

2011

**TURKEY &
TURKEY HUNTING[®]**
MAGAZINE



Reach the Most Influential and
Active of All Turkey Hunters!



Welcome to...

TURKEY & TURKEY HUNTING magazine,

The only magazine that delivers a core market of virtually 100% active turkey hunters and targets this popular growth market. As turkey populations continue to expand their range, new hunting opportunities arise, bringing new hunters to the sport. Our 100% turkey hunting editorial is a perfect match for these new hunters, as well as those looking to sharpen their skills. It's the perfect climate to build your business.

The 2007 Turkey & Turkey Hunting readership survey and state-by-state turkey hunting results that follow demonstrate why you should plan to advertise to this dynamic market. You'll reach core hunters with the disposable income available to spend on new turkey hunting gear. In fact, our readers spent an average of \$4,814 on hunting activities in the past 12 months!

**Build your business in 2011 by
advertising to this proven hunting market ...**

WE GET RESULTS!

Sincerely,

Brad Rucks, Publisher

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To Whom It May Concern,

In March 2007, TURKEY & TURKEY HUNTING conducted a survey among its subscribers. A sample of 1,000 subscribers was selected on an Nth name basis from the entire galley of U.S. paid subscribers to TURKEY & TURKEY HUNTING. On 12/5/06, each name was mailed an eight-page survey, a cover letter, a \$2.00 bill, and a Business Reply Envelope in an oversized envelope. A "Thank You" postcard was mailed on 12/11/06 thanking everyone for participating in our survey. And finally, a fourth mailing consisting of a survey, cover letter, and Business Reply Envelope was mailed on 12/27/06 to non-respondents (an incentive was not included in this mailing).

All returns were received directly by the Marketing Research Department at Krause Publications, Inc. When the survey closed for tabulation, a total of 627 usable questionnaires had been received. This represented an overall response rate of 62.9 percent.

All tabulations, percentages, and other calculations published in the accompanying report were compiled by the Marketing Research Department at Krause Publications, Inc., in accordance with established research standards.

Sincerely,

Dave Pulvermacher, *Research Analyst*



100% Turkey Editorial Helps You Sell More Product! EDITORIAL CALENDAR

In keeping with our mission of providing practical and comprehensive information for wild turkey hunters, each issue of Turkey & Turkey Hunting is loaded with features that cover the sport from many angles. Here is a partial list of the valuable information provided by our feature material in every issue:

- Hunting strategies for challenging situations
- Interviews with industry experts
- Advice for improving calling skills
- Technical information on turkey hunting gear
- Great destinations for traveling hunters
- Current events that affect the future of hunting

An extensive feature lineup is just the start! Our industry-respected contributing editors provide insight into every aspect of turkeys and turkey hunting via these regular departments:

BIOLOGY Q&A – Lovett Williams Jr.

From wild turkey behavior to land management and conservation concerns, Williams, retired from a distinguished career as a biologist for the state of Florida, brings insight into the turkey's world.

The Complete Caller – Brian Lovett

Turkey & Turkey Hunting's editor presents calling tips to help readers afield.

CRAFT & CULTURE – Jim Casada

T&TH's editor-at-large knows turkey hunting history like no one else. The sport's rich past provides a never-ending list of subjects for him to cover.

BAD BIRDS – Jim Spencer

From the first call to the final shot (or not), Spencer details his most memorable encounters with gobblers that don't always play by the rules.

GOBBLER SHOTS – Jim Schlender

Our shooting expert covers guns and ammo, optics and accessories without hype. He offers solid advice for the real-world turkey hunter.

NEW HUNTING GEAR – T&TH Staff

In every issue we highlight the industry's newest products and provide company contact information to help our readers make informed buying decisions.

February 2011

Early Season Strategy

The country's top turkey writers tackle early-season calling tactics, tips for hunting pressured gobblers, dealing with urban turkeys and great early-spring destinations.

March 2011

Big Issue with Special Distribution

Pre-season fever is at its highest, and this issue has bonus SHOT Show distribution. Features on tough mountain gobblers, aggressive calling tactics, in-the-field decision making and a complete youth hunting primer.

April 2011

Our Biggest Issue of the Year!

Right in the height of turkey season, we'll lay out strategies for call-shy gobblers, henned-up longbeards, closing the deal and hunting in nontraditional spots

Spring 2011

Last Chance Issue

Here's your final chance to get in on our spring extravaganza. Our experts reveal great ambush tactics, new long-distance calling techniques and how to manage your land for turkeys.

Fall 2011

Fall Hunting Special

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

Winter 2010

Special "Get Ready for Spring" issue

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

Schedule Tentative and Subject to Change.

Special Incentive Programs/Advertising Deadlines

The following incentive programs are available to all advertisers who meet the specified requirements. They are designed to help you maximize your advertising budget.

EARLY ORDER INCENTIVE

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

SEASONAL DISCOUNT

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

"Full Season Buy"

This special buy gives you an ad in each of our six issues of Turkey & Turkey Hunting. You get unbeatable pricing on all ads 1/4 page and larger and reach this hard-core audience all season long.

