

>> PRO TIPS FOR POCKET CARRY <<<

GUNSAMMO

# HANDGUNS



**FIRING LINE  
REPORTS**  
CZ 75 OMEGA  
RUGER LCRx  
SIG MOSQUITO

**MIGHTY  
MICRO**  
KIMBER'S TINY .380 AUTO  
IS JUST RIGHT FOR CARRY

**WALTHER CCP**  
AN AFFORDABLE, CONCEALABLE  
PISTOL WITH 9MM POWER

JUNE/JULY 2015  
USA/CANADA \$4.99



Handguns is America's  
only small-arms media  
property dedicated to  
the all-around handgun  
enthusiast. It's core

mission is to emphasize the proper use and selection of handguns for self-defense and sport shooting. For marketers, Handguns represents a super-efficient buy for anything from esoteric shooting supplies to pickup trucks and SUVs...and everything in between.

**OUTDOOR  
SPORTSMAN**  
GROUP

**Handguns: Key Facts**

Circulation:	131,815
Frequency:	Bi-monthly
Total Audience:	834,043
Male/Female (%):	85/15
Median Age:	46.0
Average HHI:	\$84,400

**Handgunsmag.com**

Average UVs/Month:	266,000
Average PVs/Month:	1,803,000

Handguns readers and web site visitors represent a powerful and deep cross-section of American consumers. Key facts you may not have know about this influential market include:

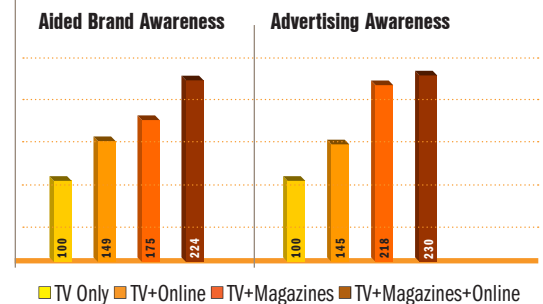
- 43% of U.S. households own firearms, representing over 200 million guns.
- 20 million individuals take part in competitive shooting in the United States - and the 2012 Summer Olympics featured 15 different shooting events for both men and women.
- Over 1.4 million Americans used firearms in their line of work - including law enforcement and military personnel.
- The U.S. firearms industry includes approximately 200 companies employing about 15,000 individuals with annual revenues in excess of \$2 billion.

**Take Advantage of this diverse, active and influential consumer by leveraging the synergies of the Handguns brand**

Independent Research by Dynamic Logic and Millward Brown confirmed that the most effective approach to driving consumer 'purchase intent' is to rely on media synergy to best drive results. Key revelations from 32 studies conducted from 2003 through 2007 include:

- Three media were better than two, and two media were better than one in generating results.
- The combination of TV and magazines provided more response (versus TV alone) than did TV plus online.
- Print was most effective in driving online traffic - and that traffic increased considerably when URLs were included in advertising and marketing messages.

**Cumulative Effects of Different Media Combinations**  
Pre/Post Point Change (Index vs. TV Alone)



Note: Results reflect the impact of different media combinations expressed as an index with TV as the base medium

Sources: Hunting and Fishing; Bright Stars in the American Economy, The Congressional Sportsmen's Foundation, 2012; Dynamic Logic/Millward Brown CrossMedia Research, 2004-2007; AAM, June 2015; MRI, Spring 2015.



# Handguns Magazine 2016 Demographic Highlights

		% Comp
Total Audience	834,043	
Male		85%
Female		15
Median Age	46.0	
Children in Household	17.3	
Married		69%
Attended College		73
Professional/Management		38%
Craftsman/Tradesman		25
Law Enforcement/Security		23
Military Personnel		1
Average Household Income	\$84,400	
Average Household Net Worth	\$702,600	
Belong to a Gun Club or Organization		58%
Own a Handgun		96%
Revolvers Centerfire		74
Automatic Pistols Centerfire		68
Pistols (semi-auto)		72
Automatic Pistols Rimfire		50
Single Shot Centerfire		17
Bolt Action		26
Own a Shotgun		76%
Pump Action		61
Semi-automatic		35
Single Shot		31
Side by Side		23
Over and Under		18
Own a Rifle		77%
Bolt Action Centerfire		56
Semi-automatic Centerfire		49
Lever action Centerfire		44
Single Shot		28
Pump Action		14

(continued)



# Handguns Magazine 2016 Demographic Highlights

	% Comp
Reload Own Ammunition	34%
Average Number of Rounds of Factory-loaded Ammunition Purchased, Past 12 Months	946
Went Hunting, Past 12 Months	57%
Small Game	43
Big Game	38
Varmints	38
Upland Game birds	21
Water Fowl	14
Exotic Game	5
Other	5
Hunt with a Bow or Crossbow	44%
Average Amount Spent on Hunting apparel in an Average Year	\$205
Owns/Leases 1+Van	12%
Owns/Leases 1+Pick-up Truck	45
Owns/Leases 1+ Sport/Utility Vehicle	46
Changed Own Oil, Past 12 Months	70%
Primarily Responsible for Vehicle Maintenance	92
Performed DIY Project, Past 12 Months	82%



# Handguns Magazine 20167 Editorial Calendar, Closing & On Sale Dates

*Our* regular departments cover self-defense (“Defensive Tactics”), ammunition (“Ammo Shelf”), accessories such as lights, sights and grips (“The Well-Dressed Gun”), law enforcement issues (“On Patrol”), new products (“Guns & Gear”) – plus 2-3 “Firing Line Reports” detailing new handguns.

