Hi, we are Hook & Barrel Magazine.

Let us introduce you to the best audience, editorial product, and engagement opportunity on the market.

Hook & Barrel Magazine is an advertising opportunity like no other. Simply stated, no other magazine combines the outdoors with celebrities, award winning editors, and distribution to the customers of the world’s largest retailer of outdoor and hunting goods.

Industry leaders love it:

"HOOK & BARREL IS A BREATH OF FRESH AIR. FOR YEARS, I READ THE SAME OLD STORIES IN HUNTING AND FISHING JOURNALS – HOOK & BARREL NOW HAS ME WAITING FOR THE NEXT ISSUE. I CAN’T GET ENOUGH."

– WAYNE BISBEE

Industry legends praise it:

"I CERTAINLY WANT TO PASS ALONG MY CONGRATULATIONS ON A JOB WELL DONE BY YOU AND YOUR STAFF. THE COPY WAS GREAT AND THE DESIGN AND IMAGES WERE WONDERFUL YOU’VE DEFINITELY SET THE BAR HIGH RIGHT OUT THE GATE."

– BILL DANCE

Celebrities endorse it:

"EVERYONE THAT LOVES THE OUTDOORS SHOULD CHECK OUT THIS GREAT NEW MAGAZINE. MY DREAM HAS ALWAYS BEEN MUSIC…THEIR DREAM WAS TO START A MAGAZINE AND THEY MADE IT HAPPEN! ALWAYS BELIEVE IN THE UNDERDOG!"

– AARON WATSON

*Based on estimated store visitors, digital copies, social media and website impressions.
Who are our readers?
Educated consumers. Modern outdoorsmen. And highly loyal.

Our audience is a marketer’s dream.
Whether they are picking up the magazine in Bass Pro Shops, Cabela’s, subscribing to their door, perusing online, or engaging our social media, they can’t get enough of Hook & Barrel Magazine. **So let’s introduce you, shall we?**

We are distributed at no cost to the customer in all of our retail locations. Our stand alone custom-built stands are located just beyond the cashiers. That means every single customer must walk past the Hook & Barrel stand as they exit the store.
Where do we reach?

HOOK & BARREL IS AN OPPORTUNITY FOR ADVERTISERS TO REACH READERS WITHOUT ENTERING TOO FAR INTO THE SPECIFIC CATEGORIES OF HUNTING AND FISHING – IT IS THE PERFECT GENERAL INTEREST OUTDOORS MAGAZINE
— JOHN J. RADZWILLA, EDITOR-IN-CHIEF

Who do we reach?

We are reaching a more diversified, LIFESTYLE driven outdoorsman.

That is what makes us different and ultimately what we are doing best!

I BOUGHT 20 OUTDOOR INDUSTRY MAGAZINES, LAID THEM ALL ON THE TABLE, AND HAD EVERY TEAM MEMBER GO THROUGH EACH OF THEM. NONE OF THEM SHOWCASED THE EVERY DAY LIFESTYLE OF AN OUTDOORSMAN...

THEN, YOU WALKED IN
— OUTDOOR INDUSTRY MARKETING EXPERT

98%
Our average pull rate in a 10-day period with more than half of the stores 100% out at time of re-stock.
Readers also subscribe and have the magazine delivered to their mailbox. We never have uncirculated magazines.

PRINT
50,000+ circulation per issue
Allen, TX
Bossier City, LA
Broken Arrow, OK
Buda, TX
Denham Springs, LA
El Paso, TX
Fort Worth, TX
Garland, TX
Gonzales, LA
Grapevine, TX
Harlingen, TX
Katy Mills, TX
League City, TX
Little Rock, AR
Lubbock, TX
Oklahoma City, OK
Pearland, TX
Rogers, AR
Round Rock, TX
San Antonio, TX
Waco, TX

DIGITAL
115,000+ digital copies sent per issue

WEBSITE
274,250 page views
63,600 unique users
3.58 pages per session
2:30 average time on site
115,000+ email database
**Buying Power.**

