

predator

Xtreme

America's #1 Source For Year-Round Hunting And Shooting Information



2010 MARKETING GUIDE

Image by Windiogo Images/Ron Spomer

predator[®]

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NEED CUSTOMERS? WE GOT 'EM

Predator hunters are a diverse lot. Ranchers protecting livestock hunt coyotes with a vengeance — protecting their livelihood 365 days a year. Urban hunters with limited hunting time pursue suburban fringe-dwelling critters. Their hunts might be a couple of hours after work, any day of the week.

Predator hunters regularly use every weapon from airguns to bows, and shotguns to sniper rifles. They hunt big game, upland game and turkeys during the open seasons, but they are predator hunters year-round. If prime hides are the objective, the months following deer and elk seasons are nirvana. Woodchucks, prairie dogs and that upcoming ecological disaster — the feral hog — fill the summer months. There's never a bad time to be afield when pursuing predators.

These hunters pursue every type of predator and varmint from coast to coast, wilderness to rural, year-round with every type of weapon and optic imaginable. That presents a tall order for one magazine, but Predator Xtreme delivers something of interest in every issue, for every reader.

Our advertising supporters are equally diverse, providing gear to make the reader's time in the field more productive, safe, comfortable and exciting. Our most frequent reader comments are, "I read it cover to cover, every issue!" "can't wait until it arrives!" and "please go monthly!"

We are experiencing phenomenal growth while much of the industry is stagnant. We deliver a solid product and that's part of the reason, but the primary reason is that hunters nationwide are discovering the thrill of matching wits with predators and pursuing them year-round without the limitations of seasons or geography. These are the customers you need for your bottom line, and the ones PX, like no other publication, will deliver. Want proof? Just ask any of our advertisers!

Welcome aboard!

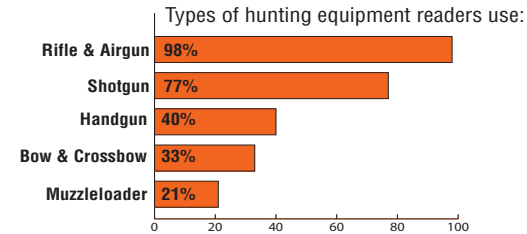
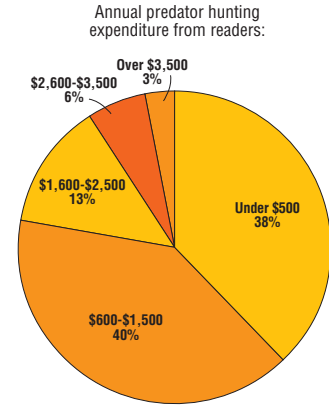
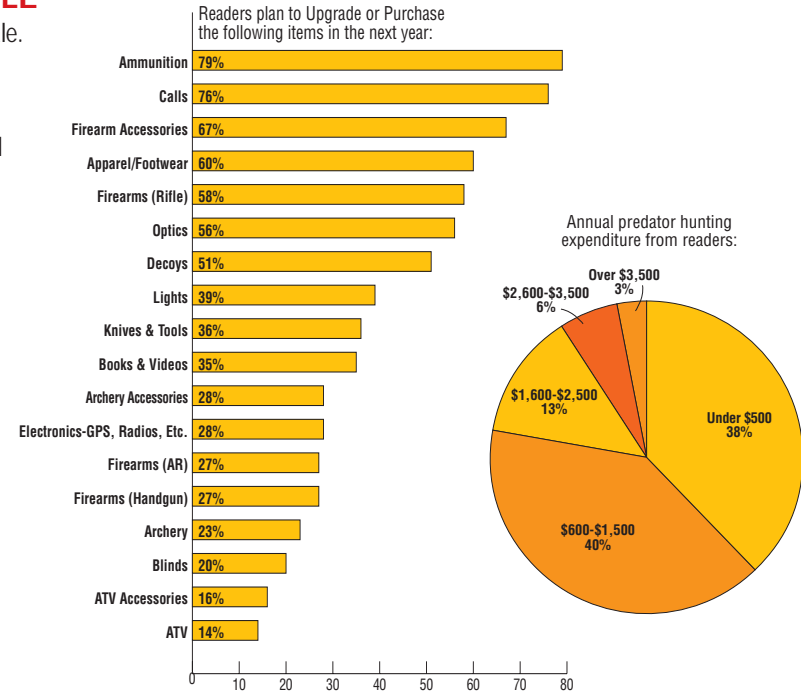
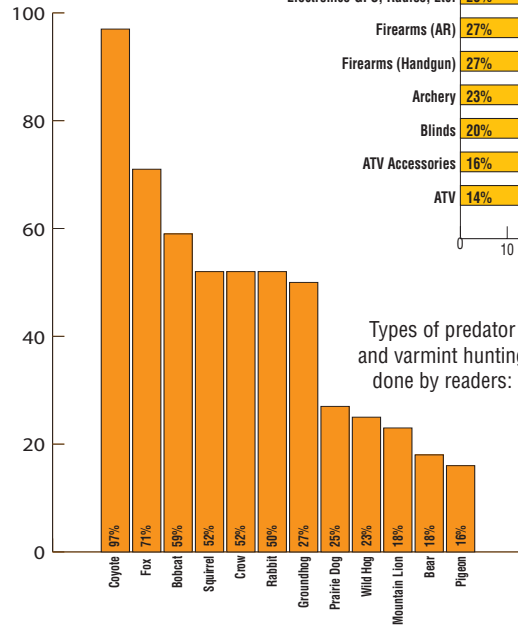
Ralph M. Lermayer