---

## Special Features

---

### December/January

Accessories Guide  
Improving Reloading Skills

*Closing Date: August 10, 2015*  
*On Sale: October 16, 2015*

---

### February/March

Concealed Carry Clothing  
Handloading Powder Selection

*Closing Date: October 4, 2015*  
*On Sale: December 11, 2015*

---

### April/May

Rimfire Pistol Roundup  
Fitting Semiauto Barrels

*Closing Date: December 15, 2015*  
*On Sale: February 23, 2016*

---

### June/July

Pocket Pistol Selection  
New Lights & Lasers

*Closing Date: February 23, 2016*  
*On Sale: April 26, 2016*

---

### August/September

New Holster Roundup  
Top Trail Handguns

*Closing Date: April 25, 2016*  
*On Sale: June 28, 2016*

---

### October/November

Competition Handgunning Guide  
New Replica Handgun Roundup

*Closing Date: June 20, 2016*  
*On Sale: August 23, 2016*

---

### December2016/January 2017:

Editorial Content TBD

*Closing Date: August 19, 2016*  
*On Sale: October 25, 2016*



# Handguns Magazine 2016 General Advertising Rates

Effective January 1, 2016

<b>4-Color</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
Page	\$11,179	\$10,851	\$10,501	\$10,173	\$9,834
2/3 Page	8,938	8,665	8,425	8,163	7,878
1/2 Page	7,255	7,048	6,841	6,600	6,393
1/3 Page	6,152	5,967	5,781	5,606	5,410
1/4 Page	5,147	4,993	4,830	4,689	4,535
1/6 Page	4,327	4,175	4,043	3,923	3,803
<b>2-Color</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
Page	\$8,720	\$8,480	\$8,206	\$7,944	\$7,671
2/3 Page	6,971	6,786	6,567	6,360	6,152
1/2 Page	5,683	5,507	5,332	5,158	4,993
1/3 Page	4,546	4,393	4,262	4,142	4,010
1/4 Page	3,835	3,726	3,606	3,497	3,388
1/6 Page	3,246	3,158	3,060	2,950	2,863
<b>B &amp; W</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
Page	\$6,971	\$6,786	\$6,567	\$6,360	\$6,152
2/3 Page	5,321	5,147	4,994	4,831	4,676
1/2 Page	4,185	4,065	3,944	3,824	3,705
1/3 Page	3,147	3,060	2,961	2,863	2,765
1/4 Page	2,437	2,361	2,305	2,240	2,163
1/6 Page	1,738	1,694	1,639	1,595	1,530
1/12 Page	951	929	907	874	842
1 Inch	393	383	371	361	350
<b>Covers</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
Cover 4	\$14,533	\$14,107	\$13,649	\$13,232	\$12,785



# Handguns Magazine 2016 Industry Advertising Rates

Effective January 1, 2016

<b>4-Color</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
Page	\$10,075	\$9,781	\$9,474	\$9,168	\$8,862
2/3 Page	8,042	7,824	7,573	7,321	7,093
1/2 Page	6,534	6,349	6,152	5,944	5,748
1/3 Page	5,529	5,377	5,202	5,049	4,864
1/4 Page	4,644	4,491	4,360	4,218	4,076
1/6 Page	3,890	3,758	3,649	3,540	3,421

<b>2-Color</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
Page	\$7,867	\$7,606	\$7,377	\$7,157	\$6,917
2/3 Page	6,284	6,097	5,901	5,726	5,529
1/2 Page	5,114	4,960	4,798	4,656	4,491
1/3 Page	4,087	3,967	3,847	3,715	3,606
1/4 Page	3,442	3,355	3,246	3,158	3,049
1/6 Page	2,896	2,841	2,743	2,678	2,556

<b>B&amp;W</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
Page	\$6,284	\$6,097	\$5,901	\$5,726	\$5,529
2/3 Page	4,785	4,644	4,491	4,360	4,208
1/2 Page	3,771	3,662	3,551	3,431	3,333
1/3 Page	2,830	2,743	2,655	2,579	2,503
1/4 Page	2,196	2,131	2,076	2,000	1,934
1/6 Page	1,585	1,519	1,476	1,443	1,377
1/12 Page	852	820	787	754	743
1 Inch	361	350	328	317	306

<b>Cover</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
Cover 4	\$13,080	\$12,708	\$12,304	\$11,921	\$11,517
Cover 2	11,572	11,222	10,884	10,534	10,185
Cover 3	11,069	10,752	10,425	10,097	9,748





# Handguns Magazine 2016 Mail Order Advertising Rates

Effective January 1, 2016

<b>4-Color</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
Page	\$8,042	\$7,824	\$7,573	\$7,321	\$7,103
2/3 Page	6,447	6,239	6,053	5,868	5,683
1/2 Page	5,234	5,082	4,917	4,765	4,600
1/3 Page	4,436	4,317	4,163	4,032	3,901
1/4 Page	3,715	3,583	3,487	3,376	3,267
1/6 Page	3,103	2,983	2,918	2,830	2,743
<b>2-Color</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
Page	\$6,284	\$6,097	\$5,911	\$5,726	\$5,529
2/3 Page	5,026	4,874	4,722	4,567	4,415
1/2 Page	4,087	3,989	3,847	3,726	3,606
1/3 Page	3,474	3,355	3,246	3,158	3,049
1/4 Page	2,765	2,678	2,612	2,524	2,437
1/6 Page	2,196	2,163	2,109	2,011	1,945
<b>B&amp;W</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
Page	\$5,026	\$4,874	\$4,722	\$4,567	\$4,415
2/3 Page	3,824	3,715	3,583	3,487	3,376
1/2 Page	3,027	2,940	2,841	2,754	2,655
1/3 Page	2,262	2,196	2,120	2,044	1,989
1/4 Page	1,759	1,705	1,661	1,606	1,573
1/6 Page	1,268	1,225	1,179	1,147	1,103
1/12 Page	678	666	645	623	612
1 Inch		274	262	251	241