Call for details! 888/457-2873 or 715/445-2214

2011 Advertising Deadlines and Release Dates

Cover Date	Advertising Deadline	Materials Deadline	Release Date
Feb. 2011	Oct. 18	Oct. 25	Dec. 7
March 2011	Dec. 6	Dec. 9	Jan. 25
April 2011	Jan. 17	Jan. 27	March 8
Spring 2011	Feb. 21	Mar. 10	April 19
Fall 2011	June 27	July 9	Aug. 16
Winter 2011	Aug. 29	Sept. 10	Oct. 18



Sell The Whole Market And SAVE!

Maximize Your Advertising Budget's Efficiency ...

when you advertise in two or more of the quality magazines from F+W Publications' Outdoor Group. Buy two titles and save; buy three and save more; buy four and save even more! The more you buy, the greater your savings! Remember that when you buy F+W Publications' Outdoor Group titles, you are buying the movers and the shakers, the doers and the leaders, the buyers and the users, in their respective special interest fields. In addition to TURKEY & TURKEY HUNTING, the outdoor group includes:



Paid Circulation:
51,298

DEER & DEER HUNTING

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



Paid Circulation:
115,471

OUTDOOR SPECIALS

OUTDOOR SPECIALS are a conglomerate of specialty titles, including two titles for Realtree Outdoors each with its own theme (Spring Turkey, Fall Waterfowl), as well as an archery title sponsored by Mathews Incorporated titled "Mathews Solo Cam Bowhunting Whitetails." These titles have a timed release for peak newsstand efficiencies and boast an average newsstand sell through of 30%.



Distribution: 210,000

THE TRAPPER & PREDATOR CALLER

THE TRAPPER serves a select market of dedicated trappers, predator callers, black powder enthusiasts, and fur ranchers. It's the most widely read trapping and calling publication, and the most respected in the industry. THE TRAPPER offers help on the trapline, a better understanding of wildlife conservation, updates on both national and state furbearer legislation, fur handling methods, and tips on effective predator calling. THE TRAPPER & PREDATOR CALLER is published 10 times per year.



Paid Circulation:
41,745



OUTDOOR GROUP TOTAL PAID CIRCULATION:

317,734

OUTDOOR GROUP TOTAL DISTRIBUTION:

525,000

For individual media kits and Outdoor Group advertising rates contact your advertising sales representative.

Phone (715) 445-2214 • FAX (715) 445-4087

TOLL FREE: 1-888-457-2873

"Very fine magazine. I get anxious for it to arrive. I can't single out a favorite. I glean something from them all. Just so happened to be home the day the latest issue came in the mail, and I checked the mailbox at my honey's request. I guess I lost touch for a while. I heard the front door open and she asked how long I was going to stand by the mailbox reading that magazine. KEEP UP THE GOOD WORK."

~Mark Hay
Highland County Ohio



APPAREL

MOSSY OAK/HAAS OUTDOORS, INC.
OL'TOM TECHINCAL GEAR

BLIND MANUFACTURERS

BARRONETT BLINDS
BUCKWING PRODUCTS, INC.
DOUBLE BULL ARCHERY
INVISIBLIND
SHELTER PRO
TRIPLE CROWN OUTDOOR PRODUCTS

CALL MANUFACTURERS

FLAMBEAU PRODUCTS CORP
HUNTERS SPECIALITIES
BROWN WOOD INC
CANE CREEK CALLS
DAD'S CUSTOM CALLS
GOBBLER'S ROOST TURKEY CALLS
KEYSTONE CALLS, LLC
PRIMOS INC.
QUAKER BOY
ROD'S CUSTOM CALLS
WILDGAME INNOVATIONS
WOODS WISE PRODUCTS

FIREARMS / CHOKES

BALLISTIC SPECIALTIES
COMP-N-CHOKE
INDIAN CREEK SHOOTING SYSTEMS
KICK'S INDUSTRIES INC
O F MOSSBERG & SONS INC
REMINGTON

GUIDES, OUTFITTERS, RESORTS

ADOBE LODGE LLC
BLACKWATER HUNTING SVC.
CHENANGO GUIDE SERVICE
DIAMOND R HUNT CLUB
EL DURANGUENO
EL HALCON LODGE & OUTFITTERS
GOBBLE 'N GRUNT OUTFITTERS
GUYRAND GUIDE SERVICE
HASHKNIFE RANCH
JOHN METZGER
MAGNUM GUIDE SERVICE LLC

MISTY MOUNTAIN TROPHY HUNTING
NEBRASKA TROPHY BUCKS & BIRDS
OSCEOLA GUIDE SERVICE
PREMIER HUNTING ADVENTURES
Prime Time Outfitters
ROYAL FLUSH OUTFITTERS
STATELINE TROPHY HUNTERS LLC
TEXAS LTD. TROPHY WHITETAILS
TEXAS RIO GOBBLERS
WEST KENTUCKY OUTDOOR ADVENTURE
WHITETAIL HEAVEN
WYOMING EDGE OUTFITTERS
XTREME MANAGEMENT HUNTS LLC

