



More than
\$75,000.00
Household
Income!



Rate
Card
26
Effective
Feb. 2009
issue

Circulation

An average distribution of 72,000 copies each issue.
Call for current paid circulation figures.

Issue Closing and Release Dates

Cover Date	Advertising Deadline	Materials Deadline	Mail To Subscribers	Release Date
March 2009	Dec. 1	Dec. 8	Dec. 30	Jan. 27
April 2009	Jan. 12	Jan. 19	Feb. 10	March 3
Spring 2009	Feb. 16	Feb. 23	March 17	April 7
Fall 2009	June 29	July 6	July 28	Aug. 18
Winter 2009	Aug. 31	Sept. 8	Sept. 29	Oct. 20
Feb. 2010	Oct. 19	Oct. 26	Nov. 17	Dec. 8

Issue Profiles

February 2009 - Early Season Strategy

Tips for hunting "before the green-up," land management for a healthy turkey population and early season calling strategy.

March 2009 - Big Issue with Special Distribution

This issue hits just before the earliest seasons open, when customers' turkey fever is at its highest. Bonus SHOT Show distribution.

April 2009 - Our Biggest Issue of the Year!

This can't-miss issue hits smack in the middle of the season. Strategies and gear for tough, henned-up and call-wise turkeys.

Spring 2009 - Last Chance Issue

Updated, generalized text for the "Issue Profiles" portion of the new rate card is attached.

Fall 2009 - Fall Hunting Special

Issue focuses on turkey hunting's "second season." Includes information on turkey dogs, calling strategies and where to find full flocks.

Winter - 2009 - Get Ready for Spring Issue

Includes our annual state-by-state Spring Gobbler Guide and features articles on calling, scouting, shotguns and trip planning.

Advertising Rates

Black & White	1X	3X	6X
Full Page	3,435	3,255	3,100
2/3	2,395	2,320	2,200
1/2	1,925	1,830	1,745
1/3	1,370	1,310	1,245
1/4	1,110	1,055	980
Hunter's Closet			
1/6	800	745	710
1/12	415	400	380
1-inch	250	245	235
Two Color			
Full	3,960	3,745	3,560
2/3	2,810	2,655	2,535
1/2	2,210	2,100	1,995
1/3	1,565	1,500	1,430
1/4	1,265	1,210	1,135
Four Color			
Full	4,375	4,150	3,955
2/3	3,340	3,160	3,005
1/2	2,655	2,540	2,360
1/3	1,965	1,880	1,780
1/4	1,590	1,520	1,450
Covers			
Covers 2 & 3	4,810	4,575	4,335
Cover 4	4,905	4,660	4,420

"Where To Go" Section — Rates and Requirements

Special section available to guides, outfitters, resorts, hunting camps, and fly-in services. Ads limited to one, two, three, four, or five-inch deep ads by 1 column wide. B&W ads only, no coupons. **Payment in advance for entire year's schedule.** Non-commissionable. Discounts available for buys of four or eight issues. There is no charge for typesetting copy for the first insertion.

Schedule Rates	1X	3X	6X
1" (2-1/8 x 1" deep)	180	170	135
2" (2-1/8 x 2" deep)	330	290	260
3" (2-1/8 x 3" deep)	495	425	380
4" (2-1/8 x 4" deep)	640	580	505

"WHERE TO GO" ad order and material deadlines, same as cited above.

Direct ad orders and copy to: WHERE TO GO, Turkey & Turkey Hunting, 700 E. State St., Iola, WI 54990-0001.

Special Rate Incentive Programs

The following incentive programs are available to all advertisers who meet the specified requirements.

Seasonal Discount

A 20% Seasonal Discount is available to advertisers contracting space in the Fall and Winter issues. Seasonal Discount applies to ads sized 1/6 page and larger.

Early order Incentive

A 5% Early Order Incentive savings is available to all advertisers who contract space for a given year by the preceding November 1. To qualify, the advertiser must contract for space equal to or more than the previous year. The 5% savings applies to the frequency rate earned.

Reach the Most Influential and Active of all Turkey Hunters!

Mail Order Discount

Discounts available for qualified mail order advertisers. Call or write for rates.

Rate Policies

- 15% commission to recognized agencies when camera ready materials are supplied if paid within 30 days after the date of invoice.
- Net 30 days. First time advertisers, cash must accompany order for first insertion to establish credit, except from recognized agencies. Finance charge of 1% per month after 30 days.
- Rates subject to change. Publisher guarantees 60 days notice prior to the effective date. Advertisements will be billed at rates then prevailing.

Mechanical Requirements

Electronic file format preferred with supplied proof for content approval. If contract color is required, a customer approved SWOP certified proof should be submitted for press approval.

