MISSION STATEMENT

Field & Stream is America’s largest outdoor sports magazine brand, delivering extensive service, compelling stories and blogs, and great photography and video to an audience of over 9 million hunters and fishermen. Our multiple platforms—magazine, website, television, consumer shows, and social media—provide the information and entertainment these passionate sportsmen desire, and serve as a ubiquitous validation of their lifestyle.
BRAND OVERVIEW

**TOTAL AUDIENCE**

<table>
<thead>
<tr>
<th>Print</th>
<th>Digital</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>8,634,000</td>
<td>1,244,208</td>
<td>80,000</td>
</tr>
<tr>
<td>Audience</td>
<td>Average Monthly UV</td>
<td>Attendees</td>
</tr>
<tr>
<td>1,250,000</td>
<td>4,604,280</td>
<td>D&amp;T Expos</td>
</tr>
<tr>
<td>Circulation</td>
<td>Average Monthly Page Views</td>
<td>80,000</td>
</tr>
<tr>
<td>33,396</td>
<td>74,407</td>
<td>CMA</td>
</tr>
</tbody>
</table>

**F&S ENEWSLETTER**

207,218
Average Issue net distributed

**FIELD & STREAM APPS**

F&S READER
140,130
Total Downloads (thru Sept 2013)

FIELD & STREAM APPS
19,149
Average Monthly Unique Visitors

CATCHBOOK
19,550
Total Downloads (thru Nov 2013)

DEER CAMP
26,252
Total Downloads (thru Nov 2013)

RUT REPORTERS
89,904
Total Downloads (thru Nov 2013)

80,000 Attendees
D&T Expos

74,407
Average Monthly Page Views

82,539
Average Monthly Page Views

279,893
Average Monthly Page Views

8,634,000
Audience

1,244,208
Average Monthly UV

4,604,280
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82,539
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279,893
Average Monthly Page Views

80,000 Attendees

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80,000 Attendees

@FIELDANDSTREAM
23,554
As of 10/24/13

/FIELDANDSTREAM
317,455
As of 10/24/13
READER PROFILE

DEMOGRAPHICS

<table>
<thead>
<tr>
<th>AUDIENCE SNAPSHOT</th>
<th>AGE BREAKDOWN</th>
<th>HHI BREAKDOWN</th>
</tr>
</thead>
<tbody>
<tr>
<td>85% / 15% Male / Female</td>
<td>29% 25 - 34</td>
<td>62% HHI $50,000+</td>
</tr>
<tr>
<td>45.1 Median Age</td>
<td>60% 25 - 54</td>
<td>40% HHI $75,000+</td>
</tr>
<tr>
<td>$63,676 Median HHI</td>
<td>39% 50+</td>
<td>24% HHI $100,000+</td>
</tr>
<tr>
<td>51% Att/Graduated College</td>
<td></td>
<td></td>
</tr>
<tr>
<td>69% Employed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>61% Married</td>
<td></td>
<td></td>
</tr>
<tr>
<td>41% Any kids</td>
<td></td>
<td></td>
</tr>
<tr>
<td>73% Own Home</td>
<td></td>
<td></td>
</tr>
<tr>
<td>35% Served in Armed Forces</td>
<td></td>
<td></td>
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</tbody>
</table>

READER PROPENSITIES

Readers spend 32 days annually engaged in hunting or fishing

75% have given advice to an average of 3.2 people on fishing (freshwater) equipment

78% have given advice to an average of 3.7 people on hunting equipment

Spent 98.5 billion on automobiles in the last 12 months

75% of audience enjoying making things with their hands

Ranks #1 against all Men’s titles in reaching B/C/D counties

Source: F&S 2012 Subscriber Study; MRI Doublebase 2013
2014 EDIT CALENDAR

FEBRUARY / GREAT STORIES
AD CLOSE: 12/2/13 ON SALE: 1/14/14
Cover Theme: Great Stories: The Deer Hunt
Cover Package and Feature Well: 15 stories from our best writers distill a deer hunt, from “The Plan” to “The Stalk” to “The Shot,” and more
Columns: Riffle Recall, Pheasant Conservation, Winter Trout Flies
Sections: Spring Snow Geese, Prespawn Bass, Ice Pike, Fishing-Gear Tune-ups, Antler Projects, Predator Calls, Sniping Late Squirrels, Food
Gear: High-Country Hunting Boots, Affordable Turkey Vests

