

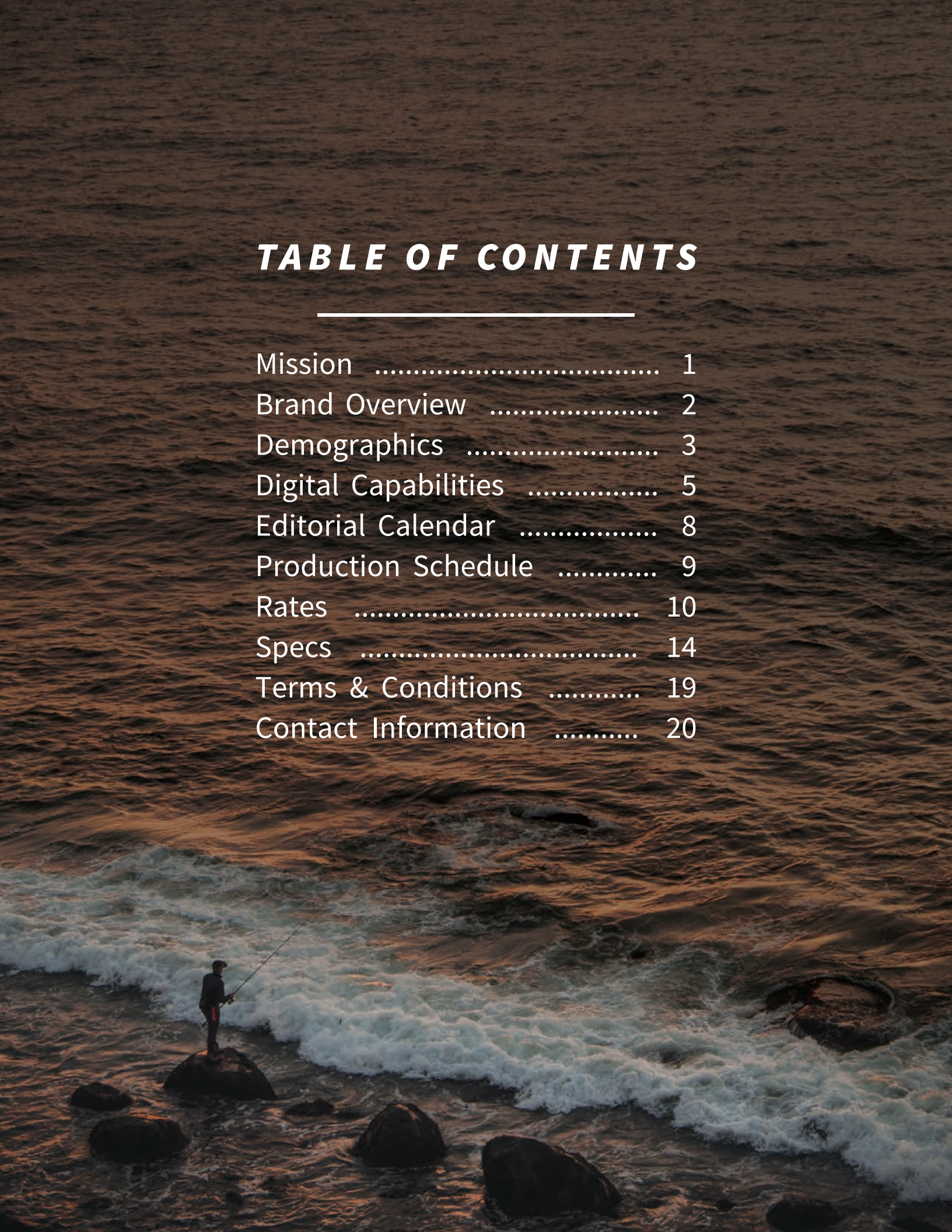
FIELD & STREAM

2020 MEDIA KIT



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MISSION



Field & Stream is the soul of the Total Outdoorsman. We target hunters and anglers who are as passionate about the heritage of the outdoors as they are about the pursuit of game and fish. A successful day doesn't hinge on a punched tag—it's about the experience. And *Field & Stream* is where the best stories from those experiences are told.

