



**SUMMER FISHING: TOPWATER LURE TRICKS**  
**CARP BOOZE BAIT \* TROTLINE CATS \* LUCKY HATS**

**CROSSBOW SHOOTOUT**  
 7 NEW MODELS RANKED & RATED

# FIELD & STREAM

THE SPIRIT OF THE GREAT OUTDOORS | AUGUST 2014

## GIANT BUCKS NOW

**24 EXPERT TIPS AND TACTICS FOR YOUR BEST BOW SEASON EVER**

- \* **AMBUSH A WILDERNESS WHITETAIL**
- \* **MAKE A DEER'S BED**
- \* **PATTERN AN OPENING-DAY MONSTER**

**DOVES**  
 PLOT THE PERFECT HUNT

**RIFLES**  
 THE ULTIMATE SQUIRREL .22

**GEAR**  
 NEW CLIMBER STANDS TESTED

**PLUS: CAN OZONE BEAT A BUCK'S NOSE? p. 28**

**BIGGEST BUCK**  
 IS THE CLEVER ONE OR THE MONSTER?

**BBLER MANIA: A RUN-AND-GUN ADVENTURE**  
**RAZY-GOOD TACTICS \* YOUR KID'S FIRST BIRD**

**SPRING TROTTERS**  
 DAYS-OUT STORIES  
 NAMES OF THINGS  
 CHANGING FROM LADIES

# FIELD & STREAM

## CATCH A GIANT FISH

**TRY THIS: MEET THE BEST FEMALE SQUIRREL IN THE EAST**

**EXPERT TIPS TO CONQUER LOCAL WATERS:**

- BALLER: MASTER THE DEATH BOLL**
- BLISS: THE TRIO TRICK**
- BOB: BLOW-HOP A TRICK SCULPIN**
- ATLANTIC: THE HOT-CORNER CASE**
- OUTER: TRACK THE POOL MOON**

**GEAR TESTS: CARP BINS AND RED-DUT SIGHTS**

**SURVIVAL: MAKE A MORE PERFECT MATCH**

**FIELD & STREAM**

# MISSION STATEMENT

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*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.

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# EDIT CALENDAR

## FEBRUARY • GREAT STORIES

AD CLOSE: 12/5/14 ON SALE: 1/20/15

**Features:** Entire feature well is dedicated to great narratives from our best writers, built around the theme of family

**Campfire:** The Coyote Rut; Salt Lake Ducks; Plan a Fishing Trip

**Sportsman's Notebook:** Blackpowder; Rabbits; Quail

**Field Test:** Predator calls; O/Us for under \$1,000

## JUNE • CATCH BIG FISH

AD CLOSE: 4/10/15 ON SALE: 5/26/15

**Features:** Tackle shop tricks for the biggest fish of your life; backcountry fish camp; Nickens fishing in the Northern Yukon; set up the perfect fishing boat

**Campfire:** Guide to 3-gun shooting; Trout Bums in the West

**Sportsman's Notebook:** Fly Tackle Tricks; Long-range Shooting

**Field Test:** New bow shootout; bow accessories

## OCTOBER • BACKCOUNTRY HUNTING

AD CLOSE: 8/14/15 ON SALE: 9/29/15

**Features:** Backcountry strategies for deer, elk, birds, and more—plus the gear you need; waterfowl forecast; best fall fishing

**Field Test:** Big-game hunting clothing "systems" tested; waterfowl calls and gear

## MARCH • SPRING FISHING PREVIEW

AD CLOSE: 1/9/15 ON SALE: 2/24/15

**Features:** Eight-page spring fishing preview, with new tactics and tackle; America's best guides under 30; Bill Heavey on steelhead obsession; turkey-calling clinic; best new turkey calls

**Campfire:** Benelli's O/U

**Sportsman's Notebook:** Turkey Tactics; Make Your Own Lures

**Field Test:** 2015 Best of the Best Fishing

## JULY • EXTREME SURVIVAL STORIES

AD CLOSE: 5/8/15 ON SALE: 6/23/15

**Features:** True stories of sportsmen in extreme survival situations; the great midwest fishing roadtrip; mouse flies for huge trout; today's best gear designers