MARCH / BATTLE OF THE BASS LURES
AD CLOSE: 3/24 ON SALE: 2/18/14
Cover Package: Bass Pros Test the Latest Baits
Features: Texas Gobblers, Guide to Slab Panfish, Hunter’s First Mountain Lion, Top Female Flyfishing Guides
Columns: Best Rifle Cartridge in 10 Years (6.5/284), Top Turkey Ammo, How to Train a Shed-Hunting Dog
Sections: Turkey Clinic, Part 1: Calling; Ice-Out Trout; Live-Bait Rigs; Bass-Spawn Tricks; River Walleyes; Fishing Knots; Food; Turkey Handbook; Fishing Handbook
Gear: Turkey Calls; Best of the Best Awards: Fishing

JUNE / FISHING ROAD TRIPS
AD CLOSE: 6/24 ON SALE: 5/20/14
Cover Package: Fishing Road Trips
Features: Snake Survival, Boundary Waters Fishing, Spinfishing vs. Baitcasting, Five Rifles that Changed the World
Columns: Cure an Inaccurate Rifle, The Return of the Ruger Red Label Shotgun, New Summer Lures
Sections: Big-Game Planner, Hiker’s Tackle Box, Tackle First Aid, Postspawn Bass, Jig Rigs, Scents for Fish, Food, Streamside Fly-Tying Kit
Gear: Fishing Kayak Buyer’s Guide, Bargain Duck Decoys

JULY / YOUR PERFECT GUN
AD CLOSE: 7/17 ON SALE: 6/13/14
Cover Package: What Exactly Makes for the Perfect Varmint Rifle, Deer Rifle, Long-Range Big-Game Rifle, Upland Shotgun, Waterfowl Shotgun, and Slug Gun?
Features: Backcountry Trout, The Walleye Capital of the World, How I Fish
Columns: How to Make the Toughest Wingshots, Know Your Rifle Limits; Best Bow Target Panic
Sections: Deep Bass Tactics, Sowing Summer Food Plots, Trail-Cam Inventory, Cast Farther, ATV Tips, Hit More Doves, Night Walleyes
Gear: Ultralight Spinning Reels, Bargain Binoculars

AUGUST / THE BEST ISSUE
AD CLOSE: 8/24 ON SALE: 7/13/14
Cover Theme: Best of the Best, Gear and Tactics
Cover Package: We Pick the Best Hunting Gear of the Year—and the Best Hunting Tactic with Which to Use Each
Features: Best Early-Bow Tactics for Deer, The Ultimate Squirrel Gun, Secret Muskie Fly Cult
Columns: How to Hit Teal, The Best Deer Bullets, Summer Bass
Gear: New Upland Shotguns, Bargain Broadheads

SEPTEMBER / BIG GAME
AD CLOSE: 9/24 ON SALE: 8/13/14
Cover Theme: Big Game: Nature’s Greatest Tournaments
Cover Package: We Pick the Best Hunting Gear of the Year—and the Best Hunting Tactic with Which to Use Each
Features: Best Early-Bow Tactics for Deer, The Ultimate Squirrel Gun, Secret Muskie Fly Cult
Columns: How to Hit Teal, The Best Deer Bullets, Summer Bass
Gear: New Upland Shotguns, Bargain Broadheads

OCTOBER / THE HEROES ISSUE
AD CLOSE: 10/8 ON SALE: 9/14/14
Cover Theme: Outdoor Heroes and Legends
Cover Package and Feature Well: Heroes of Conservation, My Hero (essays on mentors, heroes, and legends), Hero Shots (great shots, tick casts, master-level skills), The Stuff of Legends (gear used by hunting legends), Best Big-Game Guides
Columns: Classic Used Shotguns, It’s Hard Being an Antelope
Gear: Bargain Duck Calls, Flagship Bow Shotguns

NOVEMBER / BEST DAYS OF THE RUT
AD CLOSE: 11/14 ON SALE: 10/21/14
Cover Package: Best Days of the Rut, with “Rut Predictions” Gatefold
Features: Ultimate Guide to Riflescopes, Waterfowl Feature
Columns: Remington’s Revolutionary Shotshell, The Next Great Wildcat Cartridge, Predator Tactics
Sections: The Mule Deer Rut, Silence Your Deer Gear, First-Snow Pheasants, Pick the Right Knife, Tune a Goose Call, Make a Deer Drag, Food, Whitetail Handbook
Gear: Climbing Treestands, Handguns for Deer

