

FINE GUNS



◆ Tips for those in the market for high-end rifles, plus new guns to add to your “must-have” list. Featuring *Outdoor Life* Shooting Editor Jim Carmichel.

TRAVEL



◆ Highlights the hottest spots for hunting and fishing, plus the finest lodge and guide offerings, both in North America and internationally.

ESSENTIALS



◆ A selection of top-shelf hunting and fishing gear for the sportsman who wants to purchase “the best,” plus what to look for when shopping.

SKILLS



◆ Time-lapse photographic sequences, along with tips from experts, help sportsmen improve their casting and shooting skills.

COLLECTIBLES



◆ Focuses on the wide world of sporting collectibles, including what they’re worth and where to find the best deals and investments.

CIRCULATION: 100,000 distribution targeted to households with HHI \$100K+

ISSUED QUARTERLY

- ◆ **APRIL 2007** — Ad Close: January 25, 2007
- ◆ **JUNE/JULY 2007** — Ad Close: March 26, 2007
- ◆ **OCTOBER 2007** — Ad Close: July 25, 2007
- ◆ **DEC. 07/JAN. 08** — Ad Close: September 24, 2007

RATES

	4C	2C	BW
PAGE	\$13,100	\$11,500	\$10,400
2/3 PAGE	\$10,900	\$9,600	\$8,800
1/2 PAGE	\$8,200	\$7,300	\$6,600
1/3 PAGE	\$6,100	\$5,400	\$5,000

All rates are gross. Rates subject to change.
Bleed: Add 10% to gross rate on all ROB units one-third page or larger.

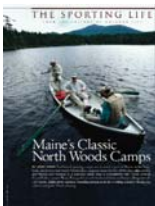


HHI=\$100,000+

MEDIAN AGE 44	MEDIAN HHI \$137,127	ATTENDED/GRADUATED COLLEGE + 64%	EXECUTIVE/MANAGERIAL/PROFESSIONAL 38%
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Outdoor Life Sporting Life delivers 3X the circulation of other upscale outdoors publications:

100,000



30,008



22,983



Outdoor Life readers with HHI of \$100K+ spent:

- ◆ Over **\$14 million** on fishing equipment (rods, reels, lures, etc.) last year
- ◆ **\$13 million** on guns and ammunition last year
- ◆ Close to **\$29 million** on sports apparel last year
- ◆ Over **\$406 million** on international vacations and over **\$1 billion** on domestic vacations

Outdoor Life readers with HHI of \$100K+ are heavy travelers:

- ◆ Domestic Plane Travel 5+ Times — **150** index
- ◆ Domestic Plane Travel 10+ Times — **237** index
- ◆ Domestic Plane Travel 15+ Times — **263** index

Source: 2006 MRI Doublebase

■ New York/212.779.5316 ■ Chicago/312.832.0632 ■ Los Angeles/310.268.7445 ■ Detroit/248.988.7867