MISCELLANEOUS

AVID DESIGN COMPANY
BASS PRO SHOPS
CABELA'S
DEADWOOD KNIVES
F & T FUR HARVESTERS TRADING POST
MIDWAYUSA
MIDWEST TURKEY CALL SUPPLY
SNITILY CARR PRODUCTION GROUP

MANUFACTURERS

AMERISTEP
DELTA SPORTS PRODUCTS
EDDY ENTERPRISES
EXPEDITE INTERNATIONAL INC
FLAMBEAU PRODUCTS CORP
HUNTER 2 HUNTER EQUIPMENT, INC
HUNTERS SPECIALITIES
MONTANA DECOY
MOULTRIE
NEW ARCHERY PRODUCTS
NIKON INC.
REAL TURKEY
RHINO GUN CASES, INC.
RHINO LABORATORIES
TENPOINT CROSSBOW TECHNOLOGIES
TRUGLO INC.
VANGUARD USA, INC
WALKER'S GAME EAR INC.
WILLIAMS GUN SIGHT

Digital Ad Submission Guidelines

For questions regarding accepted file formats or versions not outlined, please contact your Sales Representative.

4-color process and grayscale images require a minimum of 300dpi resolution. Line art images require a minimum of 800dpi resolution. Color critical supplied advertising should be accompanied by a SWOP certified proof for press approval. FW Media does not accept responsibility for color reproduction or accuracy without SWOP certified proof.

Accepted file formats: **Mac**

- Creative Suite CS4 (InDesign, Photoshop, Illustrator)
- Quark Xpress version 8.0
- TIFF, EPS (fonts embedded)
- PDF version 8.0 (PDF/x-1a standard, fonts embedded CMYK color mode)

Accepted file formats: **PC**

- Quark Xpress v 4.0
- Text (for ad production)
- Microsoft Word or Excel

Fonts to be supplied for all native application files submitted. EPS, TIFF, PDF formats should have fonts embedded into the supplied file.

SUBMISSIONS: FTP Instructions

If you are on a MAC: ftp.krause.com
User ID: type the word "anonymous"
Password: is your email
Inbound folder, then look for folder of publication you are submitting for.

FOR PC USERS: ftp.krause.com



Demographic Profile

TURKEY & TURKEY HUNTING

subscribers are mature sportsmen, established in their professions with above average discretionary incomes to spend on active hunting lifestyles. The average reader is 51.2 years old with an annual household income of \$84,669.

Despite his age, he has been turkey hunting an average of only 17.5 years.

TURKEY & TURKEY HUNTING

readers are the new growth market for turkey hunting equipment sales.

DEMOGRAPHIC PROFILE

SEX

- 99.3% Male
- 0.7% Female

AGE

Average age is 51.2 years old and 74.3% are age 35-64

- 2.7% Under age 25
- 6.9% 25 - 34
- 21.5% 35 - 44
- 26.5% 45 - 54
- 26.3% 55 - 64
- 16.1% 65 or more years old

OCCUPATION

47.4% of TURKEY & TURKEY HUNTING readers are employed in a professional, managerial or proprietary position.

- 23.6% Professional
- 26.7% Blue Collar
- 10.6% Proprietor/Self employed
- 13.2% Managerial
- 9.1% Technical
- 4.5% Sales
- 6.9% Other
- 5.4% Farmer

89.6% possess a major credit card.

EDUCATION (Highest level attained)

59.1% Attended/graduated college or tech school, and of these, 12.4% have pursued graduate degrees.

- 12.4% Post graduate Study/Degree
- 59.1% Attended/Graduated college or technical school
- 38.3% Attended/Grad. H.S.

LOCATION OF RESIDENTS

69.5% Live in rural, country settings, or a small town.

- 49.3% Rural area
- 20.2% Small town
- 17.2% Suburb
- 12.8% City
- 0.5% Other

HOUSEHOLD INCOME

Average household income of readers is \$84,669

- 26.1% Over \$100,000
- 19.2% \$75,000 - \$99,999
- 17.6% \$60,000 - \$74,999
- 9.0% \$50,000 - \$59,999
- 6.2% \$45,000 - \$49,999
- 11.4% \$35,000 - \$44,999
- 6.0% \$25,000 - \$34,999
- 3.4% \$15,000 - \$24,999
- 1.1% Under \$15,000

