

GENERAL INFORMATION



Vehicle ownership

Own at least one truck or SUV	93.2%
Own one truck or more.....	81.3%
Purchased a new truck in the past 12 months.....	19.1%
Own a sport utility vehicle.....	38.2%
Own an ATV	47.4%
Purchased a new UTV/ATV in the past 12 months.....	4.6%

Outdoor recreation in addition to hunting

Fishing	62%
Camping	46%
Boating	33%
Photography.....	28%
Backpacking	18%
Snowmobiling.....	9%

Equipment owned

Rain gear	83%
Hip boots.....	53%
Fishing boat.....	43%
Chain saw	77%
Deer management products.....	48%

F&W MEDIA OUTDOOR GROUP

DEER & DEER HUNTING[®] MAGAZINE



TURKEY & TURKEY HUNTING[®] MAGAZINE

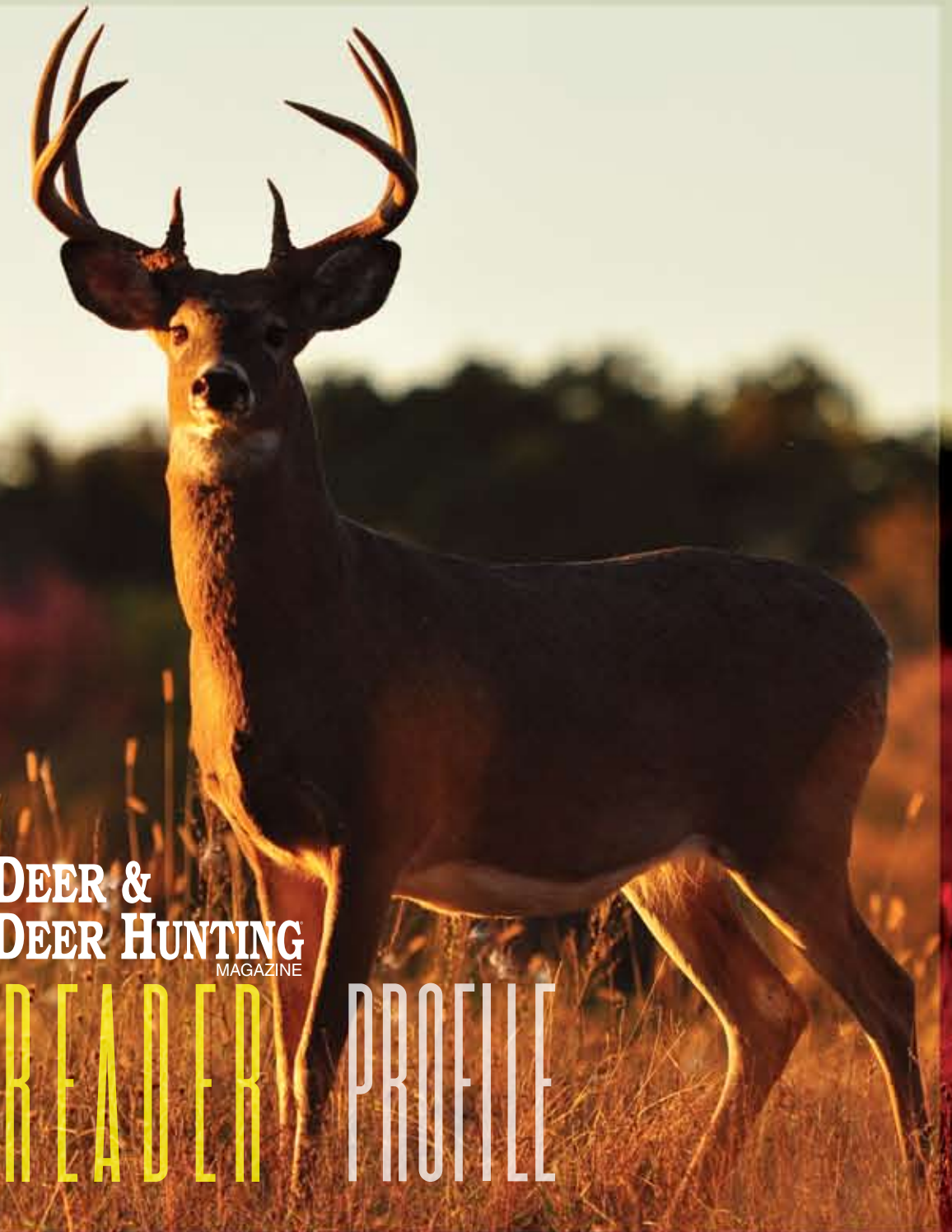


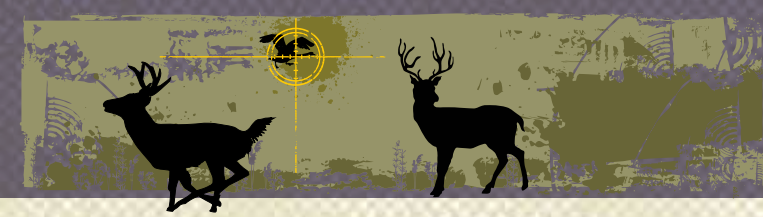
ph 888.457.2873
fax 715.445.4087

Eastern Rep Group | Buchmayr & Associates | 978.462.6335
South East Rep Group | Buchmayr Crowley Associates | 440.564.5255
Midwest/Western Rep Group | Chris Adamski and Pat Boyle | 888.457.2873

DEER & DEER HUNTING[®] MAGAZINE

READER PROFILE





We're proud of the fact that we started the deer hunting magazine industry in 1977. And we take our position as the **industry reader leader** seriously. That's because we've always taken our readers seriously. Our **award-winning editors** work hard to present in-depth deer behavior and biology information. We give our high-income, educated readers **real editorial meat** so they can get closer to their quarry.