COLIN KEARNS

Field & Stream Editor-in-Chief

BRAND OVERVIEW

PRINT

PRINT AUDIENCE: **8,170,000**

RATE BASE: **650,000**

DIGITAL

AVG. MONTHLY UV: **1,333,342**

AVG. MONTHLY PAGE VIEWS: **6,359,750**

TABLET AUDIENCE: **35,769**

EMAIL

E-NEWSLETTER SUBSCRIBERS: **300,000**

E-BLAST SUBSCRIBERS: **140,000**

SOCIAL



1.2MM+
followers



95.5k+
followers



179k+
followers



31.6k+
subscribers

PODCASTS



2k+
downloads per episode

DIGITAL DEMOGRAPHICS



51% | 18 - 34

64% | 25 - 54

22% | 50+



74% | HHI \$60,000+

62% | HHI \$75,000+

47% | HHI \$100,000+

59%
Att/Graduated
College

84%
Employed

51%
Married/
Partnered

46%
Any Kids

64%
Own Home

19%
Served in
Armed Forces

91%
MALE

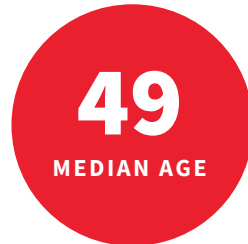


GENDER
DIGITAL READER



9%
FEMALE

PRINT DEMOGRAPHICS



25% | 18 - 34

52% | 25 - 54

47% | 50+

Readers are **more than twice** as likely to have participated in any hunting or fishing 1 or more times in the past month (*Index 256*)

Readers are **2.5 times** more likely to have a great deal of knowledge/experience in hunting or fishing (*Index 262*)

Readers are **more than twice** as likely to say their family/friends often ask for an trust their advice on hunting or fishing (*Index 231*)

Spent **\$136.9 billion** on automobiles (*most recent purchase*)

Ranks #1 against all Men's titles in reaching B/C/D counties

\$66,124
MEDIAN INCOME

55% | HHI \$60,000+

43% | HHI \$75,000+

28% | HHI \$100,000+

54%
Att/Graduated
College

63%
Employed

59%
Married/
Partnered

39%
Any Kids

71%
Own Home

25%
Served in
Armed Forces

81%
MALE



GENDER
MAGAZINE READER



19%
FEMALE

DIGITAL CAPABILITIES



DIGITAL CAPABILITIES

DISPLAY

Standard and large IAB banner inventory across device types. We provide an array of targeting options including geo and site section.

- Standard
- High-Impact
- Mobile

VIDEO UNITS

Video messaging. Distribute brand video that is 15 seconds or longer.

- Pre-roll
- Outstream
- Native

EMAIL

Editorial newsletter sponsorships and dedicated partner emails. Reach some of our most engaged audiences.

Dedicated Partner E-blasts

140,000 subscribers

- 100% custom partner messaging (*client-provided or Bonnier-created*)
- Available on Monday, Tuesday, Thursday, Saturday, and Sunday

E-Newsletter Sponsorships

300,000 subscribers

- 728x90 and/or 300x250 sponsorship of our editorial newsletter
- Option for native inclusion in email content
- Available on Wednesday, and Friday

NATIVE

Ads that look like editorial and are marked as sponsored. Drive directly to your site, distribute your content in our site framework, or let our team create the content for you.

- Video
- Display

SOCIAL

Sponsored posts or brand ads from our page handles.

- Facebook
- Instagram
- Twitter

CUSTOM CONTENT

Brand name or product integrations in editorial. Or partner with us to create branded content, which we will help distribute, and that you can own and use on your brand properties.

