

Gray's Sporting Journal

2024
*MEDIA
KIT*

The Big Game Edition

VOLUME FORTY-EIGHT ISSUE 4 SEPTEMBER 2023



Greetings

It is often said that *Gray's Sporting Journal* is a publication for discerning sportsmen, but how does one qualify what “discerning” really means? We figure it means our readers are particular about many things, but especially firearms, fly tackle, apparel, and destinations. They're also particular about what they read, and *Gray's* has become as much a part of their lives as granddaddy's shotgun, a beloved bird dog, or a treasured bamboo fly rod.

Every year, we hear from dedicated subscribers of all ages who have grown old or grown up with *Gray's Sporting Journal*. Some may have discovered it years ago, sitting fireside at an Alaskan lodge or huddled around a deer camp stove. Others may have come to know it because a father or favorite uncle introduced *Gray's* to them in hopes that they, too, might appreciate its understated elegance and sophistication. Either way, generations have been brought together by a shared passion for fine literature, wing shooting, fly fishing, and an appreciation for good stories, well-written, about great adventures in faraway places, accompanied by beautiful, world-class photography.

But there's also this: Integrity. *Gray's* is free of gratuitous product mention, and after nearly five decades remains loyal to its original blueprint of relying on random, unsolicited submissions for content. It was born, and remains, a true and genuine literary journal. No other publication in the outdoor industry can lay claim to this unique recipe, which is why *Gray's* continues to stand out among its peers.

Today, *Gray's Sporting Journal* abides in people's lives because it delivers on the promise of birds flying on opening morning or wild trout rising to a hatch. It helps you fondly remember where you've been, and dream of where you may one day go. It speaks to you with writing as beautiful as the art scattered throughout its pages and the photographs that speak to you in ways that words cannot. Thriving in an ever-changing world, not because it's like other hook and bullet publications, but instead because it is so very different.



A SLIM CHANCE, BY BRETT JAMES SMITH

Highest Quality

Gray's Sporting Journal caters to sophisticated, highly-accomplished sportsmen, intent on exploring the why of their next fly presentation or covey rise. Offering world-class journalism, unparalleled photography, renowned sporting art, and an unmatched dedication to providing the best in outdoor sporting literature. A high quality, unique reading and visual experience for passionate outdoor enthusiasts.

THE GOLD STANDARD OF OUTDOOR LITERATURE



- *Gray's* is the only publication that offers high-quality sporting fiction, non-fiction, poetry, and photographic essays. Our readers are a collection of dedicated wing shooters, fly anglers, big-game hunters, conservationists, and collectors of sporting art. Our subscribers demand the best—that's why they choose *Gray's*.
- *Gray's* is printed and published on high-quality paper meant to enhance the presentation of fine art or photography that is part of every clean, exquisite design.
- *Gray's* features seven editions annually, includes GRAY'S BEST selections for best new products. We also engage our audience through forums, videos, and event listings via our website and presence on social media.
- Each issue features literature, poetry, photographic essays, and incomparable human experiences. Our recurring departments include: *Expeditions*, *Traditions*, food, recipes, and art.

Since 1975

Impeccable Taste

- 67% of subscribers own a weekend/vacation home
- 40% of subscribers invest in real estate
- 20% of subscribers own a farm
- 39% own an ATV or utility vehicle
- 95% make avg purchases of \$3,000 online
- 40% plan to purchase a vehicle in the next 12 months
- 40% plan to purchase real estate in a few years
- 75% of subscribers shop local specialty retailers
- 63% shop local “big box” retailers
- 49% share their knowledge with over three people



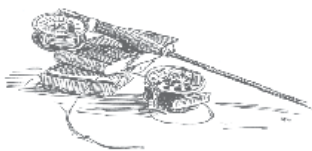
- 20% of subscribers own Sporting property
- 71% own a dog
- 96% of subscribers are gun owners —
- 70% own ten or more
- 77% buy ammunition off the shelf.
- Shotguns and handguns are most popular to own

- 91% of our readers fished the US, Lower 48 states
- Canada, the Caribbean, and Alaska are the next most popular destinations
- Readers own 3.5 pieces of marine / boating equipment
- 98% of our subscribers have been fishing for over 10 years
- 80% of our readers flyfish
- Saltwater is the most popular destination water
- Redfish is the most popular saltwater species
- Bass and Trout are the most popular freshwater catch
- 31% of subscribers reside in the suburbs
- 27% reside in rural areas



Refined Intellectuals

• Avg audited paid subscriptions	20,350	• Number of Years Fishing	51
• Subscription price	\$39.95	• Fly Fish	80%
		• All Types of Fishing	90%
• Male	99%	• Freshwater	93%
• Married	84%	• Saltwater	52%
• Household Income	\$332,251		
• Avg Household Net Worth	\$3.1 M	• Number of Years Hunting	46
		• Hunted in last 12 months	86%
• Avg Age	63.8	• Upland Birds	85%
• 35-64 years old	46%	• Waterfowl	58%
• 65+	53%	• Deer	54%
• Professional/Managerial	86%	• Turkey	41%
• Sales/Service	6%	• Small Game	27%
		• Other Big Game	23%



