reviews of your gear, *WESTERN PURSUIT* covers all aspects of hunting this buck-list destination.



SECTION TOPICS:

- **Gearing 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.
- **The 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.
- **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: 2/1/27

On Sale: 4/6/27

Ad Close: 8/2/27

On Sale: 10/5/27

SPECIAL RATES:

2-PAGE SPREAD	$6,427
FULL PAGE	$3,749
½ PAGE	$1,875
¼ PAGE	$937

DATES SUBJECT TO CHANGE. ALL 1/2 PAGE ADS ARE HORIZONTAL. ALL 1/4 PAGE ADS ARE VERTICAL.

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: 6/1/27

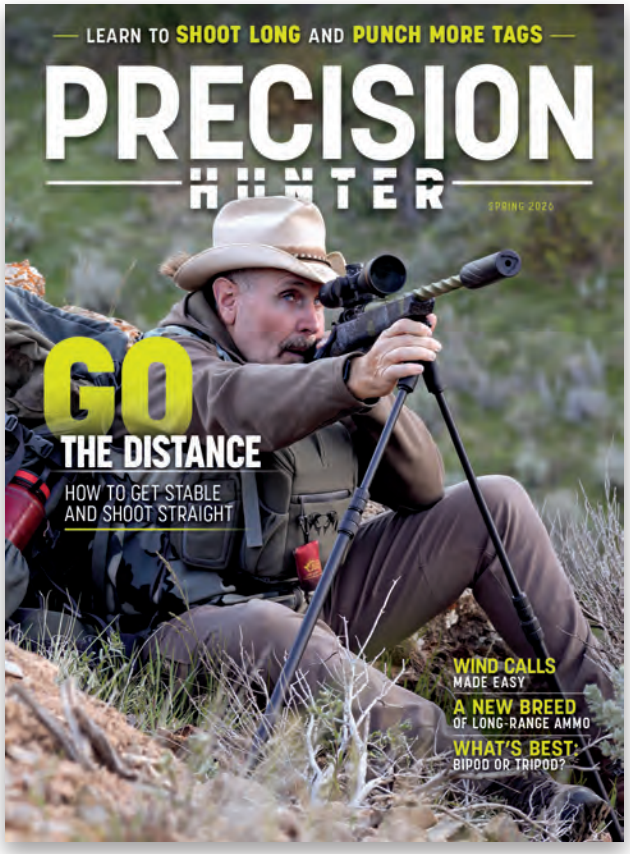
On Sale: 8/3/27

SPECIAL RATES:

2-PAGE SPREAD	$6,427
FULL PAGE	$3,749
½ PAGE	$1,875
¼ PAGE	$937

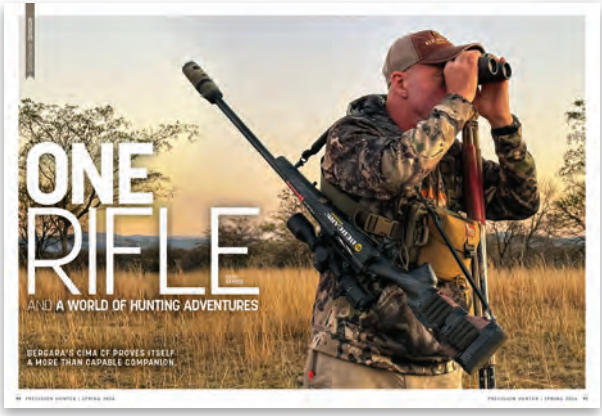
DATES SUBJECT TO CHANGE. ALL 1/2 PAGE ADS ARE HORIZONTAL. ALL 1/4 PAGE ADS ARE VERTICAL.

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: 3/16/27

On Sale: 5/18/27

SPECIAL RATES:

2-PAGE SPREAD	$3,748
FULL PAGE	$2,062
½ PAGE	$1,489
¼ PAGE	$1,124

DATES SUBJECT TO CHANGE. ALL 1/2 PAGE ADS ARE HORIZONTAL. ALL 1/4 PAGE ADS ARE VERTICAL.

