



OUTDOOR LIFE

MISSION STATEMENT

Outdoor Life is North America's premier multi-media brand focused on hunting, fishing, and the shooting sports. Its authority on these pursuits is visible in the print and digital magazine, at OutdoorLife.com, across various social media platforms, and at live events. Outdoor Life's audience relies on the brand for expert tips and skills that will make them better outdoorsmen; unbiased reviews of the gear they use; and thrilling adventure stories about life in the wild.



EDIT CALENDAR

FEBRUARY • EXTREME ACCURACY

AD CLOSE: 12/8/14 ON SALE: 1/20/15

Cover Package: Extreme Accuracy: Skills, Gear, Challenges

Features: Africa on Foot • Fur Trapping • Vintage OL

Additional Content: Ultimate Sportsman's Pickup • Flameless Cooking Gear • Rabbits • New Muzzleloaders • Icefishing • Winter Bass • Wolf Calling

MARCH • DANGER ISSUE

AD CLOSE: 1/2/15 ON SALE: 2/17/15

Cover Package: Danger Issue: Survival School, Bear Conservation

Features: Finding Perfect Turkey Roosts • New Science of Fishing

Additional Content: Turkey Calls • Hog Hunting Skills and Gear • Shed Hunting • Fishing Tackle Test

APRIL • HOW-TO ISSUE

AD CLOSE: 1/30/15 ON SALE: 3/17/15

Cover Package: How-To Issue: 107 Outdoor Skills

Features: The (Paddlefish) Egg-Takers • Missouri Turkey Feature • New Rules of Whitetail Management

Additional Content: Spring Fishing • Second-Shot Gobblers • New Turkey Decoy Skills • Fly Rods and Gear • Rimfire Skills • America's Best Fishing Openers

MAY • BIG FISH

AD CLOSE: 2/27/15 ON SALE: 4/14/15

Cover Package: Big Fish: Skills, Gear, Expert Perspectives

Features: Alaska Grizzly • Bowfishing Revolution

Additional Content: New Crossbows • Camping Gear • Predator Guns • Trail Pistols • Archery Prep

JUNE/JULY • GUN/OPTICS TEST

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

Cover Package: Gun/Optics Test

Features: BB Gun Champions • Blacktails • Deer Hair Bass Bugs • Northwest Territories Adventure

Additional Content: Recurve Bows and Gear • All-Around Backpacks • Long-Distance Shooting Skills • Optics Accessories • Whitetail Land Management • Retrieving Tips from Gun Dog Experts

AUGUST • BOWHUNTING BLOWOUT

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

Cover Package: Bowhunting Blowout

Features: Return of the Columbia River • My Favorite Gun franchise • Going Primitive: Deer & Elk

Additional Content: Bow and Crossbow Test, Open-Country Bow Skills, Trail Camera Tricks, Sub-Gauge Roundup, Ultimate Air Guns, Sling/Swivel Roundup, Best Hopper Patterns

SEPTEMBER • DEER OF THE YEAR

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

Cover Package: Deer of the Year

Features: The Tabernacle Buck • Unpunched: The Unluckiest Deer Hunter in America

Additional Content: Finding Lost Arrows + 5 Essential Archery Skills • Tracking Wounded Game • Grouse Tactics • Doves • Early Season Hogs • Elk Calling • Fire-Starters • Vehicle Survival Kits • Backcountry Tents/Bivy Sacks

OCTOBER • THE BEST MONTH

AD CLOSE: 8/7/15 ON SALE: 9/22/15

Cover Package: The Best Month: 30 Days of Perfection

Features: How to Hunt Big Woods • Hunting Dogs • Deer Diary: Lessons from Illinois Bowhunting

Additional Content: Scent-Control Clothing • Deer Treestands • Hunting Boots • Camouflage Test • Great Personal Defense Handguns • Best Online Hunting Maps

NOVEMBER • PERFECT RUT PLANNING

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

Cover Package: Perfect Rut Planning

Features: Montana Bird Camp • Monster Catfish

Additional Content: Wind Indicating Gear and Tips • Waterfowl Calls and Decoys • Gun Dog Gear • Hunting Blinds, Best Deer Drags and Totes • Trophy Waterfowl

DEC/JAN '16 • WINTER BUCKS

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

Cover Package: Winter Bucks

Features: America's Spear Hunters • How To Butcher Better • Arizona Jackrabbits

Additional Content: Sportsmen's Gifts • Best Knives Under \$50 • Winter Survival Skills • 5 Uses for Polycord • Late-Season Pheasants

