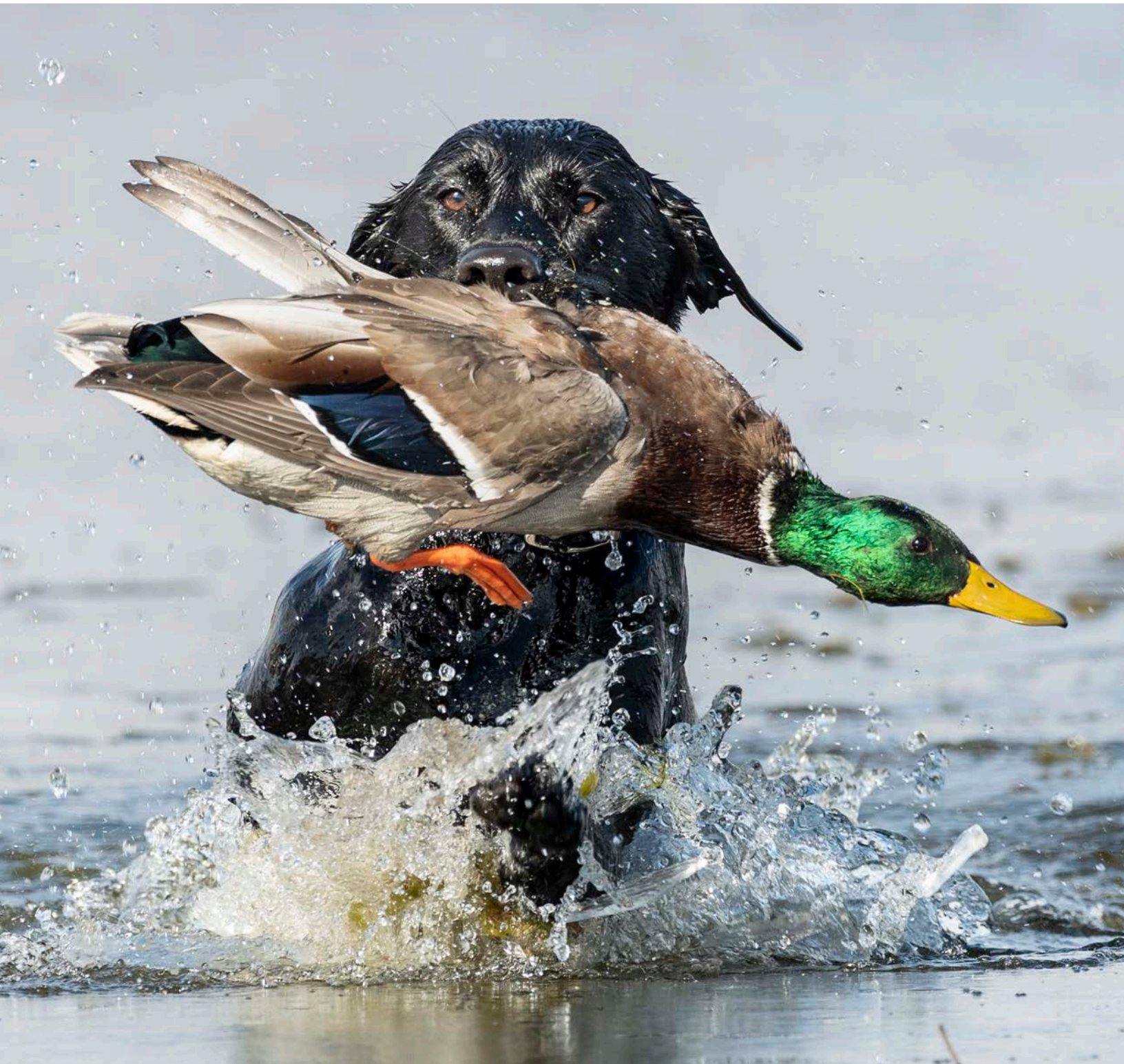


# OUTDOOR LIFE

2020 MEDIA KIT



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# MISSION



*Outdoor Life* is for diehard hunters, anglers, and shooters. We deliver stories about success in the field, cutting-edge gear, and epic adventures in far-off wildernesses and close-to-home woodlots. We inspire America's outdoorsmen and women to chase the critters they're passionate about and fight for the wild places they love.