PETERSEN'S HUNTING

2027 | GENERAL ADVERTISING RATES

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

150,134
MONTHLY UNIQUE WEBSITE VISITORS

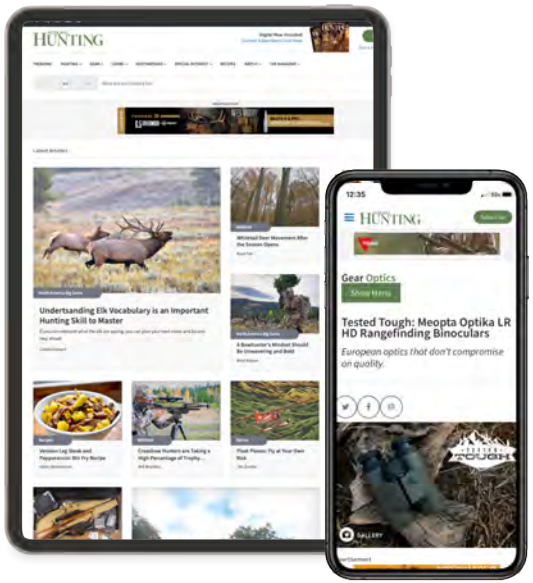
2,995,376
ANNUAL PAGE VIEWS

39,020
E-NEWSLETTER SUBSCRIBERS

25.34% OPEN RATE!

54,698
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: 77%

ENGAGEMENT RATE: 85%

Google Analytics 4: September 2024 – August 2025 Social Followers – Sprout Social: As of August 2025. Video Views – Sprout Social & Conviva: September 2024 – August 2025 Email Subscribers – Whatcounts Email Sending: As of August 2025.

PETERSEN'S HUNTING

AUDIENCE SNAPSHOT

Total Audience:	2,012,000
Average Household Income:	$98,992
Married:	49%
Average Years Hunting:	38.8

HUNTING

- Any Hunting Last 12 Months – 13%/305 Index
- Hunted With Bow & Arrow Last 12 Months –6%/327 Index
- Hunted With Handgun Last 12 Months – 5%/412 Index
- Hunted With Rifle Last 12 Months – 11%/317 Index
- Hunted With Shotgun Last 12 Months – 8%/342 Index
- Spent $100+ on Hunting Clothing Last 12 Months – 7%/382 Index
- Influential Hunting Consumers – 6%/447 Index
- Have a Great Deal of Knowledge/Experience in Hunting – 18%/319 Index
- Friends & family trust my advice (hunting) – 15%/305 Index
- Owns Handgun – 24%/140 Index
- Owns Rifle – 24%/183 Index
- Owns Shotgun – 20%/166 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%/134 Index
- Owns Lot Size 3+ Acres – 9%/159 Index

PET OWNERSHIP

- Owns a dog – 41%/99 Index
- Owns 3+ Dogs – 8%/131 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 +14.6%
- 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

Source: 2026 MRI Spring Doublebase Ammo.com July 16th 2025 National Shooting Sports Foundation, March 2025

