

FIREARMS NEWS

2019 MEDIA KIT

firearmsnews.com

ALL PREMIUM GLOSSY ISSUES!



FIREARMS NEWS

Published for more than 65 years, **Firearms News** (formerly Shotgun News) is the oldest Outdoor Sportsman Group brand and the world's largest gun sales publication. The FAN audience of firearms fan-ciers devours thousands of pages of advertising a year in search of the biggest and best bargains on the most interesting contemporary, vintage and antique guns and accessories. For dealers, auctioneers and private sellers, Firearms News – both in print and online – provides the best and most active consumers of guns and gun products anywhere. **ALL PREMIUM GLOSSY ISSUES!**



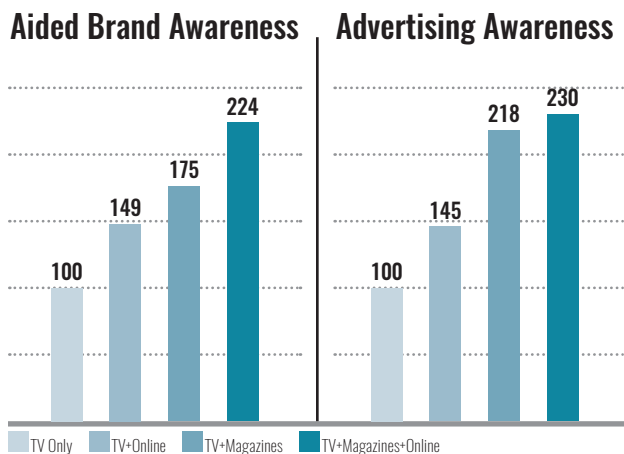
Take Advantage of this Diverse, Active and Influential Consumer by Leveraging the Synergies of the Firearms News Brand

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 of 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; Shotgun News Subscriber Study, Accelara Research, 2012.



FIREARMS NEWS- Key Facts

Circulation	74,628
Frequency	24x/Year
Total Audience	302,579
Average Household Income	\$97,600

FIREARMSNEWS.COM

Average Monthly Uniques	28,454
Annual Page Views	1,472,060
Social Media Followers	946,738

Shooting and the American Consumer*

Firearms News readers and web site visitors represent a powerful and deep cross-section of American consumers. Key facts you may not 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.

Sources: MRI, Doublebase 2017 (Audience, Age). Data derived from Prototype developed by Douglas Jones Group. Prototype development occurs only one time/year. Most recent Accelara subscriber study (HHI). Hunting in America: Hunting and Fishing: Bright Stars in the American Economy. The Congressional Sportsmen's Foundation, 2012; Dynamic Logic/Millward Brown CrossMedia Research, 2004-2007. Circulation, June 2018 AAM. Demos based on Guns & Ammo Magazine. Google Analytics data April 2016-March 2017. Digital audience reflects the audience profile for Guns & Ammo cross-tabbed with consumers that spent 1+ hours on the internet the prior day. Social audience as of June 2017.

Firearms News – the world's largest gun sales publication – is the most frequently published periodical about all kinds of guns. From the most recent tactical arms to long-range chassis guns and concealed carry pistols, Firearms News has something for every shooting enthusiast.

David Fortier has an eye for optics in his monthly column, "Through the Looking Glass," and also reports on practical, everyday arms. Pistol Grand Master James Tarr focuses on the most modern guns and reviews with a cutting wit; Patrick Sweeney's monthly suppressor column is a hit with Class III aficionados; Will Dabbs provides historical content with modern connections; Paul Scarlata's historical and military arms pieces are without equal; Sammy Reese breaks down the hottest concealed carry gear each month; Peter Kokalis' unparalleled knowledge – and collection of – machine guns is on display each month while Tom Gaylord provides the only monthly airgun content in a print publication.

Firearms News is published 24 times a year with extremely competitive ad rates and multiple close dates in most months for maximum impact. Contact your sales representative for more information.



ALL PREMIUM GLOSSY ISSUES!

JANUARY

Issue 1: Benet-Mercie MG Part 1
Issue 2: Inter-Ordnance Pistol, Benet-Mercie MG Part 2

FEBRUARY

Bear & Moose hunt, Taurus Raging Hunter, .45 Longslides Pig Hunt, .22 handgun hunting (5 pistols), SSK long-range handguns with JD Jones interview, AR-15 pistol hunting.