- Gray's Sporting Journal subscribers spend an average of **1 hour and 45 minutes reading** each issue.
- Gray's subscribers have spent an average of **29 days fishing and hunting** over the past 12 months
- Gray's subscribers can afford to travel the world in pursuit of hunting and fishing opportunities.
- **68% have a net worth** of over **\$1 million or more**.
- **55% of Gray's subscribers** have reserved a hunting lodge, guide, or outfitter in the past year.
- **75% will do** so within the next three years.
- **Over half** of Gray's subscribers have used a fishing lodge, guide, or outfitter over the past year.
- **Nearly 70% will do so again** in the next three years.
- Gray's subscribers **have spent \$2,607** on an average fishing trip in the past two years.
- Gray's subscribers **spent an average of \$9,540** in the past two years on hunting related travel.
- Circulation by Region:

Northeast	20%
South Atlantic	20%
North Central	21%
South Central	16%
West	22%



'Dads

Best get going. They're getting away out there.
By Pete Fromm

PHOTO BY PETE FROMM, BY JOHN COUGHRAN

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BONES

Photography by Jeff Edvalds

April 2021 25

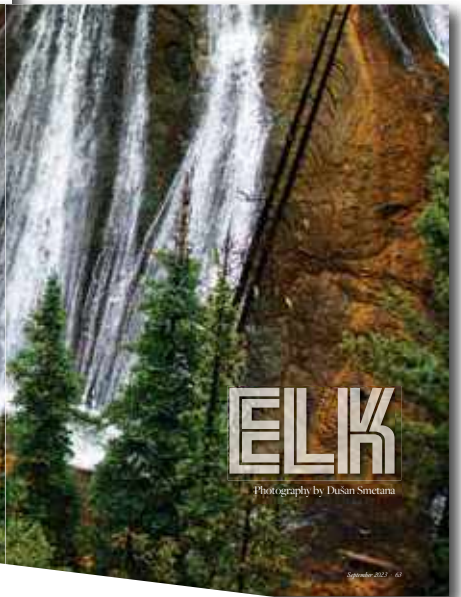
Backcountry Pheasant



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ELK

Photography by Dušan Smetana

September 2021 43



Garfish



PHOTOGRAPH BY CHUCK COPELAND
COURTESY OF WILKINSON/STOKES

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"You girls want Daddy

to catch that big old fish for you?" I joke. We are on a high ledge over a clear creek where the current over the centuries has cut a deep channel through a hammock in the floodplain, a ditch too wide to jump across. Beneath us the torpid shape of a five-foot garfish lies suspended in the turquoise water, its mouth full nearly a quarter of its length.

"Oh yes, Daddy. Catch it! Catch it!" squeals Maigie. Mary Catherine, in the third grade, is dubious. She rolls her eyes.

It's my day to play with the girls—Daddy's Day, a day outside. We've come downriver in my jobboat with the row Baylin's jugs to Little Ditch, a spring-fed creek deep in riparian wetlands. We've secured the jobboat where veins of clear water trickle into the honey-colored Flint River south of Albany, Ga.

We peer over the high bank at this prehistoric creature in its murky, stagnant water. I know it's a she because females are larger. I've caught her nearly her size with a piano wire noose and submersible tackle, smaller ones on a fly rod with untempered strands of nylon that tangle in double rows of razor-sharp teeth, her fish is the largest I've ever seen.

Of course, I have no intentions of actually trying to catch this garfish even if I had the means to do it. This is my first outing since a heart attack and coronary bypass operation. I'm taking it easy. An allergy to carpenter the briefly stopped my climb during the angstrom. Fully conscious I watched the mule-like creature enter through the arena and give a dark cloud of fish die into the chambers of my heart. I watched the monitor fluff, saw myself die. From outside my body I watched the doctor and nurses working to bring me back, saw the infamous tunnel of bright light. The cardiologist revived me with a shot of adrenaline into my heart. I spent a month in the hospital while my immune

Sometimes grabbin' hold is the easy part.

By O. Victor Miller



THE GREEN GARFISH BY MARK CATTELL (1985-1986)



The Bulls

He dreamed of seeing Africa with someone who loved it as he did. But in the end, only one thing mattered.

By Terry Wieland

They stumbled across the blood trail as they returned to the safari car. It lay in the brush, a head high splashed on the sand, looking away at an angle from where the rest of the buffalo had disappeared among the trees. The trackers, neither smiling nor frowning, suddenly lay like an intruder in a dance.

Sally and Kibira, the two trackers, whispered among themselves, and the mistral Semetwa was harsh and clear in the desolate stillness of a late October afternoon. The professional hunter took by the first hint of a smile he had shown in many minutes.

"Ammy," Patrick said. "Blood is milky like pink, like honey, either of which it could have been given the angle of the shot. He's bleeding good," said Patrick. "Loss of blood." He turned to the trackers, now silent and waiting.

