

Why Advertise In Outdoors Magazine?

- Nearly \$1.5 billion dollars are spent annually in the Northeast by hunters alone
- Anglers spend another \$3.5 billion dollars annually in the Northeast
- Outdoors Magazine's 50,000 strong readership, throughout the country, are at the heart of this sporting community
- 91% of OM subscribers and families fish.
- 84% of OM subscribers and families hunt.
- 50% of OM subscribers read their last issue cover to cover.
- 69% of OM subscribers keep back issues for reference.
- 32% of OM subscribers pass their copies to at least one individual outside their household.
- 41% of OM subscribers make between \$35,000 and \$75,000 annually.

BENEFIT FROM THE POWER IN THE PAGES OF OUTDOORS MAGAZINE

OUTDOORS MAGAZINE'S SUBSCRIBERS BUY THE PRODUCTS OR USE THE SERVICES YOU SELL

- 77% own a truck
- 17% plan to buy a truck in the next 6-12 months
- 68% own a boat
- 54% own a dog
- 36% own a second home or camp
- 28% own an ATV and/or snowmobile
- 10% plan to purchase one in the next 6-12 months
- 26% have used a guide service
- 92% of those would use a guide service again
- 15% own an RV

WHO READS OUTDOORS MAGAZINE?

- 39% are 35 to 50 years old
- 49% are over 50 years old
- 55% make over \$35,000 per year; of those, 64% make over \$50,000

91% OF OUTDOORS SUBSCRIBERS FISH

- On average they spend 29.5 days fishing.
- 49% primarily lake fish
- 38% stream fish
- 45% of the stream anglers fly fish

84% OF OUTDOORS SUBSCRIBERS HUNT

- On average they spend 21 days hunting.
- 52% hunt primarily big game
- 91% of the big game hunters mainly hunt deer. When hunting deer, 95% use a rifle, 63% use a muzzleloader and 55% use a bow and arrow.
- 35% hunt big game and small game
- 9% hunt primarily small game. Of those, 64% make over \$50,000.
- 35% of small game hunters prefer to target upland birds

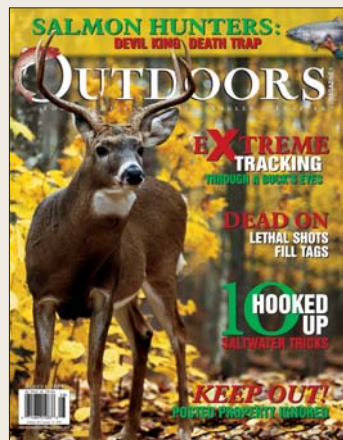
82% OF OUTDOORS SUBSCRIBERS TRAVEL

- 82% have been on a trip of 2 days or more in the past year
- 30% took the trip specifically to hunt
- 17% took the trip specifically to fish

ADDITIONAL ACTIVITIES OUTDOORS MAGAZINE SUBSCRIBERS PARTICIPATE IN INCLUDE:

- 57% Camping
- 39% Snowshoeing
- 49% Archery
- 51% Hiking
- 33% Target Shooting
- 55% Boating
- 30% Skiing

* Survey conducted by MACRO INTERNATIONAL



Digital Specs

Magazine Format

4 Columns Wide
Single Column Width: 2.375 inches
Column Depth: 12.375 inches
Page Width: 10 inches

Production Specifications

We output digitally direct to plate. We use the following programs on a PC based computer system:

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Quark Xpress 6.5
- Adobe Acrobat
- Microsoft Word

We are able to utilize files created in the following formats:

- JPEG
- EPS
- PDF
- DOC
- TIFF
- PSD
- AI
- QXD

Submission Details

When supplying files on disk, please include all fonts and pictures. We accept files on either CD, PC formatted zip disk, or via email or ftp.

For full page ads with a bleed:

- Trim: 11 x 14
- Bleed: 11.5 x 14.5

Questions?

Our production department will be happy to assist you. Call 802.879.2013 or email amanda@elkpublishing.com

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