PETERSEN'S HUNTING

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

MALE AUDIENCE – AVERAGE MINUTES SPENT READING

55
Average Reading Minutes



Source: 2026 MRI Spring Doublebase

PETERSEN'S HUNTING

SUBSCRIBERS HAVE POWERFUL PASSION FOR OUR BRAND

SUBSCRIBER STUDY – QUALITATIVE FACTORS

96%
SATISFIED
WITH PETERSEN'S HUNTING

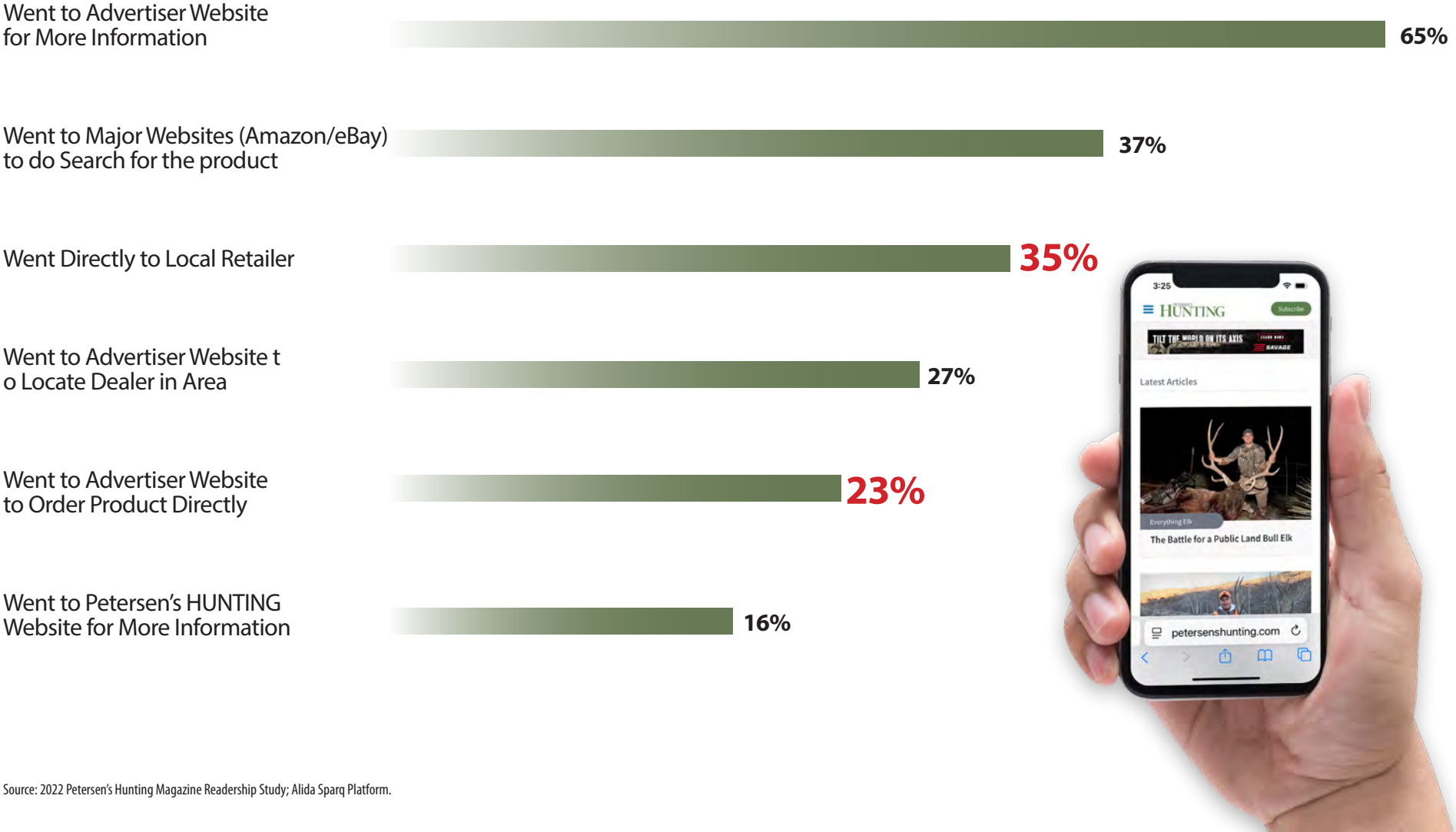
67%
LOYAL SUBSCRIBERS
FOR 4 OR MORE YEARS

69%
VERY SATISFIED
WITH PETERSEN'S HUNTING

Source: 2022 Petersen's Hunting Magazine Readership Study; Alida Sparq Platform.