Following are acceptable applications and formats for electronic files:

- Color & Black/white ads; Mac & PC platforms - Adobe InDesign, Adobe Illustrator, Adobe Photoshop, QuarkXpress, Adobe Acrobat PDF. Postscript, Tiff and EPS file formats with fonts and images embedded.
- 300 dpi
- Text files may be provided in Microsoft Word or Excel for ad creation.

NOTE: If native application files are submitted, all support files (fonts, images, etc) need to be sent for final output.

Please contact your sales representative for current version information and any other file formats not outlined under accepted standards.

Printed web offset, perfect bound. Publication Trim Size: 7-3/4" x 10-1/2".

Column Width: 2-1/8" • Column Height: 9-1/2".

No live matter within 1/4-inch of final trim size for bleed ads. Bleed dimensions, allow for 1/8-inch trim on all bleed edges.

Ad Specifications	Width	Depth
Full page	7	10
Full page bleed	8	10-3/4
2/3 page vertical	4-5/8	9-1/2
1/2 page island	4-5/8	7
1/2 page horizontal	7	4-5/8
1/3 page vertical	2-1/8	9-1/2
1/3 page square	4-5/8	4-5/8
1/4 page horizontal	4-5/8	3-3/8
1/4 page vertical	3-3/8	4-5/8
1/6 page horizontal	4-5/8	2-1/4
1/6 page vertical	2-1/8	4-5/8
1/12 page square	2-1/8	2-1/4
1 inch	2-1/8	1

Mailing Instructions

All ad copy must be received by closing date in camera-ready form. If proofs are required, material must reach office of publication 14 days prior to closing. Mail ad artwork with proof to Turkey & Turkey Hunting, Advertising Dept., 700 E. State St., Iola, WI 54990-0001.

Insert Cards

Please call your sales representative for insert and insert card pricing. Mechanical requirements available upon request. Cards must be submitted prior to closing date for approval of size and content.

Editorial Profile

TURKEY & TURKEY HUNTING magazine is published 6 times a year for serious, technical turkey hunters in the U.S. Editorial features promote successful turkey hunting and enjoyment of the sport for the year around enthusiast. Articles written for both gun and bow hunters focus on the "how to" of hunting, scouting, turkey behavior and biology, hunting ethics and sportsmanship, new hunting equipment, hunting methodologies, plus turkey management and current turkey research which impact today's turkey hunting. Articles are well-researched and factual, having established TURKEY & TURKEY HUNTING as the authority on turkey hunting since 1983.

Copy and Contract Regulations

- All advertising copy is subject to the publisher's approval and acceptance.
- Advertisers and their agencies are solely responsible and assume full liability for all contents of their advertisements including trade name or copyright infringement, and otherwise.
- Publisher assumes no responsibility or liability for errors in key code numbers or ad copy.
- Should advertiser fail to fulfill his contract, publisher may bill advertiser a short rate charge for any deficiency based upon the rate earned upon cancellation by advertiser. Or, in the absence of written cancellation notice before advertising deadline, publisher may insert the last advertising appearing and bill said advertisement to advertiser toward fulfillment of contract. Cancellation of advertising must be in writing at office of publication by the ad deadline of respective issue.
- In the event advertiser and/or agency default in payment of bills, advertiser and/or agency shall be totally liable for all fees and sums for collection, including but not limited to reasonable attorney's fees and court costs incurred by publisher in the collection of said bills.
- The publisher shall not be liable for failure to publish or distribute all or any part of the publication because of labor disputes, accident, fires, acts of God or any other circumstances beyond the publisher's control. Further, the publisher shall not be liable for damages if for any reason he fails to publish an advertisement.
- No conditions, oral or printed in the contract, order, copy instructions, or elsewhere, which conflict with the publisher's policies as set forth in this rate card and SRDS, will be binding on the publisher.
- The advertising agency and the advertiser assume and agree to pay the charges for advertising published at their direction.
- Publisher is not responsible for advertising materials left unclaimed after six months.
- Jurisdiction and venue for any litigation ensuing from advertising placed in the publication shall properly lie in Waupaca County, Wis.



F+W Outdoor Group Advertising Opportunity

Maximize your advertising budget's efficiency when you advertise in two or more of the quality magazines from F+W Publications' Outdoor Group.

Call your advertising representative for details!!

Toll Free: 888-457-2873



F+W Publications Outdoor Group

700 E. State Street • Iola, WI 54990-0001 • 715-445-2214

FAX: 715-445-4087 • www.turkeyandturkeyhunting.com

E-mail: Pat.Boyle@fwmedia.com or Chris.Adamski@fwmedia.com