# Handguns Magazine 2016 Vehicle Aftermarket Advertising Rates

Effective January 1, 2016

<b>4-Color</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
Page	\$7,037	\$6,830	\$6,600	\$6,393	\$6,195
2/3 Page	5,627	5,453	5,289	5,114	4,960
1/2 Page	4,567	4,436	4,317	4,163	4,032
1/3 Page	3,879	3,748	3,629	3,520	3,409
1/4 Page	3,233	3,147	3,049	2,950	2,852
1/6 Page	1,027	989	967	934	913
1/12 Page	557	546	536	524	503
1 Inch	240	229	218	213	208
<b>2-Color</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
Page	\$5,485	\$5,354	\$5,169	\$5,005	\$4,851
2/3 Page	4,392	4,262	4,142	4,010	3,880
1/2 Page	3,573	3,474	3,376	3,267	3,158
1/3 Page	2,862	2,765	2,678	2,612	2,513
1/4 Page	2,426	2,349	2,272	2,207	2,120
<b>B&amp;W</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
Page	\$4,392	\$4,262	\$4,142	\$4,010	\$3,880
2/3 Page	3,343	3,246	3,147	3,049	2,950
1/2 Page	2,644	2,556	2,491	2,404	2,328
1/3 Page	1,967	1,923	1,868	1,792	1,738
1/4 Page	1,561	1,497	1,453	1,399	1,354
1/6 Page	1,103	1,060	1,038	1,005	973
1/12 Page	600	590	579	557	536
1 Inch	262	241	229	229	218





# Handguns Magazine 2016 Marketplace Advertising Rates

Effective January 1, 2016

<b>4-Color</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
1 Inch	294.58	284.28	273.98	261.62	228.66
2 Inches	557.23	535.6	524.27	492.34	459.38
1/12 Page	699.37	677.74	666.41	611.82	557.23
3 Inches	862.11	808.55	753.96	710.7	699.37
4 Inches	1124.76	1092.83	1049.57	973.35	950.69
<b>2-Color</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
1 Inch	228.66	218.36	218.36	208.06	196.73
2 Inches	458.35	448.05	426.42	403.76	393.46
1/12 Page	600.49	557.23	535.6	502.64	481.01
3 Inches	699.37	677.74	644.78	611.82	601.52
4 Inches	939.36	917.73	841.51	415.09	403.76
<b>B&amp;W</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
1 Inch	185.4	175.1	164.8	152.44	142.14
2 Inches	359.47	350.2	327.54	305.91	294.58
1/12 Page	436.72	426.42	403.76	383.16	360.5
3 Inches	534.57	502.64	481.01	448.05	436.72
4 Inches	699.37	677.74	666.41	611.82	601.52



# Handguns Digital Advertising Opportunities

**Handguns** online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on small arms, presented with engaging video content, gear reviews, product intros, access to the shooters community and more.

## Handguns Online: Vital Statistics

Monthly Avg.

Unique Visitors	266,000
Pageviews	1,803,000
Traffic from Mobile Device	42%
Traffic from Tablet	16%

## Handguns e-Newsletter

Subscribers

2x/month Distribution	65,000
-----------------------	--------

Source: Google Analytics, September 1, 2014 - August 31, 2015.

**Site Skin**      **728 x 90 Leaderboard**      **300 x 250 Rectangle**

The collage illustrates the digital advertising opportunities for Handguns. It features:

- Desktop Website:** Shows the main navigation, search bar, and various content blocks like 'GUN REVIEWS', 'PERSONAL DEFENSE', and 'CONCEALED CARRY'. A 'Handgunse-Newsletter' sign-up box is visible on the right.
- Mobile Phone:** Displays the responsive design of the website on a smartphone, highlighting the 'SPECIAL FEATURES' section with links to 'Handguns 2013 Holiday Gift Guide' and '10 Best Carry Guns Right Now'.
- Advertisements:** Includes a 'Handgunse-Newsletter' sign-up, a 'Colt' advertisement with the slogan 'INTRODUCED IN 1911. OFTEN IMITATED. NEVER DUPLICATED.', and a 'Best Personal Defense Ammo for 2014' article by James Tarr.
- Targeted Ads:** A 'Content Targeted Ads' box points to a 'Stealthgear' advertisement for 'Sweaty holsters are yesterday's problem.' and a 'Gear & Accessories' section featuring a 'Blackhawk Serpa Holster for 3.3-inch Springfield XD-S'.

**Handguns Mobile**

**Content Targeted Ads**



# Handguns Digital Advertising Rates

## Outdoor Sportsman Group Digital

**Network** offers marketers the ability to develop highly-targeted campaigns that are fully integrated with any combination of multimedia assets – including OSG magazines, television programming, mobile and events.

These advertising opportunities give your products and services high-profile exposure to 80+million American Sportsmen – and drive results!

**Display Advertising Units:** The OSG network utilizes the Internet Advertising Bureau's (www.iab.net) standard display units as well as several custom creative options.

**Streaming Video:** Delivers your brand's video messaging (or TV spot) to a captive audience via:

- :15 or :30 pre-roll

- Embedded in custom Superheader ad

**E-Mail Newsletters:** Sent directly to opt-in subscribers, with advertisements appearing within the most current information and content on Sportsmen's preferred passion – whether it is hunting, fishing or shooting.

- Custom e-blasts (with exclusive content about your brand) are also available.

**Custom Creative:** High-profile and engaging ad units that best position your brand and surround the most relevant content across OSG websites.

**Targeting:** Increase your hyper-focused marketing efforts by targeting consumers most likely to purchase - we deliver potential buyers to your home page, specific product pages, e-commerce site or retail location.

- Available with geographic, contextual or section targeting.

- Sponsorships available for specific sections of content and specific stories – please inquire.

**Online Ad Specs:** Comprehensive technical advertising creative specifications are available by clicking [here](#).

## OSG Online Properties Complement and Support the Most Effective Multi-Media Marketing Programs

### Online User Demographics

Male: (%)	76.7	Unique Visitors per Month (MM)	6.6
Median Age:	43.0	Page Views per Month (MM)	35.1
Age 18-49: (%)	45.4	Average Time Spent (minutes)	10.2
Age 35-64: (%)	55.0	Average Page Views/Visit	5.3
Average HHI:	\$77,000	Researched Product Online (%)	85.1
Fish (Index)	254	Brought Product Online (%)	85.0
Hunt (Index)	425	Camp (Index)	157

Sources: Google Analytics Sept-Aug 2015 monthly average; Digital User Survey, TouchPoint Research June 2014 (demographics, activities); ComScore July 2014 (median age).

