

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

Outdoors Magazine, 531 Main Street, Colchester, VT 05446

Phone: 802.879.2013 • Fax: 802.879.2015 • Web: www.outdoorsmagazine.net • Email: brian@elkpublishing.com

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

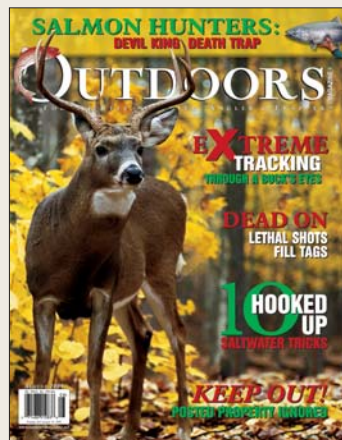
82% OF OUTDOORS SUBSCRIBERS TRAVEL

- 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

Outdoors Magazine
531 Main Street, Colchester, VT 05446
Phone: 802.879.2013 • Fax: 802.879.2015
Web: www.outdoorsmagazine.net

Online Advertising: www.outdoorsmagazine.net

Advertising on www.outdoorsmagazine.net is an inexpensive way to boost traffic to your website and, along with a print ad, can help you reach all Outdoors Magazine readers. The website boasts over 300,000 hits per month.

Banner Ads

Banner ads measure 550 pixels wide by 100 pixels high, but can be doubled to 200 pixels high depending on your needs. This offers the highest visibility for your ad on the world wide web with a direct link from the banner to your website.

Rate: \$100/Month

Button Ads

Button ads measure 175 pixels by 175 pixels. These advertisements are placed on the right side of the website for increased visibility with a direct link to your website.

Rate: \$50/Month

Double Button Ads

Get twice the visibility with a double button ad, 175 pixels wide by 350 pixels high.

Rate: \$75/Month


Our free **Outdoors Magazine Email Blasts** are sent to our readers up to five times a week. The email blasts are filled with breaking news and the latest tips in the hunting and fishing industry.

These stylish alerts contain room for text links, banner and button ads with a direct link to your website.

Advertising in the alert will place your message directly in front of the eyes of our readers. Rates vary depending on your specific needs, so please contact us for more details.



July 29, 2009




OUTDOORS
magazine

*The Premier Outdoors
Publication Of The Northeast*

Wanted: Whitetail Buck Trophy Pictures

Elk Publishing, the producer of *Outdoors Magazine*, will soon be adding a new magazine to its list of publications -- *Whitetails Only* -- and we need your help.

"We are looking for several trophy pictures of whitetails to use in the magazine," said publisher James Austin. "They can be trophy shots, trail-cam pictures, live whitetails, pictures of scrapes and rubs... anything having to do with the white-tailed deer."




Phone: 800-499-0447 | Web: www.outdoorsmagazine.net | Email: info@elkpublishing.com

Forward email

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Elk Publishing | 531 Main Street | Colchester | VT | 05446

Email Marketing by

Constant Contact
TRY IT FREE

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2010 Editorial Calendar



Monthly Special Sections: Each month *Outdoors Magazine* shines its spotlight on different areas of the outdoors world. Monthly special sections are multiple page spreads with a second cover written by select experts in their fields. In addition to monthly special sections, *Outdoors Magazine* has 30-40 columns written by real guides, industry experts, and the best in their fields. Our staff are die-hards who take the time out of their lives hunting and fishing to write.*

Monthly Special Sections

January	Final issue of Whitetails Only before it becomes a stand-alone magazine. Spotlight on women and whitetails.
February	Youth in the Outdoors. Stories, photo gallery, and many "touching and feel-good" stories.
March	Gear Preview. What's new and hot for 2010.
April	Everything Turkey. The most expansive turkey coverage ever featured in OM from the country's leading experts.
May	Women in the Outdoors. Fishing and turkey hunting edition.
June	Fly Fishing Spotlight. 25 best places to fly fish in the East, hard-core for the seasoned fly fishermen spotlighting cutting edge new flies, new gear reviews (rods, waders, line) guide's tips, and much more.
July	Archery Round-Up. Technical gear reviews, best archery animals ever harvested in the Northeast, advanced tactics, stands, 3-D shooting feature, traditional vs. conventional, crossbow debates.
August	Women in the Outdoors. Big game edition.
September	Sportsmen Overcoming Disabilities in the Outdoors. A portion of all ad proceeds from this second annual section will be donated to the Pine Grove Program. A heavy PR push will be made to veterans and the military.
October	Gun Guide. Long distance tips, scope suggestions, small arms hunting, best guns for women and youth, black powder advancements, and the best black powder bucks.
November	Women in the Outdoors. Spotlight on success—intense stories, pictures, the best women hunters, and more.
December	Whitetails Only. A special insert from our new magazine with 25 pages of intense deer hunting coverage.

Additional Monthly Coverage

Advanced ice fishing from pike to panfish.
Best bucks of 2009 from PA, NY, ME, VT, NH, MA, and OH.
All aspects of predator hunting including calling, proper firearms, and decoys.
Late season ice pike fishing, early season trout secrets, and spring salmon tune-up.
Trolling, spring fishing, advanced turkey tactics including calling, shooting, and cooking wild turkeys.
How to win a fishing derby, pre-season boat preparation, pros and cons of boat mooring, back-pond brook trout tips, and youth turkey stories.
ATV spotlight, saltwater fishing, spring bass fishing, summer hunting options, home defense for the "Hunting gun" homeowner, and long-range target shooting.
Great Lakes salmon fishing preview, tactical shooting, Whitetail previews for PA, NY, OH, MI, VT, ME, NH, MA. Man-eaters: harrowing bear hunting stories, and what you should know before you hire a guide.
Birds and Fowl—a focus on dogs, training, duck boats, pheasant hunting, goose tactics, camo, and more. Also deer scouting, trail cam tips, and archery tune-ups.
Fall fishing, small game hunting, autumn turkeys, deer debates, and scouting tips.
Whitetail spotlight—a comprehensive white-tail hunting guide from scents to clothing, hooting and trophy stories, and more.
An extremely hunting-oriented issue covering small game, birds, and dogs.