MARCH

AR-15s, Ruger Mini-30, and other firearms which fire this cartridge

APRIL

AR-15 Accessories for 2019 from SHOT Show

MAY

Back in the 'Nam Special Issue - retro AR-15s versions of Special Forces, sniper rifles, M-60 machine-gun, Guns of the Viet Cong, MAT-49 SMG, MACV SOG

JULY

Retro Guns Series 3- Para-military style firearms from the 50s, 60s, 70s and 80s with a tie-in to modern versions. FN FNC, SPAS-15, M-68, SIG PE-57, KG-9

SEPTEMBER

Hunting with Semi-Auto Modern Sporting Firearms Series 2 – retro-gun hunting, coyote hunting, big game, small game

NOVEMBER

Reenactment Issue Series 2. - This issue will focus on WW2 reenactment groups in the midwest: partisan groups, Axis and Allied as well as how to start in the hobby

DECEMBER

Survival Guns Series 2 – firearms for the survivalist & prepper market

**All Issues Are Perfect Bound.*

	January		February		March	
	Issue 1	Issue 2	Issue 3	Issue 4	Issue 5	Issue 6
On Sale	Jan 1, 2019	Jan. 15, 2019	Feb. 5, 2019	Feb. 19, 2019	Mar. 5, 2019	Mar. 19, 2019
Close Date	Nov. 16, 2018	Dec. 3, 2018	Dec. 17, 2018	Jan. 7, 2019	Jan. 18, 2019	Feb. 4, 2019
	April		May	Treasury	June	
	Issue 7	Issue 8	Issue 9	Issue 10	Issue 11	Issue 12
On Sale	Apr. 2, 2019	Apr. 16, 2019	May 7, 2019	May 14, 2019	May 21, 2019	Jun. 4, 2019
Close Date	Feb. 15, 2019	Mar. 4, 2019	Mar. 25, 2019	Mar. 18, 2019	Apr. 8, 2019	Apr 22, 2019
	May 6, 2019					
	July		August		September	
	Issue 13	Issue 14	Issue 15	Issue 16	Issue 17	Issue 18
On Sale	Jul 2, 2019	Jul 16, 2019	Aug. 6, 2019	Aug. 20, 2019	Sept. 3, 2019	Sept. 17, 2019
Close Date	May. 17, 2019	Jun 3, 2019	Jun. 21, 2019	Jul. 8, 2019	Jul. 22, 2019	Aug 5, 2019
	October		November		December	
	Issue 19	Issue 20	Issue 21	Issue 22	Issue 23	Issue 24
On Sale	Oct. 1, 2019	Oct. 15, 2019	Nov. 5, 2019	Nov. 19, 2019	Dec. 3, 2019	Dec. 17, 2019
Close Date	Aug. 19, 2019	Aug 30, 2019	Sep 23, 2019	Oct. 7, 2019	Oct. 21, 2019	Nov. 4, 2019

**All Issues are Perfect Bound.*



ALL PREMIUM GLOSSY ISSUES!

Print Audience	302,579	Median Age	52.9
Average Household Income	\$97,600	Married	74%
Average Net Worth	\$534,900	Have Children	18.6%
Men/Women %	86/14	Attended College	77%

FIREARMS NEWS readers spend an average of **28 days** shooting annually

- **69%** of readers are involved as an Amateur or Professional Gunsmith
- **71%** Accessorize/repair AR-15s
- **57%** Accessorize/repair M1911s
- **40%** Accessorize/repair AK47's

WHAT THEY PURCHASE ANNUALLY

FIREARMS NEWS readers purchase an average of:

- **3.35** rifles
- **3.28** pistols
- **1.1** shotguns
- **94%** of readers bought an item based on an advertisement of article in FIREARMS NEWS
- **\$539** is the Mean Expenditure from readers in the last 12 months

IN THE NEXT 12 MONTHS...

