



ELK COUNTRY and the HUNT

BUGLE

MEDIA INFORMATION & READER PROFILE

JOURNAL OF THE ROCKY MOUNTAIN ELK FOUNDATION

WHO ARE WE?

Bugle readers are passionate hunter conservationists who invest their time, money and hearts in the outdoors. They hunt big game, upland birds and waterfowl, and enjoy fishing, camping and sharing time afield with their families

When you advertise in *Bugle*, you do more than reach your target market of active affluent hunters. You build goodwill for your brand and product by tying them to a cause our readers care deeply about—conserving elk country and passing on our great hunting heritage!

Bugle, the Rocky Mountain Elk Foundation's journal of Elk Country and the Hunt, focuses on hunting, elk and habitat conservation. Departments like Elk Hunting Q&A and Out Among 'Em allow Foundation members to share hunting tips and photos from their own hunting adventures. Rifles and Cartridges showcases the insightful commentary of marksman Wayne van Zwoll. Tracking the Foundation keeps readers informed about the Elk Foundation's critical work protecting and enhancing wildlife habitat. Situation Ethics offers personal, in-the-field stories that help people prepare for the tough, now-or-never choices that hunting presents.

In 2004, the Rocky Mountain Elk Foundation celebrated its 20th anniversary. Founded and headquartered in Montana, the nonprofit Elk Foundation has permanently protected more than 1,000 square miles of critical elk habitat and enhanced another 3.5 million acres of elk country all across North America. The Elk Foundation has channeled more than \$10 million into 1,000 projects promoting hunting and conservation education, including workshops, conferences, field days, expositions and publications in 47 states and eight provinces.

The Elk Foundation envisions a future where elk roam in wild places across our continent, challenging and inspiring generations of hunters and other conservationists to preserve that legacy and pass it on to those who follow.

Reach passionate
hunters through *Bugle*
magazine advertising

HOT PRODUCT FEATURES

Jan/Feb '06	<i>Ammunition & Black Powder</i>
Mar/Apr '06	<i>Optics</i>
May/June '06	<i>Bows & Accessories</i>
NEW!	<i>Truck & RV Parts & Accessories</i>
July/Aug '06	<i>Calls & Elk Hunting Accessories</i>
Sept/Oct '06	<i>Rifles, Muzzleloaders & Accessories</i>
Nov/Dec '06	<i>Footwear & Apparel</i>
NEW!	<i>Truck & RV Parts & Accessories</i>

Categories are subject to change

REGULAR DEPARTMENTS

Rifles & Cartridges	<i>Wayne van Zwoll</i>
Bows and Arrows	<i>Chuck Adams</i>
Elk Hunting Forecast	<i>(Sept/Oct issue only)</i>
Out Among Em	<i>Member hunt photos</i>
Elk Hunting Q & A	<i>Hunting tips from members</i>
Women in the Outdoors	
Situation Ethics	

Categories are subject to change

2006 EDITORIAL PROFILE

Jan/Feb	<i>Outfitters & Guides Special Section: How to pick a good one, how to be a good one, profiles of legends, great hunting stories.</i>
Mar/Apr	<i>Hunting Wild Pennsylvania Elk: RMEF's ambitious Pennsylvania Wildlife Initiative aims to increase the bounty in one of our nation's greatest hunting states.</i>
May/June	<i>Hunting Roosevelt's Elk: Do you have what it takes to hunt huge dark bulls in cold jungles?</i>
July/Aug	<i>Bowhunting Special Section: We capture the intensity, disappointments and joys that make bowhunting for elk the pinnacle of the year for so many hunters.</i>
Sept/Oct	<i>Special Hunting Issue, including a forecast of what elk hunters can expect, state-by-state and province-by-province.</i>
Nov/Dec	<i>Jewels of the Hunt Special Section: Encounters with the unexpected—both dangerous and wonderful—can make for the most enduring memories.</i>



AUDIENCE PROFILE

Bugle magazine reaches 150,000 to 155,000 member households each issue.