- Video
- Articles
- Photography

Distribution Types Available

- Published to fieldandstream.com; promoted editorially and via Native ads
- Promoted in *Field & Stream's* editorial email newsletters and dedicated partner e-blast(s)
- Facebook native video posts and amplification
- Facebook link posts for written content and amplification
- Instagram native video posts and amplification
- Instagram photo posts and amplification
- Print advertorials
- *And more*



EDITORIAL CALENDAR

Vol. 125, No. 1 **FRIENDSHIP**

AD CLOSE: **1/6/20** ON SALE: **2/18/20**

- Hunting and fishing road trips
- Spring turkey hunting tactics
- Spring fishing tips
- Photo essay featuring hunters with their gun dogs
- Bass fishing adventure in Mexico
- Duck hunting adventure in the southwest
- Great Stories: Wild Friendships: A collection of short stories about spending time in the wild with friends

GEAR SECTION: *Best New Fishing Gear*

Vol. 125, No. 2 **LOST**

AD CLOSE: **3/16/20** ON SALE: **5/5/20**

- The Total Outdoorsman's Guide to Navigation
- Land We've Lost: A public land/conservation report
- Lost: Survival stories of lost outdoorsmen
- Getting Lost: An essay about the satisfaction of getting lost in the wilderness
- Lost & Found: Short stories of items we've lost—and found—in the wild
- Fishing How-to: What you can learn from the big fish you've lost during a fight

GEAR SECTION: *Survival Gear*

Vol. 125, No. 3 **CAMP**

AD CLOSE: **6/15/20** ON SALE: **8/4/20**

- Welcome to Hunting Camp: Camp projects and hunting tips for your best deer-camp experience ever
- Black Bear Adventure: Eddie Nickens visits a bear camp in North Carolina where they chase trophy bears with hounds
- Camp Grub: Delicious wild game recipes designed for hunting camp
- Photo Essay: First Deer Camp. A series of portraits of hunters who went on their first deer hunt earlier this fall
- Great Stories from Hunting Camp: A collection of short stories from camps around the country
- Spike Camp: A how-to guide for hunting elk from a spike camp out West

GEAR SECTION: *Camp Gear*

Vol. 125, No. 4 **NEW CLASSICS** **– 125TH ANNIVERSARY**

AD CLOSE: **8/31/20** ON SALE: **10/20/20**

- 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*

PRODUCTION SCHEDULE

| ISSUE | SPACE CLOSE | MATERIALS DUE | ON-SALE |
|-------------------|-------------|---------------|----------|
| Volume 125, No. 1 | 1/6/20 | 1/9/20 | 2/18/20 |
| Volume 125, No. 2 | 3/16/20 | 3/24/20 | 5/5/20 |
| Volume 125, No. 3 | 6/15/20 | 6/23/20 | 8/4/20 |
| Volume 125, No. 4 | 8/31/20 | 9/8/20 | 10/20/20 |

STANDARD RATES

EFFECTIVE DATE OF RATE:

Jan 2020

FREQUENCY:

4x

RATEBASE:

650,000

CLASSIFIED RATE:

\$25.80 per word*12 word-minimum***DISPLAY**

| AD MEDIA SPECS | FULL PAGE | 2/3 PAGE | 1/2 PAGE | 1/3 PAGE |
|----------------|-----------|----------|----------|----------|
| Four Color | \$103,950 | \$87,050 | \$67,560 | \$46,770 |
| Black & White | \$82,750 | \$69,750 | \$54,160 | \$37,450 |

COVERS

| AD MEDIA SPECS | COVER 2 | COVER 3 | COVER 4 |
|----------------|-----------|-----------|-----------|
| Cover | \$124,740 | \$114,345 | \$135,135 |

