

2018
MEDIA
KIT

PETERSENHUNTING.COM



Our goal at *Petersen's HUNTING* is to grow and foster the iconic status of the magazine as the heart and soul of the sport. To bring together the most passionate and discerning hunters of this generation and the next. To inform and entertain, from the edgiest stories to the smartest product features. To create the most dynamic and experiential content in existence on the places, products and people that define and evolve the world of hunting.

2018 DEMOGRAPHIC HIGHLIGHTS



Petersen's HUNTING's

reader audience is the premium core of avid and passionate hunting enthusiasts.

Our readers "influence the influencers."

From median age to education, income and employment, our highly qualified readers are key to your marketing success.

Total Audience: 4,334,000 % Comp

Men	87%
Women	13%
Median Age	49.1
Single	8%
Married	76%
Widowed or Divorced	9%
In a Long Term Relationship	4%

Management/Professional	22%
Tradesman/Craftsman/Services	16%

Average Household Income	\$103,840
Average Household Net Worth	\$625,800

Average Number of Years Hunting: 28.8

Hunt With:

Firearms	99%
Bow	42%
Crossbow	19%

Species Hunted Past 12 Months:

Whitetail Deer	71%
Blacktail Deer	5%
Mule Deer	20%
Other Deer	3%
Elk	18%
Waterfowl	26%
Exotic Species	6%

Reloads Own Ammunition: 46%

Average Number of Hunting Trips Taken Past 12 Months: 9.2

Average Amount Spent of All Hunting Trips Past 12 Months	\$2,962
--	---------

Average Amount Spent of Overnight Hunting Trips Past 12 Months	\$2,407
--	---------

Average Amount Spent of Hunting Gear & Supplies in the Past 12 Months	\$1,030
---	---------

Types of Vehicles Owned:

Household Owns Pick-up Truck	57%
Household Own Sport/Utility Vehicle	55%
Household Owns Minivan	7%

Vehicle Use:

Hunting	95%
Recreation	76%
Food Plots / Feeding game	32%
Farming / Ranching	29%
Work (Tradesman, Other)	28%

Type of Off-Road Vehicles Owned:

ATV	30%
4-Wheeler	29%
Tractors	24%
Off-road Motorcycle	6%
UTV	5%

2018 EDITORIAL CALENDAR



Petersen's Hunting is the leading magazine dedicated to hunters, with each issue packed full of tips and tactics for punching tags on big-game in the U.S. and abroad.

Every issue takes on a new theme, giving readers a taste of adventure and offering manufacturers a place to maximize marketing potential by reaching both hardcore and new hunters alike.

THE ANNUAL: HUNTING ANNUAL

~ The PH Staff picks the newest, most innovative gear of the year, including guns and ammo, packs, boots, binos, scopes, ATVs, camp equipment, crossbows, and more. We'll award our Editor's Picks for the best of the best in every category. Every manufacturer and company in the outdoor gear business should be included in this comprehensive round-up.

~ Also, a look back on our top hunts from Petersen's Hunting TV

Ad Close: June 4, 2018 **On Sale:** August 7, 2018

On Sale: November 13, 2018

MARCH: THE PREDATOR ISSUE

- ~ Destination: Predator! Top Spots in the U.S.
- ~ Gun Test: Bolt-Action Predator Rifles
- ~ Get in the Game: Tips for Western Big-Game Tag Draws
- ~ New Gear: Predator Gear (packs, ammo, calls)
- ~ Field Test: Suppressors

Ad Close: Dec. 14, 2017 **On Sale:** Feb. 13, 2018

JUNE/JULY: THE HERITAGE ISSUE

- ~ Going Old School – Highlighting hunters who stick to tradition
- ~ Generations – A feature on families and their annual hunting camps
- ~ The Comeback of the .458 Win. Mag.
- ~ Boddington on the Golden Age of Africa
- ~ New Gear: Best of the Best from SHOT Show
- ~ Field Test: Muzzleloaders

Ad Close: March 6, 2018 **On Sale:** May 1, 2018

SEPTEMBER: WESTERN BIG GAME ROUNDUP

- ~ Road Trip: Go West for Big-Game Success. The where and how of hunting elk, antelope and mule deer
- ~ High Country Adventure: The pain and the glory of sheep hunting
- ~ How-to plan and execute a backcountry hunt, including essential gear for success
- ~ New Gear: New Hunt Gear, including optics, packs, footwear and clothing
- ~ Field Test: High-end spotting scopes with a focused sidebar on tripods

Ad Close: June 11, 2018 **On Sale:** August 7, 2018

NOVEMBER: THE RUT

- ~ Field to Fork: A full-featured look at processing and cooking venison, with recipes from the best chefs in the business
- ~ The top opportunities for a public-land trophy whitetail
- ~ Pro Tips: the newest tactics and gear to give deer hunters an edge in the woods
- ~ New Gear: Outfitting for the whitetail woods with new clothing, packs and ammo
- ~ Field Test: Lightweight treestands for mobile deer hunters

Ad Close: Aug. 20, 2018 **On Sale:** Oct. 16, 2018

APRIL / MAY: THE BEST OF SPRING ISSUE (Special Double Issue)

