

BOW & ARROW

Hunting



2013
MEDIA KIT

MAGAZINE PROFILE

- COLUMNS
 - FEATURES
 - TRAINING
 - TECHNIQUES
 - PRODUCTS
 - EVENTS
-

MARKET DEMOGRAPHICS

- ADVERTISING RATES & SPECS
- ADVERTISING CLOSING DATES

BOW & ARROW

Hunting

ESTABLISHED 1963
PUBLISHED 9X PER YEAR

BOW AND ARROW HUNTING MAGAZINE

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CIRCULATION

READERSHIP 243,452
NEWSSTAND 50,583
SUBS 10,280
TOTAL SALES 60,863

DISTRIBUTION

WEST 18%
MIDWEST 31%
SOUTH 29%
EAST 22%

OVERVIEW

BOW & ARROW HUNTING — Knowledge is fundamental to bowhunting success. You must know how to choose the right gear, ambush game effectively and, more than anything else, deliver an accurate shot under intense pressure. *Bow & Arrow Hunting* is designed to give hard-core hunting archers exactly what they need to achieve maximum success in the field.

Each issue offers a powerful mix of hunting stories, expert techniques, product reviews, bow reports, new-gear spotlights, and much more. It brings bowhunting adventure to life, as if the reader is along on the hunt himself. It takes him inside of the minds of some of

today's best bowhunting shots and how they approach shooting at game. It gives him field evaluations on new gear, so he knows which products to buy, saving him time and money. It's all aimed at one thing – boosting the reader's knowledge so he can get better at the sport he loves.

Bowhunting requires an incredible amount of focus, determination, skill, and know-how for consistent success. This is why serious hunting archers look to **Bow & Arrow Hunting** for the answers. That's **Bow & Arrow Hunting** – the ultimate magazine for today's hunting archer.



2013/14 EDITORIAL CALENDAR

Readers have a choice. And we know it.

That's why we go that extra mile, issue after issue, to bring readers comprehensive coverage of the sport they love. Each full-color issue is packed with hunting stories, techniques from experts, bow reports, new gear spotlights and more. In its 49th year, Bow and Arrow Hunting knows how to keep its readers entertained and informed. After all, knowledge is fundamental to bowhunting success.

We make the choice easy for them.

MARCH/APRIL

2/01/13

BEST GEAR – ATA SHOW -- Editor's Top Choices – Buyer's Guide
DEER FOOD: Successful Food Plots Lead to Big Bucks
RELEASE AIDS: Serious Triggers for Top Accuracy

MAY/JUNE

3/15/12

SPRING TURKEY GEAR (Calls, Blinds, Decoys) – Buyer's Guide
BLACK BEARS – Top Bowhunting Destinations
BROADHEAD GUIDE – Choosing the Best Razor for the Job

JULY: GEAR GUIDE ISSUE

5/01/12

BEST BOWS for 2013 – Shopper's Guide
2013 ARROWS & BROADHEADS – Buyer's Guides
ARROW RESTS & BOWSIGHTS – Buyer's Guides
BOW/ARROW STORAGE - Buyer's Guide

AUGUST

6/01/12

WESTERN BOW GEAR (Specialized Clothes, Backpacks, Optics, Footwear, etc.)
WESTERN BROADHEAD GUIDE – Super-Accurate Killers – Buyer's Guide
TREESTAND & GROUND BLIND SHOPPER'S GUIDE

SEPTEMBER

7/01/12

DEER SCOUTING TOOLS – Trail Cams, Smartphone/Topo Apps/Maps, GPS Units, etc.
HOME BOW MECHANIC – Build the Ultimate Pro Shop at Home – Buyer's Guide
ARROW FLETCHING and COMPONENTS – Buyer's Guide

OCTOBER: OCTOBER-ANNUAL ISSUE

8/01/12

2013 CAMO BUYER'S GUIDE
BACKPACKS FOR BOWHUNTERS – Buyer's Guide
DEER CALLS & SCOUTING CAMERAS
SCENT-FREE GEAR (Garments, Sprays, Accessories)

NOVEMBER: WHITETAIL SPECIAL!

9/01/12

DEER DECOYS – Buyer's Guide
BOWHUNTING OPTICS – Buyer's Guide
BOW GEAR FOR WHITETAILS – Arrows, Sights, Broadheads, Rests, etc.