DIGITAL FEATURES

2015

January: The 30 Most Important Guns in History

February: Calling All Critters

March: America's 50 Best Towns for Sportsmen

April: Kyrgyzstani Wolves

May: New Survival Gear

June: Inside The Gun Test

July: Monster Shark Tourney

August: America's Top Rivers

September: Hunt Everything

October: 25 Best Deer Guns

November: Biggest Bucks Ever

December: Butcher Better

SUBJECT TO CHANGE

2015 OUTDOOR LIFE MEDIA KIT

OUTDOOR LIFE

BRAND OVERVIEW

TOTAL AUDIENCE

PRINT

5,326,000

Audience

750,000

Circulation

TOTAL AUDIENCE

TABLET

10,267

Audience

TOTAL AUDIENCE

DIGITAL

1,145,911

Average Monthly UV

4,498,315

Average Monthly Page Views

TOTAL AUDIENCE

EVENTS

80,000 Attendees

D&T Expos

60,000 Attendees

CMA



OL NEWSLETTER

100,306

Average Issue net distributed



/OUTDOORLIFE

AS OF 10/6/14

163,599



@OUTDOORLIFE

AS OF 10/8/14

54,537

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

78% / 22%

Male / Female

47.6

Median Age

\$62,960

Median HHI

49%

Att/Graduated College

65%

Employed

62%

Married

39%

Any kids

72%

Own Home

40%

Served in Armed Forces

AGE BREAKDOWN

25%

18 - 34

54%

25 - 54

45%

50+

HHI BREAKDOWN

61%

HHI \$50,000+

41%

HHI \$75,000+

22%

HHI \$100,000+

READER PROPENSITIES

Readers spend **33 days** annually engaged in **hunting or fishing**

68% have given advice to an average of **2.8 people** on fishing (freshwater) equipment

86% have given advice to an average of **4.1 people** on hunting equipment

Spent **\$36.8 billion** on **automobiles** (most recent purchase/lease)

77% of audience enjoying **making things with their hands**

Ranks #2 against all **Men's titles** in reaching B/C/D counties

Source: OL 2012 Subscriber Study; MRI Doublebase 2014

PRODUCTION SCHEDULE

ISSUE	SPACE CLOSE	MATERIALS DUE	REGIONAL/SELECTS CLOSE	ON-SALE
FEBRUARY	12/8/14	12/8/14	12/1/14	1/20/15
MARCH	1/2/15	1/6/15	12/26/14	2/17/15
APRIL	1/30/15	2/3/15	1/23/15	3/17/15
MAY	2/27/15	3/3/15	2/20/15	4/14/15
JUNE/JULY	4/10/15	4/14/15	4/3/15	5/26/15
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	8/7/15	8/11/15	7/31/15	9/22/15
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.bonniercorp.com>

PRINT SPECS

PRINT SPECIFICATIONS

Trim Size: 7.875" 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.

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	Extreme Accuracy: Skills, Gear, Challenges	12/8/14	12/8/14	1/20/15
MAR 2015	Danger Issue: Survival School, Bear Conservation	1/2/15	1/6/15	2/17/15
APR 2015	How-To Issue: 107 Outdoor Skills	1/30/15	2/3/15	3/17/15
MAY 2015	Big Fish: Skills, Gear, Expert Perspectives	2/27/15	3/3/15	4/14/15
JUN/JUL 2015	Gun & Optics Tests	4/10/15	4/14/15	5/26/15
AUG 2015	Bowhunting Blowout	6/5/15	6/9/15	7/21/15
SEP 2015	Deer of the Year	7/10/15	7/14/15	8/25/15
OCT 2015	The Best Month: 30 Reasons To Love the Perfect Month	8/7/15	8/11/15	9/22/15
NOV 2015	Perfect Rut Planning	9/11/15	9/15/15	10/27/15
DEC/JAN 2016	Winter Bucks	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.

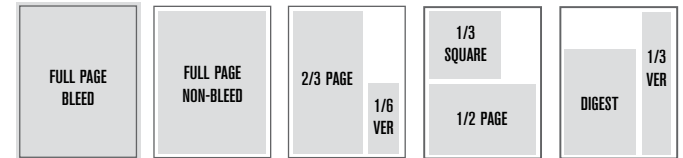
Native files supplied for corrections/adjustments, must be accompanied by the fonts and links used in those files. **(Recommended:** use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines,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

Ad Unit	Non bleed ad document size	Bleed ad document size*
Full Page	7" x 10"	7.875" x 10.5"**
Two Page Spread	14" x 10"	15.75" x 10.5"**
1/2 Page Horiz. Spread	15" x 5"	15.75" x 5"**
2/3 Page (2 Cols Wide)	4.625" x 10"	4.875" x 10.5"**
1/2 Page Horizontal	7" x 5"	7.875" x 5"**
Digest	4.625" x 7.5"	4.875" x 7.75"**
1/3 Page Square	4.625" x 5"	4.875" x 5"**
1/3 Page Vertical	2.25" x 10"	2.5" x 10.5"**
1/6 Page Vertical	2.25" 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

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: Outdoor Life/Production

460 N. Orlando Ave, Suite 200
Winter Park, FL 32789
Attn: Stephanie Northcutt
Special Instructions: Magazine Issue

PRODUCTION CONTACT

407.571.4950
Stephanie.Northcutt@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 Outdoor Life iPad Edition on our ad portal at:
adportal.bonniercorp.com

Outdoor Life on Kindle, Nook, Zinio & Google Newsstand are replicas of the print edition.