- 150,000 members
- 375,000 readership
- Members spend an average of 1 hour eight minutes reading each issue of *Bugle*.
29% of them spend more than two hours.

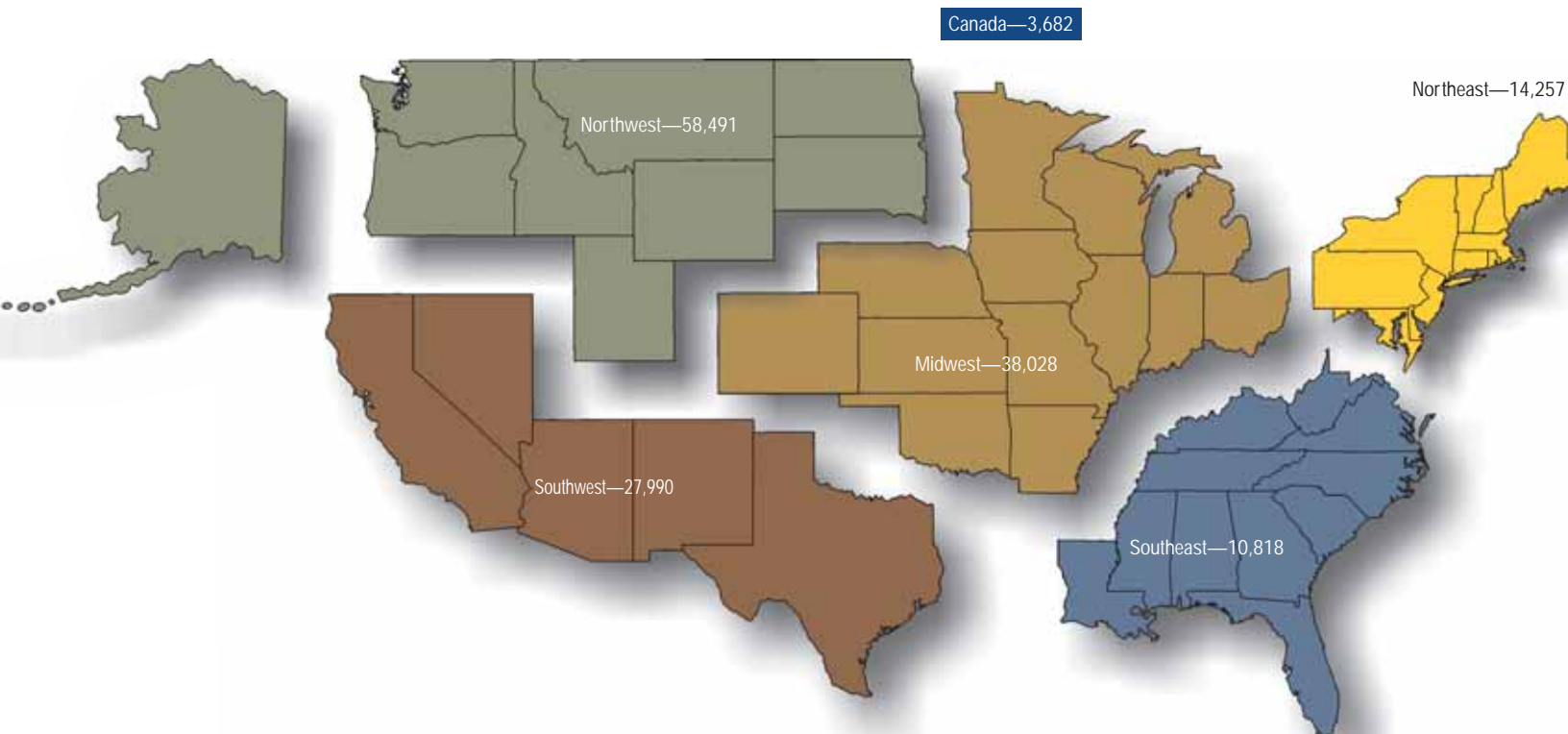
Bugle readers and Elk Foundation members are affluent outdoorsmen with a passion for the outdoors.