**ALEX ROBINSON**

*Outdoor Life* Editor-in-Chief

# BRAND OVERVIEW

## PRINT

PRINT AUDIENCE: **5,472,000**

RATE BASE: **400,000**

## DIGITAL

AVG. MONTHLY UV: **1,371,391**

AVG. MONTHLY PAGE VIEWS: **6,619,583**

TABLET AUDIENCE: **16,117**

## EMAIL

E-NEWSLETTER SUBSCRIBERS: **175,000**

E-BLAST SUBSCRIBERS: **75,000**

## SOCIAL



**593k+**  
followers



**92.8k+**  
followers



**77.1k+**  
followers



**21.7k+**  
subscribers

# DIGITAL DEMOGRAPHICS



**49%** | 18 - 34

**68%** | 25 - 54

**6%** | 50+



**63%** | HHI \$60,000+

**53%** | HHI \$75,000+

**36%** | HHI \$100,000+

**58%**  
Att/Graduated  
College

**71%**  
Employed

**45%**  
Married/  
Partnered

**51%**  
Any Kids

**62%**  
Own Home

**36%**  
Served in  
Armed Forces

**73%**  
MALE

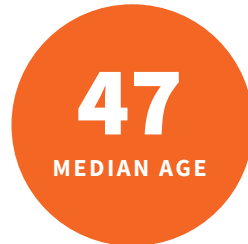


GENDER  
DIGITAL READER



**27%**  
FEMALE

# PRINT DEMOGRAPHICS



**27%** | 18 - 34

**52%** | 25 - 54

**43%** | 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 246*)

Readers are **2.5 times** more likely to have a great deal of knowledge/experience in hunting or fishing (*index 274*)

Readers are **more than twice** as likely to say their family/friends often ask for and trust their advice on hunting or fishing (*Index 244*)

Spent **\$87.5 billion** on automobiles (*most recent purchase*)