DECEMBER: WHITETAIL YEARBOOK ISSUE

10/01/12

BIG BUCK HOT SPOTS – Destination Guide for Pope & Young Bucks
DEER SCENTS & LURES
COLD-WEATHER DEER GEAR – Buyer's Guide

JANUARY/FEBRUARY

12/15/12

HOLIDAY SHOPPER'S GUIDE – Best-In-Class Archery Gear
POST-SEASON DEER STRATEGIES
ATV BUYER'S GUIDE

EDITORIAL SCHEDULE 2013/14 *Subject to Change Anytime *On-Sale Dates Tentative

2013 PRODUCTION SCHEDULE

Cover Date	Ad Close Date	Materials Due Date	On Sale Date
JAN/FEBRUARY	10/24/12	11/01/12	12/18/12
MARCH/APRIL	12/19/12	12/27/12	02/12/13
MAY/JUNE	01/23/13	01/31/13	03/19/13
JUL-BUYERS' GUIDE	03/13/13	03/21/13	05/07/13
AUGUST	04/10/13	04/18/13	06/04/13
SEPTEMBER	05/15/13	05/23/13	07/09/13
OCT-ANNUAL	06/12/13	06/20/13	08/06/13
CROSSBOW	06/26/13	07/03/13	08/20/13
NOVEMBER	07/31/13	08/08/13	09/24/13
DECEMBER	08/28/13	09/05/13	10/22/13

2013

Cover Date	Ad Close Date	Materials Due Date	On Sale Date
JAN/FEB 2014	10/23/13	10/31/13	12/17/13

*Dates subject to change

2013 RATE CARD

	1x	3x	6x	9x	12x
Full Page	\$3,136	\$3,004	\$2,892	\$2,826	\$2,780
2/3 Page	\$2,582	\$2,493	\$2,405	\$2,360	\$2,314
1/2 Page	\$2,250	\$2,182	\$2,092	\$2,047	\$2,027
1/3 Page	\$1,804	\$1,759	\$1,714	\$1,693	\$1,671
1/4 Page	\$1,625	\$1,582	\$1,559	\$1,537	\$1,515
1/6 Page	\$1,463	\$1,425	\$1,403	\$1,383	\$1,364
1/12 Page	\$1,317	\$1,282	\$1,262	\$1,244	\$1,228
Cover 2	\$3,627	\$3,432	\$3,285	\$3,106	\$3,051
Cover 3	\$3,530	\$3,301	\$3,050	\$3,011	\$2,905
Cover 4	\$4,004	\$3,808	\$3,617	\$3,480	\$3,348

bowandarrowhunting.com

For Advertising Inquiries, Please Call:

(972) 448-9173

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Email: dbeckler@beckett.com

6 Reasons to Market With Bow & Arrow Hunting Magazine

- **Oldest Archery Magazine – BOW & ARROW HUNTING** magazine has been around for more than four decades, making it the longest lived and most respected source on archery hunting. Everybody recognizes the name – which makes it a better advertising vehicle.
- **On-Target Advertising – BOW & ARROW HUNTING** is a specific niche-market magazine, so every reader is considered a serious enthusiast. As you know, serious enthusiasts are serious spenders when it comes to equipment and gear. With **BOW & ARROW HUNTING**, you are speaking (advertising) directly to your customers.
- **Cutting-Edge Emphasis on Gear** – Besides being full of articles, tips and tactics, readers will find **BOW & ARROW HUNTING** as the most up-to-date source on new bowhunting gear. The emphasis at **BOW & ARROW HUNTING** is to publicize today's and tomorrow's products.
- **Highly Regarded Writing Staff – BOW & ARROW HUNTING'S** knowledgeable writing staff is led by editor Joe Bell, who is considered one of the top technical writers in the industry. Chuck Adams, the best-known bowhunter in the world, is the magazine's very own deer editor. And Ted Nugent, who is considered hunting's most visible spokesperson, writes a regular column. Other well-respected staff members include Tim Strickland (Olympic archery coach), Denny Sturgis (traditional-equipment archer & expert), Judd Cooney (back-page humor, legendary bowhunter), Lisa Price (renowned female writer and longtime bowhunting enthusiast) and many others.
- **Editorial 'Hot Spots'** – We can promise editorial coverage in one or more of our prominent editorial departments that focus on new products, which include:
 - ▶ **Sneak Peek** contains product spotlights the newest gadgets, gear and gizmos on the scene. **Inside Gear** spotlights products that have been used in the field.
 - ▶ **Questions & Answers** is known throughout the industry as one of the most helpful sources on archery-equipment dilemmas and shooting advice.
 - ▶ **Bow Report** outlines some of the latest and greatest hunting bows on the market.
- **Today's Bowhunting Authority** – When we discuss equipment issues that are highly controversial, we don't do a lot of dancing – skipping the wholehearted truth and filling our stories with "fluff." Our approach is to either formally test equipment – utilizing scientific data to support our claims – or we choose two highly regarded experts in the field and discuss their opinions about a specific equipment topic. This approach makes our magazine more noteworthy and respected, and it ups the value of any advertiser sharing the pages of **BOW & ARROW HUNTING**.

A Glimpse at Our Readers

Total Men	93%
Avg. Age	42 years old
Married	80%
Avg. Household Income	\$55,000 - \$80,000

Other Important Facts...