OWN HOME

- 94.8% Yes
- 5.2% Rent house or apartment

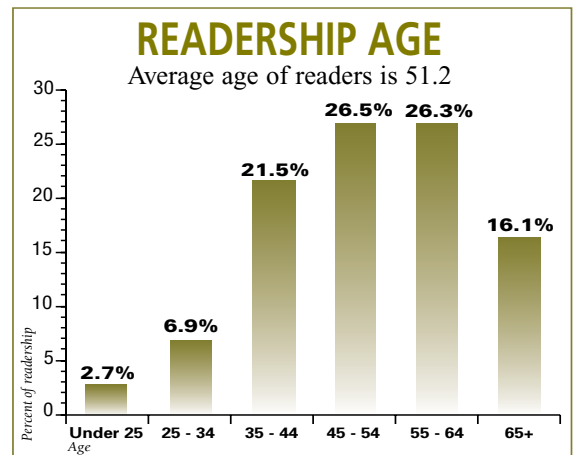
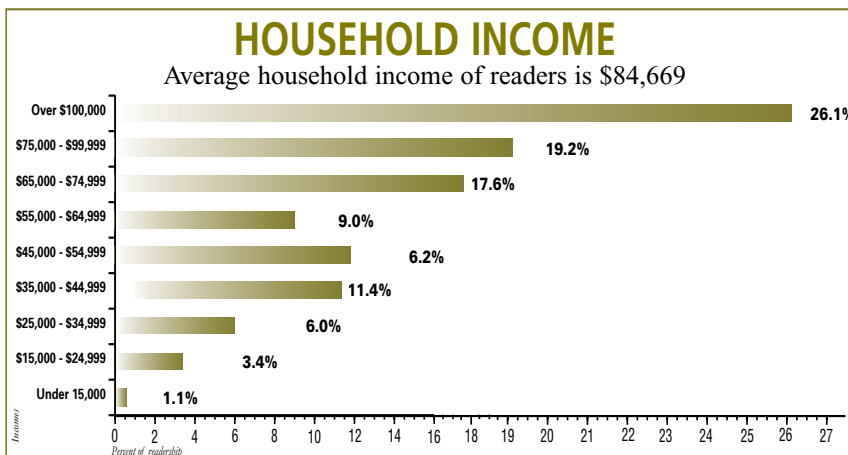
"I just read the first article in the Fall 2009 Turkey and Turkey Hunting Magazine. It was called "The Empty Corner by Greg Lobas. It is a very good read. It started out as a novel and ended with style."
~Mike
North Carolina



Our readers average more than 54 days hunting each year. (Includes all types of game).

MARITAL STATUS

- 79.4% Married
- 8.9% Single, never married
- 8.3% Separated, widowed, divorced
- 3.4% Living in partnered relationship





The readers of **TURKEY & TURKEY HUNTING** represent a strong growth market for hunting gear. These are very active hunters who spend more than 16.3 days per year turkey hunting. Almost half (49.4%) hunt both the spring and fall seasons.

The fact that 5.5% have turkey hunted 3 years or less, and 17.7% have turkey hunted from 4 to 7 years means many **TURKEY & TURKEY HUNTING** readers are in the early stages of equipping themselves and developing brand loyalties.

TURKEY HUNTING PROFILE

HOW READERS CLASSIFY THEIR OWN TURKEY-CALLING SKILLS

- 8.2% Beginner
- 53.4% Average
- 35.8% Above average
- 2.6% Experienced/Superior

YEARS TYPICAL READER HAS TURKEY HUNTED

Average reader has turkey hunted for 17 years, 6 months.

- 5.5% 0 - 3 years
- 17.7% 4 - 7 years
- 16.3% 8 - 11 years
- 13.9% 12 - 15 years
- 7.4% 16 - 19 years
- 12.9% 20 - 24 years
- 9.2% 25 - 29 years
- 11.3% 30 - 39 years
- 5.8% 40 or more years

FAMILY MEMBERS WHO ALSO TURKEY HUNT

69.7% Have other family members who turkey hunt.

- 35.4% Son(s)
- 23.4% Brother(s)
- 13.4% Parent(s)
- 20.7% Other (roommate, in-law)
- 8.6% Wife
- 9.3% Daughter(s)
- .5% Sister(s)

PARTICIPATION IN SPRING AND FALL TURKEY HUNTING SEASONS

- 49.4% Hunt both spring and fall
- 49.6% Hunt the spring season only



"I just wanted to thank you all for the effort that you put into making the magazine. This spring was my first turkey hunting season. I had never hunted turkey before and I had no guide or mentor to show me the ropes. Despite all of that, the articles in your magazine taught me every thing I needed to know to kill my first turkey ..."

~Chris Atkins

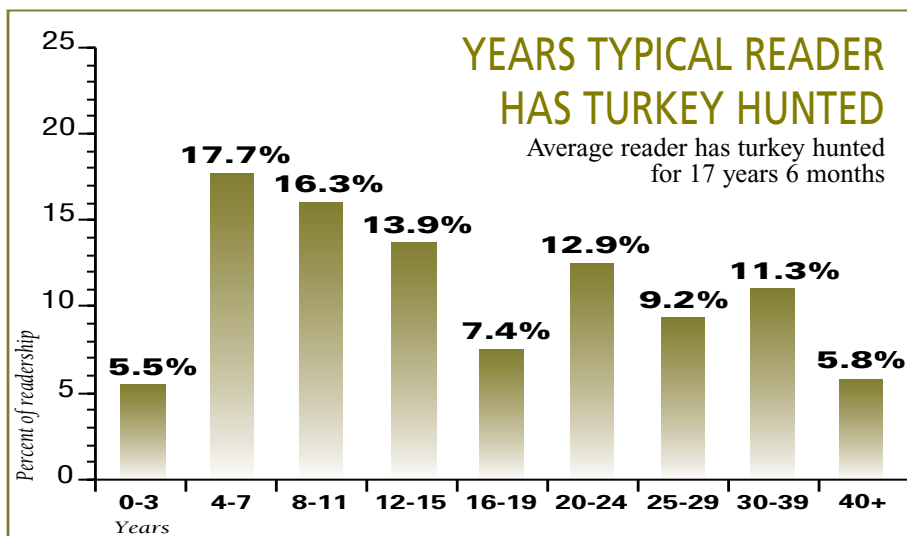
DAYS SPENT TURKEY HUNTING PAST YEAR

Readers spend an average of 17.5 days per year hunting turkeys.