**Ranks #2** against all Men's titles in reaching B/C/D counties

**\$59,075**  
MEDIAN INCOME

**49%** | HHI \$60,000+

**39%** | HHI \$75,000+

**27%** | HHI \$100,000+

**51%**  
Att/Graduated  
College

**63%**  
Employed

**56%**  
Married/  
Partnered

**41%**  
Any Kids

**66%**  
Own Home

**35%**  
Served in  
Armed Forces

**73%**  
MALE

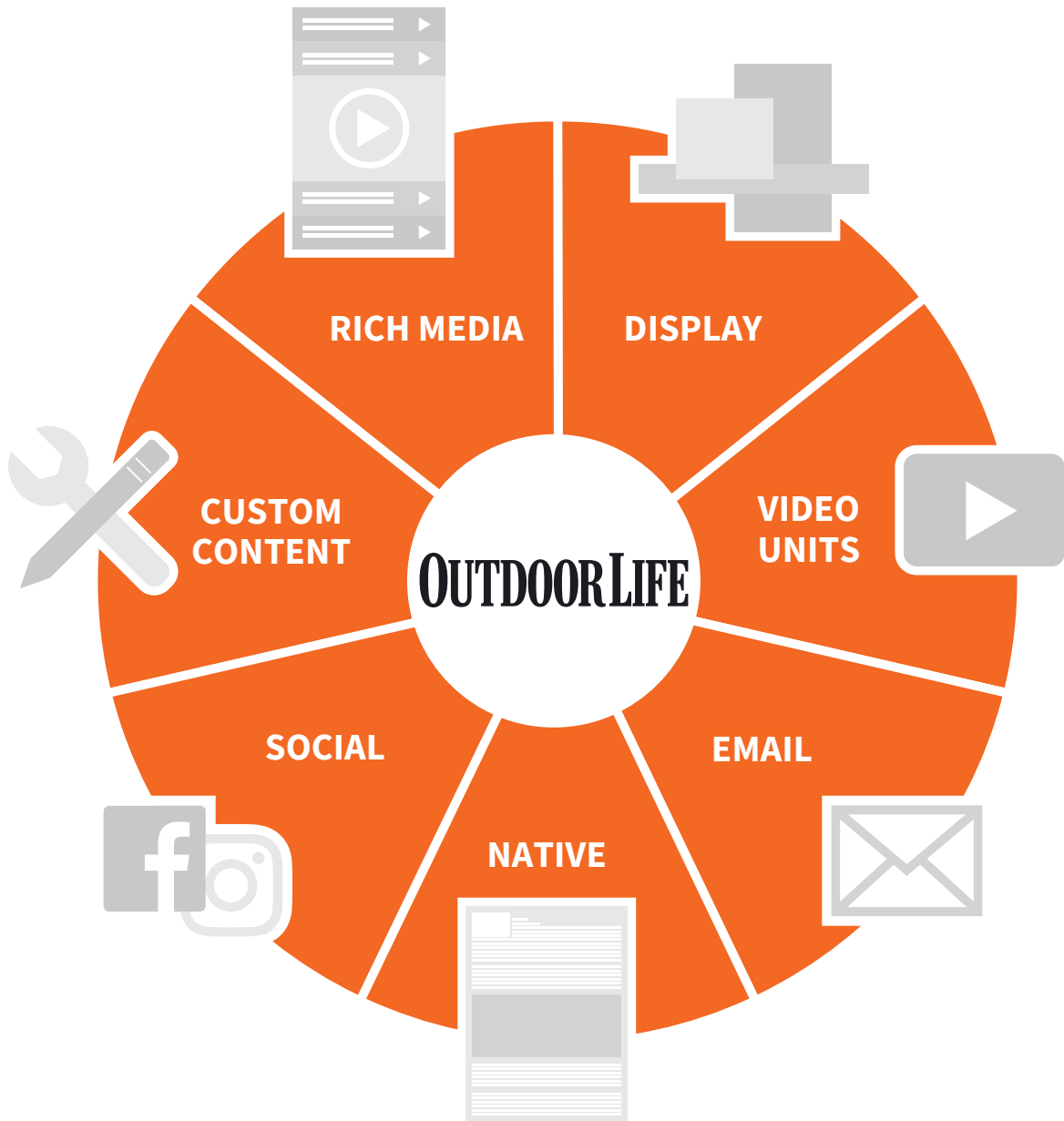


GENDER  
MAGAZINE READER



**27%**  
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

**75,000** subscribers

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

### E-Newsletter Sponsorships

**175,000** opt-in and engaged subscribers

- 728x90 and/or 300x250 sponsorship of our editorial newsletter
- Option for native inclusion in email content
- Available on Monday and Thursday.

## 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 outdoorlife.com; promoted editorially and via Native ads
- Promoted in *Outdoor Life'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

*Winter*

## THE WILDERNESS ISSUE

AD CLOSE: **11/14/19** ON SALE: **1/7/20**

We're taking remote trips to bucket-list destinations and covering cutting-edge gear that will keep you alive in the wild. We'll trek to Alaska, Greenland, Costa Rica, the Big Woods of the Northeast, and the Utah backcountry to push the limits of wilderness hunting and fishing adventures. Plus, we're building the ultimate backcountry rifle rig and testing the best SHTF gear, so you're prepared for anything Mother Nature might throw at you.

