

FIELD & STREAM

125TH ANNIVERSARY ISSUE

In 2020 *Field & Stream* will celebrate 125 years of exceptional outdoor journalism and photography. Help us commemorate this milestone occasion by running a page or special high-impact ad unit in our anniversary issue.

VOL. 125, NO. 4 THEME: NEW CLASSICS – 125TH ANNIVERSARY

- New-Classic Skills: We're putting modern twists on classic hunting, fishing, camping, and survival skills
- Moose Hunt in Maine
- Bahamas Bonefishing
- *Field & Stream*, A History: David E. Petzal writes a short essay about the magazine and its most iconic writers and stories
- Mousing on the Delaware: A piece on fishing mouse flies at night on the Delaware River
- GEAR SECTION: Classic Gear—modern and timeless

ANNIVERSARY ISSUE SPECIAL

Join *Field & Stream* in celebrating this historic occasion by running a P4C and congratulatory ad in the anniversary issue. With the purchase of a national P4C receive an additional "Congratulatory" ad in the same issue for \$5 K. Bonnier creative services are available to build your congratulatory ad at no extra cost! Standard print rates apply for the first national Page.



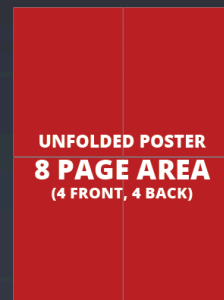
ISSUE CLOSE 8/31/20* | ON SALE 10/20/20

CUSTOM OPPORTUNITIES

8 PAGE PULL OUT POSTER of the best covers of the last 125 years - This would include three pages within the magazine and "presented by logo" on the cover of the poster. Overruns will also be included.

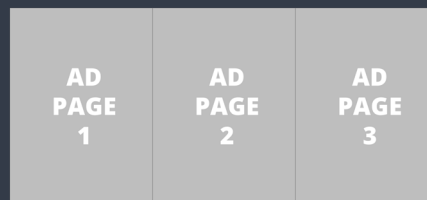
\$120,000

(4 pages front of poster and 4 pages back of poster)



COVER GATEFOLD – includes three pages on advertising

\$70,000



INTERNAL SINGLE GATE – includes two ad pages

\$50,000



*Close Dates Subject to Change