Ralph M. Lermayer
Editor
Predator Xtreme



READER PROFILE

- 98% of readers are male.
- The average age of a reader is 46.
- The average household income of a reader is \$61,800.
- 49% of readers spent over 20 days predator hunting last year.
- 32% of readers have been predator hunting over 20 years.



* Source: Zoomerang Readership Survey March 2009.

WELCOME MESSAGE
& READER PROFILE



CIRCULATION

We're Growing With You!

Predator Xtreme is the driving force in the sport of predator and varmint hunting. As an **80,889*** (subscribers)

BPA-audited publication with a circulation of and a total distribution of over **117,000**, you can rest easy knowing that your message is reaching this passionate group of outdoorsmen. Our subscribers have diverse interests and their passions cover a broad spectrum of outdoor and hunting-related activities, but their year-round passion is predator hunting.

* June 2009 BPA Statement



TESTIMONIAL

"To capture market share in the most dynamic and fastest-growing segment of the shooting sports industry, predator hunting, you need to have a presence in front of predator hunters. *Predator Xtreme* gives us just that: focused advertising for our target demographic. We started very small, with 1/6-page ads, and within a year expanded to full-page spreads. "Return on investment" is the bottom line when it comes to advertising. Our advertising investment pays dividends many times over in terms of sales increases, exposure and brand recognition. The folks at *Predator Xtreme* work with us every step of the way to maximize our advertising dollars — from ad design to networking and even locating potential new product offerings for our business. *Predator Xtreme* has my personal endorsement and recommendation for any business looking to target predator hunters."

— AP Jones, President/CEO
AllPredatorCalls.com, Inc.

EDITORIAL CALENDAR

ISSUE	CONTENT	AD CLOSE	MATERIAL DUE	ON SALE
JAN/FEB	AMMUNITION & RELOADING This issue will focus on winter hunting techniques, reloading and factory ammunition.	11/16/09	11/20/09	01/12/10
MAR/APR	HUNTING & SHOOTING ACCESSORIES This is where we cover electronics, gear, gadgets and springtime hunting tactics.	01/11/10	01/15/10	03/09/10
MAY/JUN	SCOPES & BINOCULARS Optics play a critical role for predator hunters, and this is where you'll find in-depth reviews of scopes, binoculars, rangefinders, spotting scopes and any other important item.	03/15/10	03/19/10	05/11/10
JUL/AUG	BUYER'S GUIDE There's an abundance of new targets available for harvest now, and our readers are out scouting for the upcoming big-game hunts. This is also the awaited annual Buyer's Guide.	05/10/10	05/14/10	07/06/10
SEP/OCT	FIREARMS & AIRGUNS Critters are putting on their winter coats, big-game seasons are in full swing and readers are out in force. This is also our premier firearms review.	07/12/10	07/16/10	09/07/10
NOV/DEC	CALLS & DECOYS This is the serious varmint/predator hunting time of the year. Decoys, tactics, electronic and mouth calls are announced, discussed and evaluated.	09/20/10	09/24/10	11/16/10



