

Introduction

There is something special about SPORTSMAN’S GEAR.

Actually there’s a number of things special about SPORTSMAN’S GEAR and it is important for you as an advertiser or potential advertiser to understand this uniqueness.

First, and most important, SPORTSMAN’S GEAR was founded to serve the mobile sportsman. Our research has shown the outdoorsman wants information about products which make his style of living more rewarding, and SPORTSMAN’S GEAR is about -first and foremost- giving the Hunter, Fisherman, Camper, Boater as much information as possible about the Light Truck, Van, ATV and Sport Utility products being developed for him by a very interested industry.

Second, SPORTSMAN’S GEAR is about real people. Our staff of editorial and sales people live the lifestyle as active sportsmen from blue water fishermen in California to whitetail hunters in Alabama. We use the products we support, we support the products we use. Call and talk to any of our folks and you’ll know this isn’t a casual interest in the outdoors, but a powerful life long commitment to a way of life.

Third and most important, SPORTSMAN’S GEAR’S readership base is growing dramatically and our mail out lists are the best, freshest and most powerful in the nation. We reach real buyers with real money. With our magazine being free to the public, you have no worries of your product being seen by thousands across the country.

Visit our website at www.sportsmansgearmag.com to get the latest information available about this months issue of SPORTSMAN’S GEAR Magazine. You can view some of the newest products available for your Truck, SUV, or Jeep.

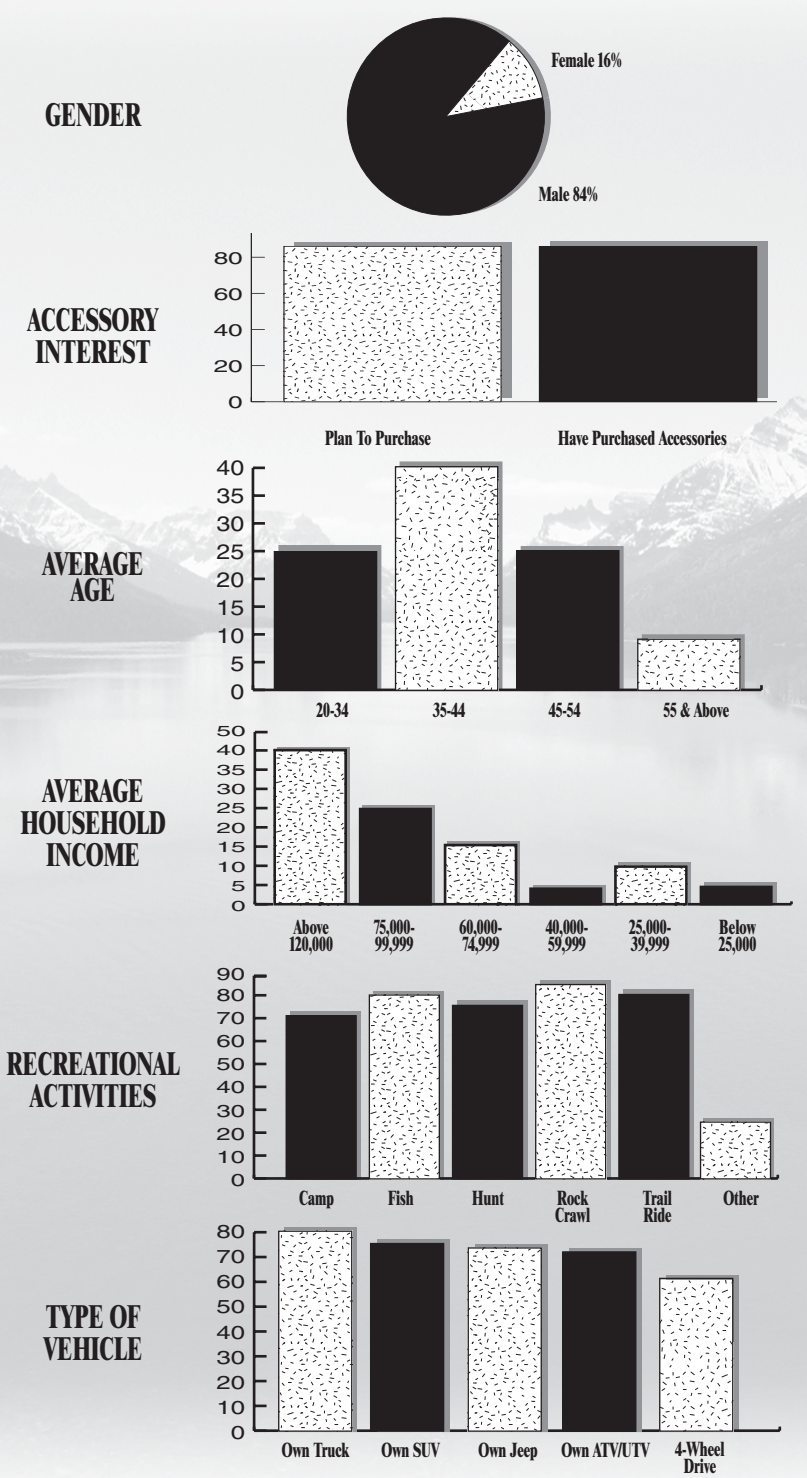
There’s nothing like SPORTSMAN’S GEAR. We’re proud of the program and feel an investment in our effort is an investment in our industry.

