



FROM THE EDITORS OF SGB

HUNTING BUSINESS

2006 MEDIA KIT

HUNTING BUSINESS 2006

THE EDITORIAL ADVANTAGE

Hunting Business is published to target today's hunting and shooting sports retailer. *Hunting Business* provides these retailers with exclusive research that sheds light on the shopping and hunting behavior of American sportsmen per specific region.

- *Hunting Business* combines data and analysis from a nationwide survey of Hunters, and Sportsmen conducted exclusively for this publication.
- This exclusive research paints a compelling portrait of today's sportsman, profiling his (and her) hunting and shopping habits.
- The published report features demographic breakdowns of data by region and by hunting activity.
- The findings are brought to life by an experienced team of writers that know the hunting business.

EDITORIAL CALENDAR

Winter 2006

- Accessories
- Regional Sales Report,
- Regional Secret Shopper
- Regional Retailer Profile
- View Points from the National Wild Turkey Federation, Ducks Unlimited and the Rocky Mountain Elk Foundation

Summer 2006

- Optics Regional Sales Report
- Regional Secret Shopper
- Regional Retailer Profile
- View Points from the National Wild Turkey Federation, Ducks Unlimited, the Rocky Mountain Elk Foundation and the NSSF

Fall 2006

- Firearms (shotguns, rifles and handguns)
- Regional Secret Shopper
- Regional Retailer Profile
- View Points from the National Wild Turkey Federation, Ducks Ult., the Rocky Mountain Elk Foundation and the NSSF

4 HUNTING BUSINESS: HOW RETAILERS & SHOOTING SPORTS RETAILERS

TARGET MARKET: THE SOUTHWEST

BUYING & HUNTING BY REGION

A breakdown of the purchasing habits of the American hunter

There is a big shift in the hunting industry with the influence coming from many different directions, especially the Middle West but it's not for nothing that for purposes of this report, we've broken the country into six regions. There is a big shift in the hunting industry with the influence coming from many different directions, especially the Middle West but it's not for nothing that for purposes of this report, we've broken the country into six regions. There is a big shift in the hunting industry with the influence coming from many different directions, especially the Middle West but it's not for nothing that for purposes of this report, we've broken the country into six regions.

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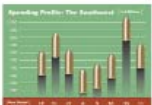
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NEW PRODUCTS



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PUBLISHING SCHEDULE

Issue	Ad Closing Date	Bonus Show Distribution	Materials Due
Winter	12/5/05	SHOT Show	12/7/05
Summer	6/6/06	OR Summer Show	6/8/06
Fall	8/8/06	OR Winter Show	8/15/06

RATES (FOUR COLOR)

Full page ads	\$6,300
(Buy a full page in all three issues: \$15,750)	
Half page ads	\$3,680
(Buy one half page in all three issues: \$8,910)	

Inserts: Please contact the publisher for pricing quotes.

VALUE ADDED MERCHANDISING BENEFITS

Gold Level Ad Investment of \$15,000 and up...

1. Receive The American Hunter Survey free.
2. Receive one FREE half-page ad. Value: \$3,500
3. Receive one FREE Product Showcase in the Fall issue. Value: \$950.
4. Use a targeted portion of our subscription list one time, with no rental fees, for your own direct mailing. Advertiser incurs postage and lettershop fees.

Silver Level Ad Investment of \$10,000-\$14,999

1. Receive one FREE Product Showcase in the Fall issue
2. Use a targeted portion of our subscription list one time, with no rental fees, for your own direct mailing. Advertiser incurs postage and lettershop fees.

Hunting Business believes in supporting advertisers with added value programs customized to their needs.

Available resources include: Direct Mail, 1/2 Cover Wraps, Belly Bands, Stickers, Inserts, Research, Trade Show Counter Cards, 4 Color Product Highlights and E-Media capabilities. Call for Pricing.

AD SIZES

Full Page (bleed)	10-3/8" x 13-1/4"
Trim	10-1/8" x 13"
Full Page (no bleed)	9" x 12"
1/2 Page Horizontal	9" x 5-7/8"

Keep live matter 1/4" from head, foot and face trim. Allow 1/8" safety in gutter for spread ads.

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ABOUT THE PUBLISHER

VNU Business Media is one of the largest international providers of B2B information in the world. Its holdings include research companies such as A.C. Nielsen, Nielsen Media and Claritas, trade shows such as The Outdoor Retailer Show, and publications such as *Adweek*, *Billboard*, *Convenience Store News*, *Retail Merchandiser*, *Sales & Marketing Management* and *Sporting Goods Business*.

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