NOVEMBER / BEST DAYS OF THE RUT
AD CLOSE: 10/15 ON SALE: 11/14/14
Cover Package: The Whitetail Summit
Features: Late-Season Deer Tactics, Whitetail Trends, The Captive-Deer Threat, Snowshoe Hares in Maine, The Gourmet Butcher, Rick Bass Elk Story
Columns: 5 Underrated Shotguns, Weather and Rifles, Track a Buck
Sections: Ice-Fishing Rigs, Late-Season Ducks, Predator Calls, Winter Nymphing, Stay Warm on Stand, Food
Gear: Muzzleloader Buyer’s Guide, Bargain Field Knives

FIELD & STREAM MEDIA KIT
05 2014
## 2014 Production Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Close</th>
<th>Regional/Selects Ad Close</th>
<th>On-Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>12/2/13</td>
<td>11/25/13</td>
<td>1/14/14</td>
</tr>
<tr>
<td>March</td>
<td>1/3/14</td>
<td>12/27/13</td>
<td>2/18/14</td>
</tr>
<tr>
<td>April</td>
<td>2/3/14</td>
<td>1/27/14</td>
<td>3/18/14</td>
</tr>
<tr>
<td>May</td>
<td>3/3/14</td>
<td>2/24/14</td>
<td>4/15/14</td>
</tr>
<tr>
<td>June</td>
<td>4/3/14</td>
<td>3/27/14</td>
<td>5/20/14</td>
</tr>
<tr>
<td>July</td>
<td>5/2/14</td>
<td>4/25/14</td>
<td>6/17/14</td>
</tr>
<tr>
<td>August</td>
<td>6/2/14</td>
<td>5/26/14</td>
<td>7/15/14</td>
</tr>
<tr>
<td>September</td>
<td>7/2/14</td>
<td>6/25/14</td>
<td>8/19/14</td>
</tr>
<tr>
<td>October</td>
<td>8/1/14</td>
<td>7/25/14</td>
<td>9/16/14</td>
</tr>
<tr>
<td>November</td>
<td>9/5/14</td>
<td>8/29/14</td>
<td>10/21/14</td>
</tr>
<tr>
<td>December '14/January '15</td>
<td>10/3/14</td>
<td>9/26/14</td>
<td>11/18/14</td>
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</tbody>
</table>

Note: Please upload files to ad portal – http://adportal.bonniercorp.com
# DISPLAY RATES

<table>
<thead>
<tr>
<th>EFFECTIVE DATE OF RATE</th>
<th>JANUARY 2014</th>
<th>FREQUENCY</th>
<th>11X</th>
<th>RATEBASE</th>
<th>1,250.0</th>
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</thead>
</table>

<table>
<thead>
<tr>
<th></th>
<th>FULL PAGE</th>
<th>2/3 PAGE</th>
<th>1/2 PAGE</th>
<th>1/3 PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLACK &amp; WHITE:</td>
<td>$118,100</td>
<td>$98,500</td>
<td>$76,800</td>
<td>$53,000</td>
</tr>
<tr>
<td>FOUR COLOR:</td>
<td>$147,600</td>
<td>$123,200</td>
<td>$95,900</td>
<td>$66,400</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>COVER 2</th>
<th>COVER 3</th>
<th>COVER 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>COVERS:</td>
<td>$169,900</td>
<td>$162,300</td>
<td>$191,900</td>
</tr>
</tbody>
</table>

All rates gross • Rates subject to change • Bleed: available on all ROB units one-third page or larger, add 10% to the gross rate.
Field & Stream utilizes a digital workflow and requires that all ad materials be submitted in a digital format. Supplied materials that do not comply with the following specifications will be rejected, or corrected and the advertiser billed for the required production.