SHOWCASE

| 4C | FULL PAGE | 1/2 PAGE | 1/3 PAGE | 1/6 PAGE | 1/12 PAGE |
|----|-----------|----------|----------|----------|-----------|
| 1x | \$36,180 | \$20,810 | \$12,660 | \$6,630 | \$3,750 |
| 3X | \$34,370 | \$19,770 | \$12,020 | \$6,300 | \$3,560 |
| 6X | \$32,650 | \$18,780 | \$11,420 | \$5,985 | \$3,380 |

DIRECT RESPONSE

| 4C | 1 INCH | 2 INCHES | 3 INCHES |
|----|---------|----------|----------|
| 1x | \$1,340 | \$2,654 | \$3,940 |
| 3X | \$1,270 | \$2,520 | \$3,740 |
| 6X | \$1,200 | \$2,390 | \$3,550 |

Apply to all space units per page, per split, per magazine. For more than 5 copy changes, the per split charge is higher.

Orders cannot be canceled or changed after closing date.

Bleed: Available on all ROB units; add 10% to the gross rate. • All space rates gross / production costs net • Rates subject to change.

Field & Stream

CUSTOM REGIONAL RATES

EFFECTIVE DATE OF RATE:

Jan 2020

FREQUENCY:

4x

RATEBASE:

650,000

CLASSIFIED RATE:

\$25.80 per word*12 word minimum***CUSTOM REGIONAL FULL-PAGE UNITS**

| AD MEDIA SPECS | | FOUR COLOR | BLACK & WHITE |
|------------------------------|------|------------|---------------|
| Minimum Circulation: 175,000 | CPM: | \$163.00 | \$130.00 |
| Production Charge | Net: | \$4,500 | \$3,700 |

CUSTOM REGIONAL COPY SPLIT CHARGES

| AD MEDIA SPECS | | FOUR COLOR | BLACK & WHITE |
|-------------------|------|------------|---------------|
| By State | Net: | \$4,500 | \$3,700 |
| Random A/B Split | Net: | \$4,500 | \$3,700 |
| Production Charge | Net: | \$4,500 | \$3,700 |

Apply to all space units per page, per split, per magazine. For more than 5 copy changes, the per split charge is higher.

Custom Regionals and copy splits by DMA are available on a limited basis only.

Please consult Publisher. Requests should be made by sectional center (first three digits of the zip code) as well as by city. Orders cannot be canceled or changed after closing date • Bleed: Available on all ROB units; add 10% to the gross rate • All space rates gross / production costs net • Rates subject to change.

SELECT RATES

TURKEY HANDBOOK / CIRC 350,000

| AD MEDIA SPECS | FULL PAGE | 2/3 PAGE | 1/2 PAGE | 1/3 PAGE |
|----------------|-----------|----------|----------|----------|
| Four Color | \$55,780 | \$46,525 | \$35,060 | \$26,240 |
| Black & White | \$44,870 | \$37,595 | \$28,110 | \$21,050 |

Circulation from subscribers who have recently purchased a turkey hunting license or reported that turkey hunting is a particular passion.

Volume 125, No. 1 | AD CLOSE: **1/6/20** ON SALE: **2/18/20**

FISHING HANDBOOK / CIRC 250,000

| AD MEDIA SPECS | FULL PAGE | 2/3 PAGE | 1/2 PAGE | 1/3 PAGE |
|----------------|-----------|----------|----------|----------|
| Four Color | \$39,690 | \$33,075 | \$24,800 | \$18,520 |
| Black & White | \$41,970 | \$26,680 | \$20,065 | \$14,990 |

Circulation from subscribers who have recently purchased a fishing license or reported that fishing is one of their favorite pastimes.

Volume 125, No. 2 | AD CLOSE: **3/16/20** ON SALE: **5/5/20**

BOWHUNTING HANDBOOK / CIRC 225,000

| AD MEDIA SPECS | FULL PAGE | 2/3 PAGE | 1/2 PAGE | 1/3 PAGE |
|----------------|-----------|----------|----------|----------|
| Four Color | \$36,050 | \$30,310 | \$22,820 | \$16,860 |
| Black & White | \$29,100 | \$24,585 | \$18,740 | \$13,230 |

Circulation from subscribers who have recently purchased a bowhunting license or reported that bow hunting is a particular passion.