- 97% male
- 80% own their own homes
- 42% own 3 or more acres of land
- 14% own 50 or more acres of land
- 54% attended/graduated college
- 53% are ages 35 to 54
- Average household income: \$92,000
 - 68% have household incomes over \$50,000
 - 21% have household incomes over \$100,000
 - 9% have household incomes over \$150,000
- 81% married
- 21.2 average days hunting per year
- 25.4 average days fishing per year

Abe & Son Natural Elk Sounds

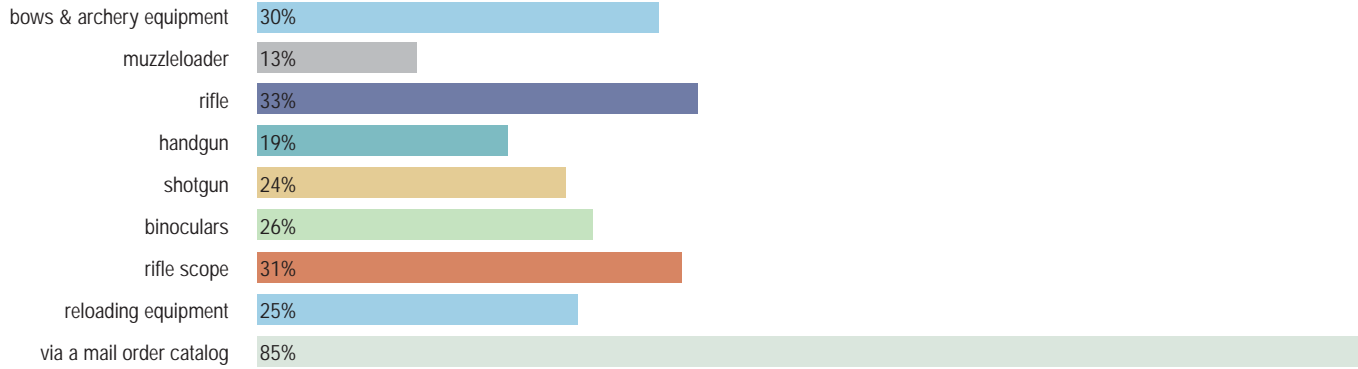


MEMBERS BY REGION



MEMBERS ARE BUYERS

PERCENTAGE OF MEMBERS PLANNING TO PURCHASE DURING THE NEXT 12 MONTHS



MEMBERS ARE ACTIVE OUTDOORS ENTHUSIASTS

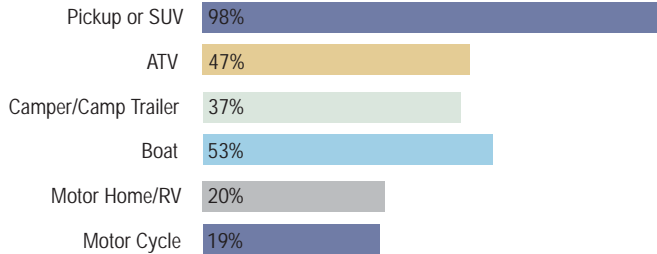
Bugle readers enjoy these outdoor activities

- 98% Hunting & shooting
- 94% Hunting deer
- 85% Hunting elk
- 45% Hunting other big game
- 65% Hunting waterfowl & upland big game
- 45% Hunting with a dog
- 41% Bowhunting
- 72% Camping
- 89% Fishing
- 45% Photography
- 35% Horseback riding
- 63% Owning a dog

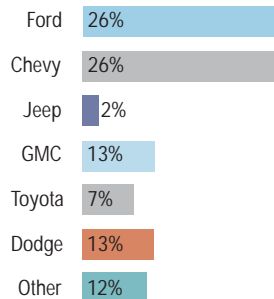


TRUCKS AND RECREATIONAL VEHICLES

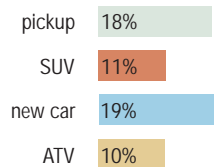
PERCENTAGE OF MEMBERS WHO OWN THE FOLLOWING



BRAND OF PICK-UP OR SUV OWNED



PLAN TO BUY IN THE NEXT 12 MONTHS



Photos by Lance Schelvan

MEMBERS SPEND AN AVERAGE OF \$702 ANNUALLY ON AUTO PARTS ACCESSORIES. THAT EQUATES TO A \$106 MILLION MARKET.