Eric Stovall



CEO of Stovall Media, Inc. and
Publisher of SPORTSMAN’S GEAR Magazine

Demographics & Distribution



Sportsman's Gear Advertising & Production Rates

Four Color

	1 Issue	2 Issues	4 Issues
Full Page	\$ 3,750	\$ 3,500	\$ 3,250
2/3 Page	\$ 3,350	\$ 3,100	\$ 2,850
1/2 Page	\$ 3,050	\$ 2,800	\$ 2,550
1/3 Page	\$ 2,850	\$ 2,600	\$ 2,350
1/4 Page	\$ 2,750	\$ 2,500	\$ 2,250
1/6 Page	\$ 1,450	\$ 1,200	\$ 950
1/12 Page	\$ 1,350	\$ 1,100	\$ 850

Black & White

	1 Issue	2 Issues	4 Issues
Full Page	\$ 3,350	\$ 3,100	\$ 2,850
2/3 Page	\$ 2,950	\$ 2,700	\$ 2,450
1/2 Page	\$ 2,650	\$ 2,400	\$ 2,150
1/3 Page	\$ 2,450	\$ 2,200	\$ 1,050
1/4 Page	\$ 2,350	\$ 2,100	\$ 950
1/6 Page	\$ 1,250	\$ 1,000	\$ 750
1/12 Page	\$ 1,100	\$ 850	\$ 650

Premium Positions:

Front Cover Package	\$ 7,240
Back Cover	\$ 6,467
Inside Front Cover	\$ 5,180
Inside Back Cover	\$ 4,974
Facing Inside Front Cover	\$ 4,974
Facing Table of Contents	\$ 4,768
Facing Editor's Letter	\$ 4,562
Facing Masthead	\$ 4,356
Facing Inside Back Cover	\$ 4,150

Banner and Button Web Advertising

One of the most effective ways to increase traffic to your web site is to have a button or banner linked on www.sportsmansgearmag.com. As a contract advertiser you will receive reduced rates on Sportsman's Gear web site.

Available Web Advertising Sizes and Rates:

	3 months	6 months	12 months
Micro Button (120 x 60 pixels)	\$ 750	\$ 1,200	\$ 1,500
Premium Position Banner (360 X 60 pixels)		\$ 1,500	\$ 2,500
Skyscraper (600 x 120 pixels)		\$2,000	\$3,000

- Additional process charges added to Black & White Ad rates: One Color- \$200 • Two Colors- \$400
- Creative costs for designing Ads will be determined by Account Executive and Production Department.
- Recognized Advertising Agencies providing camera ready artwork will receive a 15% discount on all published rates.
- Insert Cards, Gatefolds, Business Reply Cards, Logos, etc., are quoted on request.