- **89%** Intend to buy Optic/s
- **88%** intend to buy Rifles, Parts & Accessories
- **84%** intend to buy Pistols, Parts & Accessories
- **62%** intend to buy Handloading Equipment & Supplies
- **59%** intend to buy AR-15's, Parts & Accessories
- **51%** intend to buy Gunsmithing tools & Accessories
- **50%** intend to buy Shotguns

AMMUNITION

- **95%** intend to buy Ammunition
- **59%** reload own ammunition

VEHICLES

- **73%** own/lease 1+ SUV or Pick-up truck
- **21%** own/lease 1+ ATV

Source: MRI, 2017 Doublebase: 2008 Subscriber Study, MRI Market Solutions.



Firearms News is published approximately two times a month plus Treasury and the advertising close date is approximately 35 days before the issue date, unless that date falls on a weekend or holiday. In those cases, the issue will be closed on the last business day before the weekend or holiday.

Premium Glossy Issues. All issues are perfect bound. Closing date is approximately 35 days before issue date. Check the current on-sale and closing table for details. Closing dates are firm. Ads that are received too late for the current issue will be run in the following issue unless we are instructed otherwise. When new copy or change of copy is not received by closing date, copy run in a previous issue will be substituted.

Effective January 1, 2019

4-Color Ad Sizes

Full Page	9.5" x 11.5"
Half-Page	9.5" x 5.625"
3-Column	5.5" x 11.5"
2-Column	3.75" x 11.5"
Third-Page	5.5" x 5.625"
Fifth-Page	3.75" x 5.625"

4-Color	1x	3x	6x	12x	18x	24x
Full Page	\$5,620	\$5,456	\$5,285	\$5,113	\$4,891	\$4,497
3-Column	3,372	3,274	3,171	3,068	2,935	2,698
Half-Page	2,810	2,728	2,643	2,557	2,446	2,249
2-Column	2,248	2,182	2,114	2,045	1,956	1,799
Third-Page	1,873	1,819	1,762	1,704	1,630	1,499
Fifth-Page	1,124	1,091	1,057	1,023	978	899

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Firearms News is built on five 1.75 inch columns 11.5 inches tall. The sizes listed above are some of the most commonly used, but advertisers can submit almost any size that will fit on a page, provided it conforms to standard column widths and is in an increment of 1/2 inch in height. Contact your sales representative for pricing of other sizes.

Effective January 1, 2019

Rate Summary	1x	3x	18x	24x
Column Inches				
1	65	61	57	51
8	397	371	345	313
12	547	510	473	429
15	645	603	558	506
20	875	819	760	689
23	1,032	965	896	6,932
28	1,180	1,104	1,023	927
35	1,415	1,322	1,227	1,113
46	1,870	1,747	1,620	1,470

Unit	Inches	1x	3x	18x	24x
Full Page	58	\$2,287	\$2,138	\$1,982	\$1,798
4-Column	46	2,022	1,890	1,752	1,589
3-Column	35	1,530	1,430	1,327	1,204
Half-Page	28	1,276	1,193	1,106	1,003
2-Column	23	1,116	1,043	968	878
Third-Page	20	947	885	822	745
Quarter-Page	15	697	652	604	548
1-Column	12	591	552	512	464
Eighth-Page	8	429	402	373	339
1-Column Inch	1	65	61	57	51

Effective January 1, 2019

Frequency	1x	3x	18x	24x
Column Inches				
1	65	61	57	51
1.5	96	89	82	75
2	120	113	104	96
2.5	152	142	134	118
3	179	167	154	141
3.5	218	205	189	171
4	241	225	209	190
4.5	271	253	236	213
5	291	271	251	238
5.5	319	299	277	251
6	351	328	305	275
6.5	380	356	329	299
7	401	374	347	315
7.5	429	402	373	339
8	440	412	381	347
8.5	470	440	408	370
9	501	469	435	395
9.5	521	487	452	409
10	531	497	460	418
10.5	560	524	487	442
11	572	534	495	450
11.5/One-Column	591	552	512	464
12	601	562	521	473