PRODUCTION CONTACT:

Stephanie Northcutt, Production Manager
407.571.4950
Stephanie.Northcutt@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 & LIVE IN ITUNES DATES

ISSUE	SPACE CLOSE	MATERIALS DUE	LIVE IN ITUNES
FEB 2015	12/8/14	12/8/14	1/20/15
MAR 2015	1/2/15	1/6/15	2/17/15
APR 2015	1/30/15	2/3/15	3/9/15
MAY 2015	2/27/15	3/3/15	4/6/15
JUN/JUL 2015	4/10/15	4/14/15	5/18/15
AUG 2015	6/5/15	6/9/15	7/13/15
SEP 2015	7/10/15	7/14/15	8/17/15
OCT 2015	8/7/15	8/11/15	9/14/15
NOV 2015	9/11/15	9/15/15	10/19/15
DEC/JAN 2016	10/9/15	10/13/15	11/16/15

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

- 3 loops + 15 sec animation (i.e. 3x/15 seconds)
- Rich media- flash (swf.)

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)
- 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 OutdoorLife.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

HUNTER'S INSIDER / CIRC 600,000

AD CLOSE:

AUG: 5/29/15 | SEPT: 7/2/15 | OCT: 7/31/15 | NOV: 9/4/15

ON SALE:

AUG: 7/21/15 | SEPT: 8/25/15 | OCT: 9/22/15 | 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

PERSONAL DEFENSE / CIRC 300,000

AD CLOSE:

MAY: 2/20/15 | OCT: 7/31/15

ON SALE:

MAY: 4/14/15 | OCT: 9/22/15

Subscribers who live in cities and suburbs (A&B counties), along with newsstand.

FEBRUARY
MARCH
APRIL

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

FISHING INSIDER / CIRC 250,000

AD CLOSE:

MAR: 12/26/14 | APRIL: 1/23/15 | MAY: 2/20/15

ON SALE:

MAR: 2/17/15 | APRIL: 3/17/15 | MAY: 4/14/15

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 INSIDER / CIRC 200,000

AD CLOSE:

AUG: 5/29/15 | SEPT: 7/2/15 | OCT: 7/31/15

ON SALE:

AUG: 7/21/15 | SEPT: 8/25/15 | OCT: 9/22/15

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 INSIDER / CIRC 300,000

AD CLOSE:

MAR: 12/26/14 | APRIL: 1/23/15

ON SALE:

MAR: 2/17/15 | APRIL: 3/17/15

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

RECREATIONAL SHOOTING / CIRC 200,000

AD CLOSE:

JUNE/JULY: 4/3/15 | DEC/JAN '16: 10/2/15

ON SALE:

JUNE/JULY: 5/26/15 | DEC/JAN '16: 11/24/15

Subscribers who have reported that recreational shooting is one of their favorite pastimes.

FEBRUARY
MARCH
APRIL
MAY

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

WATERFOWL INSIDER / CIRC 300,000

AD CLOSE:

SEPT: 7/2/15 | OCT: 7/31/15

ON SALE:

SEPT: 8/25/15 | OCT: 9/22/15

Subscribers who have recently purchased 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

CIRCULATION BY STATE

STATE	CIRC
Alabama	12,100
Alaska	2,500
Arizona	8,700
Arkansas	11,000
California	28,700
Colorado	12,800
Connecticut	5,400
Delaware	1,700
D.C.	200
Florida	19,900
Georgia	15,600
Hawaii	900
Idaho	8,100
Illinois	26,700
Indiana	19,300
Iowa	15,300
Kansas	11,100
Kentucky	14,200

STATE	CIRC
Louisiana	9,200
Maine	6,100
Maryland	8,300
Massachusetts	8,000
Michigan	37,400
Minnesota	32,100
Mississippi	8,400
Missouri	24,400
Montana	8,200
Nebraska	9,700
Nevada	3,700
New Hampshire	4,100
New Jersey	10,500
New Mexico	4,300
New York	35,500
North Carolina	19,200
North Dakota	6,100
Ohio	31,400

STATE	CIRC
Oklahoma	10,900
Oregon	12,000
Pennsylvania	48,600
Rhode Island	1,100
South Carolina	9,000
South Dakota	6,900
Tennessee	15,800
Texas	33,500
Utah	6,500
Vermont	4,100
Virginia	17,700
Washington	15,400
West Virginia	9,700
Wisconsin	38,000
Wyoming	4,000
Canada	4,900
Other*	10,300

Circulation without newsstand: 729,200

Newsstand: 20,800

Circulation with newsstand: 750,000

*Foreign & Personnel Overseas, Digital Replica & Other

Note: Allow a 5%-10% margin in the circulation of regional editions.

Circulation based on June 2014 Publisher's Statement

TERMS & CONDITIONS

The following are certain general terms and conditions governing advertising published in OUTDOOR LIFE (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 slowdown, 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.
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