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On the river as classroom and trout as teacher

By Sir Edward Grey
(Adapted from *Fly Fishing* by Sir Edward Grey, London, 1899)

There must have been about a fortnight of the trout fishing season left when I first went to Winchester in September 1876, but I was then in a position to take advantage of it. Most boys were bound to the first days at a public school with alarm and awe. Certainly was so with me, and I remember very well discussing this feeling with a contemporary at a preparatory school. He and I had both reached that position of comparative ease and security which can be attained by older boys even at private schools. We agreed that we looked forward with dread to exchanging it for the plugging into the unknown which entrance into a public school appeared to us to be. Notable strands, out more clearly in the memories of boyhood than the first days at a first school, and after them the first day at a

plans during the winter for the opening of the next fishing season. The trout could be watched in the Itchen much more easily than in northern streams; they were there before our eyes. On mid autumn days we watched their feeding, and numbers of them were larger than any I had ever hooked. Warnings were given abundantly that these trout were not to be caught easily, that with few exceptions no one at school ever had caught any; the traditions were of general failure to which there had been one or two remarkable exceptions, but even in missing those, hints were not wanting that it was virtually said that any one would succeed again. Nevertheless the trout were there plain to be seen taking flies, and nothing but experience could have destroyed any hope.

GSI ART by Brooke Chilvers

Son of Maine, stepson of the Bahamas

Love is land
like a trou

Love is landed like a trout in that it real comes about, not in those seconds setting the net hours looking over each brook for the or from which to steady-handedly weave the air in the river's bend with patient line and confide not the minutes pleading with a vestal nymph with a lost love over the prince-of-plashing to d

Rather, I feel the origin of Love's elation lies within
in some half-forgotten winter's evening,
over a bare, bent barbed wire, tenderly wir
old myths with new desire—binding them in more

That's what holds the fly together through all the
feathers weathering flights back and forth, through I
in desperation's rack, through avianicosis
into the upper rungs of a jealous elm. To me
us moving freely in that realm between Bene
After all, it is a kind of love that lured the angel
and cautiously *so's* not to fall, the angel *sank*
to tie the knot with gentle hands. Then *sun-up/sunk*
the aerial acts bend old bamboo. The angel *jo's*
and hopes, perchance, to feel a twich up
and glance the silvery head of not a watery
but feel a moment marry Heaven to Earth at

With nod held high, the ferrules shake, the taut line!
and all these beaucous things feel now as one between
We think the Angler takes a fish, but it's the fly that makes our wish
come true!

[illegible]

Boats are the main characters in many a composition—castles pointed upriver to the unknown around the cove emptied resting on shore, while hard-worked fishing boats crouch the wharf in New England harbor. Swans float back and forth in Maine's iconic Rangely Bay. For best birds, it's 1800 to meet the demands of fishing, lidded sailboats to moor in Maine's big, windy lakes, holding steady in five-foot waters for a swinge game with one or two standing fly-catchers. "They're the only birds on sporting boat," says the avid angler who confers to conning three. "I fish only up a Rangelys."

Swans moor in Western Maine's waters stretch back to his mother's parents, both accomplished fly-fishers. "The cure" who, among other occupa-

las, Flatfish and homestead karees."

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mountain-ringed Rangleys Lakes near the Canadian border. "I was taught to shoot and fly cast from a young age," says grandfather, Gailford, who had a camp on Kennebec Lake in Maine. "My father, Al, as kids, we often and fished, tied flies, shot grouse and learned to read the water. I was a very lucky boy."

Equally lucky for a kid demonstrating artistic talent was his other grandmother, Myrtle, an accomplished painter whose time in Maine inspired and shaped him an artist featuring a local artist and told him "You know, you could do that, too." Unfortunately, Myrtle passed away before he could enjoy John's wonderful success, which includes being named Artist of the Year three times by the National Academy of Art, Federation, Dads Unlimited International and Artist of the Year (1987); and the 2017 Bonifazi & Tappan Trust Artist of the Year. His one-man shows have been shown at the American Museum of Fly Fishing.

Atlantic Salr

Adapted to modern life, salmon have been revered by humans since the Stone Age. A 30,000-year-old cave carving of a salmon in the southwest French Atlantic attests to that. In more recent centuries, Atlantic salmon have been the most important and celebrated quarry of the coastal and inland European and North American tribes and nations. They have long occupied a sacred and unspeakable place in the hearts of the people and Charles Gaines notes, "No fish other than trout has been so extensively and eloquently written about."

For the European and North American tribes, much of the way of life was dependent on the salmon. The *Journal of the Oregon Historical Society* and *Gaith Troutery: 1797 to 1975* are two excellent 240 pages, 4.45, from the library.

What was it about the salmon that made it so important? The answer is simple. The salmon was a creature I found in the water and the principal of first appearance. The salmon was a creature I found in the water and the principal of first appearance. The salmon was a creature I found in the water and the principal of first appearance.

58 ANGLING by Scott Sand

Indigo

Indigo is a color that is often associated with mystery and magic. It is a color that is often associated with mystery and magic. It is a color that is often associated with mystery and magic.