**FEATURES:**

- Hunting Greenland for Musk Ox and Caribou
- Snow Tracking Big Woods Bucks
- The Tongass National Forest: A Wilderness on the Chopping Block
- A Young Sheep Guides 100th Ram
- Elk in the Utah Backcountry

*Summer*

## THE FUTURE ISSUE

AD CLOSE: **4/23/20** ON SALE: **6/9/20**

The gear, ideas, and people that will drive hunting and fishing into the future. From ultra-accurate rifles and ammo to smart optics to blazing-fast crossbows to super-efficient compound bows, this is the equipment that's changing the way we hunt and shoot. But this issue will go beyond the gear and examine the biggest questions facing outdoorsmen and women today: Who is going to step up to save the sports we love? How will we manage habitat and wildlife in a changing environment? And where is the next generation going to hunt and fish? We have answers.

**FEATURES:**

- The Best New Guns, Put to the Test
- The Best New Bows and Crossbows, Put to the Test
- The Future of Public Big-Game Hunting in the West
- What's Next in the World of Smart Optics?
- Here's What Hunting and Fishing Will Look Like in the Year 2040

*Spring*

## THE AMERICAN RIVERS ISSUE

AD CLOSE: **2/13/20** ON SALE: **3/31/20**

This issue is a celebration of the wild, epic, and awesome rivers that hold trophy fish and offer incredible hunting opportunities. But we'll also take a clear-eyed look at the challenges facing our public rivers and dive into the access issues and conservation threats that are putting them in danger. Plus, we'll review the best rods, reels, and tackle for chasing any river fish, from brown trout to blue cats.

**FEATURES:**

- Epic River Hunts
- The Godfather of the Bighorn River
- Legendary River Bottom Longbeards
- What Happens When River Access Disappears?
- Smallmouth on the New River
- The Best Fishing Tackle of the Year

*Fall*

## THE PRIMAL ISSUE

AD CLOSE: **8/20/20** ON SALE: **10/6/20**

This issue is all about getting extra close to the game we hunt, perfecting the use of traditional gear, and putting old-school woodsmanship to use in the modern world. We're going to put our primitive hunting skills and instincts to the test. We'll go bear hunting with stone-point arrowheads, run with the ultramarathoners who are obsessed with backcountry hunting, and drive deer with a 100-year-old hunting club.

**FEATURES:**

- Alaska Grizzly with a Stone-Point Arrowhead
- Woodsmanship Skills that Stand the Test of Time
- Is Hunting in Our DNA?
- Taking Flintlocks to the Next Level
- Montana Mule Deer Hunt with Vintage Rifles (*and Old-School Gear*)
- Iconic American Gear

NOTE: EDIT CALENDAR SUBJECT TO CHANGE

## PRODUCTION SCHEDULE

ISSUE	SPACE CLOSE	MATERIALS DUE	ON-SALE
Winter 2020	11/14/19	11/26/19	1/7/20
Spring 2020	2/13/20	2/18/20	3/31/20
Summer 2020	4/23/20	4/28/20	6/9/20
Fall 2020	8/20/20	8/25/20	10/6/20

## STANDARD RATES

EFFECTIVE DATE OF RATE:

**Jan 2020**

FREQUENCY:

**4x**

RATEBASE:

**400,000**

CLASSIFIED RATE:

**\$20.20 per word***12 word minimum***DISPLAY**

AD MEDIA SPECS	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
Four Color	\$61,740	\$51,700	\$40,130	\$27,780
Black & White	\$49,600	\$41,365	\$32,190	\$23,370

**COVERS**

AD MEDIA SPECS	COVER 2	COVER 3	COVER 4
Cover	\$74,080	\$67,900	\$80,260

**SHOWCASE**

4C	FULL PAGE	1/2 PAGE	1/3 PAGE	1/6 PAGE	1/12 PAGE
1x	\$18,270	\$11,870	\$7,910	\$3,650	\$1,820
3X	\$17,280	\$11,270	\$7,510	\$3,460	\$1,720