### Advertising Rates & Positions

All online advertising is sold on a cost-per-thousand (CPM) basis, unless otherwise noted.

Site Placement	Advertising Unit	Net CPM
Leaderboard	728 x 90	\$10
Medium Rectangle	300 x 250	12
Sticky-Medium Rectangle	300 x 250	10
Half-Page	300 x 600	14
Roadblock	300 x 250; 728 x 90	20
Targeting	Geographic, Section, Contextual	CPM plus \$2
Mobile	320 x 50 / 300 x 50	5

### Custom Creative

Site Placement	Advertising Unit	Net CPM
Video Pre-Roll: 15 / 30 Seconds	640 x 480	\$20/30
Superheader	1020 x 90 > 1020 x 415	35 with video/25
Site Skin	1400 x 800	25
Interstitial (pre-)	600 x 400	25
E-Commerce Widget	Custom, with product integration	25

### E-Mail Newsletters & Custom E-Blasts

Site Placement	Advertising Unit	Net CPM
E-Mail Newsletter (by brand)	728 x 90, 300 x 250	Flat fee; see p. 5
Custom E-Blast	600 x 800	50

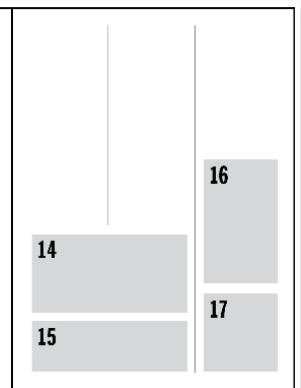
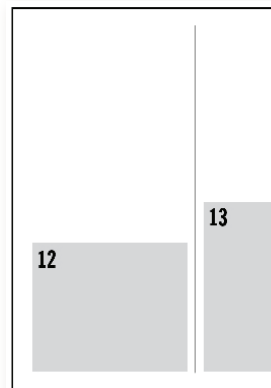
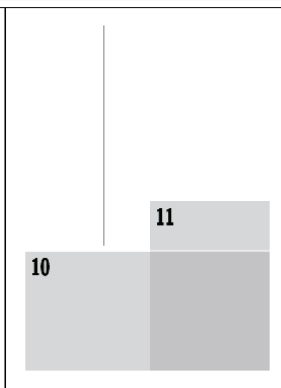
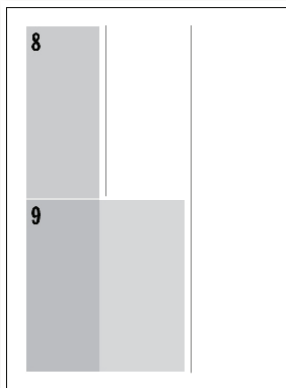
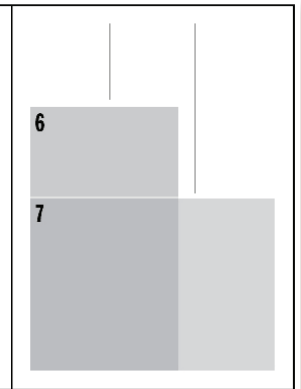
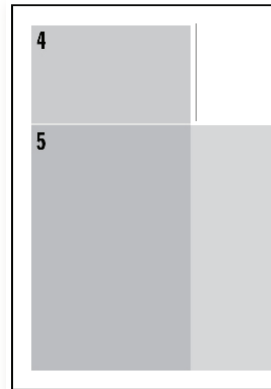
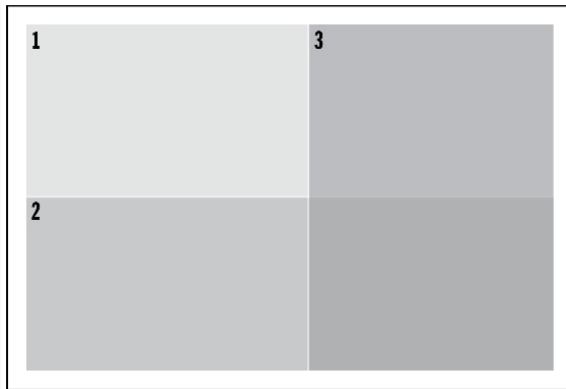
Outdoors Sportsman Group Digital Network also offers customized packages, beyond standard sizes and placements, that satisfy the specific needs and objectives of our clients. For more information, please contact your local sales rep or email: [david.grant@outdoorsg.com](mailto:david.grant@outdoorsg.com).

**Terms :** **ROS:** Run-of-site (on a specific website). **ROC:** Run-of-category (hunt, fish, shoot). **RON:** Run-of-network (all OSG websites).

# Handguns Magazine 2016 Contract & Copy Regulations

## Typical Advertising Sizes and Mechanical Specifications:

Trim Size: 7 <sup>3</sup>/<sub>4</sub> w x 10 <sup>1</sup>/<sub>2</sub> h



A SWOP-standard proof, pulled from the supplied file, must be submitted with each 4-color ad.