"Whe

Indigeneity: Wild Fish Yesterday, Today and—Tomorrow?

One wonders: Is anything truly wild anymore?

As if entering a roiled and turbid stream, I need to approach this subject carefully. One wrong step and I go down.

The idea of indigeneity, a noun, comes from the common adjective, indigenous, which itself derives from the Latin *indigena*, meaning "native" or "sprung from the land." The word indigenous, according to Mavis Singh, writing earlier this year in the *The New Yorker* about the question of aboriginal people and lands they lost to colonialists, usually Europeans, around the world, "has been used in English since at least 1588, when a diplomat referred to Samoyede peoples in Siberia as 'Indigene,' or people bred upon that very soyle."

I can already feel readers cringing. Don't despair: My intention here is *not* to enter into a discussion of what belongs to whom and why. Instead, I want to talk about fish.

Like the word "native," Singh points out, "indigenous was used not just for people but for flora and fauna as well." Indigenous fish, as most of us now understand the phrase, are the fish that existed in

In the American West, where I'm from, indigenous fish meant, for freshwater fishing, cold-water *salmonid*—salmon, trout, char (bull trout, no brookies)—in some cases both in resident and sea-run iterations. Lucky me. The Brits (I use this term loosely), as well, enjoyed a similar lineup, fish that inspired the origins and traditions of the sport of fly fishing.

and it's generally accepted that anglers from the UK played a big part in the introduction of trout species in other favorable locations around the world.

So far, so good. Better still, in a rich, intriguing tale, one told elsewhere many times before, at the start of the 20th century trout eggs of various species were brought to South America, reared successfully and then released into the wild. I say is history.

And it appears now, if recent evidence proved correct, He may have forgotten the salmon, too.

It's not really news. Ever since the discovery of the now famous population of big sea-run brown

Tides

When I was young, but old enough to have known better, I should have known better than to think the tides had something to do with the size, and therefore the power, of the moon. In a way, I was right. The bigger the moon, the less moon, the bigger the tides; and in the middle, the tides grew smaller. At rare occasions, near where I live, they became so small there was no difference between high tide and low—a hardly disastrous tides, an all but other to our familiar twice a day; or

I was wrong. The size of the
the shape of the moon doesn't
this lifetime, anyway. Still, the
much the same way early as-
to accurately map the stars and
believing the earth was the
and the heavens the inside
around us.
let you can go a long way with
of objects in the night-time
sp.
if you will, regarding tides

began in earnest, like so many lessons in my
with a growing awareness of language. Only
reading books would I discover that big tides, the
associated with a new or full moon, were cal-
spring tides—spring as in “rising up,” not as in the
season. Small tides, just before or after the first
last quarter of the moon, were neap tides—from a
Old English word describing something without
power of advancing. Words, even jargon, had started
to matter to me because, if you wanted to write, you
should use the right ones.

I clearly recall the time Mr. Francis, my best surfing pal's father, and the only man I knew who took fishing trips without dragging the family along, told me, in no wondrous words, that you fished with a rod, not a pole. Yet it was a void in the literature that really got me thinking: the absence in a logical sequence of terms or words describing the phases of the moon. It finally helped me grasp the big picture in which I was, so important in my surfing and fishing life, situated so prominently. You had a new moon and a moon, a first quarter and a last. But there was no such thing as a half moon. At least not on any tide close to shore.

seen. ¹ any table chart or calendar I'd

We know our readers, and the *Gray's Gear & Lifestyle* column is written to showcase an ample variety of items we're sure will be of keen interest to their wide range of tastes and interests. Here they'll find hidden treasures, new products, gift ideas, and unique, must-have items for home and field – all chosen by *Gray's*, with the sophisticated sportsman in mind. —Mike Floyd, Associate Publisher



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GSI Gear & Lifestyle

Why do things the hard way? Nobody's trying to make a mess, but somebody still needs to clean up after a day on the clays course. The AMMOUP for shotgun shells (starting at \$399) will quickly gather shells and wads from .410 to 10-gauge and put them into a removable basket for easy recycling or disposal. Available in sizes ranging from 18" to 43", it works equally well on grass, dirt or concrete surfaces, keeping your shoot-

www.ammoupusa.com.



GSI Gear & Lifestyle

The Hellgate Hatchet (\$375) from MONTANA KNIFE COMPANY is the ultimate camp companion, enabling you to chop wood, clear a site and start fires, all while maintaining a hair-shaving edge that can be used in lieu of a knife for many of your hunting tasks. It weighs less than a pound, wears comfortably on your belt, and has a Parkerized 52100 carbon steel blade. The handle is composed of the same bulletproof G-10 materials found on most of the brand's knives, and it comes with a Kydex sheath that locks in place for safety and easy access. Free sharpening for life. www.montanaknifecompany.com



The new BX-4 Range HD Rangefinding 10x42 Binoocular (\$1,600) from **LEUPOLD & STEVENS** helps you spot and range targets at the same time without wasting valuable seconds switching gear. A high contrast red OLED display delivers easily visible readouts in any light, while Leupold's proprietary Elite Optical System delivers clear down-to-dusk image transmission without glare. The BX-4 ranges reflective targets at 2,600 yards, trees at 1,600 yards and deer-sized game out to 1,100 yards. Waterproof and fogproof, it can be configured to operate with the left or right hand. Learn more by visiting www.leupold.com.