- 8.8% 1 - 4 days
- 17.5% 5 - 9 days
- 24.3% 10 - 14 days
- 11.6% 15 - 19 days
- 16.0% 20 - 24 days
- 6.7% 25 - 29 days
- 9.3% 30 - 39 days
- 5.0% 40+

Average reader spent 11.1 days scouting for turkeys in the last 12 months.

- 97.1% Say they will remain or become more involved in the sport of turkey hunting.
- 84.1% Say they either increased or maintained their turkey hunting participation in the past 12 months.
- 73.6% Harvested a bird in the past 12 months.
- 53.6% Have introduced 2.7 people to the sport of turkey hunting in the past two years.





Demographic Profile

Our readers are three times more successful than the national average — 73.6% of our readers bagged a turkey last year.

PERCENT WHO USE SPECIAL TURKEY AMMUNITION

- 88.3% Use special turkey ammo
- 37.4% Use Hevi-Shot

WEAPONS USED FOR HUNTING TURKEY

- 98.9% Shotgun
- 96.3% 12 gauge shotgun
- 24.9% Bow
- 5.9% Muzzleloader
- 4.5% Rifle

PERCENT WHO USE A SCOPE ON THEIR FIREARM WHEN HUNTING TURKEYS

- 30.6% Use a scope

PERCENT WHO USE TURKEY DECOYS

- 92.9% Use turkey decoys

CALLS USED

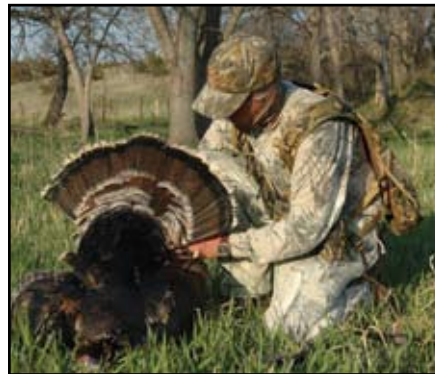
- 99.5% Use some type of friction call
- 91.1% Use forced-air calls
- 84.9% Use locator calls

CALLS OWNED

- 96.1% Box calls
- 93.6% Glass/Slate friction calls
- 85.2% Diaphragm calls
- 75.9% Crow calls
- 70.3% Owl calls
- 67.8% Push-button calls
- 51.4% Aluminum Friction
- 36.5% Tube call
- 33.0% Wingbone calls
- 28.2% Fighting calls
- 25.0% Coyote locator
- 18.1% Peacock locator

WHERE READERS HUNT

- 54.2% Within 20 miles of home
- 93.9% Within 50 miles of home
- 69.0% In my home state
- 34.7% Travel out of state
- 42.2% In neighboring states or regions



34.7% of our readers travel outside their home state to hunt turkeys.

TYPE OF LAND HUNTED

- 87.2% Privately owned
- 59.3% Public land
- 16.3% Hunting club's leased land
- 8.5% Personally leased land

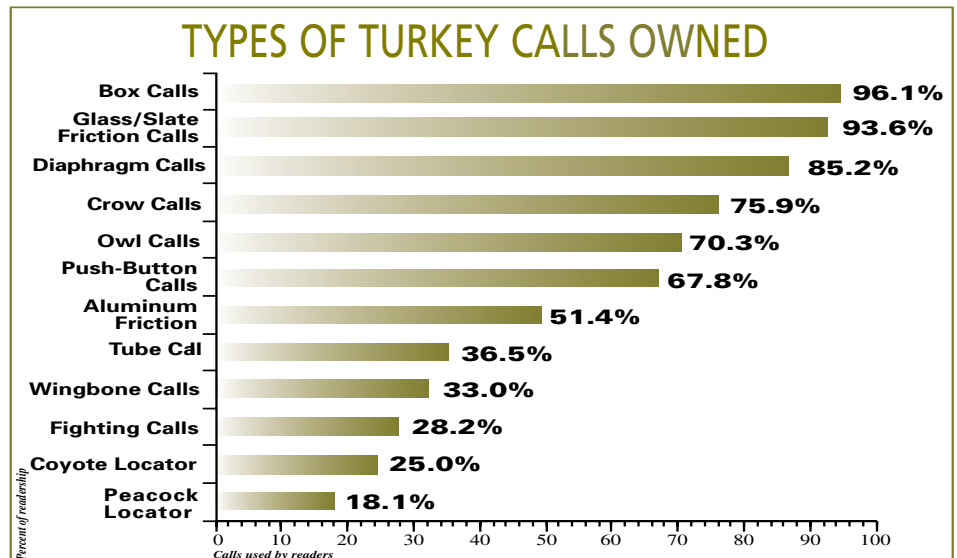
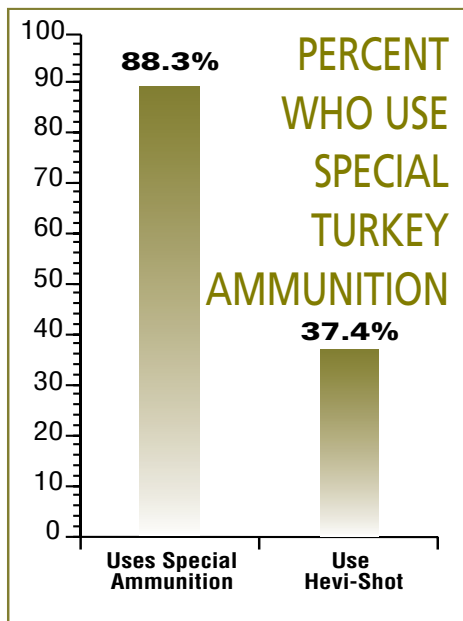
WHERE READERS SEE THEMSELVES IN RELATION TO TURKEY HUNTING PARTICIPATION OVER THE NEXT TWO YEARS