Own a Firearm.....	97%
Years bowhunted	15 years
Days Spent Bowhunting (Annually)	26
Hunt whitetail deer	86%
Hunt turkeys	32%
Hunt western game	59%
Shoot 3-D	52%
Own a Pickup or SUV.....	97%

Our Readers Are Buyers!

Plan to purchase in the next 12 months...

Pickup Truck or SUV	30%
ATV	10%
Tires	60%
Add-On Vehicle Accessories.....	45%
Outfitted or Guided Hunt	28%
Compound Bow.....	55%
Arrows.....	90%
Archery Accessories (arrow rests, sights, stabilizers, release aids).....	57%
Optics (Binoculars, Rangefinders, Spotting Scope)	52%
Scent-Elimination Products	78%
Deer Lures/Scents	82%
GPS	26%
Hunting Boots	76%
Tree Stand	54%
Hunting Apparel/Camouflage	90%

Things You Should Know...

- There are 3 million-plus bowhunters in the nation, and since 1999 bowhunter-license sales continue to grow. Michigan, followed by Pennsylvania, Ohio, Wisconsin, and New York are the top-selling states in bowhunting licenses.
- How big is the Archery Market? According to the Archery Trade Association, archery generates about \$535 million annually in sales. Bow sales alone generate \$192 million (36% of the market), while arrows, shafts and components about \$100 million. Bow accessories comprise \$88 million, broadheads \$35 million, and crossbows \$37 million.

End Note:

Compare other archery publications to **BOW & ARROW HUNTING** and you'll agree, it is the most reliable and comprehensive bowhunting publication on the market today.

Bow & Arrow

	MAR/APR	MAY/JUN	JULY Buyers Guide	AUG	SEP	OCT	Crossbows	Nov	Dec	Jan/Feb
AD CLOSE	12/19/12	1/23/13	3/13/13	4/10/13	5/15/13	6/12/13	6/26/13	7/31/13	8/28/13	10/23/13
MATERIALS DUE	12/27/12	1/31/13	3/21/13	4/18/13	5/23/13	6/20/13	7/3/13	8/8/13	9/5/13	10/31/13
ON SALE	2/12/13	3/19/13	5/7/13	6/4/13	7/9/13	8/6/13	8/20/13	9/24/13	10/22/13	12/17/13
FTP	Username: bah_sales		Password: ba_apg49284							

GUN WORLD

	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	Buyers Guide
AD CLOSE	12/19/12	1/16/13	2/13/13	3/13/13	4/17/13	5/15/13	6/12/13	7/17/13	8/14/13	8/28/13
MATERIALS DUE	12/27/12	1/24/13	2/21/13	3/21/13	4/25/13	5/23/13	6/20/13	7/25/13	8/22/13	9/5/13
ON SALE	2/12/13	3/12/13	4/9/13	5/7/13	6/11/13	7/9/13	8/6/13	9/10/13	10/8/13	10/22/13
FTP	Username: gun_sales		Password: gw_apg95622							

Knives

	APR	MAY	JUN/JUL	AUG	SEP	OCT	NOV Buyers Guide	DEC	JAN/FEB	
AD CLOSE	1/2/13	2/6/13	3/13/13	5/15/13	6/19/13	7/24/13	8/28/13	10/9/13	11/20/13	
MATERIALS DUE	1/10/13	2/14/13	3/21/13	5/23/13	6/27/13	8/1/13	9/5/13	10/17/13	11/27/13	
ON SALE	2/26/13	4/2/13	5/7/13	7/9/13	8/13/13	9/17/13	10/22/13	12/3/13	1/14/14	
FTP	Username: knives_sales		Password: ki_apg0874							

SURVIVAL

	Spring	Summer	Fall	Winter	FIREPOWER I	II	III	IV	
AD CLOSE	1/30/13	5/1/13	7/31/13	10/23/13	AD CLOSE	12/19/12	3/20/13	6/19/13	9/25/13
MATERIALS DUE	2/7/13	5/9/13	8/8/13	10/31/13	MATERIALS DUE	12/27/12	3/28/13	6/27/13	10/3/13
ON SALE	3/26/13	6/25/13	9/24/13	12/17/13	ON SALE	2/12/13	5/14/13	8/13/13	11/19/13

CONCEALED CARRY HANDGUNS

	I	II	HOME DEFENDER I	II	TACTICAL WORLD I	II		
AD CLOSE	2/6/13	8/21/13	AD CLOSE	11/28/12	5/22/13	AD CLOSE	4/10/13	7/10/13
MATERIALS DUE	2/14/13	8/29/13	MATERIALS DUE	12/6/12	5/30/13	MATERIALS DUE	4/18/13	7/18/13
ON SALE	4/2/13	10/15/13	ON SALE	1/22/13	7/16/13	ON SALE	6/4/13	9/3/13