- ~ New School Turkey Tips & Tactics
- ~ Backcountry Bears, East & West
- ~ Best Guns for Bear Defense
- ~ Food Plot Planning for Boosting Antler Growth
- ~ New Gear: Turkey Gear for Tough, Public-Land Hunts
- ~ Field Test: Best Knee-High Boots

Ad Close: Jan. 22, 2018 **On Sale:** March 20, 2018

AUGUST: ARCHERY ISSUE

- ~ Head to Head Crossbow Blowout – Testing the best
- ~ An Archery Elk Hunt in the Colorado High Country
- ~ Antelope – The Best Places for Pronghorns This Season
- ~ New Gear: Big & Tall - Hunting clothes for Big Guys
- ~ Field Test: Broadheads

Ad Close: May 7, 2018 **On Sale:** July 3, 2018

OCTOBER: THE SURVIVAL/DIY ISSUE

- ~ Essential knowledge for surviving a medical issue in the woods, including a round-up for best medical kits, and Boddington's advice for overseas emergencies
- ~ DIY Alaska – Planning a dream hunt for moose and more in the Last Frontier
- ~ Hell's Canyon – A backpack adventure for birds
- ~ More bang (literally) for your buck: a hard look at budget-priced ammunition
- ~ New Gear: Survival gear
- ~ Field Test: 10mm 1911s

Ad Close: July 16, 2018 **On Sale:** Sept. 11, 2018

DEC./JAN.: ADVENTURE/INTERNATIONAL (Special Double Issue)

- ~ Africa for Everyone – Breaking down the wide-range of opportunities Africa has to offer
- ~ Christmas Buyer's Guide: the top gear on every hunter's wishlist
- ~ Have gun/Will Travel: a look at the challenges of taking a gun overseas and tips for making it easier
- ~ Stalking in Scotland – An old-world hunt for stags with a modern take on a classic rifle.
- ~ New Gear: Travel gear, including luggage and clothing
- ~ Field Test: Hard-sided gun cases for airline travel

Ad Close: Sept. 25, 2018 **On Sale:** Nov. 20, 2018

2018 ON SALE & AD CLOSE DATES

THE OUT FITTER

NEW GEAR

Dot Perfection

WHEN IT COMES to outdoor optics, it's hard to disagree that the most important part of the equipment is the lens. The new 10x42mm HD binoculars from Bushnell are a perfect example of this. The 10x42mm HD binoculars are a perfect example of this. The 10x42mm HD binoculars are a perfect example of this.

BUILT AMERICAN is an American alternative to the German Equipment Works. The 10x42mm HD binoculars are a perfect example of this. The 10x42mm HD binoculars are a perfect example of this.

WE PREFER the gear that's built right. That's why we've selected the new 10x42mm HD binoculars from Bushnell. The 10x42mm HD binoculars are a perfect example of this. The 10x42mm HD binoculars are a perfect example of this.

WHILE THE NAME may sound familiar, this is a whole new line of binoculars. The 10x42mm HD binoculars are a perfect example of this. The 10x42mm HD binoculars are a perfect example of this.

WE HAVE BEEN along for a while now, and we've been selected by the most discerning of hunters. The 10x42mm HD binoculars are a perfect example of this. The 10x42mm HD binoculars are a perfect example of this.

18 PETERSENSPORTSMAN.COM | AUGUST 2018

Our NEW GEAR department presents products in a new and exciting way. In-house studio photography displays items to their utmost advantage, and our product category groupings are designed to complement each other, thereby increasing reader interest and knowledge.

ISSUE	AD CLOSE / MATERIALS DUE	ON NEWSTAND
March 2018	12/14/17	2/13/18
April - May 2018	1/22/18	3/20/18
June - July 2018	3/6/18	5/1/18
August 2018	5/7/18	7/3/18
September 2018	6/11/18	8/7/18
October 2018	7/16/18	9/11/18
November 2018	8/20/18	10/16/18
Dec. 2018 - Jan. 2019	9/25/18	11/20/18
2018 Annual	6/4/18	8/7/18 & 11/13/18

2018 ADVERTISING RATES



For current advertising rates and detailed specifications please contact:

Kevin Steele, Publisher —
805.472.2168

kevin.steele@outdoorsg.com

James McConville,
National Endemic Sales —
440.327.3610

james.mcconville@outdoorsg.com

Electronic media kits
can be obtained at:

outdoorsg.com/brands/hunting/
petersens-hunting

4-COLOR	1 x	3 x	6 x	10 x
Full Page	\$14,875	\$14,531	\$14,070	\$13,182
2/3 Page	11,964	11,618	11,268	10,541
1/2 Page	9,730	9,439	9,153	8,557
1/3 Page	8,245	7,985	7,746	7,246
1/4 Page	6,889	6,682	6,481	6,065
2-COLOR	1x	3x	6x	10x
Full Page	\$11,274	\$10,937	\$10,606	\$9,925
2/3 Page	8,803	8,530	8,271	7,738
1/2 Page	6,986	6,779	6,571	6,149
1/3 Page	5,411	5,248	5,086	4,767
1/4 Page	4,502	4,379	4,243	3,970
B&W	1x	3x	6x	10x
Full Page	\$9,017	\$8,738	\$8,479	\$7,933
2/3 Page	6,850	6,649	6,435	6,033
1/2 Page	5,411	5,248	5,086	4,767
1/3 Page	4,061	3,931	3,820	3,568
1/4 Page	3,153	3,068	2,971	2,776
1/6 Page	2,257	2,186	2,128	1,992
1/12 Page	1,226	1,181	1,141	1,076
1 Inch	499	486	467	427
COVERS	1x	3x	6x	10x
Cover 4	\$19,468	\$18,890	\$18,293	\$17,139
Cover 2	17,217	16,710	16,185	15,160
Cover 3	16,482	15,977	15,484	14,498

2018 MECHANICAL SPECIFICATIONS



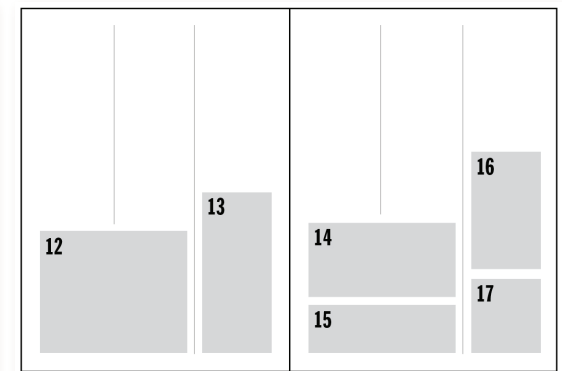
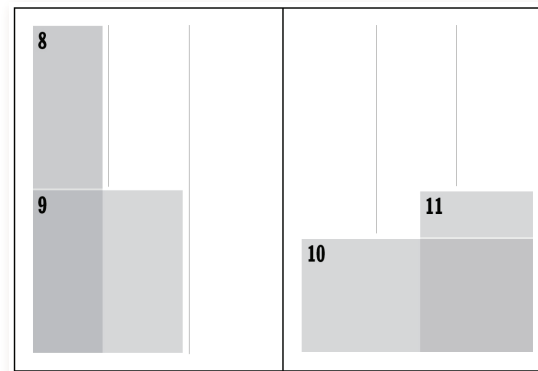
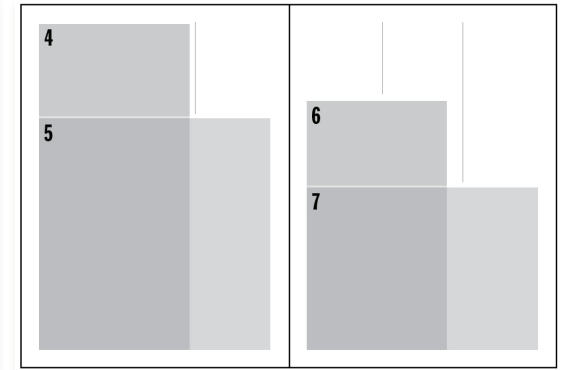
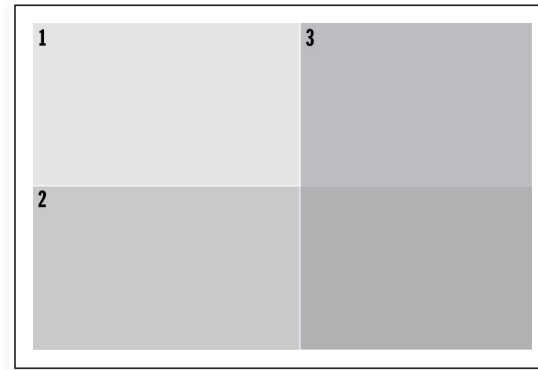
A SWOP-standard proof, pulled from the supplied file, must be submitted with each 4-color ad.

Non-Bleed - 1/2" inside trim. Non-bleed ads should have all elements within this measurement.

Bleed - 1/8" outside the trim. Elements that "bleed" off trimmed page should extend at least 1/8" beyond trim.

Trim - The edge of the page

Safety - 1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement.



1. Two-Page Spread

Non-Bleed: 14.5 x 9.5
Bleed: 15.75 x 10.75
Trim: 15.5 x 10.5
Safety: 15 x 10

2. Two-Page One-Half Horizontal

Non-Bleed: 14.5 x 4.75
Bleed: 15.75 x 5.5
Trim: 15.5 x 5.25
Safety: 15 x 4.75

3. Full Page

Non-Bleed: 6.75 x 9.5
Bleed: 8 x 10.75
Trim: 7.75 x 10.5
Safety: 7.25 x 10

4. Two-Third Vertical

Non-Bleed: 4.375 x 9.5
Bleed: 5.25 x 10.75
Trim: 5 x 10.5
Safety: 4.5 x 10

5. Two-Third Horizontal

Non-Bleed: 6.75 x 6.75
Bleed: 8 x 7.125
Trim: 7.75 x 6.875
Safety: 7.25 x 6.375

6. One-Half Vertical

Non-Bleed: 4.375 x 7.25
Bleed: 5.25 x 8
Trim: 5 x 7.75
Safety: 4.5 x 7.25

7. One-Half Horizontal

Non-Bleed: 6.75 x 4.75
Bleed: 8 x 5.5
Trim: 7.75 x 5.25
Safety: 7.25 x 4.75

8. One-Third Vertical

Non-Bleed: 2.125 x 9.5
Bleed: 2.875 x 10.75
Trim: 2.625 x 10.5
Safety: 2.125 x 10