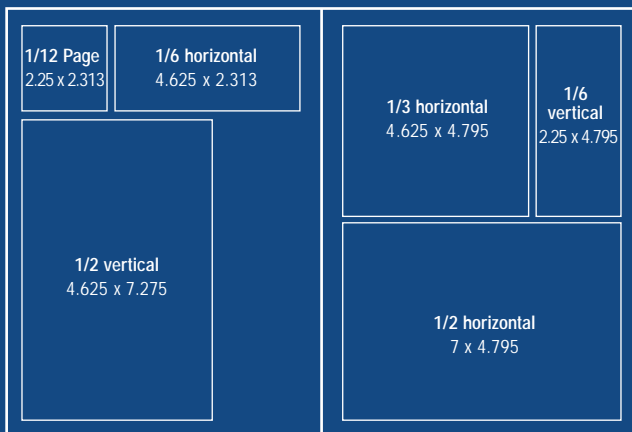
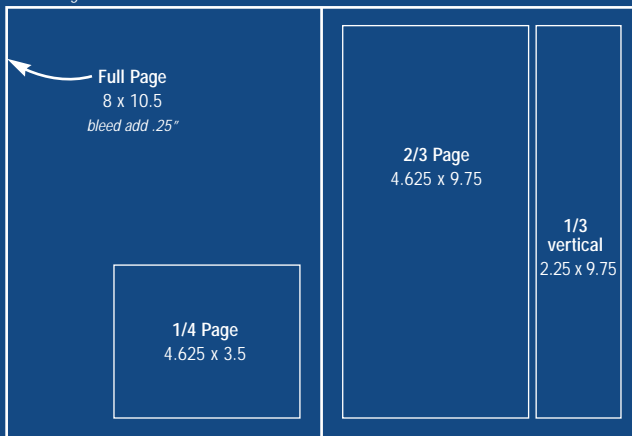
Members spend more than \$250 million annually on hunting equipment and accessories (\$1,640 per member per year)

AD DIMENSIONS & RATES

Effective 1/1/03

Ad size	width x height Dimensions	4 color	2 color	B&W
Cov 4	(see full sizes)	\$6510		
Cov 3	(see full sizes)	\$6040		
Cov 2	(see full sizes)	\$6140		
spread		\$10,290	—	\$7560
trim size	16 x 10.5			
bleed add .25"	16.25 x 10.75			
Full page		\$5830	\$5240	\$4105
trim size	8 x 10.5			
bleed add .25"	8.25 x 10.75			
2/3	4.625 x 9.75	\$4095	\$3730	\$2960
1/2 page		\$3560	\$3075	\$2320
trim size	8 x 5.169			
bleed add .25"	8.25 x 5.294			
1/2H	7 x 4.795	\$3560	\$3075	\$2320
1/2V	4.625 x 7.275	\$3560	\$3075	\$2320
1/3H	4.625 x 4.795	\$2680	\$2205	\$1680
1/3V	2.25 x 9.75	\$2680	\$2205	\$1680
1/4	4.625 x 3.5	\$2320	\$1765	\$1290
1/6H	4.625 x 2.3125	\$1150	\$980	\$850
1/6V	2.25 x 4.795	\$1150	\$980	\$850
1/12	2.25 x 2.3125	\$705	\$550	\$470

width x height in inches



OUTFITTER & BOOKING AGENCIES

An Outfitter Membership is \$225 for US and \$250 outside the US. An Outfitter Membership is required prior to display advertising in *Bugle*. You may also receive a complimentary membership through donations, call for details.