**DIRECT RESPONSE**

4C	1 INCH	2 INCHES	3 INCHES
1x	\$1,080	\$2,150	\$3,200
3X	\$1,025	\$2,040	\$3,040

*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.**

# CUSTOM REGIONAL RATES

EFFECTIVE DATE OF RATE:

**Jan 2020**

FREQUENCY:

**4x**

RATEBASE:

**400,000**

CLASSIFIED RATE:

**\$21.65 per word***12 word-minimum*

## CUSTOM REGIONAL FULL-PAGE UNITS

AD MEDIA SPECS		FOUR COLOR	BLACK & WHITE
Minimum Circulation: 120,000	CPM:	\$165.00	\$132.00
Production Charge	Net:	\$3,700	\$2,700

## CUSTOM REGIONAL COPY SPLIT CHARGES

AD MEDIA SPECS		FOUR COLOR	BLACK & WHITE
By State	Net:	\$3,700	\$2,700
Random A/B Split	Net:	\$3,700	\$2,700
Production Charge	Net:	\$14,200	\$13,000

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

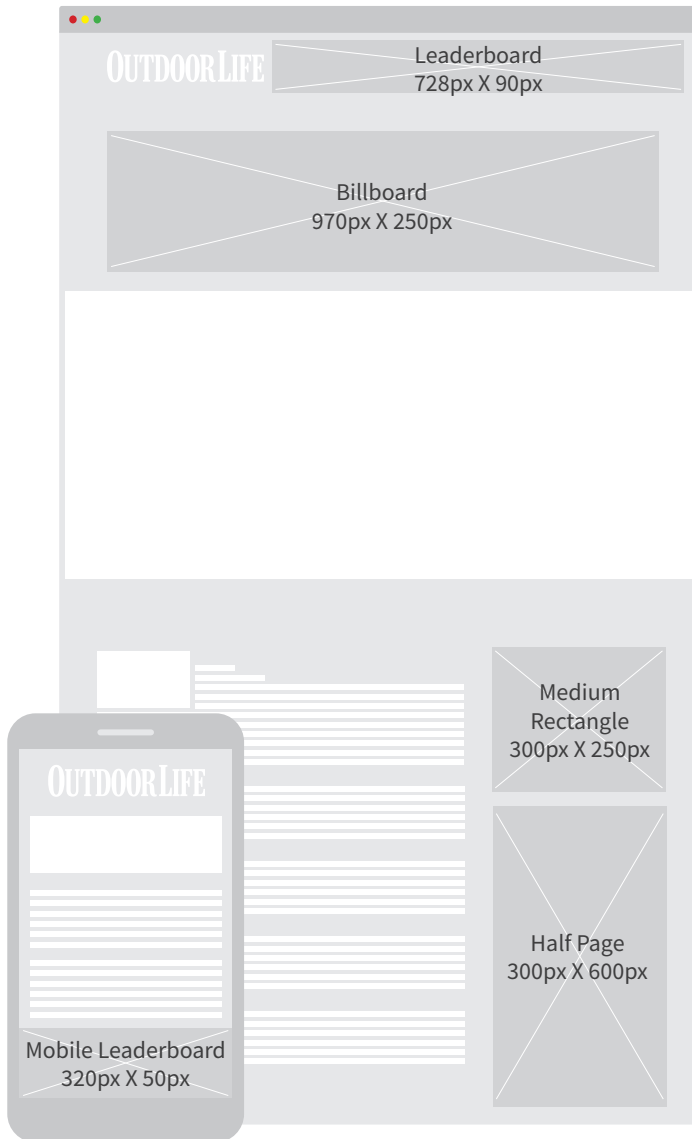
*Custom Regionals and copy splits by DMA are available on a limited basis only.*

*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.*

*For the diehard  
hunter, angler, and  
shooter who wants  
to have success in  
the field.*