OUR SUBSCRIBERS TAKE ACTION AFTER SEEING ADS

SUBSCRIBER STUDY – QUALITATIVE FACTORS



Source: 2022 Petersen's Hunting Magazine Readership Study; Alida Sparq Platform.

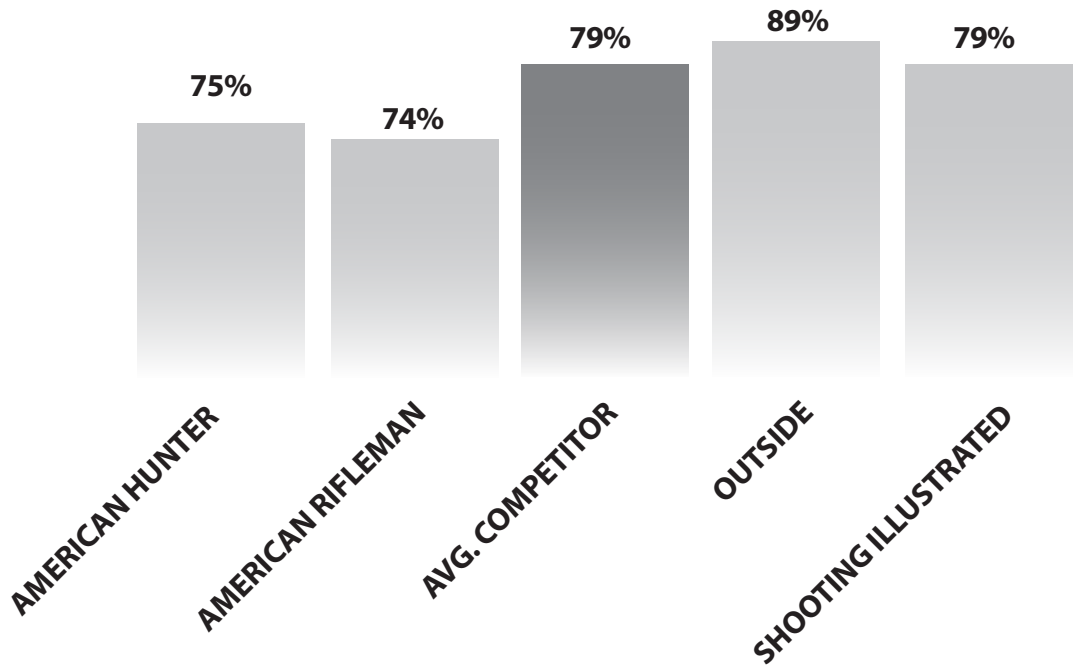
PETERSEN'S HUNTING

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



Source: 2025 MRI Spring Doublebase

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

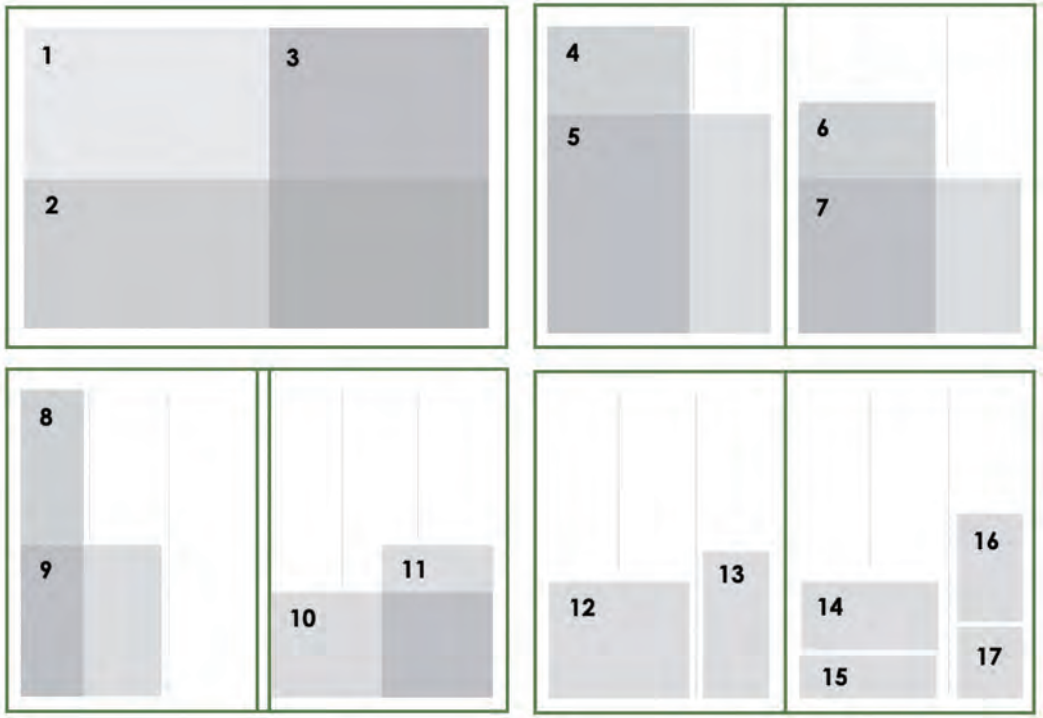
20. Eight Inch Vertical
Non-Bleed: 2.125 x 8

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.

PETERSEN'S HUNTING

2027 MAGAZINE REQUIREMENTS & SPECS

GENERAL PRODUCTION INFORMATION

Production Manager
Petersen's HUNTING
2 News Plaza
Peoria, IL 61614
309-679-5079
Elizabeth.Carey@OutdoorSG.com

Trim Size: 7¾-in. wide x 10½-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.

OUTDOOR SPORTSMAN GROUP

PETERSEN'S HUNTING

Alliance for Audited Media
TRANSACT WITH TRUST

Publisher's Statement

6 months ended June 30, 2026, Subject to Audit

Learn more about this media property at auditedmedia.com

PETERSEN'S HUNTING

Annual Frequency: 7 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 CopySales	Total Circulation	Rate Base	Variance to Rate Base
117,225	3,893	121,118	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
Dec/Jan	75,218	626	75,844	32,236	10,000	42,236	118,080	4,808	11	4,819	112,262	10,637	122,899
Apr/May	77,546	626	78,172	27,700	10,000	37,700	115,872	3,846	4	3,850	109,092	10,630	119,722
