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>8,071,000</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000,000</td>
<td>Circulation</td>
<td></td>
</tr>
</tbody>
</table>

| TABLET | 29,426 | Audience |

<table>
<thead>
<tr>
<th>DIGITAL</th>
<th>2,959,435</th>
<th>Average Monthly UV</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,839,642</td>
<td>Average Monthly Page Views</td>
<td></td>
</tr>
</tbody>
</table>

**EVENTS**

<table>
<thead>
<tr>
<th>80,000 Attendees</th>
<th>D&amp;T Expos</th>
</tr>
</thead>
<tbody>
<tr>
<td>87,000 Attendees</td>
<td>CMA (Daily Attendance)</td>
</tr>
</tbody>
</table>

**F&S ENEWSLETTER**

| 172,624 | Average Issue net distributed |

<table>
<thead>
<tr>
<th>/FIELDANDSTREAM</th>
<th>703,206</th>
</tr>
</thead>
<tbody>
<tr>
<td>@FIELDANDSTREAM</td>
<td>75,112</td>
</tr>
</tbody>
</table>

Source: MRI Doublebase 2015; AAM Publisher's Statement 6/30/15; Omniture August 2015 (12 month average)
READER PROFILE

**DEMOGRAPHICS**

**AUDIENCE SNAPSHOT**

82% / 18%
Male / Female

48
Median Age

$65,359
Median HHI

54%
Att/Graduated College

64%
Employed

59%
Married

39%
Any kids

71%
Own Home

34%
Served in Armed Forces

**AGE BREAKDOWN**

27%
18 - 34

53%
25 - 54

46%
50+

**HHI BREAKDOWN**

62%
HHI $50,000+

42%
HHI $75,000+

26%
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 **$58.6 billion** on **automobiles** (most recent purchase/lease)

74.7% of audience enjoying **making things with their hands**

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

Source: F&S 2012 Subscriber Study; MRI Doublebase 2015
# PRODUCTION SCHEDULE

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE CLOSE</th>
<th>MATERIALS DUE</th>
<th>REGIONAL/SELECTS CLOSE</th>
<th>ON-SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DECEMBER ‘15/JANUARY ‘16</td>
<td>10/9/15</td>
<td>10/13/15</td>
<td>10/2/15</td>
<td>11/24/15</td>
</tr>
<tr>
<td>FEBRUARY/MARCH</td>
<td>11/25/15</td>
<td>12/1/15</td>
<td>11/18/15</td>
<td>1/19/16</td>
</tr>
<tr>
<td>APRIL</td>
<td>2/12/16</td>
<td>2/16/16</td>
<td>2/5/16</td>
<td>3/29/16</td>
</tr>
<tr>
<td>MAY</td>
<td>3/11/16</td>
<td>3/15/16</td>
<td>3/4/16</td>
<td>4/26/16</td>
</tr>
<tr>
<td>JUNE/JULY</td>
<td>4/8/16</td>
<td>4/12/16</td>
<td>4/1/16</td>
<td>5/24/16</td>
</tr>
<tr>
<td>AUGUST</td>
<td>6/3/16</td>
<td>6/7/16</td>
<td>5/27/16</td>
<td>7/19/16</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>7/8/16</td>
<td>7/12/16</td>
<td>7/1/16</td>
<td>8/23/16</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>8/12/16</td>
<td>8/16/16</td>
<td>8/5/16</td>
<td>9/27/16</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>9/9/16</td>
<td>9/13/16</td>
<td>9/2/16</td>
<td>10/25/16</td>
</tr>
<tr>
<td>DECEMBER ‘16/JANUARY ‘17</td>
<td>10/7/16</td>
<td>10/11/16</td>
<td>9/30/16</td>
<td>11/22/16</td>
</tr>
</tbody>
</table>

Note: Please upload files to ad portal – http://adportal.bonniercorp.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.

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

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
<th>SPACE CLOSE</th>
<th>MATERIALS DUE</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEB/MAR 2016</td>
<td>State of the Whitetail Union</td>
<td>11/25/15</td>
<td>12/11/15</td>
<td>1/19/16</td>
</tr>
<tr>
<td>APR 2016</td>
<td>Catch More Fish</td>
<td>2/12/16</td>
<td>2/16/16</td>
<td>3/29/16</td>
</tr>
<tr>
<td>MAY 2016</td>
<td>10 Essential Survival Kits</td>
<td>3/11/16</td>
<td>3/15/16</td>
<td>4/26/16</td>
</tr>
<tr>
<td>JUN/JUL 2016</td>
<td>Best Summer Ever</td>
<td>4/8/16</td>
<td>4/12/16</td>
<td>5/24/16</td>
</tr>
<tr>
<td>AUG 2016</td>
<td>Early Season Deer</td>
<td>6/3/16</td>
<td>6/7/16</td>
<td>7/19/16</td>
</tr>
<tr>
<td>SEP 2016</td>
<td>The 200-Inch Club</td>
<td>7/8/16</td>
<td>7/12/16</td>
<td>8/23/16</td>
</tr>
<tr>
<td>OCT 2016</td>
<td>Big Game Skills</td>
<td>8/12/16</td>
<td>8/16/16</td>
<td>9/27/16</td>
</tr>
<tr>
<td>NOV 2016</td>
<td>Best Days of The Rut</td>
<td>9/9/16</td>
<td>9/13/16</td>
<td>10/25/16</td>
</tr>
<tr>
<td>DEC/JAN 2017</td>
<td>The Hard Core Issue</td>
<td>10/7/16</td>
<td>10/11/16</td>
<td>11/22/16</td>
</tr>
</tbody>
</table>

(Edit Calendar subject to change)

PRODUCTION GUIDELINES
For all bleed ads: Build file to trim size (see chart at right) and add .125" bleed on all 4 sides. Ensure that crop marks are offset .125" from bleed.