- 74.1% Will remain the same
- 23.0% Increasingly more involved
- 2.9% Will be less involved

EQUIPMENT USED TO HUNT TURKEYS

- 88.3% Special turkey ammunition
- 92.9% Turkey decoys
- 84.9% Turkey vest
- 92.1% Waterproof boots
- 74.8% Special "Turkey" gun
- 87.2% Binoculars
- 59.9% Hunting blind
- 27.0% A spotting scope

Our readers spend money on their turkey hunting passion!





HUNTING EQUIPMENT OWNERSHIP

Each reader spent an average of \$4,814 on hunting activities in the past 12 months

HUNTING EQUIPMENT OWNED

Percent who own one or more

- 100% Calls
- 98.4% Camouflage clothing
- 74.8% Gun specifically for turkey hunting
- 87.2% Binoculars
- 92.9% Decoys
- 92.1% Waterproof hunting boots
- 84.0% Chokes
- 84.9% Turkey vest
- 74.7% Fanny pack / back pack
- 45.9% Fiber optic sights
- 59.9% Portable blind
- 27.0% Spotting scope
- 32.2% GPS
- 15.1% Electronic game calls

FIREARMS OWNED BY READERS

82.2% Own a gun with a synthetic stock.

BOXES OF FACTORY AMMUNITION PURCHASED IN THE PAST 12 MONTHS BY EACH READER

An average of 18.5 boxes purchased

- 82.4% Shotgun shells (Average of 10.1 boxes)
- 56.6% Centerfire cartridges (Average of 2.1 boxes)
- 51.1% Rimfire cartridges (Average of 4.7 boxes)
- 33.2% Shotgun slugs (Average of 1.6 boxes)

Each reader spent an average of \$142.39 on factory ammunition.

BOWS OWNED BY READERS

76.8% of TURKEY & TURKEY HUNTING readers own a bow.

Percent who own one or more

- 90.1% Compound bow
- 25.1% Traditional recurve bow
- 18.2% Crossbow
- 11.0% Longbow

TRUCK OWNERSHIP

The average reader owns 1.5 trucks, vans, and/or sport utility vehicles.

A total of 95.2% of these trucks, vans, and/or sport utility vehicles are equipped with 4-wheel drive.

PURCHASING PRACTICES

Each reader spent an average of \$563.45 with a Turkey and Turkey Hunting advertisers in the past 12 months.

WHERE READERS PURCHASED THEIR EQUIPMENT IN PAST 12 MONTHS

- 87.4% Retail sporting goods
- 78.4% Chain store
- 43.1% Mail order
- 45.9% Gun dealer
- 31.9% Bait and tackle store
- 28.1% Archery dealer
- 25.8% Internet/Online
- 23.6% At a hunting show
- 7.2% Friend or relative

42.4% of our readers maintain or plant, food plots for turkey or deer.

