

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	1/2 Page \$3,495
			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

1/2 PAGE
Horizontal - 7" x 4 7/8"
Vertical - 3 3/8" x 9 7/8"

AD SIZE MECHANICAL SPECS

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