A former U.S. Marine, **ROSS TYSER** began making custom knives from his Spartanburg, S.C., work bench back in 1986. It became his full-time endeavor in 2004, and since then he has created blades for knives as varied as the Shot Show and Iditarod sled races. The Ravenfork Hunter (#650) is a striking example of his craftsmanship, featuring a four-inch blade of 1084 and 15p20 and a Ladder Pattern Damascus steel, 416 Stainless Corby rivets and an exquisite curly-maple handle. Tysert does work with a forging press or power hammer, but instead uses a 150-pound anvil and an assortment of manual tools to create knives that are both a functional and breathtakingly beautiful. Visit his website at www.rossutsonknives.com where you'll find an exceptional range of options for both kitchen and field.

The hunters and engineers at BIOAMMUNITION are dedicated to creating shells that help upland, waterfowl and birds get behind—all without sacrificing performance. The same as conventional shells, BIOAMMUNITION shells avoid leaving plastics and potential toxins behind. They're clean-up and assuring a more pristine environment. Available in 12- and 20-gauge, shot sizes 6 through 9.

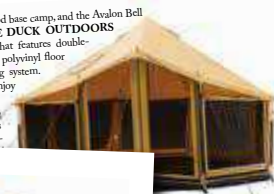


The Nucleo High II GTX (\$239) from LA SPORTIVA is a mid-weight, water-tproof boot ideal for hiking, backpacking and early-season hunting. Durable Nubuck leather provides a solid outer shell to protect against rocks and debris, while Nano Seal inserts deliver outstanding breathability to prevent overheating. Vibram Mega Grip inserts provide traction and grip, and a flex ankle hinge enhances mobility. Soles offer outstanding traction and grip, and a flex ankle hinge enhances mobility. Soles offer outstanding traction and grip, and a flex ankle hinge enhances mobility.

without having to worry about going all in with heavier options. Ideal for late fall and early spring excursions, www.lasportivausa.com



Every overnight deer or elk hunt needs a good base camp, and the Avalon Bell Tent (starting at \$1,200) from **WHITE DUCK OUTDOORS** is a versatile, four-season canvas workhorse that features double-stitched seams, top-grade zippers and a 16-oz polyvinyl floor with a proprietary shock-absorbing grounding system. Multiple windows and large doors let you enjoy the view, while four strategically placed ceiling vents promise excellent ventilation. There's also a stove jack made with fire-retardant materials.



GSL Gear & Lifestyle

The Bison Leather Range Bag (\$500) from DULUTH PACK will have no rivals when it comes to being the best-looking bag at your shooting club. Weatherproof YKK zippers and a durable shoulder strap offer longevity and comfortable mobility, but the real story here is the exceptional bison leather construction that will only look better over time. There's a reinforced padded bottom, plus a front gusseted pouch and double-zipped pocket that opens the main compartment, where you'll have ample room for shells, shooting glasses and accessories. It measures 9" H x 12" W x 9.5" D with a 17-liter capacity, giving you plenty of room to keep yourself organized. And with Duluth PACK's lifetime warranty, this is very likely the last shooting bag you'll ever need to buy. www.duluthpack.com



Down season is upon us, and it shouldn't come as a surprise that the first few outings are probably going to be hotter than we'd like. The new Flyweight Shirt (\$55 from CORDIA) is the perfect solution. It features a pair of chest flap pockets, plus two large, zippered interior pockets for plenty of storage in the field. Quick-drying, moisture-wicking and breathable, the Flyweight offers UV protection while maintaining plenty of freedom of movement across the shoulders thanks to a four-way stretch combination of 92% polyester and 8% elastane. The birds may or may not arrive, but either way you don't have to be uncomfortable. Also available in camo. www.huntgordia.com



Whether you're farming commercially or simply managing your sporting property for wild game, nobody needs to tell you that invasive species—wild pigs, in particular—have become a serious problem. The Thermion 2 LRF XP50 PRO Thermal Imaging RifleScope (\$6,600 from PULPAR is here to help. With an impressive 10 hours of battery life, the powerful 640x480 micrometer-resolution detector heat signatures up to 2,000 yards away. The rangefinder is accurate to 875 yards. Additional features include 10 scene shapes in nine color modes, five unique profiles, 2X-16X magnification, built-in photo and video capabilities, and picture-in-picture mode. All's fair in love and war and swine eradication. www.pulpar-ev.com