DATES & DEADLINES

Issue	Ad Closing	Material Deadline	Members Receive
Mar/Apr	12/7	12/14	2/13
May/June	2/9	2/16	4/17
July/Aug	4/12	4/19	6/19
Sept/Oct	6/14	6/21	8/21
Nov/Dec	8/13	8/20	10/14
Jan/Feb	10/13	10/20	12/19

FREQUENCY DISCOUNTS

Insertions per year	Discount
three	3%
six	6%
nine	9%

PAYMENT POLICY

Prepayment is required by all first time advertisers until a credit application has been approved. Once approved, advertisers will be granted 30-day payment terms. Invoicing will occur after members have received their copies. Balances not paid within 30 days will be assessed a 1.25% finance charge per month on the unpaid balance. Your prompt payment, helping the RMEF fulfill its mission, is appreciated by our members — your customers.

We reserve the right to put a hold on future ads if account balance is **not** current.

AD SPECIFICATIONS

Bugle magazine is printed on a web offset press with perfect binding.

Inserts must be supplied as bind-ins.

We request all materials supplied in digital format.

Electronic Files

We accept tif, eps and pdf composite files only. Please send via CD, DVD or e-mail. Color correct proof must accompany all digital files. We cannot guarantee accurate color reproduction without a press ready color proof.

You can email your digital files to bugleads@rmef.org

We reserve the right to resize (at your cost) or refuse any ads that are submitted with incorrect dimensions.

CONTRACT AND COPY REGULATIONS

As the official journal of the Rocky Mountain Elk Foundation, Bugle reserves the right to refuse any advertisement that is not compatible with the Foundation's mission or objectives.

The mission of the Elk Foundation is, in part, to perpetuate wild, free-ranging elk which may be hunted and otherwise enjoyed. The Foundation fulfills this mission by protecting key wildlife habitat. We reject all advertisements for:

- the sale of live elk
- the sale of any hunting opportunity that fails to meet standards of fair chase ("guaranteed" kills, hunting inside fences, etc.).
- all contests, sweepstakes and raffle advertising

The Elk Foundation believes that hunting is a privilege that must be cherished and promoted with care and taste. Our readers appreciate advertisements for goods and services that help them celebrate the hunting experience and show respect for animals and the land. If you believe that images of dead animals are the most effective way to sell your products or services, please exercise good taste (avoid gory animals or tongues hanging out, people sitting on animals, kill-shot collages, etc.). If you sell products which have the potential to be used in disrespectful or unethical ways, please emphasize responsible use of your products.

The RMEF accepts and publishes all advertising materials with the understanding that the advertiser and/or advertising agency is properly authorized to publish the entire contents of the

ad. By submitting an ad, the advertiser and/or advertising agency agrees to indemnify and hold the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits that may arise out of the publication of such advertisement.

The RMEF is not responsible for loss or damage to ad material. All advertising material submitted becomes the property of RMEF.

Contracts must be bona fide and must specify a contract year and the number of insertions to be used. Two or more advertisers are not permitted to use space under the same contract.

