



Winter Market 2006

OutdoorRetailer Media Group

Summer Market 2006



(OR DAILY, OR BUYERS HANDBOOK)

**Copies Distributed Exclusively at
Outdoor Retailer & Headquarter Hotels**

OR DAILY



WINTER MARKET

(Ad Close 12/22/05)

SUMMER MARKET

(Ad Close 6/22/06)

COVER STORY

Day 1: Apparel

Day 2: Footwear

Day 3: Gear

Day 4: Best of Show

RATES INCLUDE ADS IN ALL FOUR DAYS

FOUR COLOR AD RATES

| | | | |
|-----------------|---------|----------|---------|
| Full page | \$6,120 | 1/3 page | \$3,760 |
| Jr page | 5,230 | 1/4 page | 3,140 |
| 1/2 page | 4,590 | 1/6 page | 2,290 |
| 1/2 page island | 4,150 | | |

Black & White 20% discount on four-color rates

Premium Positions:

| | |
|-----------|---------|
| Cover II | \$7,640 |
| Cover III | 6,460 |
| Cover IV | 9,170 |

Inserts: Up to 6 pages (any size)

| | |
|-------|---------|
| Day 1 | \$3,150 |
| Day 2 | 3,150 |
| Day 3 | 2,630 |
| Day 4 | 2,100 |

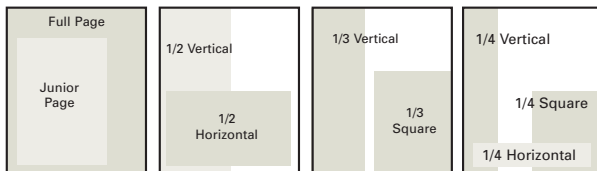
Classifieds \$160.00 per column inch

Inserts Please contact the publisher for pricing quotes

Daily Features:

Aisle Chatter • New Products • Event Schedules • Daily Seminars • New Exhibitors • Q&A • Party Pix and Much More

PAGE SIZES



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

| | | | |
|----------------------|-------------------|---------------------|-------------------|
| Full Page (bleed) | 10-3/8" x 13-1/4" | 1/3 Square | 5-5/8" x 5-7/8" |
| Trim | 10-1/8" x 13" | 1/4 Page Vertical | 2" x 12" |
| Full Page (no bleed) | 9" x 12" | 1/4 Page Square | 4-3/8" x 5-7/8" |
| Junior Page | 6-7/8" x 9-7/8" | 1/4 Page Horizontal | 9" x 2-7/8" |
| 1/2 Page Horizontal | 9" x 5-7/8" | Spread (bleed) | 20-3/4" x 13-1/4" |
| 1/2 Page Vertical | 4-3/8" x 12" | Spread (no bleed) | 19" x 12" |
| 1/3 Vertical | 2-7/8" x 12" | | |

OR OFFICIAL SHOW HANDBOOK

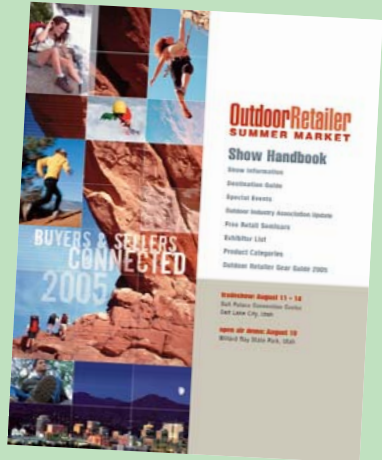
WINTER MARKET

(Ad Close 11/18/05)

SUMMER MARKET

(Ad Close 5/26/06)

Exhibitor Listings
Floor Plan
Gear Guide
Event Schedules
Seminar Lineups
Destination Guide
Outdoor Industry
Statistics



FOUR COLOR AD RATES

| | |
|-----------|---------|
| Full page | \$4,590 |
| 1/2 page | 3,620 |
| 1/4 page | 2,670 |
| 1/6 page | 1,100 |

Black & White 20% discount on four-color rates

Premium Positions:

| | |
|-----------|---------|
| Cover II | \$5,280 |
| Cover III | 5,060 |
| Cover IV | 5,970 |

Inserts Please contact the publisher for pricing quotes

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PAGE SIZES

| | |
|----------------------|------------------|
| Full Page (bleed) | 8-1/8" x 11" |
| Trim Size | .8" x 10-3/4" |
| Full Page (no bleed) | 7" x 10" |
| Junior Page | 4-9/16" x 7-1/2" |
| 1/2 Page Horizontal | 7" x 4-7/8" |
| 1/2 Page vertical | 3-3/8" x 10" |
| 1/4 Page | 3-3/8 x 4 7/8" |
| 1/6 page | 2-1/8" x 4-3/4" |

LITTLE RED BOOK

Circulation: 15,000

WINTER GUIDE

Ad Close: December 20, 2005

SUMMER GUIDE

Ad Close: July 1, 2006

FOUR COLOR PAGE RATES

Full Page (6-1/2" X 6-1/2")* \$1,575 net

*Includes Photo/Production



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MULTI-BOOK FREQUENCY DISCOUNTS

Advertise in Outdoor Business magazine, OR Show Daily and/or OR Show Handbook, or Outdoor Gear Guide: Earn 15% discount on entire program.

OutdoorRetailer_{Media Group}

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OutdoorRetailer

WINTER MARKET SHOW DATES:

Backcountry Base Camp: January 27, 2006
Outdoor Retailer Show: January 28 - January 31, 2006
Salt Palace Convention Center

SUMMER MARKET SHOW DATES:

Open Air Demo: August 8, 9, 2006
Outdoor Retailer Show: August 10 - August 13, 2006
Salt Palace Convention Center

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