9. One-Third Square

Non-Bleed: 4.375 x 4.75
Bleed: 5.125 x 5.5
Trim: 5 x 5.25
Safety: 4.5 x 4.75

10. One-Third Horizontal

Non-Bleed: 6.75 x 3.375
Bleed: 8 x 4.125
Trim: 7.75 x 3.875
Safety: 7.25 x 3.625

11. One-Quarter Vertical

Non-Bleed: 3.375 x 4.75

12. One-Quarter Horizontal

Non-Bleed: 4.375 x 3.625

13. One-Sixth Vertical

Non-Bleed: 2.125 x 4.75

14. One-Sixth Horizontal

Non-Bleed: 4.375 x 2.25

15. One-Eighth Horizontal

Non-Bleed: 4.375 x 1.5

16. One-Eighth Page

Non-Bleed: 2.125 x 3.5

17. One-Twelfth Page

Non-Bleed: 2.125 x 2.25

18. One-Inch Banner

Non-Bleed: 6.75 x 1

19. Two-Inch Banner

Non-Bleed: 6.75 x 2

20. Eight-Inch Vertical

Non-Bleed: 2.125 x 8

21. Seven-Inch Vertical

Non-Bleed: 2.125 x 7

22. Six-Inch Vertical

Non-Bleed: 2.125 x 6

23. One-Inch 2-Column

Non-Bleed: 4.375 x 1

24. One-Inch Vertical

Non-Bleed: 2.125 x 1

2018 REQUIREMENTS & SPECIFICATIONS



Whether it's rangefinders, binoculars, gun cases, spotting scopes or the latest in archery equipment, our FIELD TEST department doesn't just tell the customer what is out there and why it is the best, we inform them what is the best buy for their hard-earned money. The winner receives the *Petersen's HUNTING* Editor's Choice Award.

General Production Information

Production Manager
Petersen's HUNTING
2 News Plaza
Peoria, IL 61614
309-679-5079
connie.mendoza@outdoorsg.com

Trim Size• 7¾-in. wide x 10½-in. high

Non-Bleed• ½-in. inside trim. Non-bleed ads should have all elements within this measurement.

Bleed• 1/8-in. outside the trim. Elements that "bleed off" trimmed page should extend at least 1/8-in. beyond trim.

Trim• The edge of the page.

Safety• ¼-in. inside of the trim edge on all four sides for a total ½-in. safety both vertically and horizontally. All image and text not intended to bleed should be within this measurement.

Please contact the production manager for specs, quantities, and delivery information for supplied inserts and cards.

Advertising File Requirements

OSG requires that ads be submitted in PDF/X-1a format.

Files must have

All fonts embedded.

Page geometry defined and consistent (trim, bleed, and media/art boxes).

Correct color space for all elements (CMYK or grayscale).

Spot colors converted to CMYK.

Color and grayscale image resolution between 266 and 300 ppi at 100% placement.

Bitmap image resolution between 600 and 1200 ppi.


Total ink coverage should not exceed 300%.

Advertising File Submission

Outdoor Sportsman Group maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files:

osg.sendmyad.com

Our goal at **Petersen's Hunting** is to grow and foster the iconic status of the magazine as the heart and soul of the sport. To bring together the most passionate and discerning hunters of this generation and the next. To inform and entertain, from the edgiest stories to the smartest product features. To create the most dynamic and experiential content in existence on the places, products and people that define and evolve the world of hunting.

