

BOW & ARROW

Hunting



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MEDIA KIT

MARKET DEMOGRAPHICS

- ADVERTISING RATES & SPECS
- ADVERTISING CLOSING DATES

+

MAGAZINE PROFILE

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

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.



2011

EDITORIAL CALENDAR

MARCH/APRIL

Release Aids — *Buyer's Guide*
 Food Plots: Guide to Proper Nutrition
 Bowhunting Optics — *Buyer's Guide*

MAY/JUNE

Hunting Boot — *Buyer's Guide*
 Turkey Gear
 Trail Cameras — *Buyer's Guide*

JULY GEAR GUIDE ISSUE

2011 Arrows & Broadheads — *Buyer's Guide*
 2011 Bow Sights & Arrow Rests & Targets
 Scent-Control Products — *Buyer's Guide*

AUGUST

Rangefinders — *Buyer's Guide*
 Arrow Fletching/Vanes/Cresting
 Broadheads

SEPTEMBER

Camouflage — *Buyer's Guide*
 Tree Stands & Portable Blinds
 Speed Bows & Bow Sights

OCTOBER ANNUAL ISSUE

Pre-Season Gear Guide 2011 — *Buyer's Guide Section*
 Deer Calls
 Deer Lures & Scents — *Buyer's Guide*

NOVEMBER

Drop-Away Arrow Rests — *Buyer's Guide*
 Whitetails: Scouting & Tactics
 Western Deer & Elk Strategies
 Bow Accuracy — *Tips*

DECEMBER

WHITETAIL YEARBOOK ISSUE

Tree-Stand Bows & Arrows — *Buyer's Guide*
 Eastern Deer Gear – Boots, Clothing, Trail Cameras, Optics,
 etc. — *Buyer's Guide*
 Deer Attractants — *Buyer's Guide*
 ATV Round-Up — *Buyer's Guide*

JANUARY/FEBRUARY

Bowhunting Gift Ideas — *Buyer's Guide*
 Specialized Tree Stands
 Boot Buyer's Guide — *Editor's Special*
 Cold-Weather Clothing — *Buyer's Guide*

EDITORIAL SCHEDULE 2011 *Subject to Change Anytime
 *On-Sale Dates Tentative

2011 PRODUCTION SCHEDULE

4-COLOR

Cover Date	Ad Close Date	Materials Due Date	On Sale Date
JAN/FEBRUARY	10/27/10	11/05/10	12/21/10
MARCH/APRIL	12/15/10	12/23/10	02/08/11
MAY/JUNE	01/26/11	02/04/11	03/22/11
JUL-BUYERS' GUIDE	03/16/11	03/25/11	05/10/11
AUGUST	04/13/11	04/21/11	06/07/11
SEPTEMBER	05/18/11	05/27/11	07/12/11
OCT-ANNUAL	06/15/11	06/24/11	08/09/11
NOVEMBER	07/20/11	07/29/11	09/13/11
DECEMBER	08/24/11	09/02/11	10/18/11

2011

Cover Date	Ad Close Date	Materials Due Date	On Sale Date
JAN/FEB 2012	11/02/11	09/02/11	12/27/11

*Dates subject to change

2011 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

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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.