**Non-Bleed** - 1/2" inside trim. Non-bleed ads should have all elements within this measurement.

**Bleed** - 1/8" outside the trim. Elements that "bleed" off trimmed page should extend at least 1/8" beyond trim.

**Trim** - The edge of the page

**Safety** - 1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement.

### 1. Two Page Spread

Non-Bleed: 14.5 x 9.5  
Bleed: 15.75 x 10.75  
Trim: 15.5 x 10.5  
Safety: 15 x 10

### 2. Two Page One-Half Horizontal

Non-Bleed: 14.5 x 4.75  
Bleed: 15.75 x 5.5  
Trim: 15.5 x 5.25  
Safety: 15 x 4.75

### 3. Full Page

Non-Bleed: 6.75 x 9.5  
Bleed: 8 x 10.75  
Trim: 7.75 x 10.5  
Safety: 7.25 x 10

### 4. Two-Third Vertical

Non-Bleed: 4.375 x 9.5  
Bleed: 5.25 x 10.75  
Trim: 5 x 10.5  
Safety: 4.5 x 10

### 5. Two-Third Horizontal

Non-Bleed: 6.75 x 6.75  
Bleed: 8 x 7.125  
Trim: 7.75 x 6.875  
Safety: 7.25 x 6.375

### 6. One-Half Vertical

Non-Bleed: 4.375 x 7.25  
Bleed: 5.25 x 8  
Trim: 5 x 7.75  
Safety: 4.5 x 7.25

### 7. One-Half Horizontal

Non-Bleed: 6.75 x 4.75  
Bleed: 8 x 5.5  
Trim: 7.75 x 5.25  
Safety: 7.25 x 4.75

### 8. One-Third Vertical

Non-Bleed: 2.125 x 9.5  
Bleed: 2.875 x 10.75  
Trim: 2.625 x 10.5  
Safety: 2.125 x 10

### 9. One-Third Square

Non-Bleed: 4.375 x 4.75  
Bleed: 5.125 x 5.5  
Trim: 5 x 5.25  
Safety: 4.5 x 4.75

### 10. One-Third Horizontal

Non-Bleed: 6.75 x 3.375  
Bleed: 8 x 4.125  
Trim: 7.75 x 3.875  
Safety: 7.25 x 3.625

### 11. One-Quarter Vertical

Non-Bleed: 3.375 x 4.75

### 12. One-Quarter Horizontal

Non-Bleed: 4.375 x 3.625

### 13. One-Sixth Vertical

Non-Bleed: 2.125 x 4.75

### 14. One-Sixth Horizontal

Non-Bleed: 4.375 x 2.25

### 15. One-Eighth Horizontal

Non-Bleed: 4.375 x 1.5

### 16. One-Eighth Page

Non-Bleed: 2.125 x 3.5

### 17. One-Twelfth Page

Non-Bleed: 2.125 x 2.25

### 18. One Inch Banner

Non-Bleed: 6.75 x 1

### 19. Two Inch Banner

Non-Bleed: 6.75 x 2

### 20. Eight Inch Vertical

Non-Bleed: 2.125 x 8

### 21. Seven Inch Vertical

Non-Bleed: 2.125 x 7

### 22. Six Inch Vertical

Non-Bleed: 2.125 x 6

### 23. One Inch 2-Column

Non-Bleed: 4.375 x 1

### 24. One Inch Vertical

Non-Bleed: 2.125 x 1



# Handguns Magazine 2016 Contract & Copy Regulations

---

## **Terms and Conditions:**

- 1.** The publisher may reject any advertising for any reason at any time, even if previously acknowledged or accepted.
- 2.** Cancellations or changes in advertising (including changes in insertion orders) will not be accepted by the publisher after the issue closing date.
- 3.** Cancellations must be in writing, and none are considered accepted until confirmed in writing by the publisher.
- 4.** Cancellation of a space contract by the advertiser or its agency will result in the forfeiture of position protection and/or the contract rate, if any. The rate on past and subsequent insertions will be adjusted to conform to the actual space used at current rates.
- 5.** The publisher shall not be liable for any delay or failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, work stoppages, accidents, or other circumstances beyond the publisher's control. The liability of publisher, if any, for any act, error, or omission for which it may be held responsible at law or in equity shall not exceed the cost of the advertising space affected by the error. In no event shall publisher be liable for any indirect, consequential, punitive, special, or incidental damages, including, but not limited to, lost income or profits.
- 6.** Advertiser and agency represent and warrant that they are authorized to publish the entire contents and subject matter of any advertisement in any issue or edition and that publication will not violate any law or infringe upon any right of any party or result in any claims against publisher. In consideration of the publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify, defend and hold harmless InterMedia Outdoors, Inc., its affiliates, officers, agents and employees against any and all losses and expenses (including legal fees) arising from or relating to (a) a breach or misrepresentation of the foregoing representations and warranties, and/or (b) the publication or contents of the advertisement including, without limitation, claims or suits for defamation, libel, misappropriation, privacy or publicity rights, copyright or trademark infringement, plagiarism, and from any and all similar claims now known or hereafter devised or created.
- 7.** No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies or the terms and conditions stated herein will be binding on the publisher and to the extent inconsistent with the terms herein, these terms and conditions shall govern and supersede any such conditions.
- 8.** The publisher has the continuing right to adjust its rate schedule and will regard the failure of an order to correspond to the rate schedule as a clerical error and will, without further communication, invoice the advertiser based on rates in effect at that time.
- 9.** The publisher will hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Please be advised that there is no "sequential liability" to the publisher. Payment is due upon receipt of invoice. All payments must be in United States currency. Advertiser and/or its advertising agency are jointly and severally liable for all costs, fees and expenses (including attorney or collection agency fees) incurred in connection with the collection of all monies due.

*(continued)*





# Handguns Magazine 2016 Contract & Copy Regulations

**10.** The forwarding of an order is construed as an acceptance of all the publisher's rates and conditions in effect at that time.

**11.** This agreement shall be governed by and construed in accordance with the laws of the State of Georgia without regard to conflict of laws provisions. Any action or proceeding arising out of or relating to this agreement or publisher's publication of the advertising shall be brought in the courts of record in the State of Georgia.

---

## Digital Advertising Requirements:

For advertisements prepared in InDesign and QuarkXPress, place the page layout document and all images (InDesign: use Package – Quark: use Collect for Output) in one folder. Collect all the fonts, both screen and printer, used in the document and place them in a folder labeled “fonts” inside the document folder. It's critical that you supply all fonts used, even such common ones as Times and Helvetica. Different versions of fonts with the same name from the same foundry may have different metrics or kerning pairs, and these differences can cause type to reflow. We will use your fonts exclusively for your ad.