**Campfire:** Whitetails; Bass

**Field Test:** New crossbow shootout

## NOVEMBER • BEST DAYS OF THE RUT

AD CLOSE: 9/11/15 ON SALE: 10/27/15

**Features:** Our picks for best rut days and tactics; elk hunting adventure; new setups for ducks; the toughest hunter you've never heard of

**Sportsman's Notebook:** Pheasants; grouse

## APRIL • FISHING HITS AND MISSES

AD CLOSE: 2/13/15 ON SALE: 3/31/15

**Features:** A mythbusters-style test of fishing's conventional wisdom; 25 hottest new lures; fanning for turkeys; hi-tech tools to bust poachers

**Campfire:** Custom Turkey Call Makers; Trout; SHOT Show Winners; Conservation

**Sportsman's Notebook:** Decoy Tricks; Make Your Own Rod; Crappie Tricks; Walleye Tactics

**Field Test:** Reels; turkey vests

## AUGUST • ARCHERY HYPER ACCURACY

AD CLOSE: 6/5/15 ON SALE: 7/21/15

**Features:** The gear, tactics, and people behind the hyper accuracy trend in archery; early season deer; hunting hounds; Western fly fishing adventure

**Campfire:** Get ready for doves

**Sportsman's Notebook:** Foodplots; Hunting Backpacks; Late Summer Fishing

**Field Test:** Treestands; trail cameras

## DEC/JAN • THE TROPHY ISSUE

AD CLOSE: 10/9/15 ON SALE: 11/24/15

**Features:** Special issue in which the entire feature well is dedicated to how-to tactics for trophy animals; essays on what trophy hunting means; when trophies are bad; other ideas on trophies; confessions of a yard sale trophy fish collector; and more

## MAY • THE LEGENDS ISSUE

AD CLOSE: 3/13/15 ON SALE: 4/28/15

**Features:** Special 125th Anniversary edition: Legendary skills, shots, gear, animals, adventures, and sportsmen

**Campfire:** Turkeys; Shotguns; New Rifles

**Sportsman's Notebook:** Saltwater Fishing; Canoe Types; Camp Tricks

**Field Test:** Trolling motors; legendary tackle

## SEPTEMBER • FREAKY-BIG BUCKS

AD CLOSE: 7/10/15 ON SALE: 8/25/15

**Features:** How to kill the biggest deer of your life; why we love wood ducks; hit more doves; how hunting cures PTSD

**Sportsman's Notebook:** Deer Tactics; Fall Fishing; Shooting Bench Essentials

**Field Test:** 2015 Best of the Best Hunting

## DIGITAL FEATURES

**January:** SHOT Show new videos; 50 Best Guns

**February:** Turkey calling videos; Hook Shots launches

**March:** Best of the Best fishing test videos; Snow Goose Crazy

**April:** A how-to-fish video for each of our 25 hottest lures

**May:** Legendary F&S stories and writers

**June:** 100 Awesome Places to Fish

**July:** Crossbow test videos; The Complete Guide to Campfire Cooking

**August:** New hunting video series launches

**September:** Videos for Best of the Best products; Rut Reporters starts

**October:** 100 Public Spots for Backcountry Hunting

**November:** Rut Reporters

**NOTE:** EDIT CALENDAR SUBJECT TO CHANGE

# BRAND OVERVIEW

## TOTAL AUDIENCE

PRINT

**8,309,000**

Audience

**1,200,000**

Circulation

## TOTAL AUDIENCE

TABLET

**22,773**

Audience

## TOTAL AUDIENCE

DIGITAL

**1,941,098**

Average Monthly UV

**5,131,892**

Average Monthly Page Views

## TOTAL AUDIENCE

EVENTS

**80,000 Attendees**

D&T Expos

**60,000 Attendees**

CMA

**300 Attendees**

Heroes of Conservation



## F&S NEWSLETTER

**184,119**

Average Issue net distributed



**/FIELDANDSTREAM**

AS OF 10/6/14

**577,965**



**@FIELDANDSTREAM**

AS OF 10/6/14

**51,740**

Source: MRI Doublebase 2014; AAM Publisher's Statement 6/30/14;  
AAM Consolidated Media Report 12/31/13; Omniture August 2014 (12 month average)