ORVIS is convinced your dog needs to sleep just as comfortably as you do. The RecoveryZone Therapeutic Dog Bed (\$299-\$429) promises faster recovery times for active dogs and a more comfortable sleep for those that are retired after years aired. Serene Foam, which is 40% lighter than traditional memory foam, distributes weight, increases circulation and reduces pressure on joints and muscles, while a temperature-regulating top layer promotes airflow and breathability. Machine-washable, the bed is adorned with premium upholstery and hidden, no-chew handles. Available in four sizes and six colors, with embroidery available upon request. www.ovris.com



It's time to embrace the aging process with the new BAJIO readers (\$229). Created for anglers who appreciate premium optics on the water but could use a bit more power to focus on finer details like tying on flies, untangling wind knots and reading instrumentation, the readers are available in magnification powers ranging from +1.50 to +2.50. No more switching back and forth between drugstore readers and your favorite fishing shades; one pair does it all, providing a built-in line bifocal on the back of the lens that is nearly undetectable when viewed from the front. Available in 20 different styles, including the Palometa (pictured here), with green mirror, blue mirror, rose mirror and gray lens options. www.bajiosunglasses.com.



In a world awash in synthetic stocks and polymer frames, SPRINGFIELD ARMORY has admirably gone four grades of Turkish walnut with dual-cocking cans for fast cycling, the rifle features a hard-chrome bolt, a 10-round rotary magazine and a free-floated 20-barrel. The adjustable trigger can be tuned to your liking, but already designed a crisp, clean pull at the factory setting. Above all, this is a gun that harkens back to a day when elegance and timeless beauty ruled the day. It's a rifle you'll be proud to pass down to your grandchild, knowing he or she will come to appreciate its old school appeal just as much as you do. www.springfieldarmory.com





March/April: The Fly Fishing Edition

Our kick-off issue of the year dedicated to offering Fly-Fishing features, expeditions and gear. A favorite keepsake edition of the year also includes Gear & Lifestyle product selections by Mike Floyd, popular columns focused on Sporting Art by Brooke Chilvers, Fly Fishing by Scott Sadil, Shooting by Terry Wieland Books by Chris Camuto.



May/June: Fly Fishing & Spring Hunting

A mixture of spring hunting and Fly-Fishing features that prepare readers for early season hunts and fishing trips. We'll also feature our spring Sporting Art Gallery along with Gear and Lifestyle content.



August: The Bird Hunting Edition

An edition dedicated to Upland Bird Hunting. Each edition includes columns by our award winning contributors including art, books, fly-fishing and shooting.



September: The Big Game Edition

Our Big Game edition of the year includes big game hunts and the people and personalities behind them. Also including our Gear and Lifestyles department where "personal shopper" Mike, selects fine gear you'll need for your next luxury hunting or fishing trip.



October: Upland Birds & Big Game

Our Issue dedicated to Upland Bird Hunting and Big Game hunting stories as well as the finest escape travel experiences. Our Advertising section, Sporting Property Showcase highlights properties that offer luxury hunting and fishing amenities and lifestyle.



Nov/Dec: Late Season Hunting & Waterfowl

A late season mix of hunting, fishing and waterfowl including Gray's Gear & Lifestyle. Plus, our Annual Gray's Gift Guide section catering to online and in-store retail items for the holidays.



The Expeditions & Guides Edition + Gray's BEST

Our 33rd Annual Guide to the World's foremost sporting travel destinations. This edition also features our Annual Gray's BEST award selections. Our editors choose their annual favorites among the vast array of new products and services in the Sporting market today.



* dates subject to change

FREQUENCY	1X	3X	6X
FOUR-COLOR:			
FULL-PAGE	\$4,990	\$4,750	\$4,400
TWO-THIRDS	3,860	3,720	3,480
ONE-HALF	3,080	2,950	2,740
ONE-THIRD	2,030	1,970	1,850
ONE-SIXTH	1,340	1,290	1,190
ONE-TWELFTH	3,200 / Annually		
net rates, per Issue			

PREMIUMS: (Publisher approval ONLY)

Inside Front [c2]	6,000	5,700	5,280
Page One	5,700	5,415	5,016
2-Page Spread [c2+Pg 1]	9,945	9,450	8,750
Inside Back [c3]	5,415	5,016	4,765

April

The Fly Fishing Edition

Our Spring Edition dedicated to Fly Fishing. Advertising opportunities include featured Lodges section and our annual Fly Fishing gift emporium.

Ad Close: 1/29
Materials Due: 2/19
In Home: 3/25



May/June

Fly Fishing & Spring Hunting

A mixture of Spring hunting and fly fishing. This issue is also home to our annual Sporting Art Gallery and the Real Estate Buyer's Guide.

Ad Close: 3/11
Materials Due: 4/1
In Home: 5/7



August

The Bird Hunting Edition

One of our dedicated upland bird hunting editions. Advertising opportunities include a featured Lodges section, and our Wing Shooting Gift Emporium.

Ad Close: 6/10
Materials Due: 7/11
In Home: 8/5



September

The Big Game Edition

Revisiting an old tradition of one Edition featuring Big Game hunts and the people and personalities behind them. An advertising opportunity is included featuring a Big Game Lodges section.

