

# Outdoor Sportsman

The Product Guide

## The Magazine | The Website

### Built for Sales

**CIRCULATION:** 100,000 Nationwide (75,000 Consumers and 25,000 Dealers)

**TARGET AUDIENCE:** 75,000 hunters, anglers, campers, shooters and other outdoor sports enthusiasts specifically chosen for their responsiveness and buying habits.

- Average age - 42.9
- Average number of guns owned: 11.7
- Average income: \$75,000+
- Own computers
- Respond to direct mail
- Average annual outdoor gear spending: \$5,000+
- Average annual outdoor vehicle spending: \$14,112

**TARGET AUDIENCE:** 25,000 hunting, fishing, shooting and outdoor sports retailers.

- Actively researching new product offerings
- Advertise aggressively in local markets
- Average sales \$1,500,000+
- Average employees: 23

**MARKET REACH:**

- Mass-market retailers
- Chain stores
- Distributors & jobbers
- Marketing representative firms
- Independent resellers
- Catalogers & E-commerce sites

ISSUE	CUT OFF DATE	MAILING DATE	PRICING: 4 - COLOR
2007			Back Cover . . . . . \$8,995
January . . . . .	12/10 . . . . .	1/5 . . . . .	Inside Back Cover - Full Page . . \$7,500
April . . . . .	3/10 . . . . .	4/5 . . . . .	Page 1 . . . . . \$7,750
July . . . . .	6/10 . . . . .	7/5 . . . . .	Full Page . . . . . \$5,995
September . . . . .	8/10 . . . . .	9/5 . . . . .	3 - 1/2 x 5 - 1/2 Insertion Card . . \$4,800
			Onsert . . . . . \$22,000

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**HOT SALES LEADS FROM:**

- Direct buyers
- Phone inquiries
- E-commerce
- Interactive website response
- Reader Service cards
- E-mail inquiries

**FULL PAGES, ONSETS & COVERS**

8 1/8" x 11 1/4" - Bleed Allowed  
 7 5/8" x 10 3/4" - Trim  
 7 1/8" x 10 1/4" - Image Area

**AD SIZE MECHANICAL SPECS**