$156.9 billion

Total Wildlife-Related Recreation Expenditures

<table>
<thead>
<tr>
<th>TOTAL WILDLIFE-WATCHING EXPENDITURES</th>
<th>Total wildlife-watching expenditures ...... $75.9 billion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total trip-related.......................... $11.6 billion</td>
<td></td>
</tr>
<tr>
<td>Food and lodging........................................ 6.1 billion</td>
<td></td>
</tr>
<tr>
<td>Transportation............................................. 4.2 billion</td>
<td></td>
</tr>
<tr>
<td>Other trip costs........................................ 1.3 billion</td>
<td></td>
</tr>
<tr>
<td>Total equipment expenditures............... $55.1 billion</td>
<td></td>
</tr>
<tr>
<td>Wildlife-watching equipment.................. 12.1 billion</td>
<td></td>
</tr>
<tr>
<td>Auxiliary equipment............................... 1.0 billion</td>
<td></td>
</tr>
<tr>
<td>Special equipment...................................... 41.9 billion</td>
<td></td>
</tr>
<tr>
<td>Total other expenses......................... $9.2 billion</td>
<td></td>
</tr>
<tr>
<td>Land leasing and owning....................... 4.2 billion</td>
<td></td>
</tr>
<tr>
<td>Plantings................................................. 0.9 billion</td>
<td></td>
</tr>
<tr>
<td>Membership dues and contributions........... 3.8 billion</td>
<td></td>
</tr>
<tr>
<td>Magazines, books, and DVDs.................... 0.2 billion</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOTAL FISHING EXPENDITURES</th>
<th>Total fishing expenditures.................. $46.1 billion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total trip-related expenditures $21.7 billion</td>
<td></td>
</tr>
<tr>
<td>Food and lodging............... 7.8 billion</td>
<td></td>
</tr>
<tr>
<td>Transportation..................... 5.0 billion</td>
<td></td>
</tr>
<tr>
<td>Other trip costs................... 8.8 billion</td>
<td></td>
</tr>
<tr>
<td>Total equipment expenditures $21.1 billion</td>
<td></td>
</tr>
<tr>
<td>Fishing equipment.................. 7.4 billion</td>
<td></td>
</tr>
<tr>
<td>Auxiliary equipment................ 3.2 billion</td>
<td></td>
</tr>
<tr>
<td>Special equipment.................. 10.5 billion</td>
<td></td>
</tr>
<tr>
<td>Total other fishing expenditures $3.3 billion</td>
<td></td>
</tr>
<tr>
<td>Magazines, books, and DVDs........ 0.1 billion</td>
<td></td>
</tr>
<tr>
<td>Membership dues and contributions... 0.2 billion</td>
<td></td>
</tr>
<tr>
<td>Land leasing and ownership........ 2.4 billion</td>
<td></td>
</tr>
<tr>
<td>Licenses, stamps, tags, and permits... 0.6 billion</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOTAL HUNTING EXPENDITURES</th>
<th>Total hunting expenditures............... $26.2 billion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total trip-related expenditures $9.2 billion</td>
<td></td>
</tr>
<tr>
<td>Food and lodging............... 3.1 billion</td>
<td></td>
</tr>
<tr>
<td>Transportation..................... 3.2 billion</td>
<td></td>
</tr>
<tr>
<td>Other trip costs................... 2.9 billion</td>
<td></td>
</tr>
<tr>
<td>Total equipment expenditures $12.8 billion</td>
<td></td>
</tr>
<tr>
<td>Hunting equipment.................. 7.4 billion</td>
<td></td>
</tr>
<tr>
<td>Auxiliary equipment................ 2.0 billion</td>
<td></td>
</tr>
<tr>
<td>Special equipment.................. 3.4 billion</td>
<td></td>
</tr>
<tr>
<td>Total other hunting expenditures $4.2 billion</td>
<td></td>
</tr>
<tr>
<td>Magazines, books, and DVDs........ 0.2 billion</td>
<td></td>
</tr>
<tr>
<td>Membership dues and contributions... 0.2 billion</td>
<td></td>
</tr>
<tr>
<td>Land leasing and ownership........ 2.9 billion</td>
<td></td>
</tr>
<tr>
<td>Licenses, stamps, tags, and permits... 0.8 billion</td>
<td></td>
</tr>
<tr>
<td>Plantings............................... 0.02 billion</td>
<td></td>
</tr>
</tbody>
</table>

THE FEEDBACK FROM THE CUSTOMERS HAS BEEN EXTREMELY POSITIVE. CUSTOMERS HAVE PERSONALLY TOLD ME HOW MUCH THEY ENJOY THE MAGAZINE AND IN PARTICULAR MENTION HOW THEY RELATE TO THE CONTENT. IT’S SOMETHING NEW, SOMETHING FRESH; THERE IS SOMETHING FOR EVERYONE - NOT JUST THE DIEHARD HUNTER OR FISHERMAN. DEFINITELY DIFFERENT THAN ANY OTHER MAGAZINE OUT THERE RIGHT NOW.