Ad Close: 7/22
Materials Due: 8/12
In Home: 9/17



October

Upland Birds & Big Game Edition

This issue covers Upland Bird Hunting and Big Game Hunting stories as well as the finest in escape travel experiences. Advertising section, Sporting Property Showcase highlights properties that offer luxury hunting and fishing amenities and lifestyle.

Ad Close: 8/16
Materials Due: 9/9
In Home: 10/14



Nov/Dec

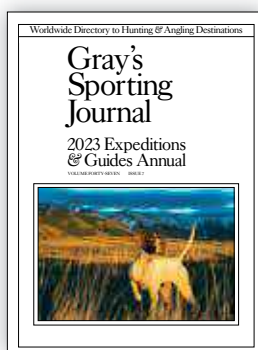
Late Season Hunting & Waterfowl

Enjoy this late season mix of hunting, fishing and waterfowl features including carefully selected Gray's Gear & Lifestyle products. Plus, our Annual Gray's Gift Guide section catering to online and in-store retail items for the holidays.

Ad Close: 9/16
Materials Due: 10/7
In Home: 11/11



* dates subject to change



Expeditions & Guides

Expeditions & Guides + Gray's BEST

Featuring Gray's BEST Annual Awards, celebrating 33 years of top luxury hunting and fly fishing lodges and destinations located in the US and internationally.

Ad Close: 11/04
Materials Due: 11/25
In Home: 1/3



Gray's Sporting Journal

Sporting Emporium
 formatted ad section options

ONE-HALF Page
 7" x 4 7/8"

ONE-QUARTER
 3 1/4" x 4 7/8"

Quarter Page: \$695 / Half Page: \$1,195

- ✉ 17,800 eMail subscribers
- GSJ 30,000 avg monthly pageviews
- f 6700 FB followers
- GSJ 11,500 avg monthly sessions

GSJ Custom Digital Content

- Prominent home page presence for four weeks
- Advertiser message
- Includes one Facebook Post
- Includes a 300 x 250
- Also includes an e-blast to our VIP list (3,500 recipients)

\$1,250 four weeks

GSJ Medium Rectangle

- 300 x 250
- Delivering an average of 12,000+ impressions

\$275 four weeks

GSJ Large Rectangle

- 620 x 250
- Delivering an average of 12,000+ impressions

\$450 four weeks

GSJ eBlast

- Advertiser produced message
- 17,800 unique, opt-in email recipients

\$1,200 per blast

GSJ Gray's Sporting Properties.com

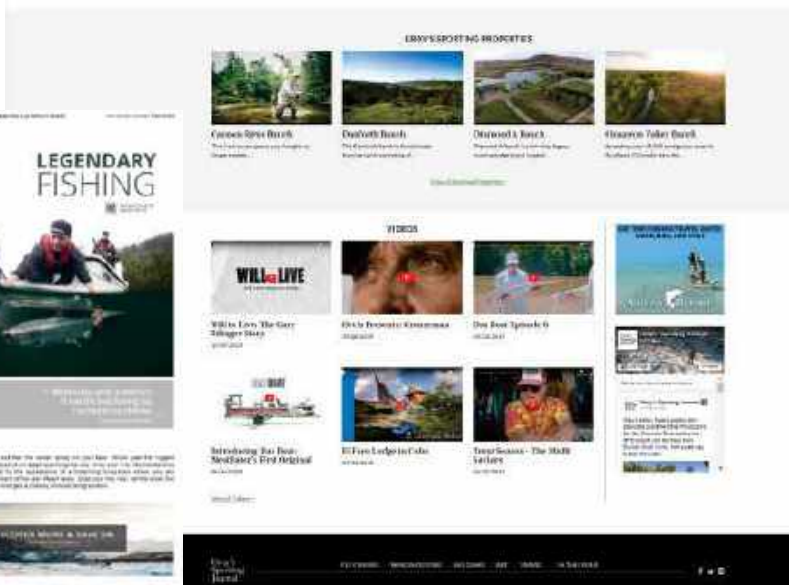
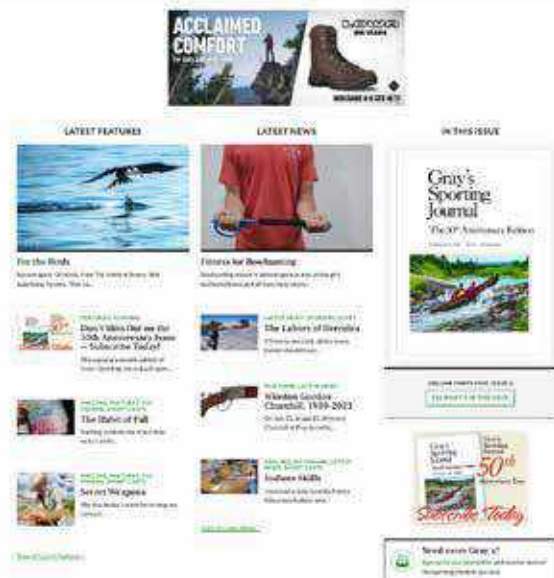
- Advertiser produced message
- Delivering an average of 12,000+ impressions

