



2010 ADVERTISING RATE SCHEDULE

OUTDOORS

magazine

Circulation & Distribution

- Magazine Style: Tabloid, 50# newsprint cover, 30# newsprint
- 2nd class guaranteed delivery, postal audited publication
- Found at over 4,000 newsstands in 36 states including: AL, CT, GA, IL, MA, MD, ME, MO, NH, NJ, NY, OH, PA, TN, TX, VT and Canada
- Newsstands: \$3.99/copy
- Subscribers throughout the United States and Canada
- Readership/Copy is 85,000
- Average Circulation is 25,000
Subscription is 13,500
Newsstand is 11,500
- Outdoors Magazine is proud to be associated with the following:
Pennsylvania Federation of Sportsmen's Club
Massachusetts Bowhunters Association
Maine Ice Anglers Association
Vermont Big Game Trophy Club
Belknap County Sportsman Association
Lake Champlain International, Inc. and the LCI Fishing Derbies

Issue	Ad Close	Art Due	On Sale
January	November 6	November 10	December 8
February	December 4	December 8	January 12
March	January 1	January 5	February 9
April	January 29	February 2	March 9
May	March 5	March 9	April 13
June	April 2	April 6	May 10
July	April 30	May 4	June 8
August	June 4	June 8	July 13
September	July 2	July 6	August 10
October	August 6	August 10	September 7
November	September 3	September 7	October 12
December	October 1	October 5	November 9

Rates and Sizes

below rates are for b/w

Ad No.	Dimension	Size	1x	3x	6x	9x	12x
#1	10 x 13	Full	\$1785	\$1555	\$1195	\$1015	\$840
#1.5	7 ^{1/2} x 12 ^{3/8}	3/4	\$1325	\$1150	\$899	\$765	\$665
#2	10 x 6 ^{1/8}	1/2	\$1185	\$1040	\$795	\$680	\$565
#3	4 ^{15/16} x 12 ^{3/8}	1/2	\$1185	\$1040	\$795	\$680	\$565
#3.5	7 ^{1/2} x 6 ^{1/8}	1/3	\$779	\$649	\$529	\$450	\$380
#3.75	4 ^{15/16} x 9 ^{1/4}	1/3	\$779	\$649	\$529	\$450	\$380
#4	4 ^{15/16} x 6 ^{1/8}	1/4	\$599	\$525	\$410	\$345	\$285
#5	2 ^{3/8} x 12 ^{3/8}	1/4	\$599	\$525	\$410	\$345	\$285
#6	4 ^{15/16} x 4 ^{1/2}	3/16	\$450	\$390	\$305	\$250	\$209
#7	2 ^{3/8} x 9 ^{1/4}	3/16	\$450	\$390	\$305	\$250	\$209
#8	2 ^{3/8} x 6 ^{1/8}	1/8	\$335	\$280	\$210	\$185	\$155
#9	4 ^{15/16} x 3	1/8	\$335	\$280	\$210	\$185	\$155

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