---

## Media:

Files can be sent via advertising materials portal\*, CD, or by email (must not exceed 5MB in size).

\*Upon completion of your upload to our advertising materials portal, please contact your InterMedia advertising materials manager right away to inform us that your files are ready for us to download. Additionally, we will require a fax copy of the ad for preliminary proofing purposes. If your ad is color, we will require an acceptable color proof be shipped to us at the earliest date possible.

---

## Advertising Materials Portal:

InterMedia Outdoors maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files. The IMO Portal is a simple way to transmit large files over the internet. However, content proofs are still required for electronically submitted ads (see Proof Policy below for requirements). Please contact your InterMedia advertising materials manager upon upload to the portal.

**Portal URL:** <http://imo.sendmyad.com>

---

## Proofs:

A content proof should be submitted with every ad. All proofs should be at 100%. Proofs of full-page ads should include registration marks. For color ads a properly calibrated, SWOP-certified proof with color bar should be included for guidance on press. A list of SWOP-certified systems is available at: <http://swop.org/certification.html#cert>. For ads submitted via email or via the advertising materials portal, a low resolution PDF or JPEG file is acceptable in lieu of a hardcopy proof. The PDF or JPEG file should be clearly labeled “Proof” to differentiate it from the high resolution ad file.

---

## Fonts:

We can only accept OpenType or PostScript Type 1 fonts. If TrueType fonts are used, they must be converted to outline in Illustrator or a similar program, or embedded within a PDF. Type must not have styles (bold, italic, etc.) applied in the page layout program. The actual (bold or italic) font must be selected.

*(continued)*





# Handguns Magazine 2016 Contract & Copy Regulations

---

## **Document Setup:**

For full-page ads, your document page size should match the magazine page size. Please include trim marks with 1/8" offset. Bleeds should extend 1/8" beyond trim. Two-page ads must be created as two individual pages, not one double-size page. Maximum one ad per document.

---

## **Images:**

### **Photographic:**

Should be saved in TIFF or EPS format, not JPEG, and must not contain extra channels. The color space should be CMYK or Grayscale. The maximum ink coverage (C+Y+M+K) should be no more than 300%. The effective resolution of images should be between 240 and 400 dpi. Images should not contain embedded transfer functions or halftone screens. Do not use ICC profiles or other color management.

### **Linework:**

Should be saved as a bitmap TIFF. Should have an effective resolution of 1200 to 2400 dpi.

### **Vector (EPS logos, etc.):**

Images must be embedded, not linked. Fonts must be converted to outline (preferred) or embedded within the EPS. Do not place EPS files inside of EPS files.

### **Colors:**

No RGB or Pantone. Must be CMYK. Total ink coverage must not exceed 300%. (Exception: if you have paid for a fifth color in your ad it must be a Pantone set to Spot.)

---

## **Specifications for Business Reply Mail & Full-Page Advertising Inserts:**

### **Quantity:**

Please call the Production Manager 309-679-5085 for amount for specific months.

### **Minimum Dimensions:**

3 7/8" deep; 5" from backbone (fold) to face (outside edge); 3 1/2" flap on high-folio side. These measurements yield an overall (unfolded) size of 12 1/8" wide by 3 7/8" deep. Deliver cards folded.

### **Maximum Dimensions:**

11" deep; 8" from backbone (fold) to face (outside edge); 4" flap on high-folio side. These measurements yield an overall (unfolded) size of 8" wide by 11" deep. Deliver cards folded.

### **Trim & Lap:**

Absolute minimum lap is 3/8". Lap should be on low-folio side. Issues will jog to the foot; therefore, 1/8" will be trimmed off the foot of all supplied inserts. No trim at gutter (backbone). Final magazine size is 7 3/4" wide by 10 1/2" deep.

### **Live Matter:**

Keep vital advertising material (type, logos, and important parts of photos) 1/2" from final trim.

### **Perforation:**

Perforation must be 60% paper, 40% hole. (If holes are too large, the cards may tear apart during binding). Make sure your printer is aware of this specification.

*(continued)*



# Handguns Magazine 2016 Contract & Copy Regulations

**Porosity Specs:**

Inserts are fed by vacuum grippers. Insert stock should not be too porous for proper feeding. Stock with excessive porosity will cause two or more inserts to be picked up at one time (causing a premature depletion of supply); or it may fail to pick up an insert at all. Our printer uses the Gurley Porosity Tester. It should take at least 25 seconds to force 100ccs of air through the stock, using the Gurley Tester. Your insert stock should be Gurley specified and be guaranteed to meet the above minimum specifications.

**Deadline:**

Insertion order committing space must be at our office by closing date for a specific issue to allow time for proper pagination, for postal requirements, and for press information, etc. Inserts must be delivered by no later than the 20th of the month.

**Shipping & Packing:**

Please advise your printer to follow the specs above. Ship to: Account Manager - Handguns, Quad Graphics, Sussex Plant, N63 W23075 Hwy. 74, Sussex, WI 53089. Blueline sample of insert must be provided to the Production Manager for approval prior to printing.

**Postal Requirements:**

The U.S. Postal Service requires that any business reply mail be at least .007 inches thick (7-point stock). To get card rate, return portion of card should be at least 3 ½" by 5", but not exceed 4 ¼" by 6". All business reply mail must comply with postal specifications.

---

**Mailing / Miscellaneous:**

Send all advertising materials to:

Kathryn May, Production Manager  
2 News Plaza, 2nd Floor  
Peoria, IL 61614  
309-679-5085  
Kathryn.May@imoutdoors.com

Audited by the Alliance for Audited Media.