# READER PROFILE

## DEMOGRAPHICS

### AUDIENCE SNAPSHOT

**84% / 16%**

Male / Female

**46.6**

Median Age

**\$64,550**

Median HHI

**54%**

Att/Graduated College

**67%**

Employed

**61%**

Married

**41%**

Any kids

**72%**

Own Home

**35%**

Served in Armed Forces

### AGE BREAKDOWN

**29%**

18 - 34

**56%**

25 - 54

**43%**

50+

### HHI BREAKDOWN

**62%**

HHI \$50,000+

**40%**

HHI \$75,000+

**25%**

HHI \$100,000+

## 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 **\$57.5 billion** on **automobiles** (most recent purchase/lease)

**76%** 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 2014

# PRODUCTION SCHEDULE

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ISSUE	SPACE CLOSE	MATERIALS DUE	REGIONAL/SELECTS CLOSE	ON-SALE
FEBRUARY	12/5/14	12/8/14	12/1/14	1/20/15
MARCH	1/9/15	1/13/15	1/2/15	2/24/15
APRIL	2/13/15	2/17/15	2/6/15	3/31/15
MAY	3/13/15	3/17/15	3/6/15	4/28/15
JUNE	4/10/15	4/14/15	4/3/15	5/26/15
JULY	5/8/15	5/12/15	5/1/15	6/23/15
AUGUST	6/5/15	6/9/15	5/29/15	7/21/15
SEPTEMBER	7/10/15	7/14/15	7/2/15	8/25/15
OCTOBER	8/14/15	8/18/15	8/7/15	9/29/15
NOVEMBER	9/11/15	9/15/15	9/4/15	10/27/15
DECEMBER '15/JANUARY '16	10/9/15	10/13/15	10/2/15	11/24/15

Note: Please upload files to ad portal – <http://adportal.bonniec.com>

# PRINT SPECS

## PRINT SPECIFICATIONS

Trim Size: 8" x 10.5"

Binding: Perfect Bound, Jog to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

**AD SIZES:** Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

**REQUIRED FORMAT:** PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at [www.swop.org](http://www.swop.org).

**PROOFS:** Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

**INSERTS:** Consult your advertising representative. Production, design and prepress services are available; rates upon request.

If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.

## ISSUE THEME & CLOSING DATES

ISSUE	THEME	SPACE CLOSE	MATERIALS DUE	ON SALE
FEB 2015	Great Stories: Family	12/5/14	12/8/14	1/20/15
MAR 2015	50 New Ways to Fish	1/9/15	1/13/15	2/24/15
APR 2015	Fishing Myths Busted	2/13/15	2/17/15	3/31/15
MAY 2015	Special 125 Anniversary Issue: The Legends Issue	3/13/15	3/17/15	4/28/15
JUN 2015	Tackle Shop Secrets	4/10/15	4/14/15	5/26/15
JUL 2015	Survival: True Stories of Sportsmen in Trouble	5/8/15	5/12/15	6/23/15
AUG 2015	The Accuracy Issue: Hyper Accuracy in Bows and Rifles	6/5/15	6/9/15	7/21/15
SEP 2015	Monster Deer Issue	7/10/15	7/14/15	8/25/15
OCT 2015	Big Game Adventures	8/14/15	8/18/15	9/29/15
NOV 2015	Best Days of The Rut	9/11/15	9/15/15	10/27/15
DEC/JAN 2016	Special Issue: The Trophy Issue	10/9/15	10/13/15	11/24/15

(subject to change)

## PRODUCTION GUIDELINES

For all bleed ads: Build file to document size and add .125" bleed on all 4 sides. Ensure that crop marks are offset .125" from trim.