Jun/Jul	71,965	656	72,621	35,101	10,000	45,101	117,722	3,000	9	3,009	110,066	10,665	120,731
Average	**74,910**	**636**	**75,546**	**31,679**	**10,000**	**41,679**	**117,225**	**3,885**	**8**	**3,893**	**110,474**	**10,644**	**121,118**

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	74,910	636	75,546	62.4
Total Paid Subscriptions	**74,910**	**636**	**75,546**	**62.4**
Verified Subscriptions				
Public Place	31,556	10,000	41,556	34.3
Individual Use	123		123	0.1
Total Verified Subscriptions	**31,679**	**10,000**	**41,679**	**34.4**
Total Paid & Verified Subscriptions	**106,589**	**10,636**	**117,225**	**96.8**
Single Copy Sales				
Single Issue	3,885	8	3,893	3.2
Total Single Copy Sales	**3,885**	**8**	**3,893**	**3.2**
Total Paid & Verified Circulation	**110,474**	**10,644**	**121,118**	**100.0**

PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	$7.99	
Subscription	$23.94	
Average Subscription Price Annualized (2)		$6.86
Average Subscription Price per Copy		$0.98

(1) Represents subscriptions for the 6 month period ended June 30, 2026
(2) Based on the following issue per year frequency: 7

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	128,257	128,257		
12/31/2023	None Claimed	150,534	150,534		
12/31/2021	None Claimed	164,397	164,397		

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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