Our core market of readers are the **most responsive in the industry**. They crave products and information that will make them better whitetail hunters. We've made our choice to truly help build your business by supplying you with **quality readers**. The next step is up to you.

Where do you purchase outdoor hunting supplies

Outdoor specialty chain stores (Cabela's, Gander Mountain, etc.).....	95.6%
Discount chain stores (Walmart, Costco, etc.).....	66.3%
Farm supply chain stores.....	42.7%
Local sport shops.....	68.6%
Online retailers.....	64.5%
None of these.....	0.1%

Reader demographicis

Average Age.....	49.2
Average Income.....	\$91,832.00
Men.....	99%
Married.....	78%
% of other family members that hunt deer.....	65%
Attended or graduated college or technical school.....	53%
% that hunt white-tailed deer.....	99%
Home ownership.....	90%
Own or lease private property.....	55%
% that harvested a whitetail the past year.....	80%
% that hunt only in their home state.....	66%
% that hunt multiple states.....	34%
Readers per copy.....	2.3
% that save the entire issue for future reference.....	70%
Purchased hunting equipment advertised.....	38%
Time spent reading each issue.....	3 hours 34 minutes

A market that buys...

97% purchased hunting gear in the past 12 months	
Deer lure/scents.....	73%
Camouflage hunting clothes.....	64%
Deer calls.....	40%
Boots.....	46%
Tree stands.....	37%
Food plot seed.....	36%
Minerals.....	33%
Knives.....	19%
ATV accessories.....	18%
GPS.....	9%
Decoys.....	6%

Deer & Deer Hunting archery facts

Harvested a whitetail with a bow in the last 12 months.....	41%
% that increase their bow-hunting activity in the last 12 months.....	48%
average years of bow-hunting experience.....	15.3 years
Average # of days spent bow-hunting each year.....	21 days
Average # of days spent scouting.....	23.9 Days
New bow-hunters (bow-hunted 4 years or less).....	8%

Type of big game hunted with a bow

White-tailed deer.....	85%
Bear.....	11%
Elk.....	7%
Mule deer.....	4%

Planned archery accessories in the next 12 months

Broadheads.....	33%
Camouflage clothing.....	20%
Scent elimination clothing.....	18%
3D target.....	10%
Target.....	9%
Arrow rest.....	9%
Bowsight.....	11%
Release.....	8%
Quiver.....	8%
Stabilizer.....	5%

Bow-hunting accessories owned

Quiver.....	90%
Fixed broadheads.....	79%
Release aid.....	83%
Stabilizer.....	74%
Scent elimination clothing.....	52%
Expandable broadheads.....	36%
Range-finder.....	39%



96.5% of Deer & Deer Hunting readers hunt whitetails with a firearm

Harvested a whitetail with a firearm in the last 12 months.....	70%
% that increase their firearm activity in the last 12 months.....	70%
Average years of firearms experience.....	15.3 years
Average # of days spent gun hunting each year.....	21 days
Average # of days spent scouting.....	23.9 Days

Big game hunted with a gun

White-tailed deer.....	94%
Bear.....	21%
Elk.....	10%
Mule deer.....	9%

Other species hunted with a firearm

Turkey.....	73%
Upland bird.....	53%
Waterfowl.....	24%
Small game.....	75%
Predators.....	45%

Firearms purchased in the past 12 months

Purchased one or more gun in the past 12 months.....	41.50%
Purchased a muzzleloader.....	13.4%
Purchased above .22 caliber.....	16%
Purchased a shotgun.....	16.7%
Purchased a handgun.....	8.5%

Firearms owned

Type	% owned	# owned
Rifle above .22 caliber.....	94%	3.4
Shotgun.....	94%	3.4
Handgun.....	61%	1.9
Muzzleloader.....	70%	1.3



Optics owned

Binoculars.....	97%
Rifle scope.....	97%
Shotgun Scope.....	88%
Spotting Scope.....	32%

Boxes of ammunition purchased in the past 12 months

Readers spent an average of \$114 each on ammunition

Caliber	# of boxes
Rimfire.....	5
Shotgun shells.....	5.1
Centerfire cartridges.....	2.1
Shotgun slugs.....	2.3
Total.....	14.5 boxes

Firearms purchase plans in the next 12 months

41.6% plan on buying a new firearm within the next year

Rifle above .22 caliber.....	16%
Shotgun.....	9%
Handgun.....	8%
Muzzleloader.....	11%

Firearm accessory purchases planned in the next 12 months

Optics.....	32%
Variable-power scope.....	22%
Binoculars.....	8%
Sporting scope.....	5%
Fixed-power scope.....	5%
Reloading supplies.....	18%
Gun cleaning supplies.....	30%
Scope mount.....	15%
Sling.....	12%
Gun case.....	96%