Allow .25" safety area within trim on all 4 sides (no live matter)

Spread ads: Supply in a single document

## MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

**PHOTOS:** Supplied images should be high res (300 dpi) in CMYK. B/W images must be high res (300 dpi) grayscale. Images supplied in RGB will be converted to CMYK.

**LOGOS:** Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

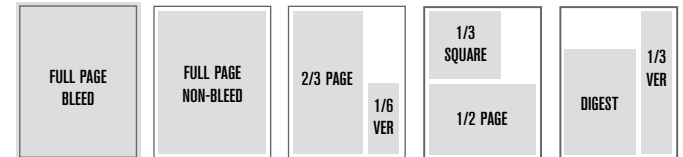
Native files supplied for corrections/adjustments, must be accompanied by the fonts and links used in those files. (Recommended: use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

Ad Unit	Non bleed ad document size	Bleed ad document size*
Full Page	7" x 10"	8" x 10.5**
Two Page Spread	14" x 10"	16" x 10.5**
1/2 Page Horiz. Spread	N/A	16" x 5**
2/3 Page (2 Cols Wide)	4.625" x 10"	5" x 10.5**
1/2 Page Horizontal	7" x 5"	8" x 5**
Digest	4.625" x 7.5"	5" x 7.75**
1/3 Page Square	4.625" x 5"	5" x 5**
1/3 Page Vertical	2.25" x 10"	2.625" x 10.5**
1/6 Page Vertical	2.5" x 5"	N/A

**NEW**

\*Size specified is for DOCUMENT trim size. For all bleed ads build file to document size and add .125" bleed on all 4 sides.

Allow .25" safety area within TRIM on all 4 sides (no live matter) Ensure that crop marks are offset .125" from trim.



## AD MATERIAL SUBMISSIONS

Submit files via our Ad Portal at [adportal.bonniercorp.com](http://adportal.bonniercorp.com)

For ads supplied electronically, advertiser must supply an additional content proofing jpg. If one is not supplied, a confirmation PDF proof will be sent to advertiser for approval. We do not accept ads via e-mail. Electronic files are stored for one year only, unless otherwise requested in writing.

**SEND ALL OTHER MATERIALS TO:**  
**Field & Stream/Production**  
 2 Park Avenue, New York, NY 10016  
**Attn:** Stefanie La Bella, 10th Fl.  
 Special Instructions: Magazine Issue

**PRODUCTION CONTACT**  
 212.779.5139  
[Stefanie.Labela@bonniercorp.com](mailto:Stefanie.Labela@bonniercorp.com)

# IPAD SPECIFICATIONS & FEATURES

## ADOBE DPS PLATFORM

### FOR CLIENT SUPPLIED ADS DESIGNED FOR TABLET

#### Accepted Formats and Specs:

**InDesign:** Create document at 768 px x 1024 px. Use InDesign's Package Feature for gathering and supplying fonts and images.

*If adding interactive elements such as video, audio and HTML5, please be sure to test in Adobe Content Viewer before submitting and notify your production contact. These assets must also be submitted with ad materials. For specs on interactivity or additional screens, see enhancement details to the right.*

**PDF:** 10.667" x 14.222" 300 dpi

**JPEG:** or any rasterized file – 1536 px x 2048 px 264 dpi RGB

#### Layout Guidelines:

Keep any live material away 130 px from top and 200 px from bottom of screen

### MATERIALS SUBMISSION

Upload a .zip file of your ad materials and all assets to the Field & Stream iPad Editon on our ad portal at:  
[adportal.bonniercorp.com](http://adportal.bonniercorp.com)

*Field & Stream on Kindle, Nook, Zinio & Google Newsstand are replicas of the print edition.*

#### PRODUCTION CONTACT:

Stephanie La Bella, Associate Production Director  
212.779.5139  
[Stefanie.Labela@bonniercorp.com](mailto:Stefanie.Labela@bonniercorp.com)

### FOR ENHANCEMENTS TO YOUR STRAIGHT FROM PRINT AD OR CUSTOMIZED AD BUILDS

#### Available Features and Specs:

##### External Web Links

- Your iPad-friendly web page can open up from a link on your ad without the user having to leave the app
- Webpage should not have Flash elements
- Avoid pages with long load times