Volume 125, No. 3 | AD CLOSE: **6/15/20** ON SALE: **8/4/20**

WATERFOWL HANDBOOK / CIRC 350,000

| AD MEDIA SPECS | FULL PAGE | 2/3 PAGE | 1/2 PAGE | 1/3 PAGE |
|----------------|-----------|----------|----------|----------|
| Four Color | \$55,780 | \$46,525 | \$35,060 | \$26,240 |
| Black & White | \$44,870 | \$37,595 | \$28,110 | \$21,050 |

Circulation from subscribers who have recently purchased a waterfowl hunting license or reported that waterfowl hunting is a particular passion.

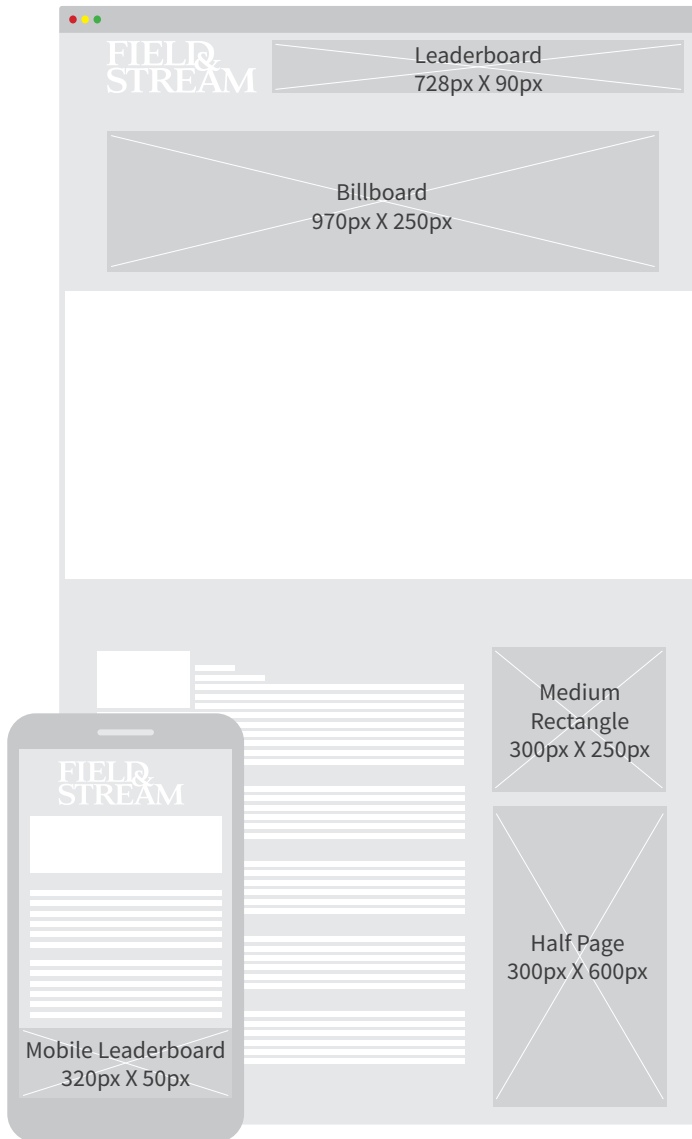
Volume 125, No. 3 | AD CLOSE: **6/15/20** ON SALE: **8/4/20**
 Volume 125, No. 4 | AD CLOSE: **8/31/20** ON SALE: **10/20/20**

All rates gross • Rates subject to change • Bleed: available on all ROB units one-third page or larger, add 10% to the gross rate.

A person wearing a tan jacket, orange waders, and a dark beanie is fishing in a stream. The stream flows from a waterfall cascading down a dark, layered rock face. The foreground shows a rocky bank with some dry grass and fallen leaves. The water is a murky brown color.