176k 

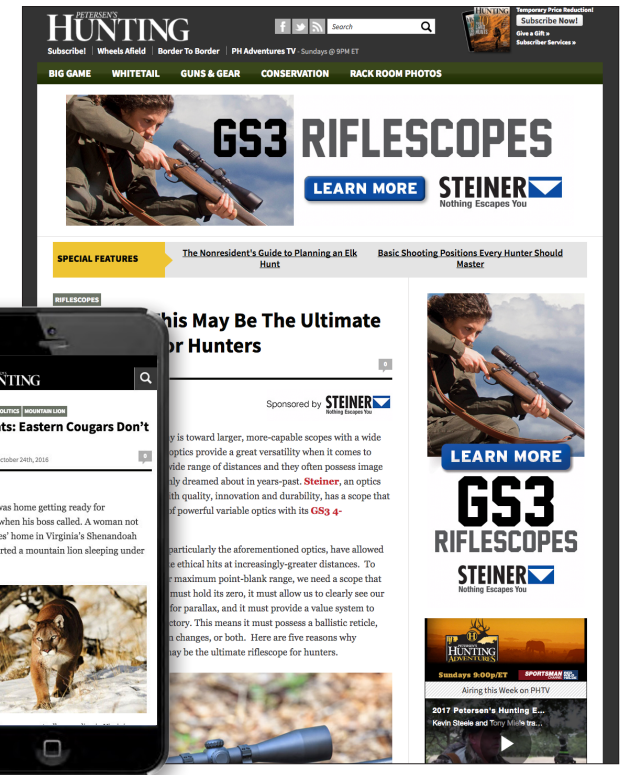
Avg. Monthly Uniques

42.9 

Median Age

At A Glance

Average HHI	\$81,900
Male (%)	88%
Annual Page Views	8,702,854
Avg. Time Spent	1:44
Pages Per Session	3.5
Traffic From Mobile/Tablet Devices	66%
eNewsletter Subscribers	79,100
Social Media Followers	30,429



Source: Site Traffic and Gender Skew based on Google Analytics data April 2016-March 2017. MRI Doublebase 2016: Income and Age for website reflects the audience for Petersen's Hunting combined with 1+ hours of internet usage the prior day.

IDEAL FOR ACTIVATION AND CONVERSION

Reach Your Target Audience with Visually Engaging Display Ads

1400x200 (Super Header)

1400x500 (Super Header Expanded)

970x250 (Billboard)

300x600 (Half Page)

300x250 (medium)

HIGH IMPACT

OSG Network

.21 CTR

Standard Industry Benchmarks

.14 CTR

300X600
300X250
728X90

320X100
320X50
300X250

MOBILE / TABLET

VIDEO

Pre Roll (:15 or :30 sec)
Interstitial
In-Stream

GET IMPROVED PERFORMANCE

OSG Network CTR performs 50% better than standard industry benchmarks.

Source: Doubleclick for Publishers, July 2017

IDEAL FOR BRAND RECOGNITION AND RECALL

Native Advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

IMPROVED PERFORMANCE

18%

Higher Lift In Purchase Intent

25%

More Engagement

PACKAGES

Custom Content

Your brand is associated with original custom content created for you by OSG writers.

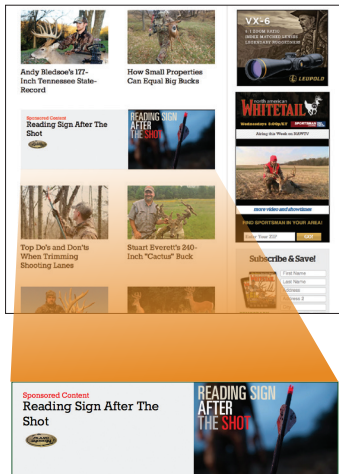
- Story Creation
- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- Reporting
- 30 day run

Editorial Sponsorships

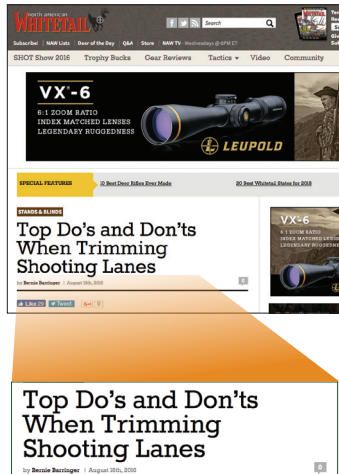
Your brand is associated with original content created by OSG writers.

- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- Reporting
- 30 day run

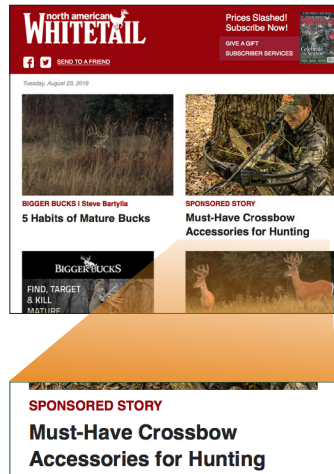
Native Ads



Your Content



E-Newsletter



Content to be shared across social channels



Source: Polar 2016

OVER 1.26 MILLION Outdoor Sports Enthusiasts receive one or more OSG branded newsletters per month.

eNewsletter:

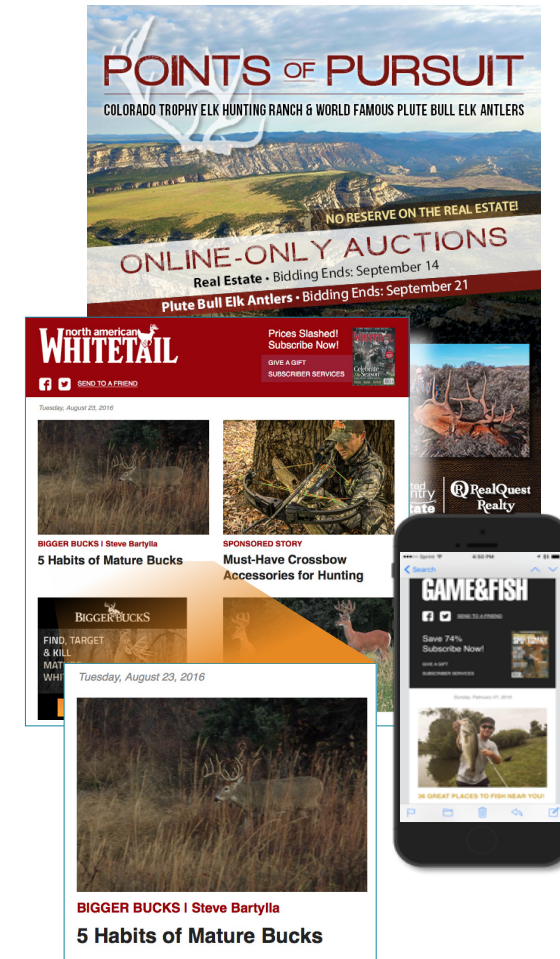
- (1) 300x250 ad surrounding the content area
- Reporting