- All ads must be created to exact size specifications or will incur charges for re-sizing. If you are submitting a bleed ad, please verify the live bleed image extends .125” past the trim line. All live matter should be within .25” of trim dimensions. Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.
  - PDF/X-1a format is the preferred file format for submission. When preparing PDF/X-1a files, careful attention must be paid to ensure they are properly created and will reproduce correctly.
  - All advertisers MUST submit a contract-level digital proof at 100% that conforms to SWOP standards including a color bar for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs are Fuji Pictro, Fuji Final Proof, Epson Contract Proof, Kodak Approval, IRIS, Digital Match Print, Progressive Press Proof. Proofs are required regardless of delivery mode. If contract proof is not supplied, we will generate an Epson proof, additional charges may apply.
  - Upload files to the AD PORTAL by going to http://adportal.bonniercorp.com/
Mag+ is the most interactive digital magazine platform available. Our primary goal with Mag+ is to preserve those parts of print magazines that readers value most: that they are immersive, curated, designed and attractive.

This interactive digital magazine platform allows readers to effortlessly navigate through pages of stunning visuals and immersive articles, while also taking advantage of the digital extras that are unique to the electronic version of the magazine. The platform’s interactive design encourages engagement with stories and advertisements. Users can swipe to move content up and down along the “y” axis or right to left along the “x” axis and they can access content by activating different layers into focus.
### ENHANCEMENT RATES

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATIC*</td>
<td>Static Ad (Works in both orientations)</td>
<td>$0</td>
</tr>
<tr>
<td>STATIC+</td>
<td>Dual Layered Creative, Clickable Web Link, One Vertical Swipe, Multiple Web Links, Social Networking Component</td>
<td>$7K</td>
</tr>
<tr>
<td>ENHANCED</td>
<td>Multiple Vertical Swipe, .30 Video Clip, Audio File</td>
<td>$20K</td>
</tr>
<tr>
<td>ENHANCED+</td>
<td>Presenting Sponsor, Over 30 Second Video Clip, 360 Rotation, Image Gallery (5 max), Survey, Panorama</td>
<td>$25K</td>
</tr>
</tbody>
</table>

All rates net. Subject to change.

*Advertisers that are not running in print product that month will be charged $5,000 for Static Ads.
MAG+ VISIBILITY AND ORIENTATION

Portrait view: 1536 px wide x 2048 px tall
Resolution: 264 ppi
Color: RGB
Image format: PNG, either 8 or 24 bit, with transparency if required. Assets submitted as jpgs, psd or pdf will be converted to pngs.
Minimum suggested font size: 8pt
Allow 300 pixel safety area at top od screen for tappable navigation elements

IPAD AD PORTAL

AD PORTAL INSTRUCTIONS FOR iPAD ADS
Go to adportal.bonniercorp.com on your web browser. We recommend using Internet Explorer or Firefox.

iPad ADS
Select TITLE and the issue you are submitting the ad for. Be sure to select the issue that indicates it is the iPad/Digital edition. Fill out the form and attach the file and upload the ad.

Required file types: File formats such as InDesign native files with associated fonts and graphics will be accepted for digital magazine submissions only. To ensure you have all the necessary files, including fonts, use the InDesign "Package" feature. These files must be compressed into Zip archives. iPad/Digital ad portal will accept zip archives up to 300 mb in size. Material packages larger than 300 mb may be broken into smaller compressed folders.

NOTE: It is best to transfer files from your local desktop as transferring files from your network server could cause delays or the upload to time out and fail.

You will receive a confirmation email after your file uploads successfully
IPAD ADVERTISING GUIDELINES

**STATIC ADS**

Provide one png-24 file 2048 pixels x 2048 pixels square, with all critical elements falling within the 1536 pixel square safety area. Pinning function can be used if layout is provided as layers (Use Mag+ InDesign template or Photoshop.)

**STATIC+ ADS**

Provide appropriate urls for weblinks along with the materials as specified at left.

**ENHANCEMENT SPECIFICATIONS**

Continuous Scrolling Ad  
**Screen Size:** 1536 x 2048+ pixels  
**File Format:** png-24 file  
Scrolling A-Layer elements must have transparent background  
**Color Space:** RGB

**Slide Show**  
**Max. File Size:** 5mb  
**Note:** Buttons on slide show must remain in the same location at all times.

**30 Second Video**  
**Max. File Size:** 10mb  
**File Format:** 720p.mp4 file using.h264 compression  
**Full Screen:** 768 wide  
**In-Content:** Specs are TBD depending on scope.