F i e l d & S t r e a m
celebrates
the outdoor
experience
with great
stories,
compelling
photography and
sound advice

DIGITAL SPECS



FILE AD SPECIFICATION

| CREATIVE NAME | AD SIZE |
|--------------------|---------------|
| Leaderboard | 728px X 90px |
| Billboard | 970px X 250px |
| Medium Rectangle | 300px X 250px |
| Half Page | 300px X 600px |
| Mobile Leaderboard | 320px X 50px |

STANDARD GUIDELINES

These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)

- DoubleClick for Publishers (DFP) is used to serve all Bonnier Corp advertisements
- There is a minimum of a 48-hour turnaround time once all creatives are submitted to Online Advertising Operations
- All ad units must launch a new browser window when clicked on
- All standard ad types are accepted (JPG, GIF, HTML) except where noted

FILES

- File Types Accepted: jpg, gif, HTML
- Initial Load Size: 200K
- Polite Load Size: 300K*
- Complete Load Size: 120K*

* Polite and Complete download only apply to creatives served via a third party

EXPANDING ADS

- 728x90 expands to 728x225 (down)
- 300x250 expands to 400x350, 300x600, 600x250 (left)
- 300x600 expands to 600x600 (left)

PUSHDOWN

- 970x90 (non-expanded)- 200k
- 970x250 (expanded)- 300k
- Controls: Expanded must be user initiated
- Expanded Panel must include a close button
- Expanded Panel must close on mouse off

MOUSE OVER / MOUSE OFF

- Ad should expand upon mouse over or click-on-expand button
- Ad should retract upon mouse off or clicking a close button. If the ad expands with user click, the panel still must retract when mouse is removed.
- Any sound should be user initiated by click, not mouse over

DIGITAL SPECS

SOCIAL

Facebook, Instagram integration opportunities available

APPROVED THIRD PARTY AD TAGS

Below is a list of the most commonly used third party vendors. For a complete list of approved vendors, please contact range365.com. Bonnier has the ability to serve additional third party tags that are not on the list of approved vendors but may not be able to track clicks.

- Sizmek
- Campaign Manager
- Bluestreak (formerly Doubleclick)
- Flashtalking
- Interpolis
- Etc.

ANALYTICS

Integrated with Moat Analytics for viewability, attention metrics, and verification.



THIRD PARTY SPECIFICATIONS

- Third Party tags should be served via JavaScript ad calls
- Internal Redirect (InRed) format should be provided for Campaign Manager tags
- Audio must be user initiated with a clearly recognizable on/off button
- All floating ad units should have a clearly recognizable close button
- Frame rate per second should not exceed 18 fps
- Animation length should not exceed 15 seconds

RICH MEDIA GUIDELINES

- 3 loops + 15 sec animation (3x/15 seconds)
- Additional Video File Size: 2.2 Mb

E-NEWSLETTER

(SPONSORED EDITORIAL CONTENT) SUBSCRIBER SIZE: 7,000

- 728x90 and 300x250
- File size cannot exceed 200k
- Standard gif or jpg only. No rich media will be accepted
- Click-tracking URL's and impression pixels ONLY for tracking purposes

E-BLASTS

(COMING SOON)

- Max pixel width 650. Size recommend as standard is 569
- All images are jpg and gif format with layered files or removable text
- Max small file 50k including images
- Requires: subject line, seed list, click-tracking URL
- Delivered in HTML or PSD format