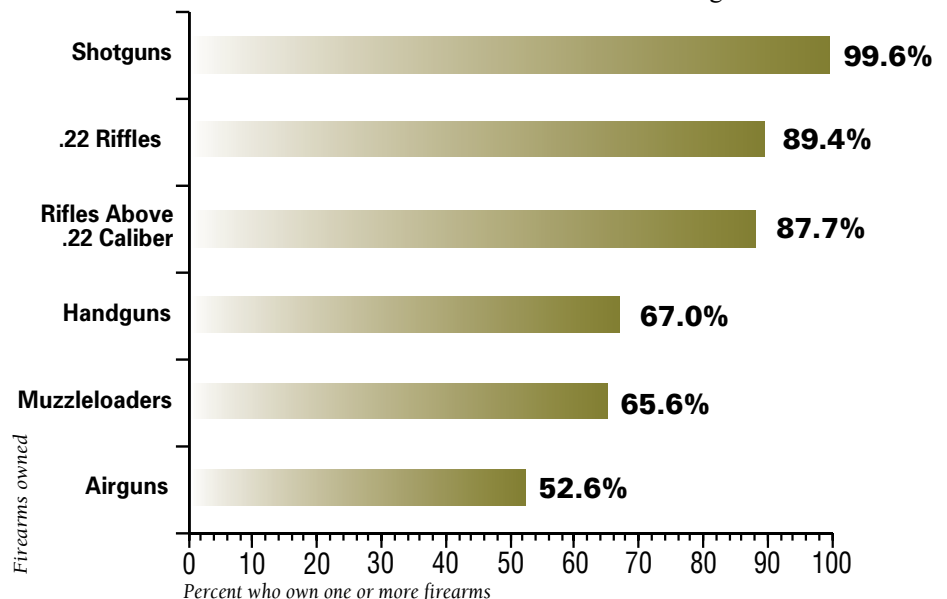


"I just received my 'Winter 2009' issue of Turkey & Turkey Hunting magazine and it may be one of the best I've read. Thank you Jim Cassada for a great read and account of the life and career of Ben Rogers Lee."

~ Clark Bush

FIREARMS OWNED BY READERS

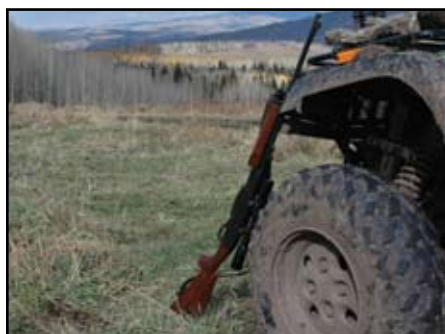
Each TURKEY & TURKEY HUNTING reader owns an average of 14.0 firearms.





Sell Our Active Hunters Who Hunt Big Game, Upland Birds and Predators

Nowhere is the quality of the **TURKEY & TURKEY HUNTING** market proven more than with the facts that readers spent an average of 59.7 days (includes all types of game) hunting and an average of 29.6 days scouting during the past year (includes all types of game). These are extremely high rates of participation. A substantial 59.7% are also active bow-hunters, and 55.3% hunt with black powder. Active sportsmen leading active hunting lifestyles, combined with high discretionary incomes and a passion for their sport translates into a dynamic market for your hunting equipment.



47.0% use an ATV for hunting.

OTHER HUNTING/OUTDOOR ACTIVITIES

TYPES OF GAME HUNTED IN THE PAST 12 MONTHS

BIG GAME — 88.8% hunt big game

- 87.4% White-tailed deer
- 11.3% Bear
- 6.5% Mule deer
- 8.3% Elk
- 2.6% Antelope
- 1.6% Moose

SMALL GAME — 57.3% hunt small game

- 43.4% Squirrel
- 31.9% Rabbit
- 9.9% Raccoon
- 10.4% Wild boar

WILDFOWL — 60.1% hunt wildfowl

- 54.4% Upland birds
- 29.5% Dove
- 32.7% Waterfowl

PREDATORS/VARMINTS — 48.8% hunt predators/varmints

- 40.0% Coyote, Fox, Bobcat
- 16.3% Crow
- 13.4% Woodchuck/Prairie dogs
- 7.7% Other Predators/Varmints

OUTDOOR RECREATION INTERESTS IN ADDITION TO HUNTING

- 55.3% Fishing
- 43.6% Camping
- 39.1% Boating/Canoeing
- 37.5% Skeet/Trap/Sporting clays
- 27.5% Reloading
- 22.4% Outdoor photography/Video
- 22.3% Archery/Archery competition
- 19.7% Backpacking/Hiking
- 10.2% Trapping

TYPES OF FIREARMS USED TO HUNT

- 92.4% Shotgun (smooth-bore)
- 74.3% Rifle
- 52.6% Compound bow
- 27.1% Muzzleloader (traditional)
- 36.0% Muzzleloader (non-traditional)
- 24.8% Shotgun (rifled)
- 15.0% Handgun
- 9.4% Crossbow

DAYS SPENT HUNTING

- 47.3 Days gun hunting
- 12.4 Days bowhunting
- 29.6 Days scouting





Subscribers are very involved with **TURKEY & TURKEY HUNTING MAGAZINE**. The average reader spends more than three hours reading each issue, and 63.6% report saving entire issues. Our editorial keeps them paging through our magazine and looking at your advertisements. In fact, most hunting titles report their readers only spend about one hour reading their titles.

The proven editorial quality of **TURKEY & TURKEY HUNTING** magazine and our readers active hunting lifestyles means your advertising message will impact a core market of buyers for your hunting equipment.



MAGAZINE READERSHIP

AMOUNT OF TIME SPENT READING AN AVERAGE ISSUE OF TURKEY & TURKEY HUNTING

The average reader spends 3 hours 9 minutes reading each issue.