High Impact Package Includes:

- (2) 300x250 ads surrounding content area
- Integration with Native Campaign to promote your sponsored content
- Reporting

eBlast:

- Connect with our 3rd party opt-in subscribers at 100% share of voice.
- Deliver a message directly to the OSG audience
- Reporting

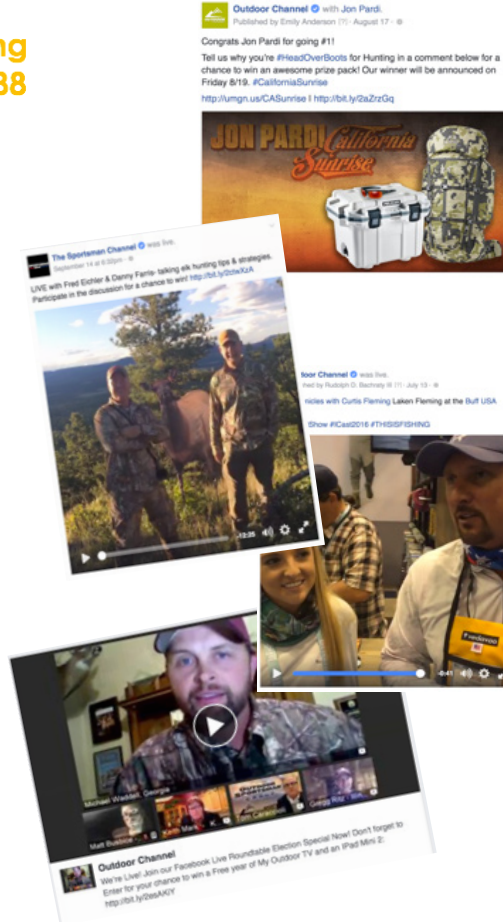
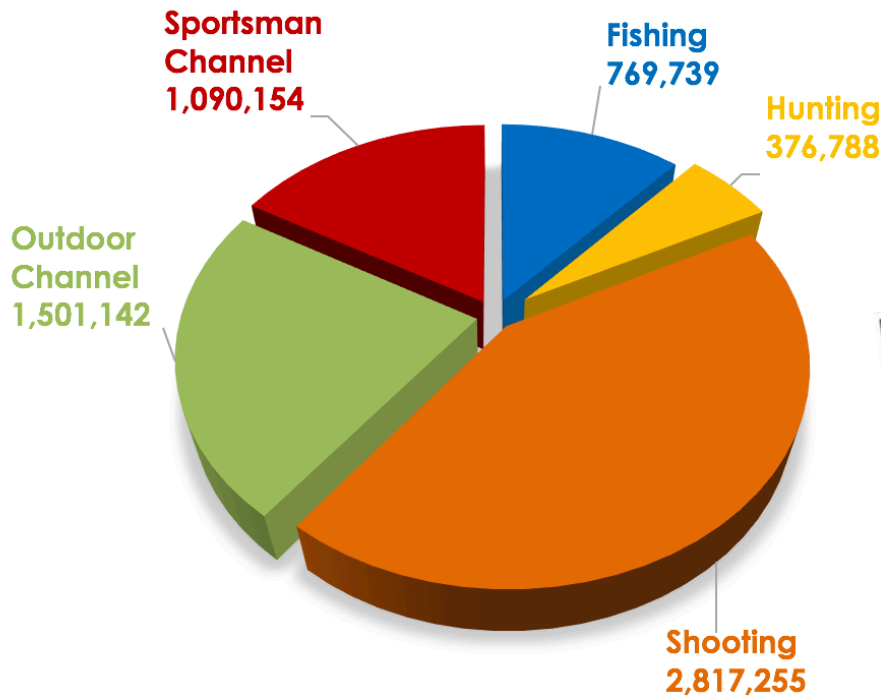


E-Newsletter Subscribers Total	Fishing	Hutning	Shooting	Networks
	344,900	469,200	453,200	148,00

Source: E-Newsletter volume as of June 2017. Volume Subject to change.

Contact your ad sales representative or visit <http://www.outdoorsg.com/advertise/> for more information

Over 6.6 Million Followers



PACKAGES

- Organic Posts
- Facebook Live Events
- Episodics
- Topics & Tips
- Product Event
- Roundtable
- Travel Event

- Sweeps
- Comment to Win
- Enter to Win
- Hybrid (Comment + Enter)

Activating Engagement
Authentically position your brand's message and creative content on our trusted OSG social platforms — Increasing brand awareness, reach, impressions, video views, engagement and more.

