

New Ad Specifications

	Width:	Height:
■ 2-Page Spread Trim Size:	15.5" X	10.625"
■ 2-Page Spread Image Area:	14.5" X	9.625"
■ 2-Page Spread Bleed Size:	15.75" X	10.875"
■ Full Page Trim Size:	7.75" X	10.625"
■ Full Page Image Area:	6.75" X	9.625"
■ Full Page Bleed Size:	8.0" X	10.875"
■ 2/3 Vertical Size:	4.444" X	9.625"
■ 1/2 Horizontal Size:	6.75" X	4.6"
■ 1/2 Island Size:	4.444" X	7.03"
■ 1/3 Horizontal Size:	6.75" X	3.013"
■ 1/3 Island Size:	4.444" X	4.7"
■ 1/3 Vertical Size:	2.136" X	9.625"
■ 1/4 Horizontal Size:	6.75" X	2.21"
■ 1/4 Island Size:	4.444" X	3.635"
■ 1/4 Vertical Size:	3.29" X	4.6"
■ 1/6 Horizontal Size:	4.444" X	2.22"
■ 1/6 Island Web site Size:	3.29" X	2.9"
■ 1/6 Vertical Size:	2.136" X	4.7"
■ 1/12 Vertical Size:	2.136" X	2.259"
■ 1 Inch Size:	2.136" X	1"

Media Requirements

- All ads must be accompanied by a 4-color press proof. If no press proof is sent, Grand View Media Group assumes no responsibility for errors in the printed ad.
- GVMG prefers ads to be sent in as a high resolution PDF (in Acrobat save as press-quality PDF and in other programs set the resolution at 300 dpi)
- GVMG accepts ads built in Quark Xpress for Macintosh, Adobe Photoshop, Adobe Illustrator and Adobe InDesign.
- Ads built in other programs (i.e., Microsoft Publisher, Adobe Freehand, Corel Draw, Adobe Pagemaker, etc.) can only be accepted if submitted in high-resolution TIFF, EPS or PDF formats.
- If sending material for an ad to be created by GVMG, the advertiser must provide all text, photos and other graphics necessary for the construction of the ad. GVMG does not possess a library of photos to be used in ad construction.
- Artwork for ads may be taken from Web sites only if the ad is 1/4-page or smaller. 1/3-, 1/2- and full-page ads may not be built using images from Web sites.
- All graphic images should be saved at a resolution of 300 dpi or higher. A lower resolution will result in a blurred image in the finished ad.
- All necessary artwork and fonts must be submitted with the ad. Failure to include graphics may result in a loss of quality in the finished ad. Failure to include fonts may result in loss of text or font substitution at the publisher's discretion. GVMG cannot accept PC fonts and may have to substitute fonts if PC fonts are provided.
- We recommend that Web site addresses appearing on advertisements include the full Web site address path, including the "www." Example: www.grandviewoutdoors.com.
- Ads must be built to the correct size specifications. Oversized or undersized ads will be adjusted to fit the ad space purchased.
- Ads or ad materials may be provided on CD-ROM, e-mailed to scott@grandviewmedia.com (if the ad is 2 MB or smaller) or placed on the GVMG ftp site (if the ad is larger than 2 MB).

General Advertising Rates

Color	1x	3x	6x
2-Page Spread	12,350	11,760	10,590
Full Page	6,175	5,885	5,295
2/3 Page	4,635	4,415	4,095
1/2 Page	3,535	3,410	3,065
1/3 Page	2,475	2,355	2,165
1/4 Page	1,855	1,765	1,620
1/6 Page	1,555	1,485	1,310
1/12 Page	835	785	570

Covers

2nd Cover	7,650	7,340	6,540
3rd Cover	7,400	7,040	6,350
4th Cover	8,150	7,775	6,980

Black & White

2-Page Spread	10,500	9,995	9,000
Full Page	5,250	5,005	4,500
2/3 Page	3,940	3,755	3,480
1/2 Page	3,005	2,900	2,605
1/3 Page	2,105	2,000	1,840
1/4 Page	1,580	1,500	1,380
1/6 Page	1,325	1,265	1,115
1/12 Page	710	670	485

Electronic Media

Covering the outdoors in cyberspace is part of the mission of *Cabela's Outfitter Journal* to keep hunters and fishermen informed about the latest news, gear and equipment updates and solid how-to information on their favorite sports. *COJMag.com* reaches avid consumers every day, showing them how to derive more enjoyment from their time spent outdoors. To inquire about advertising availability on *COJMag.com*, please consult your sales representative and ask for the special online media kit, tailored specifically as an all-you-need-to-know for all of *COJMag.com's* promotional activities. For electronic marketing information, including e-promotions and e-newsletters, digital issues or catalogs, and the *Cabela's Outfitter Journal* Web site, please contact Stuart Anderson at (800) 431-2877, ext. 3766 or stuart@grandviewmedia.com.