**Audio**  
**File Format:** .mp3  
**Max. File Size:** 5mb  
**Max. Length:** 90 seconds

**Pop-ups**  
Must be images or text

**ADVANCED HTML5 INTERACTIONS**

**MAXIMUM FILE SIZE LIMIT:** 10mbs

**Max. Screen Size:** 1536 x 2048 pixels Portrait  
Belly Band Unit: A prestitial animation, followed a bellyband. The combined animation for these must be no more than 10 seconds. Advertiser’s existing footage/imagery can be repurposed or used as is, or it may be used to custom create an animation. Layered or transparent asset files are recommended for imagery, vector files for logos/illustrations, and mov or mp4s for video. The higher the resolution the better, the requested ppi in the document should be fine. HD video would be preferred as well.

Metrics can provide instances for video plays.

View a sample here:  

**Photo 360**

**Max. Screen Size:** 1536 x 2048 pixels Portrait  
**File Format:** .png or .jpg (minimum 25 images)  
**Max. File Size:** 5mb  
**Note:** All images must have the same root name with ascending suffixes (image01.jpg, image02.jpg, etc.)

Bonnier Men’s Group will consult on development of the following features. Specs are TBD depending on scope:

- Photo Gallery  
- HTML5-based Data Capture  
- Single Subtle Animation  
- Panoramic View  
- Feature Builder

**IMPORTANT PRODUCTION NOTES:**

A testing environment is available for download and should be used to test custom HTML creative before submission. Please note that even if the ad works in the iPad’s native browser, it may not work within our app due to some differences between the native browser and the app. Please download the Mag+ plugin and reviewer app at http://magplus.com

**URL links in HTML objects**

When linking to a url in an HTML object (linking to the company’s website, for example) the web site will open in the box created for the HTML object. To avoid this, simple enter openwindow- before the URL in the HTML document. This will force it to open a browser window on top of the HTML object. The additional onclick code is used for Omniture tracking.  

E.g. `<a href="openwindow-http://www.url.com" onclick="var s=s_gi(s_account);s.tl(this,'0','titlehere');"></a>`

**THIRD PARTY DYNAMICALLY SERVED ADS**

Preferred 3rd party vendors: Medialets, Crisp  
Provide a static ad screen that will appear as needed when reader is offline.

**ANALYTICS**

The following metrics are regularly captured in Adobe Analytics in Bonnier Mag+ titles:  
- Page Views (vertical) (by time period and total; by page and total)  
- Unique Visitors (by time period and total)  
- Media clicks (for non-html 5 interactions)

**THIRD PARTY TRACKING**

3rd party impression or click trackers are not accepted.
# DIGITAL RATES

## 2014 OPEN RATES

<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>AD UNIT</th>
<th>SIZE</th>
<th>OPEN RATE CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HOMEPAGE:</strong></td>
<td>Portrait</td>
<td>300X1050</td>
<td>$58</td>
</tr>
<tr>
<td></td>
<td>Leaderboard</td>
<td>728X90</td>
<td>$32</td>
</tr>
<tr>
<td></td>
<td>Medium Rectangle</td>
<td>300X250</td>
<td>$35</td>
</tr>
<tr>
<td></td>
<td>Half Page</td>
<td>300X600</td>
<td>$42</td>
</tr>
<tr>
<td></td>
<td>Pre/Inter-stitial</td>
<td>640X480</td>
<td>$52</td>
</tr>
<tr>
<td></td>
<td>Pushdown</td>
<td>970X66 TO 970X418</td>
<td>$44</td>
</tr>
<tr>
<td></td>
<td>Site Skin</td>
<td>1600X900</td>
<td>$44</td>
</tr>
<tr>
<td><strong>CHANNEL:</strong></td>
<td>Portrait</td>
<td>300X1050</td>
<td>$56</td>
</tr>
<tr>
<td></td>
<td>Leaderboard</td>
<td>728X90</td>
<td>$30</td>
</tr>
<tr>
<td></td>
<td>Medium Rectangle</td>
<td>300X250</td>
<td>$33</td>
</tr>
<tr>
<td></td>
<td>Half Page</td>
<td>300X600</td>
<td>$40</td>
</tr>
<tr>
<td></td>
<td>Pre/Inter-stitial</td>
<td>640X480</td>
<td>$50</td>
</tr>
<tr>
<td></td>
<td>Pushdown</td>
<td>970X66 TO 970X418</td>
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</tr>
<tr>
<td></td>
<td>Site Skin</td>
<td>1600X900</td>
<td>$42</td>
</tr>
<tr>
<td><strong>ROS:</strong></td>
<td>Portrait</td>
<td>300X1050</td>
<td>$54</td>
</tr>
<tr>
<td></td>
<td>Leaderboard</td>
<td>728X90</td>
<td>$28</td>
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<tr>
<td></td>
<td>Medium Rectangle</td>
<td>300X250</td>
<td>$31</td>
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<tr>
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<td>$48</td>
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<td></td>
<td>Pushdown</td>
<td>970X66 TO 970X418</td>
<td>$40</td>
</tr>
<tr>
<td></td>
<td>Site Skin</td>
<td>1600X900</td>
<td>$40</td>
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<tr>
<td><strong>MOBILE:</strong></td>
<td>Mobile Responsive</td>
<td>320X50</td>
<td>$24</td>
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<tr>
<td><strong>PRE-ROLL:</strong></td>
<td>Pre-Roll</td>
<td>AT LEAST 640X480</td>
<td>$60</td>
</tr>
</tbody>
</table>