Unit	Size	CPM	HIGH IMPACT	
			Road Block	Takeover
DESKTOP			CPM	CPM
			\$26	\$65
Superheader Expanded	1400x500	\$30		✓
Superheader	1400x200	\$25		✓
Billboard	970x250	\$14	✓	✓
Half Page	300x600	\$12	✓	✓
Medium Rectangle	300x250	\$10	✓	✓
Leaderboard	728x90	\$8		✓
MOBILE			CPM	
			\$28	
Mobile Leaderboard	320x10 320x50	\$7 \$5	✓	
Medium Rectangle	300x250	\$10	✓	
TABLET				CPM
				\$35
Medium Rectangle	300x250	\$10		✓
Half Page	300x600	\$12		✓
Leaderboard	728x90	\$8		✓



OSG Digital Network offers customized packages, beyond standard sizes and placements, to satisfy the specific needs and objectives of our clients. Programmatic opportunities available. Go to <http://www.outdoorsg.com/marketing-solutions/digital/digital-ad-specs/> for digital specs

VIDEO

Pre-Roll	\$25
Interstitial/In-Stream	\$15

NATIVE

Custom Content	\$7,500 Flat Rate
Editorial Sponsorships	\$5,500 Flat Rate

E-MAIL

E-Newsletter	CPM's vary, Contact Your Sales Representative
E-Blast	\$150

SOCIAL

Organic Posts	CPM's vary, Contact Your Sales Representative
Facebook Live Events	
Sweeps	

*Rich Media: Standard Display: \$2 for Rich Media, Data Layer, Targeting | High Impact: +\$2-\$8 for Rich Media - costs based on campaign

Creative Unit Name	Initial Dimensions (W x H in px)	Maximum Expanded Dimensions (W x H in px)	Max Initial File Load Size	Maximum Animation Length	Audio Initiation	Submission Lead-Time
Superheader	1400x200	1400x500	100kb	15-sec,3x loops max	User Initiated	5 Business Days
Billboard	970x250	N/A	100kb	15-sec,3x loops max	User Initiated	5 Business Days
Half Page	300x600	600x600	60kb	15-sec,3x loops max	User Initiated	5 Business Days
Medium Rectangle	300x250	500x250	60kb	15-sec,3x loops max	User Initiated	5 Business Days
Leaderboard	728x90	728x180	60kb	15-sec,3x loops max	User Initiated	5 Business Days
Mobile Leaderboard	320x100	N/A	35kb	15-sec,3x loops max	User Initiated	5 Business Days
Mobile Leaderboard	320x50	N/A	35kb	15-sec,3x loops max	User Initiated	5 Business Days
Interstitial	600x600	N/A	100kb	15-sec,3x loops max	User Initiated	5 Business Days

[Click here for Video Specs.](#)



Image Sizes:

650x650 & 1200x628

Videos

- **Dimensions:** 1280x720
- **Videos need to be under a minute to be posted on IG.** However, we have some clients that provide a teaser and full Version.
- The full version can be posted on YouTube and FB.
- **30 Second videos tend to do better.**
 - Codecs should be H.264 and AAC. Export as .MP4

Character Limits

- **FB:** Suggested *90 character. It is recommended to keep character limits as short as possible.
- **TW:** 140-character limit.
- **IG:** No character limit currently. It is recommended to keep character limit to 9 (ie. #123456789).

Click URLs:

- It is OSG's policy that we use our own tracking parameters.
- We request a raw URL that we create our own tracking parameters in Terminus with – if the URL lives on the client's website they can still track it no matter what.
- Client may use their own tracking parameters; incorporated into OSG's.

Creative Process:

- Client to supply standard social media materials per post or as agreed upon.
- If OSG is providing the creative to be used in the campaign, client will provide:
 - Logo
 - Image (of promotional item/product)
- Client may provide boilerplate copy to be used in the post, but OSG reserves the right to optimize the copy for social. In cases where client provides copy, OSG and client will work together on refining copy as needed.

