



Contacts:

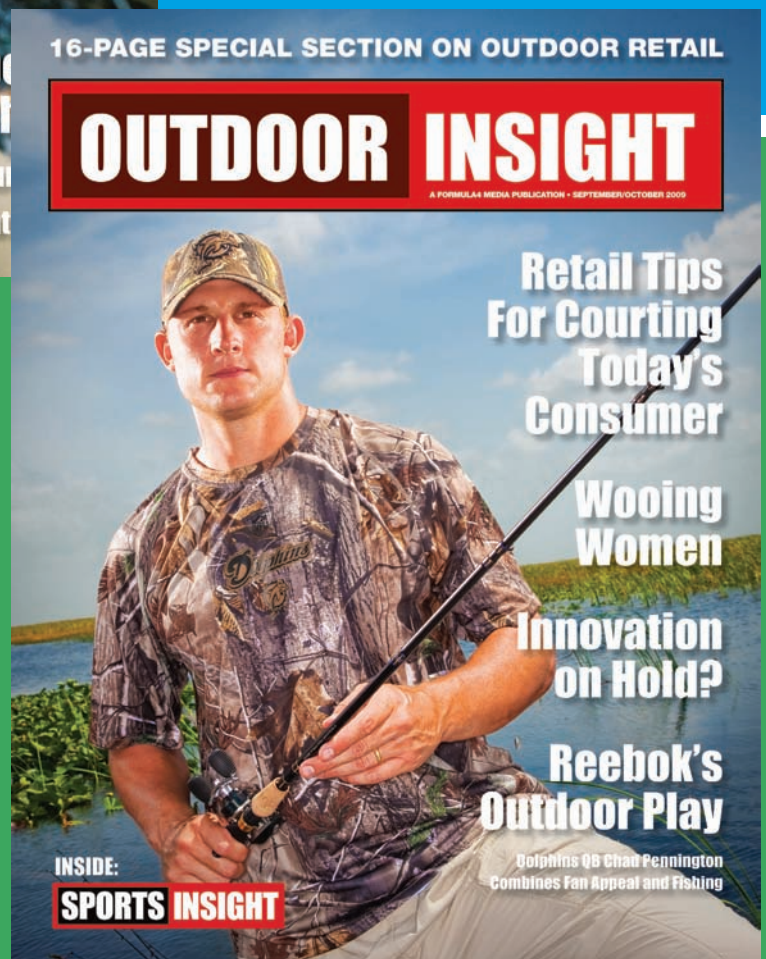
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Insight Focused On Outdoor Retail

Circulation: 5,000
Outdoor Specialty Retailers

Trends, Perspective & Analysis on Today's Outdoor Retail Market

Outdoor Insight is edited for today's outdoor specialty retailers focusing on apparel, footwear, accessories and equipment. **Outdoor Insight** takes a fresh approach to today's outdoor marketplace, highlighting trends in key categories and providing its readership with perspective and analysis on retailing. **Outdoor Insight** is published 4X each year, to coincide with the outdoor products buying cycle and major trade shows.

OUTDOOR INSIGHT 2010 Editorial Calendar

ISSUE		AD CLOSE	SHOWS
January/February 2010	Outdoor Retailer Winter Market Issue	December 24, 2009	ORWM, SIA Snow Show
March/April 2010	Show and Product Wrap-Up Issue	February 20, 2010	
Jul/August 2010	Outdoor Retailer Summer Market Issue	July 1, 2010	ORSM, ASR, Interbike
September/October 2010	Show and Product Wrap-Up Issue	September 1, 2010	The Running Event

*AD MATERIALS DUE ONE WEEK AFTER AD CLOSING

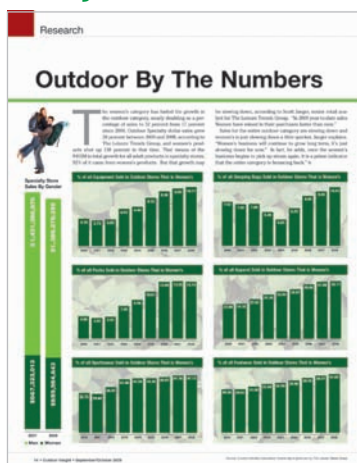
Trends



Perspective



Analysis



CIRCULATION

5,000
Outdoor Specialty Retailers

Outdoor
Snowsports
Multi-sport
Running
Select Sporting Goods Stores



Delivered to a select circulation of *Sports Insight* readers, **Outdoor Insight** offers a focused up-to-date circulation consisting of outdoor specialty stores, outdoor buyers at sporting goods stores, running specialty and multi-sport specialty stores. **Retailers who define today's outdoor category.**

ETC...

Black & White: 10% discount on four-color rates

Multi-Book Discounts: 5% discount on four-color rates

Position Premiums: Back Cover: 25% All others: 10%

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