## ENEWSLETTERS:

- Leaderboard, Med. Rectangle: 728X90, 300X250 - $15,000
- Custom - N/A - $11,000
- Gallery: Custom - 960X660 - $20,000

**Note:** All rates are in NET amounts. $2.00 premium is added to CPMs for Rich Media of any kind. Price subject to change if Publisher creates media.
### DIGITAL SPECS

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>CREATIVE SIZE</th>
<th>MAXIMUM FILE SIZE/LOOPS*</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARD</td>
<td>728 X 90 PX</td>
<td>40k max (standard) 15 seconds animation max</td>
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<tr>
<td></td>
<td></td>
<td>40k max (flash)</td>
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<tr>
<td>SKYSCRAPER</td>
<td>160 X 600 PX</td>
<td>40k max (standard) 15 seconds animation max</td>
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<tr>
<td></td>
<td></td>
<td>40k max (flash)</td>
</tr>
<tr>
<td>RECTANGLE</td>
<td>300 X 250 PX</td>
<td>40k max (standard) 15 seconds animation max</td>
</tr>
<tr>
<td></td>
<td></td>
<td>40k max (flash)</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>300 X 600 PX</td>
<td>40k max (standard) 15 seconds animation max</td>
</tr>
<tr>
<td></td>
<td></td>
<td>40k max (flash)</td>
</tr>
<tr>
<td>PRE/INTERSTITIAL</td>
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<td>50k max (standard) no expanding rich media</td>
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<td></td>
<td>50k max (flash)</td>
</tr>
<tr>
<td>VIDEO PRE-ROLL</td>
<td>640 X 480 PX</td>
<td>4mb max .flv format only 15 seconds max</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PORTRAIT</td>
<td>300 X 1050</td>
<td>2mb max</td>
</tr>
<tr>
<td>EBLAST</td>
<td>600 X 800 PX</td>
<td>50k max (including images). All images are jpeg and gif format with layered files or removable text. Required: subject line, seed list, click-tracking URL. Delivered in HTML or PSD format. See additional document for complete specs.</td>
</tr>
</tbody>
</table>

### GENERAL GUIDELINES

These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)

DART for Publishers is used to serve all Bonnier Corp advertisements

There is a minimum of 48 hour turn around time once all creatives are submitted
to Online Advertising Operations

All ad units must launch a new browser window when clicked on
All static ad types are accepted (.jpg, .gif, .swf, .html)

### FLASH SPECIFICATIONS

1. Create an invisible button over the area that you want ‘active/clickable’ to users
2. On the invisible button, put the following action:
   ```javascript
   on (release) {
     getURL (_level0.clickTag, "_blank");
   }
   ```

   *Action Script 2.0 preferred to help avoid certain errors that can occur with Action Script 3

### FLASH SPECIFICATIONS

Flash files served via DFA must be coded properly for click and impression tracking

All flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash

A click through URL must be supplied

We accept flash versions 6-10

### PRE-ROLL

---Video Size (W X H): At least 640x480
---Video File Type: FLV, MP4, MOV, VAST tag
---Max Video File WL: 2 Mb
---Aspect Ratio: 16:09
---Target Bit Rate: 400 Kbps
---Animation Length: 15 seconds
---Looping Frame: 29.97 FPS
---Lead Time: 5 Days Prior to Launch
---Additional Notes: *VAST/VPAID creatives accepted (linear format only, no companion units)
### 2014 SELECTS