Terms and Conditions



1. The publisher may reject any advertising for any reason at any time, even if previously acknowledged or accepted.
2. Cancellations or changes in advertising (including changes in insertion orders) will not be accepted by the publisher after the issue closing date.
3. Cancellations must be in writing, and none are considered accepted until confirmed in writing by the publisher.
4. Cancellation of a space contract by the advertiser or its agency will result in the forfeiture of position protection and/or the contract rate, if any. The rate on past and subsequent insertions will be adjusted to conform to the actual space used at current rates.
5. The publisher shall not be liable for any delay or failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, work stoppages, accidents, or other circumstances beyond the publisher's control. The liability of publisher, if any, for any act, error, or omission for which it may be held responsible at law or in equity shall not exceed the cost of the advertising space affected by the error. In no event shall publisher be liable for any indirect, consequential, punitive, special, or incidental damages, including, but not limited to, lost income or profits.
6. Advertiser and agency represent and warrant that they are authorized to publish the entire contents and subject matter of any advertisement in any issue or edition and that publication will not violate any law or infringe upon any right of any party or result in any claims against publisher. In consideration of the publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify, defend and hold harmless KSE Sportsman Media, Inc. its affiliates officers, agents and employees against any and all losses and expenses (including legal fees) arising from or relating to (a) a breach or misrepresentation of the foregoing representations and warranties, and/or (b) the publication or contents of the advertisement including, without limitation, claims or suits for defamation, libel, misappropriation, privacy or publicity rights, copyright or trademark infringement, plagiarism, and from any and all similar claims now known or hereafter devised or created.
7. No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies or the terms and conditions stated herein will be binding on the publisher and to the extent inconsistent with the terms herein, these terms and conditions shall govern and supersede any such conditions.
8. The publisher has the continuing right to adjust its rate schedule and will regard the failure of an order to correspond to the rate schedule as a clerical error and will, without further communication, invoice the advertiser based on rates in effect at that time.
9. The publisher will hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Please be advised that there is no "sequential liability" to the publisher. Payment is due upon receipt of invoice. All payments must be in United States currency. Advertiser and/or its advertising agency are jointly and severally liable for all costs, fees and expenses (including attorney or collection agency fees) incurred in connection with the collection of all monies due.
10. The forwarding of an order is construed as an acceptance of all the publisher's rates and conditions in effect at that time.
11. This agreement shall be governed by and construed in accordance with the laws of the State of Georgia without regard to conflict of laws provisions. Any action or proceeding arising out of or relating to this agreement or publisher's publication of the advertising shall be brought in the courts of record in the State of Georgia.



Publisher's Statement

6 months ended June 30, 2017, Subject to Audit

Annual Frequency: 11 times/year

Field Served: Sport hunting, including big game, small game, upland birds, waterfowl, varmints and exotic game. Reports on game management, guns and loads, gun dogs, bow hunting, and big game anatomy. Basic where-to and how-to information for all types of recreational hunting.

Published by Outdoor Sportsman Group - Integrated Media

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
188,141	6,704	194,845	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Dec/Jan	128,186	1,244	129,430	54,048		54,048	183,478	8,851	36	8,887	191,085	1,280	192,365
Mar	123,310	1,769	125,079	64,704		64,704	189,783	5,947	87	6,034	193,961	1,856	195,817
Apr/May	121,768	1,759	123,527	66,927		66,927	190,454	4,828	38	4,866	193,523	1,797	195,320
Jun/Jul	113,888	1,713	115,601	73,247		73,247	188,848	7,002	28	7,030	194,137	1,741	195,878
Average	121,788	1,621	123,409	64,732		64,732	188,141	6,657	47	6,704	193,177	1,668	194,845

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	121,788	1,621	123,409	63.3
Total Paid Subscriptions	121,788	1,621	123,409	63.3
Verified Subscriptions				
Public Place	63,457		63,457	32.6
Individual Use	1,275		1,275	0.7
Total Verified Subscriptions	64,732		64,732	33.2
Total Paid & Verified Subscriptions	186,520	1,621	188,141	96.6
Single Copy Sales				
Single Issue	6,657	47	6,704	3.4
Total Single Copy Sales	6,657	47	6,704	3.4
Total Paid & Verified Circulation	193,177	1,668	194,845	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2016	None Claimed	200,294	200,294		
12/31/2015	None Claimed	206,640	206,640		
12/31/2014	None Claimed	206,262	206,262		

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$4.99		
Average Subscription Price Annualized (3)	\$19.94		
Average Subscription Price per Copy		\$10.78	
		\$0.98	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2016

(3) Based on the following issue per year frequency: 11

ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
 Geographic Data
 Analysis of New & Renewal Paid Individual Subscriptions
 Trend Analysis



Publisher's Statement Continued

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Public Place			
Automotive Outlets	36,680		36,680
Doctor/Health Care Providers	6,476		6,476
Personal Care Salons	15,267		15,267
Specialty Locations/Retail	5,034		5,034
Total Public Place	63,457		63,457
Individual Use			
Ordered/Payment Not Received	1,275		1,275
Total Individual Use	1,275		1,275

RATE BASE

None Claimed.

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Double Issues: A double issue represents two copies of service. The Average Subscription Price Annualized is based on 11 issues, which includes 3 double issues.

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 13,552

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 661

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: KSE Sportsman Media, Inc.

PETERSEN'S HUNTING, published by Outdoor Sportsman Group - Integrated Media • 1040 Sixth Avenue 12th Floor • New York, NY 10018

CARTER VONASEK

Planning Director

P: 212.852.6686 • F: 212.302.4472 • URL: www.huntingmag.com

Established: 1973

KEVIN STEELE

Publisher

AAM Member since: 1975

Annual Frequency: 11 times/year

Field Served: Sport hunting, including big game, small game, upland birds, waterfowl, varmints and exotic game. Reports on game management, guns and loads, gun dogs, bow hunting, and big game anatomy. Basic where-to and how-to information for all types of recreational hunting.

Published by Outdoor Sportsman Group - Integrated Media