##### Interactive Gallery

- Supply 300 dpi images at 536 px x 2048 px , 8 images max
- Button or touchable photo thumbnails bring up larger versions or scroll through multiple images in one frame

##### Additional Screens

- Four total screens max
- Two or three more screens can be stacked below your initial ad, offering more of your messaging and reader engagement

##### Video Player

- Maximum length for embedded videos is 30 seconds.
- Specs: 720p .mp4 file using .h264 compression
- Full Screen: 1280 x 720 (16:9 aspect ratio)
- In-Content: Specs are TBD depending upon scope

##### Advanced Interactivity / HTML 5

Will generally require greater pre-planning and lead time, and a creative call should take place well in advance of the ad close date. Adobe Flash formats are not acceptable since they are not compatible with the iOS platform. Flash formats or hyperlinks that link to Flash based websites will not work.



### ISSUE SPACE CLOSE, MATERIALS DUE & ON SALE DATES

ISSUE	SPACE CLOSE	MATERIALS DUE	ON SALE
FEB 2015	12/8/14	12/9/14	1/20/15
MAR 2015	1/12/15	1/13/15	2/24/15
APR 2015	2/16/15	2/17/15	3/31/15
MAY 2015	3/16/15	3/17/15	4/28/15
JUN 2015	4/13/15	4/14/15	5/26/15
JUL 2015	5/11/15	5/12/15	6/23/15
AUG 2015	6/8/15	6/9/15	7/21/15
SEP 2015	7/13/15	7/14/15	8/25/15
OCT 2015	8/17/15	8/18/15	9/29/15
NOV 2015	9/14/15	9/15/15	10/27/15
DEC/JAN 2016	10/12/15	10/13/15	11/24/15



# DIGITAL SPECS

BANNERS:	INITIAL LOAD	POLITE LOAD*	COMPLETE DOWNLOAD*
728 X 90 PX	40K	80K	120K
300 X 250 PX	40K	80K	120K
300 X 600 PX	40K	80K	120K

\* Polite and Complete download only apply to creatives served via a third party

## E-NEWSLETTER

### (SPONSORED EDITORIAL CONTENT):

- 728x90 and 300x250
- File size cannot exceed 40k
- Standard gif or jpg only. No swf or rich media will be accepted
- Click-tracking URL's ONLY for tracking purposes

## E-BLASTS

### (CUSTOM ADVERTISE MESSAGE):

- Max pixel width 650. Size recommend as standard is 569
- All images are jpeg and gif format with layered files or removable text
- Max small file 50k including images
- Requires: subject line, seed list, click-tracking URL
- Delivered in HTML or PSD format

## FEATURED PRODUCT

### (300X250)

- Bold Headline: 20 characters max with spaces
- Copy: 100-105 characters with spaces, text will wrap naturally
- Click thru URL must be provided; 1x1 tracking pixels accepted
- 120x100 product image (gif or jpg), 4k max file size with white background
- 100x65 company logo (gif or jpg), 4k max file size with white background

## RICH MEDIA BANNERS

## PUSHDOWN

- 970x90 (non-expanded)- 40k
- 970x250 (expanded)- 60k
- Controls: Expanded must be user initiated
- Expanded Panel must include a close button
- Expanded Panel must close on mouse of

## INTER-STITIAL/PRE-STITIAL

- 640x480 (site-served gif, jpg, or flash), 70K max weight
- Length cannot exceed 10 seconds (15 sec case by case)

## STANDARD GUIDELINES

- These guidelines are consistent with the Interactive Advertising Bureau specifications ([www.iab.net](http://www.iab.net))
- DoubleClick for Publishers (DFP) 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 standard ad types are accepted (JPG, GIF, SWF, HTML) except where noted

## APPROVED THIRD PARTY AD TAGS

- Below is a list of the most commonly used third party vendors. For a complete list of approved vendors please contact [FieldandStream.com](http://FieldandStream.com). Bonnier has the ability to serve additional third party tags that are not on the list of approved vendors but may not be able to track clicks.
- Atlas
  - Doubleclick
  - Mediaplex
  - Bluestreak
  - Interpolis
  - Etc.