Effective January 1, 2019

Frequency	1x	3x	18x	24x
Column Inches				
12.5	631	590	548	497
13	642	600	556	504
13.5	671	627	582	528
14	680	638	591	536
14.5/Quarter-Page	697	652	604	548
15	711	665	617	559
15.5	734	686	638	577
16	758	710	658	597
16.5	788	737	683	620
17	817	765	709	643
17.5	848	793	734	666
18	867	810	752	682
18.5	893	836	775	703
19	920	861	797	723
19.5/Third-Page	947	885	822	745
20	967	903	837	761
20.5	991	927	860	779
21	1,018	951	881	800
21.5	1,040	974	903	819
22	1,066	998	925	837
22.5	1,098	1,026	951	864
23/2-Column	1,116	1,043	968	878
23.5	1,136	1,063	985	895

Effective January 1, 2019

Frequency	1x	3x	18x	24x
Column Inches				
24	1,157	1,081	1,003	910
24.5	1,177	1,101	1,020	926
25	1,197	1,119	1,038	940
25.5	1,217	1,136	1,054	957
26	1,227	1,146	1,064	965
26.5	1,237	1,156	1,071	973
27	1,245	1,166	1,080	980
27.5/Half-Page	1,276	1,193	1,106	1,003
28	1,286	1,202	1,115	1,012
28.5	1,305	1,221	1,131	1,026
29	1,305	1,221	1,132	1,026
29.5	1,315	1,231	1,141	1,035
30	1,327	1,239	1,150	1,043
30.5	1,340	1,253	1,162	1,054
31	1,352	1,265	1,172	1,064
31.5	1,365	1,276	1,183	1,074
32	1,395	1,305	1,210	1,098
32.5	1,424	1,332	1,235	1,121
33	1,443	1,350	1,252	1,135
33.5	1,472	1,376	1,276	1,159
34	1,501	1,404	1,301	1,180
34.5/3-Column	1,530	1,430	1,327	1,204
35	1,550	1,450	1,344	1,219

Effective January 1, 2019

Frequency	1x	3x	18x	24x
Column Inches				
35	1,550	1,450	1,344	1,219
35.5	1,579	1,476	1,369	1,242
36	1,609	1,503	1,393	1,265
36.5	1,635	1,529	1,417	1,285
37	1,661	1,553	1,440	1,307
37.5	1,670	1,561	1,447	1,313
38	1,694	1,585	1,469	1,332
38.5	1,720	1,609	1,491	1,353
39	1,745	1,632	1,513	1,373
39.5	1,766	1,650	1,530	1,388
40	1,784	1,670	1,547	1,404
40.5	1,804	1,687	1,564	1,418
41	1,824	1,705	1,581	1,434
41.5	1,852	1,732	1,605	1,458
42	1,869	1,748	1,620	1,469
42.5	1,884	1,763	1,633	1,482
43	1,900	1,777	1,647	1,493
43.5	1,919	1,794	1,664	1,509
44	1,938	1,812	1,680	1,524
44.5	1,956	1,831	1,697	1,539
45	1,976	1,848	1,713	1,554
45.6	1,999	1,870	1,733	1,572
46/4-Column	2,022	1,890	1,752	1,589

Effective January 1, 2019

Frequency	1x	3x	18x	24x
Column Inches				
46.5	2,044	1,911	1,773	1,609
47	2,052	1,919	1,780	1,615
47.5	2,062	1,929	1,788	1,622
48	2,073	1,938	1,797	1,630
48.5	2,082	1,946	1,804	1,637
49	2,092	1,956	1,814	1,644
49.5	2,110	1,975	1,831	1,661
50	2,130	1,992	1,846	1,675
50.5	2,148	2,009	1,863	1,690
51	2,169	2,028	1,880	1,705
51.5	2,176	2,034	1,886	1,712
52	2,183	2,041	1,891	1,718
52.5	2,191	2,048	1,899	1,722
53	2,193	2,051	1,901	1,725
53.5	2,209	2,066	1,915	1,738
54	2,226	2,082	1,929	1,750
54.5	2,241	2,096	1,944	1,763
55	2,257	2,110	1,956	1,776
55.5	2,274	2,127	1,972	1,788
56	2,277	2,130	1,975	1,790
56.5	2,281	2,133	1,976	1,793
57	2,284	2,135	1,979	1,795
57.5/Full Page	2,287	2,138	1,982	1,798

Color Advertising Sizes and Mechanical Specifications

Trim Size: 10w x 12h (Sizes for four-color advertisements only.)

