



FIELD & STREAM[®] OUTDOOR LIFE[®]

ROAD TOUR

2007

COMING LATE SUMMER/FALL 2007

The **Field & Stream and Outdoor Life Road Tour** is a grassroots, mobile marketing tour that brings your brands directly to the outdoor enthusiast.

The Road Tour connects our marketing partners directly with the consumer, creating an interactive environment where attendees will be exposed to the latest gear, products and services catering to outdoorsmen, as well as products they utilize in everyday life.

ROAD TOUR STOPS

The 2007 Road Tour will visit approximately a dozen locations nationwide, including Cabela's retail stores, state fairs, college campuses and other outdoor sport related venues. The college campuses visited on the Road Tour will coincide with Outdoor Life's fall feature on the best college campuses for hunting and fishing.

PROGRAM ELEMENTS

Field & Stream and Outdoor Life will promote the Road Tour in the magazine, on the web and through our Field and Stream and Outdoor Life radio networks. Tour stops will also be promoted locally through local newspaper and radio advertisements. Sponsors will receive logo exposure on all promotional materials as well as logo exposure on all event signage.

SPONSOR COMMITMENT DATE: MARCH 1, 2007

PRICING

Please contact your sales representative to discuss pricing and how your brand can be a part of the Field & Stream and Outdoor Life Road Tour in 2007.

**FIELD & STREAM
OUTDOOR LIFE**

CONTACTS

New York | 212-779-5316
 Chicago | 312-832-0632
 Detroit | 248-988-7780
 Los Angeles | 310-268-7445

TENTATIVE TOUR STOPS
 [partial listing]