PRE-ROLL

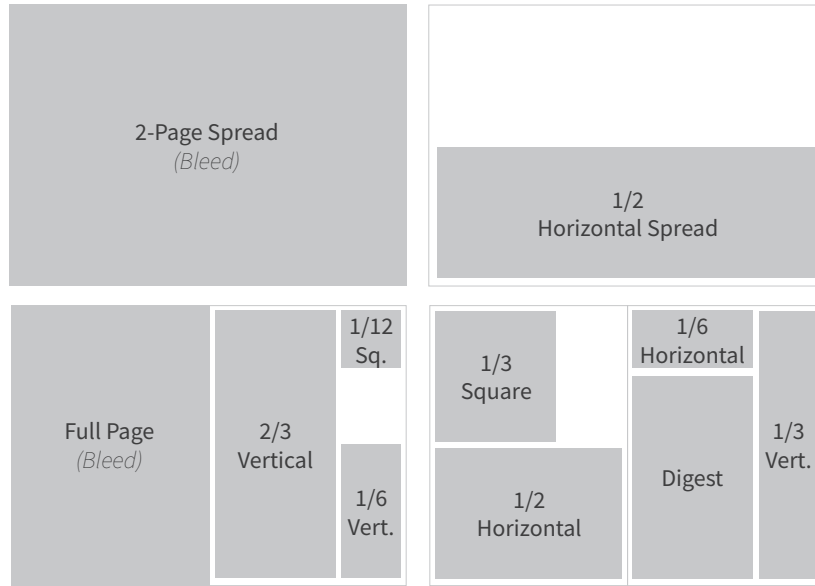
- Video Dimensions: At least 640px wide
- Video File Type: MP4, MOV, VAST tag
- Max Video File Wt.: 2 Mb
- Aspect Ratio: 16: 9
- Target Bit Rate: 400 kps
- Animation Length: 15 seconds
- Looping Frame: 29.97 fps
- Lead Time: 5 days prior to launch
- Additional Notes: *VAST/VPAID creatives accepted (*linear format only, no companion units, cannot contain Flash elements*)

HIGH IMPACT UNITS

The following units are available and their specs can be provided upon request.

- 970x250 Enhanced Video Billboard
- 970x250 or 300x600 Carousel (*w/ Video Option*)
- 300x600 Halo (*w/ Video Option*)
- Native Ads, Native Video Ads
- Outstream Video
- High Impact Mobile Units Expanded Panel must include a close button
- Expanded Panel must close on mouse off

PRINT SPECS



FILE AD SPECIFICATION

| AD SIZE | NON-BLEED | BLEED | TRIM |
|------------------------|---------------|-----------------|----------------|
| 2-Page Spread | 15" x 10" | 16" x 10.75" | 15.75" x 10.5" |
| Full Page | 7" x 10" | 8.125" x 10.75" | 7.875" x 10.5" |
| 2/3 Page Vertical | 4.625" x 10" | 5.125" x 10.75" | 4.875" x 10.5" |
| 1/2 Page Horizontal | 7" x 5" | 8.125" x 5.25" | 7.875" x 5" |
| 1/2 Page Horiz. Spread | 15" x 5" | 16" x 5.25" | 15.75" x 5" |
| Digest | 4.625" x 7.5" | 5.125" x 8" | 4.875" x 7.75" |
| 1/3 Page Square | 4.5" x 5" | 5.125" x 5.25" | 4.875" x 5" |
| 1/3 Page Vertical | 2.25" x 10" | 2.75" x 10.75" | 2.5" x 10.5" |
| 1/6 Page Vertical | 2.25" x 5" | N/A | N/A |

| SHOWCASE | NON-BLEED |
|---------------------|----------------|
| 1/2 Page Horizontal | 7" x 5" |
| 1/3 Page Square | 4.5" x 5" |
| 1/3 Page Vertical | 2.25" x 10" |
| 1/6 Page Vertical | 2.25" x 5" |
| 1/6 Page Horizontal | 4.5" x 2.375" |
| 1/12 Page Square | 2.25" x 2.375" |

LAYOUT/PRODUCTION NOTES:

- Allow .25" safety area within TRIM on all 4 sides (*no live matter*)
- Ensure that crop marks are offset .125" from bleed

PRINT SPECS

PRINT SPECIFICATIONS

Trim Size: 7.875" x 10.5"

Binding: Perfect Bound, Jog to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

AD SIZES: Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

REQUIRED FORMAT: PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

PROOFS: Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

INSERTS: Consult your advertising representative. Production, design, and prepress services are available; rates upon request.