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

Non-Bleed: FAN is a non-bleed publication. Build all ads as non-bleeds.

1. Full Page

Non-Bleed: 9.5 x 11.5

2. Half Page (Horizontal)

Non-Bleed: 9.5 x 5.625

3. Three-Column Full

Non-Bleed: 5.5 x 11.5

4. Two-Column Full

Non-Bleed: 3.75 x 11.5

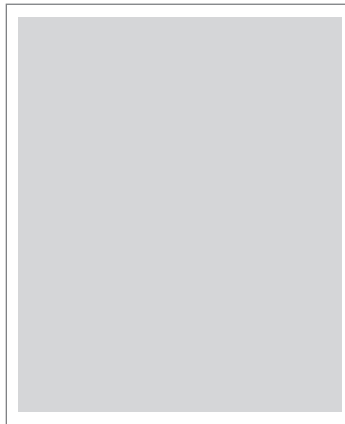
5. Third Page Square

Non-Bleed: 5.5 x 5.625

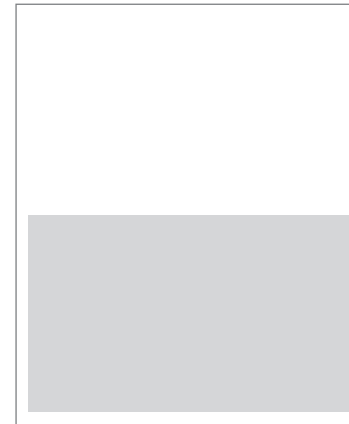
6. One-Fifth Page

Non-Bleed: 3.75 x 5.625

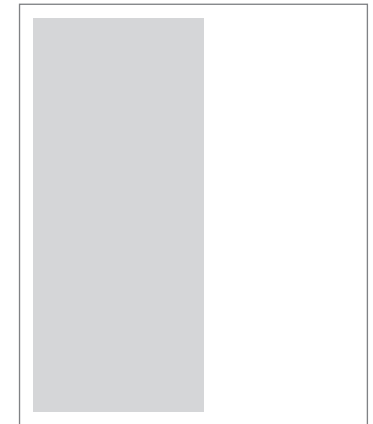
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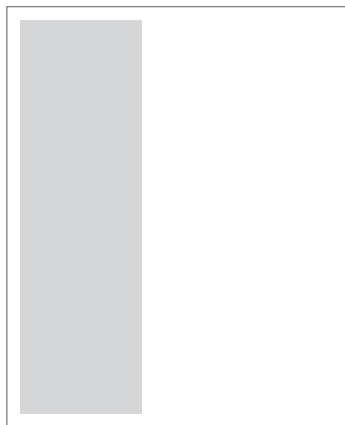
1. Full Page



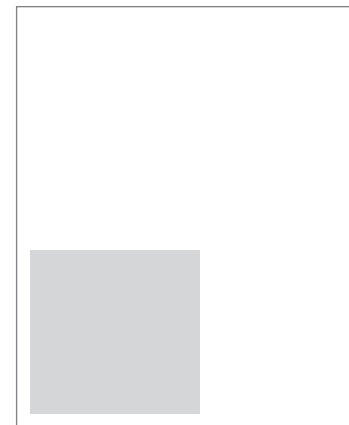
2. Half Page (horizontal)



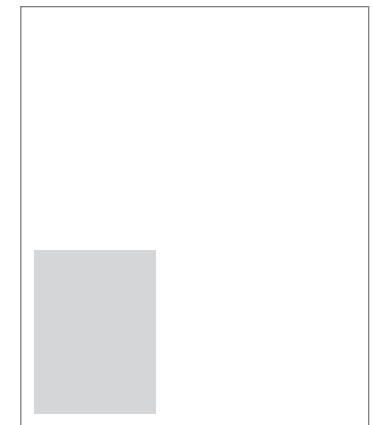
3. Three-Column Full



4. Two-Column Full



5. Third Page Square



6. One-Fifth Page

Black & White Typical Advertising Sizes and Mechanical Specifications

Trim Size: 10w x 12h (Sizes for Black & White advertisements only)

There are over 120 other black and white sizes available; contact your sales representative for full details and more information.

