



CONSERVATIONISTS

INNOVATORS

LEADERS

UNSUNG HEROES

COMING DECEMBER/JANUARY '08

The **Outdoor Life 25** will recognize the individuals who have done the most to influence hunting and fishing in the past year. From the champions of conservation to anti-gun lobbyists to the unsung heroes working behind the scenes to promote hunting and fishing, these are the people shaping our sports.

PROGRAM ELEMENTS

This integrated program will include an Outdoor Life 25 micro-site, radio features on the Outdoor Life Radio network, a consumer sweepstakes, a gala event at the 2008 SHOT Show and the following in-book elements:

June/July, September, November issues

- 2/3 page Outdoor Life 25 editorial promotional announcement
- FP4CB franchise position sponsor advertisement
- 1/3 page franchise positions and sponsor branded sweepstakes promotion

December/January issue

- Outdoor Life 25 Editorial feature and advertiser gatefold

SPONSOR COMMITMENT DATE: MARCH 15, 2007

PRICING

Please contact your Outdoor Life sales representative to discuss pricing and how your brand can be a part of **The Outdoor Life 25** in 2007.

OUTDOOR LIFE

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