– BASS PRO SHOPS, GENERAL MANAGER


* 7.7 million both fished and hunted. ** 18.8 million wildlife watched both around the home and away from home.
Now, let’s take a closer look at Texas, Oklahoma, Louisiana and Arkansas participation.

**DEMOGRAPHICS (COMBINED)**

<table>
<thead>
<tr>
<th></th>
<th>TX</th>
<th>OK</th>
<th>LA</th>
<th>AR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid Hunting License Holders</td>
<td>2,315,364</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paid Fishing License Holders</td>
<td>3,711,563</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wildlife-Watchers</td>
<td>9,033,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participated in fishing (fresh water) in last 12 months</td>
<td>3,687,562</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participated in fishing (salt water) in last 12 months</td>
<td>1,161,599</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participated in hunting with shotgun in last 12 months</td>
<td>1,142,439</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participated in hunting with rifle in last 12 months</td>
<td>1,424,868</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hunting &amp; Fishing Equipment</td>
<td>$747,961,916</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Did bird watching in last 12 months</td>
<td>1,304,753</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boats/Trailers Financed</td>
<td>$193,332,924</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participated in boating (power) in last 12 months</td>
<td>1,554,367</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payments on Boats/Trailers/Campers/RVs</td>
<td>$693,760,632</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Campers Financed</td>
<td>$418,954,414</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Camping Equipment</td>
<td>$198,758,955</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household owns or leases SUV</td>
<td>5,258,955</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household owns ATV or UTV</td>
<td>922,310</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household owns or leases truck</td>
<td>3,977,991</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

“I HAVE TO HAND IT TO YOU. YOUR MAGAZINE IS OUTSTANDING. GREAT BALANCE OF POP CULTURE AND COUNTRY CONTENT. EVEN WHILE WRITING FOR ALL THE “BIG BOYS”, I CAN HONESTLY SAY I AM PROUD TO BE PART OF HOOK & BARREL.”

- JEFF JOHNSTON, FORMER EXECUTIVE EDITOR, AMERICAN HUNTER, CONTRIBUTOR, OUTDOOR LIFE, CONTRIBUTOR, FIELD & STREAM, FIELD EDITOR, AMERICAN RIFLEMAN, FIELD EDITOR, AMERICAN HUNTER
Let’s take a look at our print readership.

- 45% of Hook & Barrel readers are between the ages of 35 and 54
- The median age of Hook & Barrel readers is 48 years
- The median age of U.S. adults is 47.7 (2017)

THANK YOU FOR ALL THAT YOU DO TO PROMOTE OUR PRODUCTS AND CONSERVATION – FIRST CLASS IN EVERY WAY!
— JOHNNY MORRIS, FOUNDER, BASS PRO SHOPS
Let’s take a look at our online readers.

AGE DEMOGRAPHICS OF ONLINE READER

GENDER BREAK DOWN OF ONLINE READER

"EVERY TIME AN ISSUE COMES OUT, I THINK IT’S THE BEST ONE YET. THEN, THE NEXT ONE TOPS IT. NOT TO MENTION, I CAN’T KEEP UP WITH THE INQUIRES FROM OUR ADS."

— BRANDON CHOATE, LONE ELM WHISKEY
Hook & Barrel readers are earners and are educated.

**Education Levels**

- Some high school or less: 1%
- Completed high school: 12%
- Vocational/technical school: 10%
- Some college: 22%
- Completed college: 31%
- Some graduate school: 18%
- Completed graduate school: 18%

- 54% of Hook & Barrel readers have a college degree or higher.
- One-third of the adult population in the U.S. has a bachelor’s degree or higher.

**Employment Status**

- Employed full-time: 62%
- Retired: 17%
- Self-employed: 6%
- Employed part-time: 5%
- Business owner: 4%
- Disabled: 2%
- Unemployed, seeking employment: 2%
- Unemployed, not seeking employment: 1%
- Active military service: 1%
- Student: 1%

- 62% of Hook & Barrel readers are employed full time.
- 60.7% of the U.S. working-age population is employed.