SEVENTH ISSUE

SEVENTH ISSUE: THE GEAR GUIDE

Predator and varmint hunters are not restricted by seasons or geographics. These readers are in the field, consuming products, all year long from coast to coast and border to border. For that very reason, we are growing the bonus seventh issue, the Gear Guide: a free issue sent exclusively to *Predator Xtreme's* entire subscriber base. In the Gear Guide, a select and limited group of advertisers are given the opportunity to describe in detail the benefits and advantages of their products. Act now! Limited space available.

DIGITAL CHRISTMAS GIFT GUIDE

Welcome to *Predator Xtreme's* Digital Christmas Gift Guide! Sent to more than 50,000 of the most enthusiastic hunters, the gift guide showcases your company's product during the busiest shopping season of the year. Predator hunters are scratching their heads thinking of what goodies to add to their Christmas list. Don't miss this opportunity to get your merchandise in front of them before they've made up their minds.

DIGITAL CHRISTMAS GIFT GUIDE



CIRCULATION
& CALENDAR



ELECTRONIC MEDIA

DIGITAL EDITION

The *Predator Xtreme* digital edition allows our readers to experience the printed magazine right on their computers, but with the benefit of content interactivity. With the *Predator Xtreme* digital edition, we are able to know exactly which pages readers turn to and how much



time they spend on each and every article. For the reader, our digital edition provides the same experience as reading through the printed magazine. The table of contents, embedded page links, keyword search and article sizing for easier readability make it simple to go quickly to the articles and advertisements they want most. Readers can also print stories or send pages via e-mail to fellow enthusiasts.

For you, the advertiser, the digital edition has many added benefits:

- ▶ Know exactly how much time readers spend on your advertisements, including click-thru rate.
- ▶ Increase the number of advertisements you have in an issue through our blow-in capability or include additional full-page advertisements to further your brand.
- ▶ Advertisements are no longer restricted to a static appearance — use animation, or embed video or audio capability to increase your exposure.
- ▶ Your add will appear for free in the digital issue, but you can make your link active for an additional \$25.

To learn more about this innovative advertising opportunity, please consult your *Predator Xtreme* sales representative.

WWW.PREDATORXTREME.COM

PredatorXtreme.com is the premier online destination for hunters and recreational shooters. The site offers the most up-to-date, comprehensive information designed to entertain sporting enthusiasts, as well as help them improve their success in the field. It also allows them to interact in a growing community with others who share their passion and concern for the outdoors — a community actively supported in print by the *Predator Xtreme* magazine, which reflects the tradition and excitement of the sporting experience, and delivers a deeper enjoyment of this experience through interactive content and the sharing of ideas.

AD TYPES & REQUIREMENTS

To inquire about advertising availability on *PredatorXtreme.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 *PredatorXtreme.com*'s promotional activities.

For electronic marketing information, including e-promotions and e-newsletters, digital issues or catalogs, and the *Predator Xtreme* Web site, please contact Stuart Anderson at (800) 431-2877 ext. 3766 or stuart@grandviewmedia.com or visit www.outdoormediakit.com.

ONLINE-AD UNITS & RATES

Ad units are calculated on a cost per month basis.

AD UNITS	AD SIZE (in pixels)	
Leaderboard	728 x 90	\$520
Banner	370 x 47	\$390
Button	120 x 90	\$260
Text Links	16 words	\$150

PRINT ADVERTISING RATES

FOUR-COLOR	1X	3X	6X
Full-Spread	\$10,025	\$9,465	\$8,020
Full	\$5,275	\$4,980	\$4,220
2/3	\$3,960	\$3,530	\$3,095
1/2	\$3,215	\$2,980	\$2,725
1/3	\$2,490	\$2,240	\$1,910
1/4	\$2,025	\$1,840	\$1,650
1/6	\$1,355	\$1,210	\$1,060
1/8	\$1,105	\$1,005	\$885
1/12	\$985	\$885	\$760