PRODUCTION GUIDELINES

For all bleed ads: Build file to trim size (*see chart at right*) and add .125" bleed on all 4 sides. Ensure that crop marks are offset .125" from bleed.

Allow .25" safety area within trim on all 4 sides (*no live matter*)

Spread ads: Supply in a single document

MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

PHOTOS: Supplied images should be high res (*300 dpi*) in CMYK. B/W images must be high res (*300 dpi*) grayscale. **Images supplied in RGB will be converted to CMYK.**

LOGOS: Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

Native files supplied for corrections/adjustments must be accompanied by the fonts and links used in those files. (**Recommended:** Use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.

AD MATERIAL SUBMISSIONS

Submit files via our Ad Portal at adportal.bonniercorp.com

For ads supplied electronically, advertiser must supply an additional content proofing jpg. We do not accept ads via e-mail. Electronic files are stored for one year only, unless otherwise requested in writing.

SEND ALL OTHER MATERIALS TO:
Field & Stream / Magazine Issue
 Attn: Kelly Weekley
 460 N. Orlando Ave., Suite 200
 Winter Park, FL 32789

PRODUCTION CONTACT
 Kelly Weekley / 407.571.4792
kelly.kramer.weekley@bonniercorp.com

F i e l d & S t r e a m
gives its readers the
knowledge
and inspiration to
pursue the sports
they love.



TERMS & CONDITIONS

The following are certain general terms and conditions governing advertising published in *Field & Stream* MAGAZINE (the “Magazine”) published by Bonnier Active Media (the “Publisher”).

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on Publisher unless specifically agreed to in writing by Publisher.
2. The Magazine is a member of the Alliance for Audited Media (AAM). Total audited circulation is reported on an issue-by-issue basis in Publisher’s statements audited by the AAM. Total audited circulation for the Magazine comprises paid plus verified.
3. All advertisements and their content are subject to Publisher’s approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.
4. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher, except as specified in a signed contract, and are based on combined print and digital circulation. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
5. Cancellation or changes in orders may not be made by Advertiser or Agency after specified closing date or digital campaign launch date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or Agency. In the event of cancellation, Advertiser and Agency agree to reimburse Publisher for any unit-related outside production costs incurred prior to cancellation.
6. Positioning of advertisements is at the discretion of Publisher except where request for a specific position is granted, in writing, by Publisher.
7. Publisher is not liable for delays in delivery, or non-delivery, in the event of an act of god, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner. Any claim for under delivery not asserted within one year of insertion is waived.
8. Advertiser and Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and Agency agree to pay reasonable attorney fees, expenses, and costs incurred in connection with collection of all monies due.
9. Advertiser and Agency warrant that they are properly authorized to publish the entire content and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses, and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by Advertiser and Agency that they have obtained written consent of the use of the name, likeness, and/or testimonial of each and every living person which is contained therein. Advertiser and Agency agree to indemnify and hold Publisher harmless from and against any loss, expense, or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement as provided by Advertiser or Agency.
10. Creative work produced by Publisher remains the sole property of Publisher.
11. Until credit is approved, Advertisements are run on a prepaid basis only.
12. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned Advertiser discounts.
13. Special advertising production premiums do not earn any discounts or agency commissions.
14. The Magazine is subject to the *Field & Stream* 2020 issue-by-issue tally (IBIT) pricing system.

CONTACT INFORMATION

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Send Advertising Materials To:

Field & Stream / Production
460 N. Orlando Ave., Suite 200
Winter Park, FL 32789
Attn: Kelly Kramer Weekley
Special Instructions: Magazine Issue