# 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](http://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*)

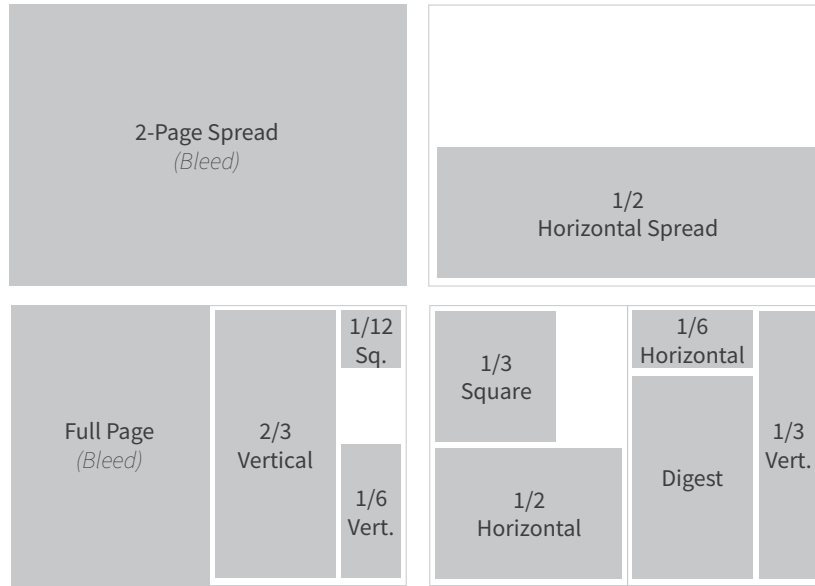
## HIGH IMPACT UNITS

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](http://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](http://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:**  
**Outdoor Life** / Magazine Issue  
 Attn: Stephanie Northcutt  
 460 N. Orlando Ave., Suite 200  
 Winter Park, FL 32789

**PRODUCTION CONTACT**  
 Stephanie Northcutt / 407.571.4950  
[stephanie.northcutt@bonniercorp.com](mailto:stephanie.northcutt@bonniercorp.com)

***O u t d o o r   L i f e   i s  
t h e   b e s t   s o u r c e   f o r  
c o n s e r v a t i o n   a n d   p u b l i c  
l a n d   n e w s ,   g u n   a n d   g e a r  
r e v i e w s ,   p l u s   h o w -  
t o   h u n t i n g   a n d   f i s h i n g  
i n f o r m a t i o n .***



# TERMS & CONDITIONS

The following are certain general terms and conditions governing advertising published in *Outdoor Life* 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 *Outdoor Life* 2020 issue-by-issue tally (IBIT) pricing system.

# CONTACT INFORMATION

## SALES

### NEW YORK

**Matt Levy**

*Corporate Advertising Director*  
matt.levy@bonniercorp.com

### SPORTING GOODS

**Jeff Roberge**

*Advertising Director*  
jeff.roberge@bonniercorp.com

**Katie Logan Mooneyham**

*Advertising Director*  
katie.logan@bonniercorp.com

### CHICAGO

**Doug Leipprandt**

*Corporate Advertising Director*  
doug.leipprandt@bonniercorp.com

### SOUTHEAST

**Kelly Hediger**

*Account Manager*  
khediger@samssouth.com

**Cyndi Ratcliff**

*Account Manager*  
cratcliff@samssouth.com

**Kristine Bihm**

*Account Manager*  
kbihm@samssouth.com

### WEST COAST

**Cynthia Lapporte**

*Account Manager*  
cynthia@bba-la.com

## MARKETING

**Amanda Gastelum**

*Brand Marketing Director*  
amanda.gastelum@bonniercorp.com

## PRODUCTION

**Stephanie Northcutt**

*Senior Production Manager*  
stephanie.northcutt@bonniercorp.com

### Send Advertising Materials To:

*Outdoor Life / Production*  
460 N. Orlando Ave., Suite 200  
Winter Park, FL 32789  
Attn: Stephanie Northcutt  
Special Instructions: Magazine Issue