**Income Break Down**

- <$20,000: 2%
- $20,000-$49,999: 11%
- $50,000-$74,999: 19%
- $75,000-$99,999: 27%
- $100,000-$149,999: 23%
- $150,000-$199,999: 7%
- $200,000+: 2%

- 88% of Hook & Barrel readers earn $50,000 or higher.
- The median HHI of Hook & Barrel readers is $95,450 (PRINT).
- The U.S. June 2018 median HHI was $62,175.

---

“I LOOK FORWARD TO YOUR GEAR SECTION EACH ISSUE. TELL YOUR STAFF THAT READERS LIKE ME LOVE THE SECTION AND THAT WE BUY STUFF WE SEE IN THERE!”

— READER, BIRMINGHAM ALABAMA
Our readers’ interests outdoors.

WHAT DO THEY DO OUTSIDE?

- Fishing: 88%
- Camping: 67%
- Hunting: 67%
- Target Shooting: 61%
- Boating: 55%
- Archery: 38%
- Golf: 36%
- Others: 12%

WHAT SHOOTING SPORTS DO THEY LIKE?

- Target shooting w/rifle: 84%
- Target shooting w/handgun: 81%
- Target shooting w/modern sporting rifle: 56%
- Shooting clays: 52%
- Skeet shooting: 42%
- Trap shooting: 38%
- Other: 4%

HOW DO THEY FISH?

- Freshwater fishing: 95%
- Saltwater fishing: 44%
- Fly fishing: 34%
- Kayak fishing: 22%
- Ice fishing: 31%
- Bowfishing: 12%

HOW DO THEY HUNT?

- Hunting w/rifle: 87%
- Hunting w/shotgun: 84%
- Hunting large game: 82%
- Hunting small game: 68%
- Hunting w/bow: 55%
- Hunting upland birds: 55%
- Hunting waterfowl: 42%
- Hunting w/handgun: 24%
Leverage the hottest magazine in the outdoors space.

280,000+ 2020 PRINT CIRCULATION (BIMONTHLY/6 ISSUES PER YEAR)
21,000,000* 2020 EST. IMPRESSIONS

*Based on estimated store visitors, digital copies, social media and website

Since our launch in July 2018, Hook & Barrel has served as the new standard in the outdoors publication arena. Spanning from must have gear, clothing, and outdoor accessories to celebrity interviews, food and drink recipes, unique travel destinations and music spotlights, readers are up to date on all the ‘life’ the outdoor lifestyle provides during and between the hunting and fishing trips.

The only magazine of its kind, aligning your brand with Hook & Barrel will ensure that you stay top of mind among our coveted audience.

“82%* of U.S. internet users say they trust print the most out of all media.
– Marketing Sherpa 2017
Editorial Calendar

2020

Every issue features:
- Celebrity cover story*
- Gear guide and Editor’s Picks
- Field trip (travel section)
- Food and Drink section
- Celebrity Musician Feature
- How To
- Feature Well
- The Trophy Room (Instagram Influencer)

In addition to that we will feature general human-interest articles and profiles pertaining to the following:

<table>
<thead>
<tr>
<th>JAN/FEB</th>
<th>TACTICAL/ LATE SEASON HUNTING</th>
<th>JAN</th>
<th>NOV</th>
<th>NOV</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAR/APR</td>
<td>FRESHWATER FISHING/ SPRING HUNTING</td>
<td>MAR</td>
<td>JAN</td>
<td>JAN</td>
</tr>
<tr>
<td>MAY/JUN</td>
<td>SALTWATER FISHING- INSHORE/OFFSHORE</td>
<td>MAY</td>
<td>MAR</td>
<td>MAR</td>
</tr>
<tr>
<td>JUL/AUG</td>
<td>ANNIVERSARY/SUMMER ISSUE</td>
<td>JUL</td>
<td>MAY</td>
<td>MAY</td>
</tr>
<tr>
<td>SEP/OCT</td>
<td>ARCHERY/ FISHING/ PRE-SEASON HUNTING</td>
<td>SEP</td>
<td>JUL</td>
<td>JUL</td>
</tr>
<tr>
<td>NOV/DEC</td>
<td>HOLIDAY ISSUE- GIFT GUIDE/GENERAL HUNTING SEASON</td>
<td>NOV</td>
<td>SEP</td>
<td>SEP</td>
</tr>
</tbody>
</table>

* Celebrity cover story

00_COVER_H&BMayJune19_Cover_FINAL.indd  1
4/3/19  12:52 PM

POPPING   CAPS
on the Range
with Pop Evil's,  Matt  DiRito

BALLISTIC
BJ Baldwin

Hammers  Down
on the Baja

Million
Dollar
MA/R.altLIN
Bisbee's  awards  over
$100,000,000

MUST  HAVE GEAR:
A REEL TO DESIRE–
THE SHIMANO  STELLA!