\$400 per month promotion

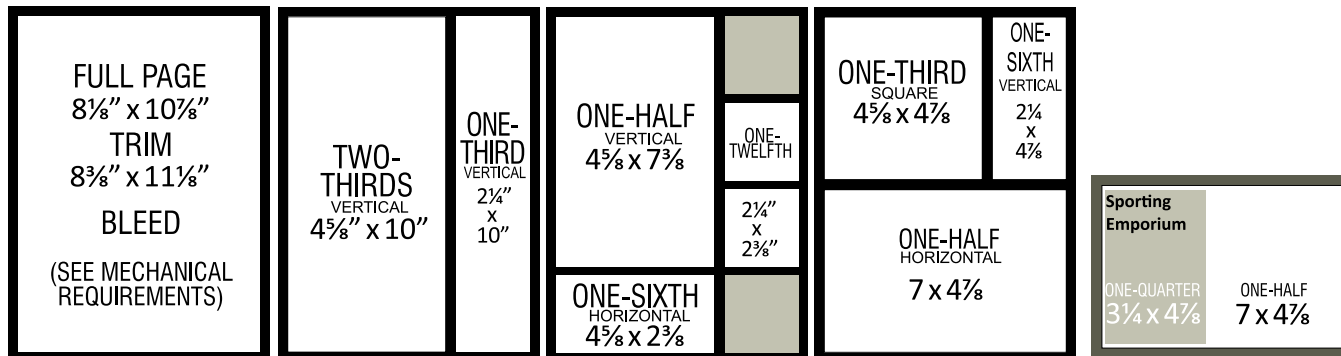
GSJ Gray's Sporting Travel.com

- Advertiser produced message
- Delivering an average of 12,000+ impressions

\$400 per month promotion



Magazine PRINT Display ads



Creative Material Requirements

No Film Accepted

Apple/MAC Platforms Only

Applications/Formats: InDesign, Photoshop, Illustrator, PDF/X-1a

Media:PDF, CD-ROM, DVD

PROOFS

Please include a complete set of full-size, advertiser-approved accurate laser proofs* of all pages. Mark placed art as FPO (for position only) if it is to be replaced by designer. Please send color proofs for high-quality proof matching. FOUR-COLOR ADS, ADVERTISER APPROVED COLOR PROOF MUST BE PROVIDED

*See www.swop.org for a listing of swop certified proofs.

FILES

File is considered complete if no additional work is required prior to output. Client/Agency will be notified if files are not to our specifications and will be asked to deliver via our FTP site. If Client/Agency is unable to resend file and if materials allow, there will be a \$100 charge for resizing inaccurate ad.

FONTS

Screen and printer fonts used both in ads and in the graphics must be included to image your job correctly (including embedded fonts). All fonts used in Adobe Illustrator should be converted to outlines. No True Type Fonts!

SUPPORT FILES

Include all images and art created.

Digital Image Requirements :

- Image resolution minimum of 300 dpi. (CMYK only, no RGB)
- Four-color images' maximum density is 285%.
- Blackshadow dot should not exceed 85%.
- Save images as EPS format (no JPEG or TIFF file format).
- Preview should be 8bits/pixels; DCS should be OFF (SingleFile).
- Encoding needs to be Binary.

Mechanical Requirements

Printing: Weboffset, perfect bound Trim Size: 8 1/8" x 10 7/8"

Bleed page sizes allow for 1/8" trim on each edge. Bleed page size is 8 3/8" x 11 1/8" allowing at least 1/8" added on all sides to allow for bleed. All type and images must be no closer than 1/4" from trim.

Preferred Positions

Requested positions are subject to availability. Any guaranteed or special position will be charged an additional 10% of earned rate.

Cancellations

Cancellations must be in writing and received by Publisher prior to the ad reservation close date.

Frequency Discounts and Inserts

Frequency discounts are based on the number of ads run in a contract year. (A contract year may start at anytime) Advertisers who increase their frequency during the contract year will be rebated; advertisers who cancel or do not fulfill their contract will be charged the difference of rate earned.

GENERAL CONDITIONS

Recognized agencies earn a 15% discount. The publisher reserves the right to reject any advertising or to request alteration in content prior to publication. Advertisers and agencies assume liability for all content, expressed or implied, including copyrighted material. Publisher is not responsible for any errors or omissions contained in the advertisement submitted or for the production quality of the advertisement produced by outside agencies. All restrictions on ad placement or other stipulations are at the sole discretion of the Publisher. All advertising orders accepted are subject to the rates and terms of the current ratecard; any order submitted within correct terms or rates will be inserted according to current rates and terms. Rates are subject to change upon notice from the Publisher.

Production Contact Information

Shipping Instructions:

Address all advertising materials and accompanying insertion orders to:

Nina Eastman
725 Broad Street
Augusta, GA 30901

Production Questions:

If you have any questions about production specifications, contact the Ad Coordinator at: Nina Eastman
Phone: 706-823-3569
nina.eastman@morris.com