**MAGAZINE**  
**Publisher's Statement**  
**6 months ended June 30, 2015**  
*Subject to Audit*

**Field Served:** Magazine dealing with aspects of the one-hand gun for both beginners and advanced enthusiasts. Topics include personal defense, law enforcement, hunting, match competition, handgun history and more. Evaluates new guns, ammunition and related gear the average shooter can afford.

Published by Outdoor Sportsman Group

Frequency: 6 times/year

## 1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid					
Print	108,044	82.0			
Digital Issue	8,359	6.3			
Total Paid Subscriptions	116,403	88.3			
Verified					
Print	1,428	1.1			
Total Verified Subscriptions	1,428	1.1			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>117,831</b>	<b>89.4</b>			
Single Copy Sales					
Print	13,604	10.3			
Digital Issue	380	0.3			
Total Single Copy Sales	13,984	10.6			
<b>Total Paid &amp; Verified Circulation</b>	<b>131,815</b>	<b>100.0</b>	<b>None Claimed</b>		

## 2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$19.94		
Average Subscription Price Annualized (6 issue frequency)		\$10.26	
Average Subscription Price per Copy		\$1.71	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2014.

## 3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Single Copy Sales			Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales			
Feb./Mar.	110,319	8,491	118,810	1,428	1,428	120,238	14,071	379	14,450	125,818	8,870	134,688
Apr./May	108,175	8,000	116,175	1,428	1,428	117,603	10,741	384	11,125	120,344	8,384	128,728
June/July	105,639	8,586	114,225	1,428	1,428	115,653	16,000	378	16,378	123,067	8,964	132,031

#### 4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

#### 5. TREND ANALYSIS

	2010	%	2011	%	2012	%	2013	%	2014	%
Subscriptions:										
Paid	91,012	82.3	95,383	82.9	105,247	85.4	116,482	85.5	119,842	87.8
Verified	N/A		N/A		N/A		538	0.4	669	0.5
<b>Total Paid &amp; Verified Subscriptions</b>	<b>91,012</b>	<b>82.3</b>	<b>95,383</b>	<b>82.9</b>	<b>105,247</b>	<b>85.4</b>	<b>117,020</b>	<b>85.9</b>	<b>120,511</b>	<b>88.3</b>
Single Copy Sales	19,581	17.7	19,617	17.1	18,008	14.6	19,247	14.1	15,964	11.7
<b>Total Paid &amp; Verified Circulation</b>	<b>110,593</b>	<b>100.0</b>	<b>115,000</b>	<b>100.0</b>	<b>123,255</b>	<b>100.0</b>	<b>136,267</b>	<b>100.0</b>	<b>136,475</b>	<b>100.0</b>
Year Over Year Percent of Change		4.1		4.0		7.2		10.6		0.2
Avg. Annualized Subscription Price	\$9.81		\$9.18		\$9.11		\$9.95		\$10.56	

#### 6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Print Average for Period	Digital Issue Average for Period	Total	% of Circulation
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions*	108,044	8,359	116,403	88.3
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>108,044</b>	<b>8,359</b>	<b>116,403</b>	<b>88.3</b>
<b>VERIFIED SUBSCRIPTIONS</b>				
Individual Use (See Par. 6B)	1,428		1,428	1.1
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>1,428</b>		<b>1,428</b>	<b>1.1</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>109,472</b>	<b>8,359</b>	<b>117,831</b>	<b>89.4</b>
<b>SINGLE COPY SALES</b>				
Single Issue Sales	13,604	380	13,984	10.6
<b>TOTAL SINGLE COPY SALES</b>	<b>13,604</b>	<b>380</b>	<b>13,984</b>	<b>10.6</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>123,076</b>	<b>8,739</b>	<b>131,815</b>	<b>100.0</b>

\*Included in Average Price calculation

#### 6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

None

#### 6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

Verified Subscription:	Individually Requested	Individual Use Other	Total Individual Use Copies
Individual Use	1,428		1,428