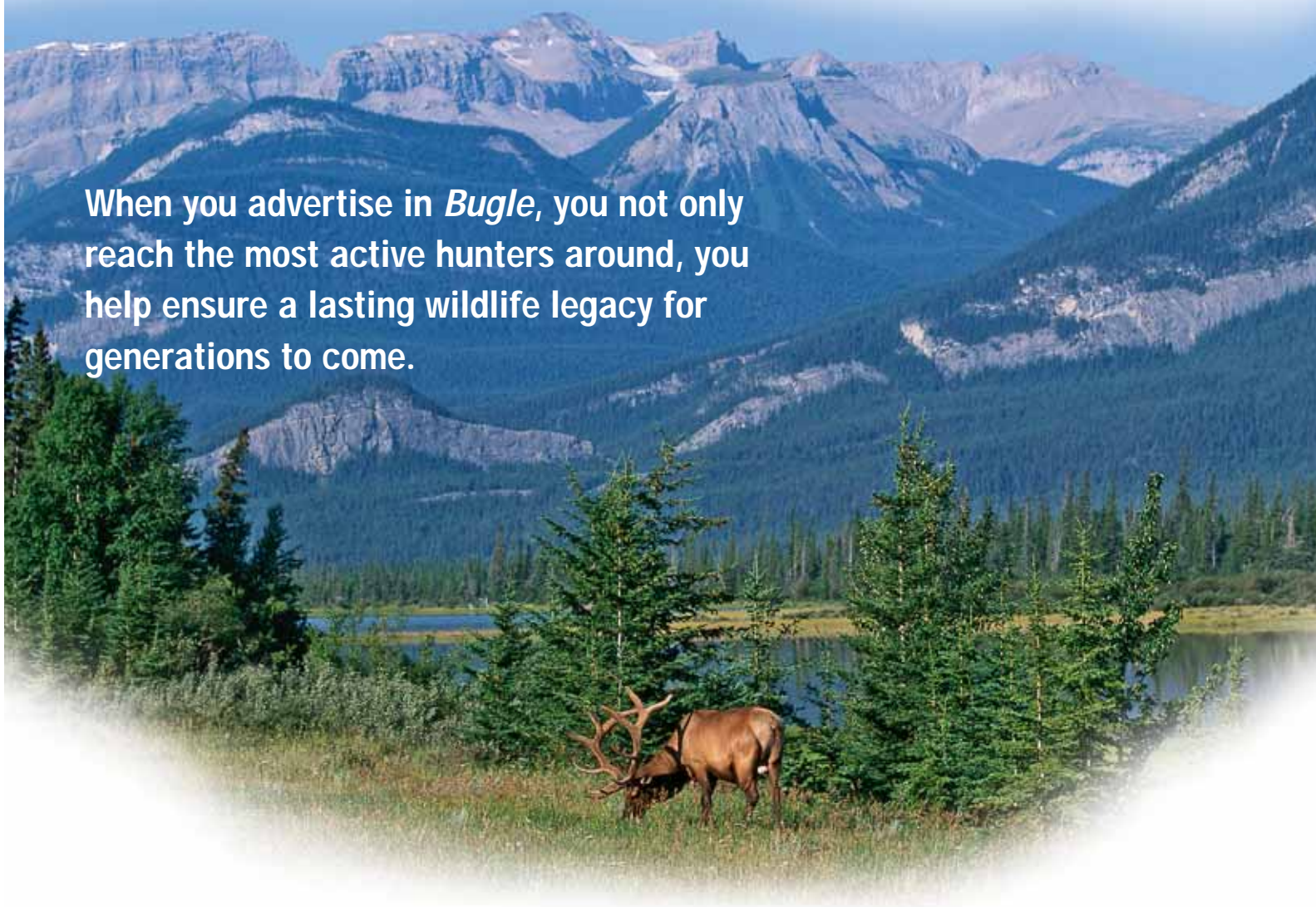
The publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as is due and payable to the publisher.

The publisher shall in no event be liable for failure to publish advertising when specified by the advertiser, provided that if no advertising is published, any charges therefore received by the publisher shall be refunded.

The publisher's liability for any error shall not exceed the cost of the space occupied.

Cancellations will not be accepted after closing date and none may be considered executed unless acknowledged in writing by the publisher.

The publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of this rate card.



When you advertise in *Bugle*, you not only reach the most active hunters around, you help ensure a lasting wildlife legacy for generations to come.



Rocky Mountain Elk Foundation

Attention: Marketing
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Missoula, Montana 59808
406-523-4595 ph
406-523-4550 fax
www.elkfoundation.org

Above photo:
dusansmetana.com

Cover photos top to bottom:
Jeff Henry
Lance Schelvan
Realtree®
Jeff Jones
Cover background photo:
Lance Schelvan