

# OUTDOORLIFE

## 2007 SELECT EDITIONS

| SELECT EDITION  | CIRC    | ISSUES  |
|---|---------|---|
| <b>Hunter's Bonus</b><br>Avid hunters and top hunting states<br><b>Close Dates</b><br>August: 5/25/07   September: 6/25/07   October: 7/25/07   November: 8/28/07                           | 600,000 | February<br>March<br>April<br>May<br>June/July<br>August<br>September<br>October<br>November<br>Dec '07/Jan '08 |
| <b>Fishing Bonus</b><br>Avid fishermen and top fishing states<br><b>Close Dates</b><br>February: 11/24/06   March: 12/26/06   April: 1/25/07   May: 2/22/07                                 | 600,000 | February<br>March<br>April<br>May<br>June/July<br>August<br>September<br>October<br>November<br>Dec '07/Jan '08 |
| <b>Turkey Bonus</b><br>Top states for harvesting wild turkeys as well as by turkey population<br><b>Close Dates</b><br>March: 12/26/06   April: 1/25/07                                     | 300,000 | February<br>March<br>April<br>May<br>June/July<br>August<br>September<br>October<br>November<br>Dec '07/Jan '08 |
| <b>Waterfowl Bonus</b><br>Top states for waterfowl licenses and for readership of waterfowl magazines<br><b>Close Dates</b><br>September: 6/25/07   October: 7/25/07                        | 300,000 | February<br>March<br>April<br>May<br>June/July<br>August<br>September<br>October<br>November<br>Dec '07/Jan '08 |
| <b>Bowhunting Bonus</b><br>Top states for bowhunting licenses and for readership of bowhunting magazines<br><b>Close Dates</b><br>June/July: 3/26/07   August: 5/25/07   September: 6/25/07 | 200,000 | February<br>March<br>April<br>May<br>June/July<br>August<br>September<br>October<br>November<br>Dec '07/Jan '08 |
| <b>The Sporting Life</b><br>Targeting households with income over \$100,000.<br><b>Close Dates</b><br>April: 1/25/07   June/July: 3/26/07   October: 7/25/07   Dec. '07/Jan. '08: 9/24/07   | 100,000 | February<br>March<br>April<br>May<br>June/July<br>August<br>September<br>October<br>November<br>Dec '07/Jan '08 |