## 7. GEOGRAPHIC DATA for the April/May 2015 issue

Total paid & verified circulation of this issue was 2.3% less than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES					
	Print	Digital Issue	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital Issue	Total Paid & Verified Circulation
Alabama	1,538		1,538	21	21	1,559	113		113	1,672		1,672
Arizona	2,850		2,850	38	38	2,888	172		172	3,060		3,060
Arkansas	1,121		1,121	15	15	1,136	105		105	1,241		1,241
California	7,279		7,279	97	97	7,376	531		531	7,907		7,907
Colorado	2,103		2,103	28	28	2,131	248		248	2,379		2,379
Connecticut	1,246		1,246	17	17	1,263	32		32	1,295		1,295
Delaware	384		384	5	5	389	12		12	401		401
District of Columbia	27		27			27	2		2	29		29
Florida	7,004		7,004	95	95	7,099	878		878	7,977		7,977
Georgia	2,684		2,684	36	36	2,720	709		709	3,429		3,429
Idaho	774		774	10	10	784	70		70	854		854
Illinois	4,349		4,349	58	58	4,407	212		212	4,619		4,619
Indiana	2,866		2,866	38	38	2,904	145		145	3,049		3,049
Iowa	1,426		1,426	19	19	1,445	99		99	1,544		1,544
Kansas	1,331		1,331	18	18	1,349	125		125	1,474		1,474
Kentucky	1,735		1,735	23	23	1,758	177		177	1,935		1,935
Louisiana	1,207		1,207	16	16	1,223	88		88	1,311		1,311
Maine	571		571	8	8	579	5		5	584		584
Maryland	1,263		1,263	17	17	1,280	55		55	1,335		1,335
Massachusetts	1,377		1,377	18	18	1,395	508		508	1,903		1,903
Michigan	4,807		4,807	64	64	4,871	641		641	5,512		5,512
Minnesota	2,035		2,035	27	27	2,062	139		139	2,201		2,201
Mississippi	820		820	11	11	831	79		79	910		910
Missouri	3,074		3,074	41	41	3,115	274		274	3,389		3,389
Montana	639		639	9	9	648	82		82	730		730
Nebraska	787		787	11	11	798	90		90	888		888
Nevada	1,367		1,367	18	18	1,385	145		145	1,530		1,530
New Hampshire	697		697	9	9	706	12		12	718		718
New Jersey	1,651		1,651	22	22	1,673	178		178	1,851		1,851
New Mexico	833		833	11	11	844	49		49	893		893
New York	3,766		3,766	50	50	3,816	237		237	4,053		4,053
North Carolina	3,625		3,625	49	49	3,674	510		510	4,184		4,184
North Dakota	336		336	5	5	341	30		30	371		371
Ohio	5,411		5,411	72	72	5,483	365		365	5,848		5,848
Oklahoma	1,743		1,743	23	23	1,766	146		146	1,912		1,912
Oregon	1,702		1,702	23	23	1,725	125		125	1,850		1,850
Pennsylvania	5,592		5,592	76	76	5,668	417		417	6,085		6,085
Rhode Island	222		222	3	3	225	5		5	230		230
South Carolina	1,676		1,676	22	22	1,698	443		443	2,141		2,141
South Dakota	330		330	4	4	334	29		29	363		363
Tennessee	2,798		2,798	37	37	2,835	314		314	3,149		3,149
Texas	8,886		8,886	121	121	9,007	1,022		1,022	10,029		10,029
Utah	906		906	12	12	918	105		105	1,023		1,023
Vermont	268		268	4	4	272	2		2	274		274
Virginia	3,036		3,036	41	41	3,077	234		234	3,311		3,311
Washington	2,735		2,735	37	37	2,772	344		344	3,116		3,116
West Virginia	917		917	12	12	929	82		82	1,011		1,011
Wisconsin	2,330		2,330	31	31	2,361	99		99	2,460		2,460
Wyoming	458		458	6	6	464	29		29	493		493
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>106,582</b>		<b>106,582</b>	<b>1,428</b>	<b>1,428</b>	<b>108,010</b>	<b>10,513</b>		<b>10,513</b>	<b>118,523</b>		<b>118,523</b>
Alaska	347		347			347	37		37	384		384
Hawaii	210		210			210	3		3	213		213
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>557</b>		<b>557</b>			<b>557</b>	<b>40</b>		<b>40</b>	<b>597</b>		<b>597</b>
U.S. Unclassified		8,000	8,000			8,000		384	384		8,384	8,384
<b>TOTAL UNITED STATES</b>	<b>107,139</b>	<b>8,000</b>	<b>115,139</b>	<b>1,428</b>	<b>1,428</b>	<b>116,567</b>	<b>10,553</b>	<b>384</b>	<b>10,937</b>	<b>119,120</b>	<b>8,384</b>	<b>127,504</b>
Poss. & Other Areas	205		205			205				205		205
<b>U.S. &amp; POSS., etc.</b>	<b>107,344</b>	<b>8,000</b>	<b>115,344</b>	<b>1,428</b>	<b>1,428</b>	<b>116,772</b>	<b>10,553</b>	<b>384</b>	<b>10,937</b>	<b>119,325</b>	<b>8,384</b>	<b>127,709</b>
Canada	390		390			390	97		97	487		487
International	386		386			386				386		386
Other Unclassified												
Military or Civilian Personnel Overseas	55		55			55	91		91	146		146
<b>GRAND TOTAL</b>	<b>108,175</b>	<b>8,000</b>	<b>116,175</b>	<b>1,428</b>	<b>1,428</b>	<b>117,603</b>	<b>10,741</b>	<b>384</b>	<b>11,125</b>	<b>120,344</b>	<b>8,384</b>	<b>128,728</b>

## 8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2015

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 3 issues) .....	65	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	45,192	99.6
(b) Seven to eleven months (4 to 5 issues) .....	60	0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	177	0.4
(c) Twelve months (6 issues) .....	23,826	52.5	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None	
(d) Thirteen to twenty-four months.....	20,251	44.7	(d) Subscriptions as part of membership in an organization .....	None	
(e) Twenty-five months and more .....	1,167	2.6			
Total Subscriptions Sold in Period .....	45,369	100.0	Total Subscriptions Sold in Period .....	45,369	100.0
<b>B. USE OF PREMIUMS</b>					
(a) Ordered without premium .....	45,369	100.0			
(b) Ordered with material reprinted from branded editorial material.....	None				
(c) Ordered with other premiums .....	None				
Total Subscriptions Sold in Period .....	45,369	100.0			

## 9. EXPLANATORY

- (a) Suggested Retail Prices: No additional prices.
- (b) Average nonanalyzed nonpaid circulation for the 6 month period: 454 copies per issue.
- (c) Post expiration copies: None.
- (d) DESCRIPTION OF DIGITAL - The Digital Issue is identical to the print product in format and advertising content. The Digital issue is available at [www.amazon.com](http://www.amazon.com), [www.barnesandnoble.com](http://www.barnesandnoble.com) and [www.itunes.com](http://www.itunes.com).
- (e) An average of 1,428 copies are included in Verified Individually Requested that were served to subscribers that ordered the magazine for which payment was not received.

## 10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2014; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
12-31-14	None Claimed	134,715	136,474	-1,759	-1.3
12-31-13	None Claimed	134,682	136,268	-1,586	-1.2
12-31-12	None Claimed	123,254	123,254		
12-31-11	None Claimed	115,000	115,000		
12-31-10	None Claimed	110,593	110,593		

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Parent Company: Outdoor Sportsman Group

HANDGUNS, published by Outdoor Sportsman Group • 512 Seventh Avenue, 11th Floor • New York, NY 10018

CARTER VONASEK

CHRIS AGNES

Planning Director

Publisher

P: 212.852.6686 • F: 212.403.7123 • URL: [www.handgunsmag.com](http://www.handgunsmag.com)

Established: 1987

AAM Member since: 1990



04-0407-0	Analyzed Issue Date	04-05/01/15
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	19.94
	Canadian Subscription Price	
	International Subscription Price	