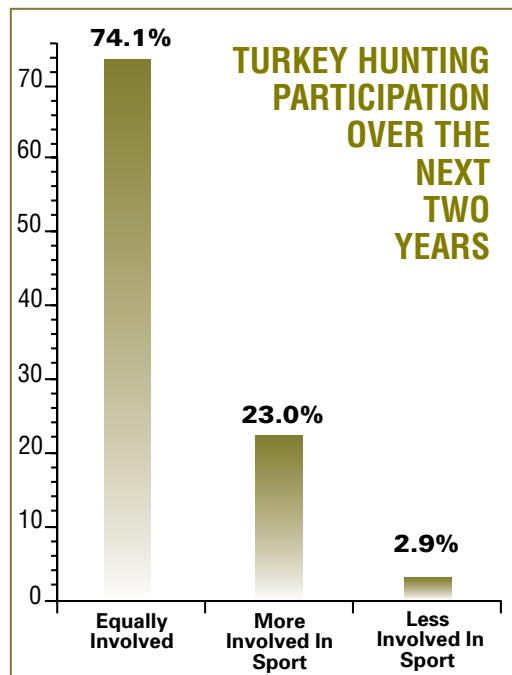
- 4.3% Less than 1 hour
- 21.1% More than 1 hour, less than 2
- 32.5% More than 2 hours, less than 3
- 16.4% More than 3 hours, less than 4
- 10.5% More than 4 hours, less than 5
- 15.2% More than 5 hours

ACTIONS TAKEN IN THE PAST 12 MONTHS AS RESULT OF READING TURKEY & TURKEY HUNTING

67.2% Took action on an advertised item (wrote for information, called or visited an advertiser etc.)

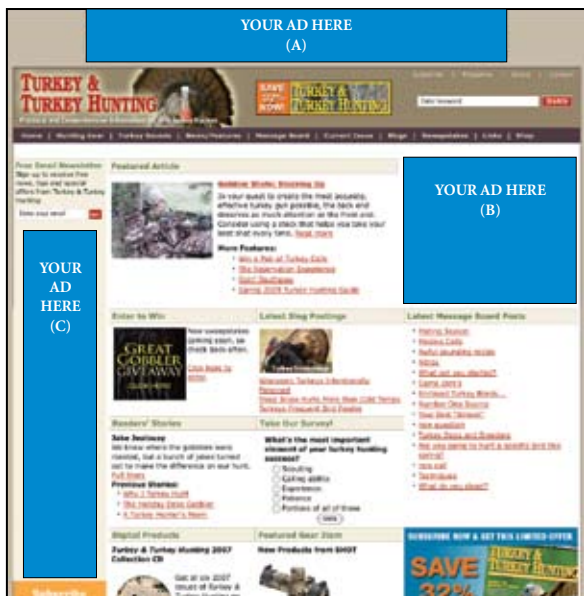
- 37.6% Used articles for ideas
- 35.2% Looked for an advertised product or service in a store, catalog, or on a website
- 32.0% Visited a new website
- 31.8% Visited an advertiser's website
- 30.0% Passed item(s) along to someone else
- 25.7% Purchased/requested a product or service that was advertised
- 25.2% Clipped/copied/saved an article for future reference
- 22.9% Requested information on a product or service advertised
- 13.8% Clipped/copied/saved an ad for future reference
- 13.6% Sent for a price list or catalog
- 10.6% Contacted an advertiser
- 10.4% Planned a turkey hunt to another region of the country
- 9.1% E-mailed to request information

- from an advertiser
- 7.0% Purchased a featured book
- 4.0% Attended a show that was listed/advertised in the magazine
- 2.3% Viewed a TURKEY & TURKEY HUNTING issue online
- 1.0% Wrote or e-mailed a letter to the editor
- 17.2% None of these





Online Ad Types, Positions and Special Opportunities



WEB AD RATES

Leaderboard (A) — 728 x 90

Box (B) — 300 x 250

Skyscraper (C) — 160 x 600

DEMOGRAPHICS

- Visitors are serious hunters who go online to learn more about hunting an average of 8 times per month.
- Visitors spend approx. \$3,750/year on hunting and related passions, \$1,125 of that online.
- Ave. household income: \$93,474

Quality vs Quantity

Nearly all website rates are based on 1,000 impressions. Don't waste your money on casual surfers at other sites. Get the most out of each page view with the serious hunters at **turkeyandturkeyhunting.com**.

eNEWSLETTER

Reach 25,000 hunters right in their email with one of our highly successful email newsletter programs.

- 1) **Sponsor the T&TH Thursday Email Newsletter.** Our best editorial coverage with your ads alongside.
- 2) **New Gear Tuesdays:** Our most popular offer, reach the entire turkey hunting list with a new product for only \$300.
- 3) **Dedicated Email Broadcast:** Rent the entire list with a message of your own. Ask your ad rep for more information.



About The Online Forums:
"I just wanted to take a moment and compliment this most excellent team of Pro Staffers. I read the bios and there's certainly a lot of experienced people here representing many regions.

I have enjoyed becoming a part of your forum and have appreciated the excellent commentary by the staff here, and feel like I've begun to get to know some of you.

Wouldn't it have been nice to have had this available to us years ago?

I have enjoyed reading the wonderful magazine though the years as well.

Although I've been in the woods most of my life and have hunted since I was 12 years old, turkey hunting became my true passion in the early to mid 90's.

This forum provides a way for me to get through the off season with out experiencing too severe of withdrawal"

~Bobby Parks

Reach dedicated readers like Bobby by advertising on **turkeyandturkey hunting.com**

