



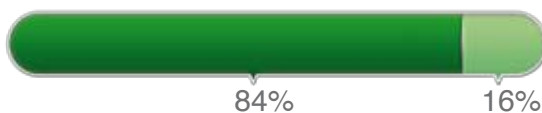
“The most widely-read magazine specialising in big game hunting on the market”

SOCIAL CLASS



■ Upper ■ Upper-Middle ■ Middle-Middle ■ Others

READER PROFILE



■ Men ■ Women

Source: Publisher's own data

MEDIA INFORMATION 2017



CIRCULATION

12,600 copies every month

READERSHIP

104,580

COVER PRICE

5,95 € (includes DVD)

FREQUENCY

Monthly

ON SALE DATE

Normally the 21st of each month (subject to change)

MAGAZINE SIZE

220 x 297 mm

PRINTING METHOD

Offset (colour)



OUR READERS

Typically our readers are men aged between 30 and 50 years with a real passion for high end hunting and who enjoy specialist activities including stalking, hunting and safaris which require the very best hunting equipment and a considerable level of investment.

EDITORIAL CONTENT

The magazine provides an in-depth analysis of common products used by big game hunters and regular features providing news and information from the world of big game hunting. Each month there is a DVD featuring content from the most respected experts in this sector.



ADVERTISING RATES

DISPLAY ADVERTISING	DIMENSIONS mm	€
Inside page	(220 x 300)	2,825
Double page spread	(440 x 300)	4,795
Outside back cover	(220 x 300)	4,235
Inside front cover	(220 x 300)	3,390
Inside back cover	(220 x 300)	3,390
1/2 Page	(220 x 150)	1,690
1/4 Page	(220 x 75)	885

CLASSIFIED ADVERTISEMENTS	DIMENSIONS mm	€
Inside page	(199 x 267)	1,105
1/2 page	(199 x 130)	570
Module 9	(199 x 85)	375
Module 8	(97 x 130)	290
Module 7	(97 x 85)	190
Module 6	(97 x 65)	145
Module 5	(97 x 40)	130
Module 4	(97 x 30)	100
Module 3	(46 x 65)	110
Module 2	(46 x 40)	75
Module 1	(46 x 30)	50



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AGENCY COMMISSION: 10%

GUARANTEED PREMIUM POSITIONS
+20% surcharge

AD BOOKING DEADLINE: e.g. 10th of previous month to publication

CANCELLATIONS: minimum of at least 30 days advance notice, in writing, prior to publication date.

TAX NOT INCLUDED

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