Below
the Surface
Bowfishing  with John Paul
Morris

The
VOLUNTEER
Bill  Dance  shares  his  secrets  to  success

Monsters
Piranhas,  Vampires and other
fish tales  from the Amazon

HANNAH BARNON
Noodles  on catching   giant  catfish

MUST  HAVE GEAR:
The SHIMANO  CURADO DC  CURES ALL

March-April 2019

Anniversary Issue!

July-August 2019

Kings of the Road
Randy Rogers Band
In  It for the  Long Haul
CASEY DONAHUE
Lays Down
the Bacon
FURY!
Only In Texas
(And  It Will
Blow  You  Away)

Page 48

The Pitmaster
Become a
Backyard BBQ
Champ

Page 16

MUST  HAVE  GEAR:
SIG P365
A CCW THAT IS
READY 365, 24/7

Page 41

September-October 2019

The Duke
Restoring  John Wayne's
Iconic Hats

Page 48

MUST HAVE GEAR:
The Bowtech
Realm SR6
Redefining Speed
As You Know It

Page 41

Her Outdoor Family
Eva Shockey
From Field to Fame

Nashville's  Redneck Revival
Featuring  Morgan Wallen
and Newcomer, HARDY

Page 24

September-October 2019

MUST HAVE GEAR:
SIG P365
A CCW THAT IS
READY 365, 24/7
Ad submission guide.

Ad sizes

<table>
<thead>
<tr>
<th>AD DIMENSIONS</th>
<th>WIDTH</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread with bleed</td>
<td>17”</td>
<td>11.125”</td>
</tr>
<tr>
<td>Full page with bleed</td>
<td>8.625”</td>
<td>11.125”</td>
</tr>
<tr>
<td>Full page non-bleed</td>
<td>7.875”</td>
<td>10.375”</td>
</tr>
<tr>
<td>Half page non-bleed</td>
<td>7.875”</td>
<td>5.0625”</td>
</tr>
</tbody>
</table>

File formatting requirements

FILE FORMAT
Files should be sent as high resolution PDFs. Preferable format is PDF/X-1a. Packaged InDesign files are not preferred but acceptable if need be.

IMAGE RESOLUTION/COLOR
Images must have a resolution of at least 300 DPI when at 100%. All colors and images must be in the CMYK color space. Any ads submitted not in CMYK will be converted in-house and color accuracy cannot be guaranteed.

FULL PAGE REQUIREMENTS (PLEASE REFER TO GRAPHIC ON RIGHT)

- **Live Area**: Keep non-bleed images, logos and copy .5” inside the magazine trim size.
  (Printer does not guarantee elements outside the Live Area.)
- **Bleed**: Elements intended to bleed off the page must extend a minimum of .125” beyond the trim. Keep all copy and logos within the live area.
- **Export Settings**: Do not use crop marks. If they are used, an offset of .25” or greater is required.
  Define document bleed settings at .125”.

Ad submission guidelines

EMAIL
Email ads to natalie@hookandbarrel.com. Limit 5 MB file size. Please include name of advertiser in email.

UPLOAD
WeTransfer, Dropbox, Google Drive or any other file sharing service is acceptable. Receipt of ad materials will be acknowledged within two business days. For ad design services please allow up to five working days for a proof to be sent to you.

Ad creation

INCLUDES TYPE WITH ONE LOGO AND ONE IMAGE

- **Spread**: $400
- **Full page**: $300
  - Creation of ads includes one round of proofing changes.
  - An additional $50 will be charged per change after initial proofing.
  - An additional $100 will be charged for changes made after approval.
  - An additional $100 will be charged for ad materials received after deadline.
  - Additional charges will be incurred for resizing, type changes, scans and other changes.
Whether it’s impactful brand alignment in Hook & Barrel Magazine, strategic content and engagement programs on hookandbarrel.com, or social media influence, we are here to help you grow your business.

**We have the audience, the offerings and innovations, and one of the most upcoming brands in the outdoors publication market.**

We can’t wait to see how we can help your brand, and together showcase the outdoors lifestyle in a fresh, modern way.