Non-Bleed: FAN is a non-bleed publication. Build all ads as non-bleeds.

1. Full Page

Non-Bleed: 9.5 x 11.5

2. Half Page (Horizontal)

Non-Bleed: 9.5 x 5.625

3. Half Page (Vertical)

Non-Bleed: 5.625 x 9.5

4. Three-Column Full

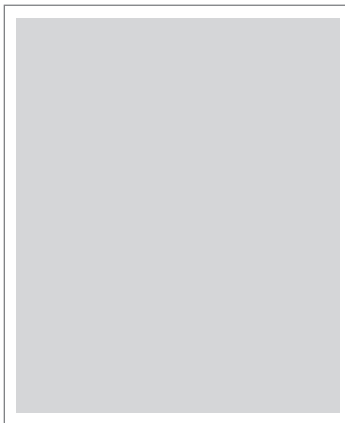
Non-Bleed: 5.625 x 11.5

5. Two-Column Full

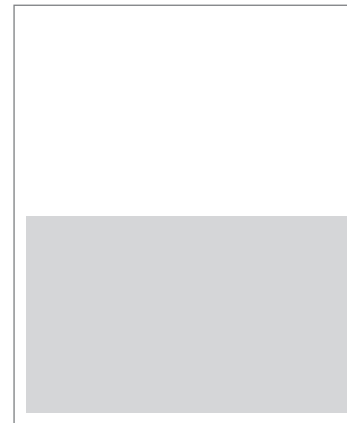
Non-Bleed: 3.75 x 11.5

6. Third Page Square

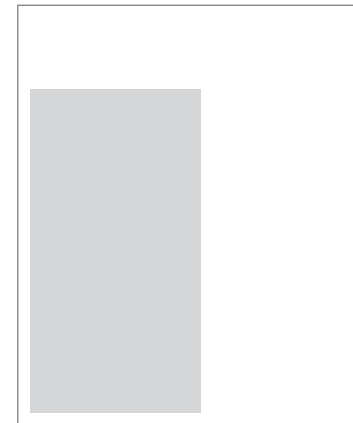
Non-Bleed: 5.625 x 5.625



1. Full Page



2. Half Page (horizontal)



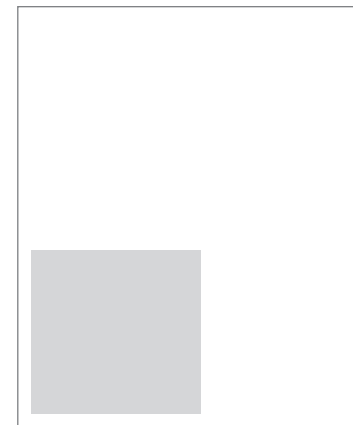
3. Half Page (Vertical)



4. Three-Column Full



5. Two-Column Full



6. Third Page Square

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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 KSE Sportsman Media, 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.
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.

General Production Information•

Terry Boyer, Production Manager
Firearms News
2 News Plaza, 2nd Floor
Peoria, IL 61614
309-679-5073
terry.boyer@outdoorsg.com

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Advertising File Requirements•

OSG requires that ads be submitted in PDF/X-1a format.

Files must have•

All fonts embedded.

Page geometry defined and consistent. Document Page size should match the ad size.

Correct color space for all elements (CMYK or grayscale).

Spot colors converted to CMYK.

Color and grayscale image resolution between 266 and 300 ppi at 100% placement.

Bitmap image resolution between 600 and 1200 ppi.