<table>
<thead>
<tr>
<th>Handbook</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fishing Handbook</strong></td>
<td>250,000</td>
</tr>
<tr>
<td><strong>Whitetail Handbook</strong></td>
<td>790,000</td>
</tr>
<tr>
<td><strong>Turkey Handbook</strong></td>
<td>350,000</td>
</tr>
<tr>
<td><strong>Waterfowl Handbook</strong></td>
<td>350,000</td>
</tr>
<tr>
<td><strong>Bowhunting Handbook</strong></td>
<td>225,000</td>
</tr>
</tbody>
</table>

**Subscribers who have recently purchased a hunting license or reported that hunting is one of their favorite pastimes.**

<table>
<thead>
<tr>
<th>Handbook</th>
<th>AD Close</th>
<th>On Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fishing Handbook</strong></td>
<td>AUG: 5/26/14</td>
<td>AUG: 7/15/14</td>
</tr>
<tr>
<td><strong>Whitetail Handbook</strong></td>
<td>SEPT: 6/25/14</td>
<td>SEPT: 8/19/14</td>
</tr>
<tr>
<td><strong>Turkey Handbook</strong></td>
<td>OCT: 7/25/14</td>
<td>OCT: 9/18/14</td>
</tr>
<tr>
<td><strong>Waterfowl Handbook</strong></td>
<td>NOV: 8/29/14</td>
<td>NOV: 10/21/14</td>
</tr>
</tbody>
</table>

**Subscribers who have recently obtained a waterfowl hunting license or reported that waterfowl hunting is a particular passion.**

<table>
<thead>
<tr>
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<th>AD Close</th>
<th>On Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fishing Handbook</strong></td>
<td>MAR: 3/12/13</td>
<td>MAR: 2/18/14</td>
</tr>
<tr>
<td><strong>Whitetail Handbook</strong></td>
<td>APR: 1/27/14</td>
<td>APR: 3/18/14</td>
</tr>
<tr>
<td><strong>Turkey Handbook</strong></td>
<td>MAY: 2/24/14</td>
<td>MAY: 4/15/14</td>
</tr>
</tbody>
</table>

**Subscribers who have recently purchased a fishing license or reported that fishing is one of their favorite pastimes.**

<table>
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<th>AD Close</th>
<th>On Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fishing Handbook</strong></td>
<td>APR: 3/18/14</td>
<td>AUG: 5/26/14</td>
</tr>
<tr>
<td><strong>Turkey Handbook</strong></td>
<td>JUNE/JULY: 7/25/14</td>
<td>SEPT: 8/19/14</td>
</tr>
</tbody>
</table>

**Subscribers who have recently purchased a bow-hunting license or reported that bow hunting is a particular passion.**

<table>
<thead>
<tr>
<th>Handbook</th>
<th>AD Close</th>
<th>On Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fishing Handbook</strong></td>
<td>MAR: 3/12/13</td>
<td>MAR: 2/18/14</td>
</tr>
<tr>
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<td>APR: 1/27/14</td>
<td>APR: 3/18/14</td>
</tr>
<tr>
<td><strong>Turkey Handbook</strong></td>
<td>MAY: 2/24/14</td>
<td>MAY: 4/15/14</td>
</tr>
</tbody>
</table>

**Subscribers who have recently purchased a turkey hunting license or reported that turkey hunting is a particular passion.**
2014 SELECTS

**WHITETAIL HANDBOOK / CIRC 790,000**

<table>
<thead>
<tr>
<th></th>
<th>FULL PAGE</th>
<th>2/3 PAGE</th>
<th>1/2 PAGE</th>
<th>1/3 PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/COLOR:</td>
<td>$91,800</td>
<td>$76,700</td>
<td>$57,600</td>
<td>$42,400</td>
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<tr>
<td>B&amp;W:</td>
<td>$73,600</td>
<td>$61,200</td>
<td>$48,100</td>
<td>$34,000</td>
</tr>
</tbody>
</table>

Circulation from subscribers who have recently purchased a hunting license or reported that hunting is one of their favorite pastimes.