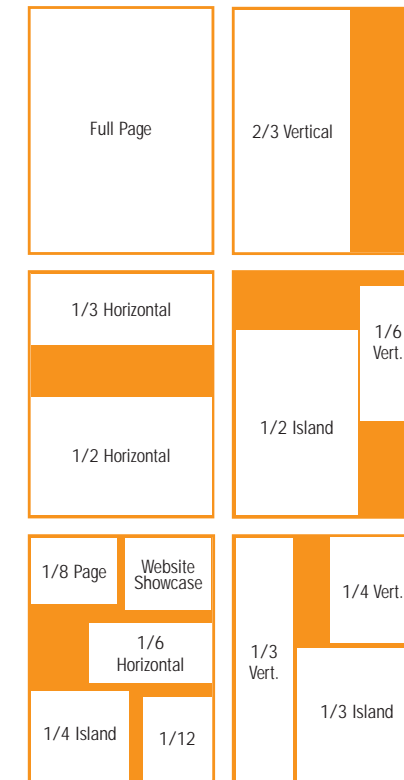
BLACK & WHITE	1X	3X	6X
Full	\$4,375	\$4,195	\$3,715
2/3	\$3,070	\$2,920	\$2,740
1/2	\$2,415	\$2,225	\$2,040
1/3	\$1,905	\$1,735	\$1,550
1/4	\$1,430	\$1,315	\$1,240
1/6	\$935	\$850	\$775
1/12	\$645	\$595	\$540

COVERS	
2nd Cover	\$6,850
3rd Cover	\$6,500
4th Cover	\$7,200

PRINT 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).
- ▶ FTP Host: GVMEDIA.EBSCO.COM
User Name: ftpgvmedia
Password: deer1

PRINT ADVERTISING SPECIFICATIONS



- 2-Page Spread Image Area: 14.5" x 9.625"
- 2-Page Spread Trim: 15.5" x 10.625"
- 2-Page Spread Bleed: 15.75" x 10.875"
- Full-Page Image Area: 6.75" x 9.625"
- Full Trim Size: 7.75" x 10.625"
- Full Bleed Size: 8.00" x 10.875"
- 1/2 Spread: 15.75" x 4.6"
- 2/3 Vertical: 4.444" x 9.625"
- 1/2 Vertical: 3.29" x 9.625"
- 1/2 Horizontal: 6.75" x 4.6"
- 1/2 Island: 4.444" x 7.03"
- 1/3 Vertical: 2.136" x 9.625"
- 1/3 Island: 4.444" x 4.7"
- 1/3 Horizontal: 6.75" x 3.013"
- 1/4 Horizontal: 6.75" x 2.21"
- 1/4 Island: 4.444" x 3.635"
- 1/4 Vertical: 3.29" x 4.6"
- 1/6 Vertical: 2.136" x 4.7"
- Web site Showcase: 3.29" x 2.9"
- 1/6 Horizontal: 4.444" x 2.22"
- 1/8 Horizontal: 3.29" x 2.22"
- 1/12 Vertical: 2.136" x 2.259"

* Beginning with all 2010 issues, *Predator Xtreme* will be changing from perfect bound to saddle-stitched.

RATES & REQUIREMENTS



**CONTACT
INFORMATION**

KEY PERSONNEL

GROUP PUBLISHER
Derrick Nawrocki
(205) 408-3732
derrickn@grandviewmedia.com

PUBLISHER
Mike Kizzire
(205) 408-3716
mike@grandviewmedia.com

ADVERTISING SALES MGR.
Jonathan Edwards
(205) 408-3713
jonathan@grandviewmedia.com

**SENIOR ADVERTISING
SALES EXECUTIVE**
Don Harris
(205) 980-5609
don@grandviewmedia.com

EDITORIAL DIRECTOR
Mike Strandlund
(800) 766-0039
mikes@grandviewmedia.com

EDITOR
Ralph Lermayer
(575) 671-4889
ralph@grandviewmedia.com

MANAGING EDITOR
Mark Olis
(205) 981-4665
molis@grandviewmedia.com

SENIOR ART DIRECTOR
Christopher Tod Molina
(205) 980-6704
tod@grandviewmedia.com

TRAFFIC MANAGER
Scott Nesmith
(205) 408-3747
scotttn@grandviewmedia.com



**GRAND VIEW
OUTDOORS**

200 Croft Street, Suite 1 • Birmingham, AL 35242
(205) 408-3700 (888) 431-2877