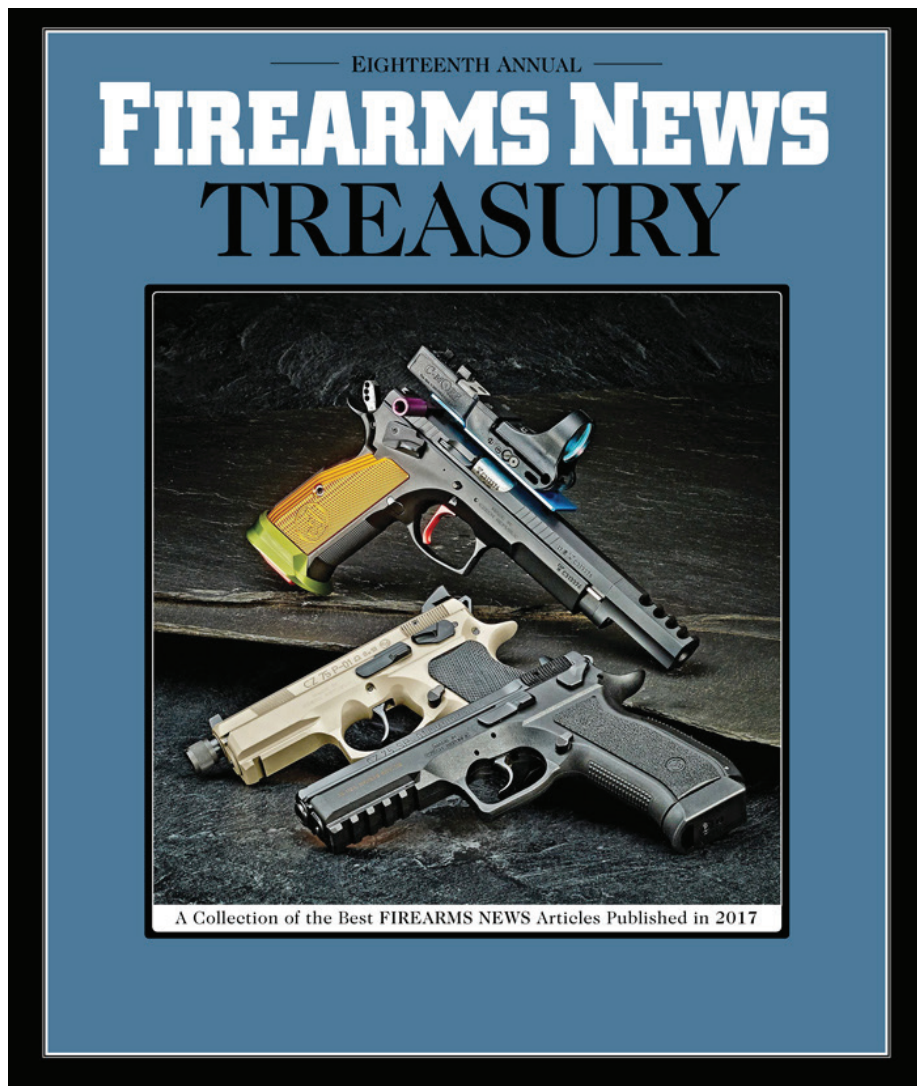
Total ink coverage should not exceed 300%.

Ad Material is due on the day of close.

Send b/w ad material directly to:
bill.smalley@outdoorsg.com

Send 4/color ad material directly to:
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Treasury

Distribution: 95,000

The Firearms News Treasury brings back all the best articles from the previous year in one place. Highlights from brand-new product releases to historical small arms reviews to gunsmithing stories.

Closing Date: 3/18/19

On-Sale Date: 5/14/19

4-Color Page: \$3,499

1/2 Page: 1,925

1/3 Page: 1,390

2019 Special Interest Publications

BOOK OF AR-15 I



Distribution: 180,000

An engaging compilation of articles about the modern AR platform with accessory aftermarket coverage.

Closing Date: 11/29/18
On-Sale Dates: 2/5/19
6/18/19

4-Color Page: \$5,995
1/2 Page: 3,149
1/3 Page: 2,195
1/4 Page: 1,995

MODEL 1911



Distribution: 105,000

The most comprehensive guide to the venerable handgun created by John M. Browning 100 years ago - reviewing all of the pistol's current variations and chamberings.

Closing Date: 12/27/18
On-Sale Date: 3/5/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

TRIGGER



Distribution: 90,000

TRIGGER places the lifestyle of gun ownership to learn why we shoot, how we socialize, what we use, whom to watch and who inspires us.

Closing Date: 12/27/18
On-Sale Date: 3/5/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

BOOK OF AR-15 II



Distribution: 95,000

An engaging compilation of articles about the modern AR platform with accessory aftermarket coverage.