## EXPANDING ADS

- 728x90 expands to 728x225 (down)
- 300x250 expands to 400x350, 300x600, 600x250 (left)

## MOUSE OVER / MOUSE OFF

- Ad should expand upon mouse over or click on expand button
- Ad should retract upon mouse off or clicking a close button If the ad expands with user click, the panel still must retract when mouse is removed
- Any sound should be user initiated by click, not mouse over

## THIRD PARTY SPECIFICATIONS

- Third Party tags should be served via JavaScript ad calls, not iframes
- Audio must be user initiated with a clearly recognizable on/off button
- All floating ad units should have a clearly recognizable close button
- Frame rate per second should not exceed 18fps
- Animation length should not exceed 15 seconds

## FLASH AD UNITS

- Flash files served via DFP 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

## CORRECT ACTION SCRIPT FOR FLASH

- Create an invisible button over the area that you want 'active/clickable' to users
- On the invisible button, put the following action:

```
on (release) {
    getURL (_level0.clickTag, "_blank"); }
```

## PRE-ROLL

- Video Size (W X H):** At least 640x480.
- Video File Type:** FLV, MP4, MOV, VAST tag.
- Max Video File Wt.:** 2 Mb.
- Aspect Ratio:** 16: 9.
- Target Bit Rate:** 400 Kps.
- 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)

# SELECT CALENDAR

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## WHITETAIL HANDBOOK / CIRC 790,000

### AD CLOSE:

AUG: 5/29/15 | SEPT: 7/2/15 | OCT: 8/7/15 | NOV: 9/4/15

### ON SALE:

AUG: 7/21/15 | SEPT: 8/25/15 | OCT: 9/29/15 | NOV: 10/27/15

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

FEBRUARY  
MARCH  
APRIL  
MAY  
JUNE/JULY

**AUGUST**  
**SEPTEMBER**  
**OCTOBER**  
**NOVEMBER**  
DEC/JAN '16

## WATERFOWL HANDBOOK / CIRC 350,000

### AD CLOSE:

SEPT: 7/2/15 | OCT: 8/7/15

### ON SALE:

SEPT: 8/25/15 | OCT: 9/29/15

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

FEBRUARY  
MARCH  
APRIL  
MAY  
JUNE/JULY  
AUGUST

**SEPTEMBER**  
**OCTOBER**  
NOVEMBER  
DEC/JAN '16

## FISHING HANDBOOK / CIRC 250,000

### AD CLOSE:

MAR: 1/2/15 | APRIL: 2/6/15 | MAY: 3/6/15

### ON SALE:

MAR: 2/24/15 | APRIL: 3/31/15 | MAY: 4/28/15

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

FEBRUARY  
**MARCH**  
**APRIL**  
**MAY**

JUNE/JULY  
AUGUST  
SEPTEMBER  
OCTOBER  
NOVEMBER  
DEC/JAN '16

## BOWHUNTING HANDBOOK / CIRC 225,000

### AD CLOSE:

AUG: 5/29/15 | SEPT: 7/2/15 | OCT: 8/7/15

### ON SALE:

AUG: 7/21/15 | SEPT: 8/25/15 | OCT: 9/29/15

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

FEBRUARY  
MARCH  
APRIL  
MAY  
JUNE/JULY

**AUGUST**  
**SEPTEMBER**  
**OCTOBER**  
NOVEMBER  
DEC/JAN '16

## TURKEY HANDBOOK / CIRC 350,000

### AD CLOSE:

MAR: 1/2/15 | APRIL: 2/6/15

### ON SALE:

MAR: 2/24/15 | APRIL: 3/31/15

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

FEBRUARY  
**MARCH**  
**APRIL**

MAY  
JUNE/JULY  
AUGUST  
SEPTEMBER  
OCTOBER  
NOVEMBER  
DEC/JAN '16

# TERMS & CONDITIONS

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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 2015 issue-by-issue tally (IBIT) pricing system.

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