Call Brent Kizire to inquire about custom marketing opportunities, cover wraps, inserts and more. 888-431-2877 Ext. 3702

Cabela's Outfitter Journal

MAGAZINE

www.cojmag.com

- THE CABELA'S STORY
- READER PROFILE
- DISTRIBUTION
- EDITORIAL CALENDAR
- AD SPECIFICATIONS



2010

Marketing Guide

Your Hunting, Fishing and Outdoor Source

FTP Host: ftp.grandviewmedia.com

User Name: [ftpgrvmedia](http://ftp.grandviewmedia.com)

Password: deer1

The Cabela's Story

When Dick Cabela came up with the idea of selling fishing flies through classified ads in newspapers and magazines in 1961, no one could have imagined his kitchen-table dream would grow into Cabela's, the World's Foremost Outfitter of Hunting, Fishing and Outdoor Gear.

With nearly 50 years of phenomenal growth built on the concept of offering quality products, exceptional value and outstanding customer service, Cabela's has become the world's largest direct marketer and a leading specialty retailer of outdoor gear.

Each year, Cabela's mails more than 140 million catalogs, utilizing nearly 90 different titles, to all 50 states and more than 170 countries.

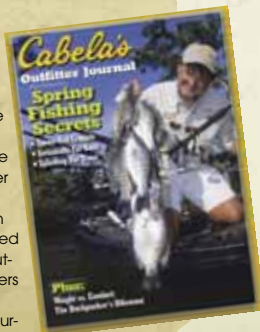
Cabela's opened one destination retail store in 2009 (Billings, Mont.); increasing its total to 29 stores in 21 United States, and one in Winnipeg, Manitoba, Canada.

Cabela's also is a trusted source of outdoor gear and outdoor information on the Internet through its popular Web site, www.cabelas.com.

Cabela's continued growth is a tribute to brothers Dick and Jim Cabela, who parlayed a love for hunting and fishing into a true American success story. Their hard work, dedication to outdoor pursuits and their unwavering commitment to customer service allowed their dream to come true.

Reader Profile

Cabela's *Outfitter Journal* readers are avid hunters, anglers and other outdoor enthusiasts who spend a significant portion of their discretionary income on equipment to help them get the most out of the time they spend on the water and in the field. The *Cabela's Outfitter Journal* reader also takes an average of three out-of-state trips each year, with many venturing outside the United States to pursue their favorite outdoor sports. These affluent readers look to each issue of *Cabela's Outfitter Journal* to guide their purchases and keep them informed on the hottest locations for their next great outdoor adventure.



Cabela's

Outfitter Journal

The Magazine

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GRAND VIEW
OUTDOORS

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January/February

- Largemouth Bass
- Smallmouth Bass
- Steelhead
- Walleye
- Late-Season Deer Hunting
- Late-Season Waterfowl

Sales Close: 11/09/09
Art Due: 11/13/09
On Sale: 1/05/10



July/August

- Deer Primer
- Elk Primer
- Gear-Up For Hunting
- Largemouth Bass
- Saltwater Fishing
- Camping

Sales Close: 5/10/10
Art Due: 5/14/10
On Sale: 7/06/10



March/April

- Turkey Hunting
- Largemouth Bass
- Smallmouth Bass
- Trout
- U.S. Saltwater Fishing Destination
- Camping

Sales Close: 01/04/10
Art Due: 1/08/10
On Sale: 3/02/10



September/October

- Deer
- Elk
- Waterfowl
- Upland Birds
- Bass
- Trout

Sales Close: 7/05/10
Art Due: 7/09/10
On Sale: 8/31/10



May/June

- Largemouth Bass
- Smallmouth Bass
- Catfish
- Walleye
- Saltwater Fishing
- Camping

Sales Close: 3/08/10
Art Due: 3/12/10
On Sale: 5/04/10



November/December

- Deer
- Elk
- Waterfowl/Upland
- Bass
- Saltwater Fishing
- Christmas Gift Guide

Sales Close: 9/06/10
Art Due: 9/10/10
On Sale: 11/02/10

Distribution

120,000 - Total Copies*
*Includes copies mailed directly to Cabela's catalog and Internet customers and complimentary copies distributed in Cabela's retail stores.

2010

Marketing Guide

Your Hunting, Fishing and Outdoor Source