*Special issues use Gun World FTP

Digital Advertising Specifications

SOFTWARE SUPPORTED

BECKETT MEDIA can accept electronic files created in **Quark Xpress up to 7.3, Adobe Illustrator and Adobe Photoshop up to CS3**. All jobs must be supplied with all fonts resident in the files, including fonts embedded or used with EPS files. All images (logos, photos and associated artwork) must be included. **BECKETT MEDIA** supports the Adobe Type Library. Any non-Adobe fonts must be provided by the customer. **BECKETT MEDIA** needs a copy of the screen & printer font for each font used. These fonts will be treated as support material for the customer's job, and will be deleted when the job is completed.

MEDIA SUPPORTED

BECKETT MEDIA accepts files delivered by email, ftp site (contact your customer service representative for more info) or by CD/DVD. **BECKETT MEDIA** will not be held responsible or assume liability for any damages to, or loss of disk, data or information. Customer agrees not to supply original disks or materials. Upon request disks will be returned if a self-addressed stamped mailer is included.

PROOF

A press ready color proof must be included for color jobs, laser proofs and Jpeg proofs however are acceptable. A proof must be supplied for each file at 100% of size. If no proof is furnished by the customer, **BECKETT MEDIA** will not be held responsible for ads printed incorrectly.

DIGITAL IMAGES

Required file formats:

TIFF, EPS, JPEG, PDF with fonts Embedded (**PDFX-1a recommended**)

Required file formats:

Color files must be CMYK at a resolution of 300 dpi

Black & White files must be Grayscale at a resolution of 266 dpi

BECKETT MEDIA will analyze all digital files. Files that require more than fifteen minutes to process, due to complexity or improper structure, will be held for customer approval. The customer will be given the option to replace the file, or pay additional charges for BECKETT MEDIA to process the job.

Short Cut-off Ad Sizes and Specifications (SS)

MECHANICAL REQUIREMENTS

Printing: Web Offset
Binding: Saddle Stitched
Trim Size: 7-3/4" X 10-1/2"

MATERIAL REQUIREMENTS

Digital Files (Please see "Digital Advertising Specifications".)
Total maximum dot densities - 180% for 2 colors, 280% for 4 colors.

Publisher set (pubset) ads should arrive no later than the ad close date, this includes ad copy, photographs, logo, etc. needed to build the ad. **BECKETT MEDIA** will supply a price quote based on the amount of work necessary to complete the ad, for authorization. Alteration and correction request to the finished product will be billed to the advertiser.

Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy, and ad material before the ad material due date.

Please note: Unless specified through prior written agreement with Publisher, the Publisher will hold existing advertising materials for one year only after the issue date.

Magazine trim size

7-3/4" x 10-1/2"

Full page bleed (all 4 sides)

8" x 10-3/4"

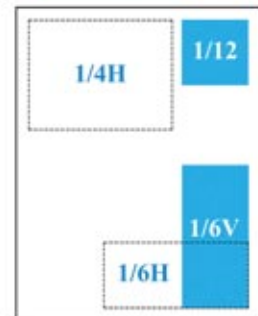
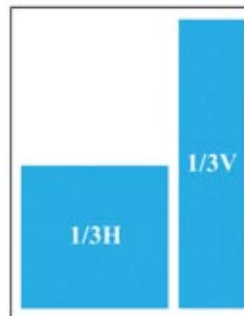
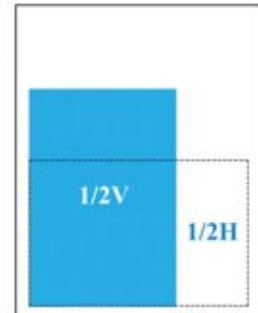
Non-bleed spread

14-3/4" x 9-3/4"

Full bleed spread (all 4 sides)

15-3/4" x 10-3/4"

(keep live matter centered to 14-3/4" x 9-3/4")



FINAL TRIM: 7-3/4" x 10-1/2"

STANDARD UNITS	WIDTH AND HEIGHT
Full page (live)	7" x 9-3/4" *
2/3 page (2 columns)	4-1/2" x 9-5/8"
1/2 page (3 columns)	6-3/4" x 4-3/4"
1/2 page (2 columns)	4-1/2" x 7-1/4"
1/3 page (2 columns)	4-1/2" x 4-3/4"
1/3 page (1 column)	2-1/8" x 9-5/8"
1/4 page (2 columns)	4-1/2" x 3-5/8"
1/6 page (1 column)	2-1/8" x 4-3/4"
1/6 page (2 columns)	4-1/2" x 2-1/4"
1/12 page (1 column)	2-1/8" x 2-1/4"

***Live Area:** All text and images not intended to bleed, must be kept 1/4" from final trim.