**TURKEY HANDBOOK / CIRC 350,000**

<table>
<thead>
<tr>
<th></th>
<th>FULL PAGE</th>
<th>2/3 PAGE</th>
<th>1/2 PAGE</th>
<th>1/3 PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/COLOR:</td>
<td>$41,100</td>
<td>$34,100</td>
<td>$25,700</td>
<td>$19,200</td>
</tr>
<tr>
<td>B&amp;W:</td>
<td>$30,000</td>
<td>$27,600</td>
<td>$20,600</td>
<td>$15,300</td>
</tr>
</tbody>
</table>

Circulation from subscribers who have recently purchased a turkey hunting license or reported that turkey hunting is a particular passion.

**BOWHUNTING HANDBOOK / CIRC 225,000**

<table>
<thead>
<tr>
<th></th>
<th>FULL PAGE</th>
<th>2/3 PAGE</th>
<th>1/2 PAGE</th>
<th>1/3 PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/COLOR:</td>
<td>$26,500</td>
<td>$22,200</td>
<td>$16,700</td>
<td>$12,300</td>
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<tr>
<td>B&amp;W:</td>
<td>$21,400</td>
<td>$18,000</td>
<td>$13,600</td>
<td>$10,100</td>
</tr>
</tbody>
</table>

Circulation from subscribers who have recently purchased a bow-hunting license or reported that bow hunting is a particular passion.

**FISHING HANDBOOK / CIRC 250,000**

<table>
<thead>
<tr>
<th></th>
<th>FULL PAGE</th>
<th>2/3 PAGE</th>
<th>1/2 PAGE</th>
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<tbody>
<tr>
<td>4/COLOR:</td>
<td>$29,100</td>
<td>$24,300</td>
<td>$18,200</td>
<td>$13,500</td>
</tr>
<tr>
<td>B&amp;W:</td>
<td>$23,400</td>
<td>$19,600</td>
<td>$14,700</td>
<td>$10,900</td>
</tr>
</tbody>
</table>

Circulation from subscribers who have recently purchased a fishing license or reported that fishing is one of their favorite pastimes.

**WATERFOWL HANDBOOK / CIRC 350,000**

<table>
<thead>
<tr>
<th></th>
<th>FULL PAGE</th>
<th>2/3 PAGE</th>
<th>1/2 PAGE</th>
<th>1/3 PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/COLOR:</td>
<td>$41,100</td>
<td>$34,100</td>
<td>$25,700</td>
<td>$19,200</td>
</tr>
<tr>
<td>B&amp;W:</td>
<td>$33,000</td>
<td>$27,600</td>
<td>$20,600</td>
<td>$15,300</td>
</tr>
</tbody>
</table>

Circulation from subscribers who have recently purchased a waterfowl hunting license or reported that waterfowl hunting is a particular passion.

All rates gross • Rates subject to change • Bleed: available on all ROB units one-third page or larger, add 10% to the gross rate.
The following are certain general terms and conditions governing advertising published in FIELD & STREAM MAGAZINE (the “Magazine”) published by Bonnier Active Media (the “Publisher”).

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on Publisher unless specifically agreed to in writing by Publisher.

2. The Magazine is a member of the Audit Bureau of Circulations (ABC). Total audited circulation is reported on an issue-by-issue basis in Publisher’s statements audited by the ABC. Total audited circulation for the Magazine comprises paid plus verified.

3. All advertisements and their content are subject to Publisher’s approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.

4. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher, except as specified in a signed contract, and are based on combined print and digital circulation. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.

5. Cancellation or changes in orders may not be made by Advertiser or Agency after specified closing date or digital campaign launch date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or Agency. In the event of cancellation, Advertiser and Agency agree to reimburse Publisher for any unit-related outside production costs incurred prior to cancellation.

6. Positioning of advertisements is at the discretion of Publisher except where request for a specific position is granted, in writing, by Publisher.

7. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of god, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner. Any claim for underdelivery not asserted within one year of insertion is waived.

8. Advertiser and Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and Agency agree to pay reasonable attorney fees, expenses, and costs incurred in connection with collection of all monies due.

9. Advertiser and Agency warrant that they are properly authorized to publish the entire content and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by Advertiser and Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement as provided by Advertiser or Agency.

10. Creative work produced by Publisher remains the sole property of Publisher.

11. Until credit is approved, Advertisements are run on a prepaid basis only.

12. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned Advertiser discounts.

13. Special advertising production premiums do not earn any discounts or agency commissions.

14. The Magazine is subject to the FIELD & STREAM 2014 issue-by-issue tally (IBIT) pricing system.
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