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 SIZE          NON-BLEED       BLEED      TRIM

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED</th>
<th>BLEED</th>
<th>TRIM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7” x 10”</td>
<td>8.25” x 10.75”</td>
<td>8” x 10.5”</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>14” x 10”</td>
<td>16.25” x 10.75”</td>
<td>16” x 10.5”</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>4.625” x 10”</td>
<td>5.25” x 10.75”</td>
<td>5” x 10.5”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7” x 5”</td>
<td>8.25” x 5.25”</td>
<td>8” x 5”</td>
</tr>
<tr>
<td>1/2 Page Horiz. Spread</td>
<td>N/A</td>
<td>16.25” x 5.25”</td>
<td>16” x 5”</td>
</tr>
<tr>
<td>Digest</td>
<td>4.625” x 7.5”</td>
<td>5.25” x 8”</td>
<td>5” x 7.75”</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.625” x 5”</td>
<td>5.25” x 5.25”</td>
<td>5” x 5”</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.25” x 10”</td>
<td>2.875” x 10.75”</td>
<td>2.625” x 10.5”</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.25” x 5”</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

SHOWCASE NON-BLEED

<table>
<thead>
<tr>
<th>SHOWCASE</th>
<th>NON-BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Page Horizontal</td>
<td>7” x 5”</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.5” x 5”</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.25” x 10”</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.25” x 5”</td>
</tr>
<tr>
<td>1/12 Page Square</td>
<td>2.25” x 2.375”</td>
</tr>
</tbody>
</table>

LAYOUT/PRODUCTION NOTES:

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

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. 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 / Magazine Issue
Attn: Maggie Thompson
460 N. Orlando Ave. Suite 200
Winter Park FL 32789

Production Contact
Maggie Thompson / 407.571.4556
maggie.thompson@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

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.

MATERIALS SUBMISSION

Upload a .zip file of your ad materials and all assets to the Field & Stream iPad Edition on our ad portal at:
adportal.bonniercorp.com

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

PRODUCTION CONTACT:
Maggie Thompson, Production Manager
407.571.4556
maggie.thompson@bonniercorp.com

ISSUE SPACE CLOSE, MATERIALS DUE & ON SALE DATES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE CLOSE</th>
<th>MATERIALS DUE</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEB/MAR 2016</td>
<td>11/25/15</td>
<td>12/1/15</td>
<td>1/11/16</td>
</tr>
<tr>
<td>APR 2016</td>
<td>2/16/16</td>
<td>2/16/16</td>
<td>3/21/16</td>
</tr>
<tr>
<td>MAY 2016</td>
<td>3/14/16</td>
<td>3/15/16</td>
<td>4/18/16</td>
</tr>
<tr>
<td>JUN/JUL 2016</td>
<td>4/11/16</td>
<td>4/12/16</td>
<td>5/16/16</td>
</tr>
<tr>
<td>AUG 2016</td>
<td>6/6/16</td>
<td>6/7/16</td>
<td>7/11/16</td>
</tr>
<tr>
<td>SEP 2016</td>
<td>7/11/16</td>
<td>7/12/16</td>
<td>8/15/16</td>
</tr>
<tr>
<td>OCT 2016</td>
<td>8/15/16</td>
<td>8/16/16</td>
<td>9/19/16</td>
</tr>
<tr>
<td>NOV 2016</td>
<td>9/12/16</td>
<td>9/13/16</td>
<td>10/17/16</td>
</tr>
<tr>
<td>DEC/JAN 2017</td>
<td>10/10/16</td>
<td>10/11/16</td>
<td>11/14/16</td>
</tr>
</tbody>
</table>
**DIGITAL SPECS**

<table>
<thead>
<tr>
<th>BANNERS:</th>
<th>INITIAL LOAD</th>
<th>POLITE LOAD*</th>
<th>COMPLETE DOWNLOAD*</th>
</tr>
</thead>
<tbody>
<tr>
<td>728 X 90 PX</td>
<td>40K</td>
<td>80K</td>
<td>120K</td>
</tr>
<tr>
<td>300 X 250 PX</td>
<td>40K</td>
<td>80K</td>
<td>120K</td>
</tr>
<tr>
<td>300 X 600 PX</td>
<td>40K</td>
<td>80K</td>
<td>120K</td>
</tr>
</tbody>
</table>

* 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**

**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:
  ```javascript
  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)
TERMS & CONDITIONS

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 2016 issue-by-issue tally (IBIT) pricing system.
CONTACTS

**SALES**

New York  
212.779.5173

Detroit  
248.213.6154

Chicago  
312.252.2847

Los Angeles  
310.227.8947

**ENDEMIC SALES**

Jeff Roberge  
248.213.6154  
jeff.roberge@bonniercorp.com

David Hawkey  
248.213.6155  
david.hawkey@bonniercorp.com

Brian Peterson  
425.562.7072  
brian.peterson@bonniercorp.com

Katie Logan  
407.637.3640  
katie.logan@bonniercorp.com

**PRODUCTION**

Maggie Thompson  
Production Manager  
407.571.4556  
maggie.thompson@bonniercorp.com

Michelle Doster  
Group Production Director  
407.571.4782  
michelle.doster@bonniercorp.com

Send Advertising Materials To:  
Field & Stream/Production  
460 N. Orlando Ave. Suite 200,  
Winter Park FL 32789  
Attn: Maggie Thompson  
Special Instructions: Magazine Issue

For Customer Service and Subscription questions,  
such as renewals, address changes, e-mail preferences, billing and account status, go to fieldandstream.com/cs. Or call toll free 1.800.289.0639.