Ad Sizes

2pg Sprd/Trim	16 $\frac{3}{4}$ " x 10 $\frac{3}{4}$ "
2pg Sprd/Bleed	16 $\frac{7}{8}$ " x 11"
Full/Trim Size	8 $\frac{3}{8}$ " x 10 $\frac{3}{4}$ "
Full/Bleed Size	8 $\frac{5}{8}$ " x 11"
Full (Live Area)	7" x 9 $\frac{3}{4}$ "
$\frac{2}{3}$ Vertical	4 $\frac{1}{2}$ " x 9 $\frac{3}{4}$ "
$\frac{2}{3}$ Horizontal	7 $\frac{1}{4}$ " x 6 $\frac{1}{2}$ "
$\frac{1}{2}$ Vertical	3 $\frac{1}{2}$ " x 9 $\frac{3}{4}$ "
$\frac{1}{2}$ Horizontal	7 $\frac{1}{4}$ " x 4 $\frac{3}{4}$ "
$\frac{1}{2}$ Island	4 $\frac{7}{8}$ " x 7 $\frac{1}{4}$ "
$\frac{1}{3}$ Vertical	2 $\frac{1}{4}$ " x 9 $\frac{3}{4}$ "
$\frac{1}{3}$ Horizontal	7 $\frac{1}{4}$ " x 3 $\frac{1}{4}$ "
$\frac{1}{3}$ Island	4 $\frac{7}{8}$ " x 4 $\frac{3}{4}$ "
$\frac{1}{4}$ Vertical	3 $\frac{1}{2}$ " x 4 $\frac{3}{4}$ "
$\frac{1}{4}$ Horizontal	7 $\frac{1}{4}$ " x 2 $\frac{1}{4}$ "
$\frac{1}{4}$ Island	4 $\frac{1}{2}$ " x 3 $\frac{3}{4}$ "
$\frac{1}{6}$ Vertical	2 $\frac{1}{4}$ " x 4 $\frac{3}{4}$ "
$\frac{1}{6}$ Horizontal	4 $\frac{3}{4}$ " x 2 $\frac{1}{4}$ "
$\frac{1}{12}$	2 $\frac{1}{4}$ " x 2 $\frac{1}{4}$ "

Website Sizes

Micro Button	(88 X 31 pixels)
Skyscraper	(600 X 120 pixels)
Premium Position Banner	(360 X 60 pixels)

Editorial & Production Specs

Editorial:

All editorial (Articles, Press Releases, Company Profiles, Artwork, etc.) should be submitted under these terms and criteria:

Text:

- Save in .txt or .doc format in MS Word, Word Perfect, QuarkXpress, InDesign or a Macintosh text file. Hard copy must accompany file.
- Text should be submitted on a CD or by E-Mail.

Photos:

- All artwork for editorial should be submitted in the format of a 300 dpi digital image or 35mm photo.
- All digital images should be saved as an eps, tiff, jpeg or pdf file. Files may be submitted on a CD or DVD. Direct mail or E-Mail is acceptable.

Advertising Artwork:

- Digital files are mandatory for all ads. Submit these files using a Macintosh format (Quark Express, InDesign, Adobe Photoshop or Adobe Illustrator) and saved on a CD, DVD or E-Mailed.
- Digital files must include original artwork & fonts.
- Digital images need to be at max. 300dpi and no less than 266dpi.
- Hard copy or color proof must accompany disc to ensure accurate color match.

Label all artwork:

Attn: Art Director
Stovall Media, Inc.
2032 Old Montgomery Hwy.
P.O. Box 1476
Birmingham, AL 35244
E-Mail addresses: spgearart@gmail.com
Phone: 205-637-7772

Terms and Conditions

- All advertisements are published by Stovall Media, Inc. with the understanding that the advertiser and/or agency is authorized to publish the entire contents and subjects included in the ad.
- All Position is at the discretion of the publisher.
- Cornett Publishing reserves the right to reject any advertising.
- All copy and accompanying photos are subject to publisher's approval.
- Cancellations and changes are not accepted after the closing dates.
- Rates are subject to change upon publisher's notice.
- Advertising agencies are held responsible for payments of all space they order.
- If materials are not camera ready, Stovall Media, Inc. reserves the right to refuse agency commission.
- Publisher is not responsible for errors in key numbers.

SPORTSMAN'S GEAR Magazine Media Kit



and website info for

SPORTSMAN'S
GEAR
Magazine

...On Line

2032 Old Montgomery Hwy.
Birmingham, AL 35244
205-637-7772
Fax: 205-637-7776

WWW.SPORTSMANSGEARMAG.COM