Closing Date: 1/18/19
On-Sale Date: 3/26/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

PRECISION RIFLE SHOOTER



Distribution: 95,000

The ultimate guide for the long-range shooting enthusiast, covering the vanguard in precision rifles, long-range optics and extended-range ammunition.

Spring Issue
Closing Date: 1/28/19
On-Sale Date: 4/2/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

MATCH



Distribution: 90,000

SIP focused on the competitive shooting lifestyle. Covers all major disciplines of shooting sports, from action pistol to long-range rifle to archery and clay target shooting. There will also be an Olympic tie in for the 2020 games. Will have a profile of the gear used to win matches.

Closing Date: 3/5/19
On-Sale Date: 5/7/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

2019 Special Interest Publications

RED DOT



Distribution: 90,000

An entire issue dedicated to red-dot-equipped firearms. Learn the advantages (and disadvantages) of equipping your carry/competition/hunting firearm with a rugged and reliable red-dot sight. Also serves as a great new shooter training tool. Focuses on products/tactics/training with red-dot-equipped firearms.

Closing Date: 3/5/19
On-Sale Date: 5/7/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

TREASURY



Distribution: 95,000

The *Firearms News Treasury* brings back all the best articles from the previous year in one place. Highlights from brand-new product releases to historical small arms reviews to gunsmithing stories.

Closing Date: 3/18/19
On-Sale Date: 5/14/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390

RIMFIRE



Distribution: 90,000

Last produced in 2014, *Rimfire* magazine features articles on the world's most popular and affordable type of firearms. Subjects to include rifles, pistols, optics and ammo reviews, training tips and good old-fashioned shooting fun.

Closing Date: 4/22/19
On-Sale Date: 6/25/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

BE READY: SURVIVAL GUNS



Distribution: 90,000

The ultimate resource for information on the firearms that will help you stay alive when most others don't.

Closing Date: 5/17/19
On-Sale Date: 7/23/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

BOOK OF AR-15 III



Distribution: 90,000

An engaging compilation of articles about the modern AR platform with accessory aftermarket coverage.

Closing Date: 6/3/19
On-Sale Date: 8/6/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

PISTOL



Distribution: 80,000

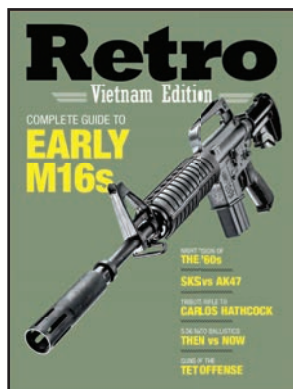
PISTOL brings pithy commentary to the politics, products, and lifestyles surrounding the handguns culture.

Closing Date: 6/3/19
On-Sale Dates: 8/6/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

2019 Special Interest Publications

RETRO



Distribution: 90,000

A coffee-table magazine showing the firearms used by U.S. and Vietnamese forces. Products (both new and old) will be the focus, but the issue will also include short stories from Vietnam war veterans.

Closing Date: 6/17/19
On-Sale Dates: 8/20/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

PRECISION RIFLE SHOOTER



Distribution: 95,000

The ultimate guide for the long-range shooting enthusiast, covering the vanguard in precision rifles, long-range optics and extended-range ammunition.

Fall Issue
Closing Date: 6/28/19
On-Sale Date: 9/3/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

PERSONAL DEFENSE



Distribution: 90,000

Readers will learn about defense-related firearms. Articles surrounding less- and non-lethal personal and home protection are also included.

Closing Date: 7/22/19
On-Sale Date: 9/24/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

CARBINE



Distribution: 85,000

The definitive source for all things carbine, from semi-autos to single shots to lever actions.

Closing Date: 7/29/19
On-Sale Date: 10/1/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

GUNS & AMMO ANNUAL



Distribution: 210,000

The *Guns & Ammo Annual* is the most comprehensive guide to the shooting sports ever produced.

Closing Date: 7/29/19
On-Sale Date: 10/1/19
Jan 2020

4-Color Page: \$8,343
1/2 Page: 4,172
1/3 Page: 2,884
1/4 Page: 2,034

DUTY GUNS & GEAR FOR LAW ENFORCEMENT



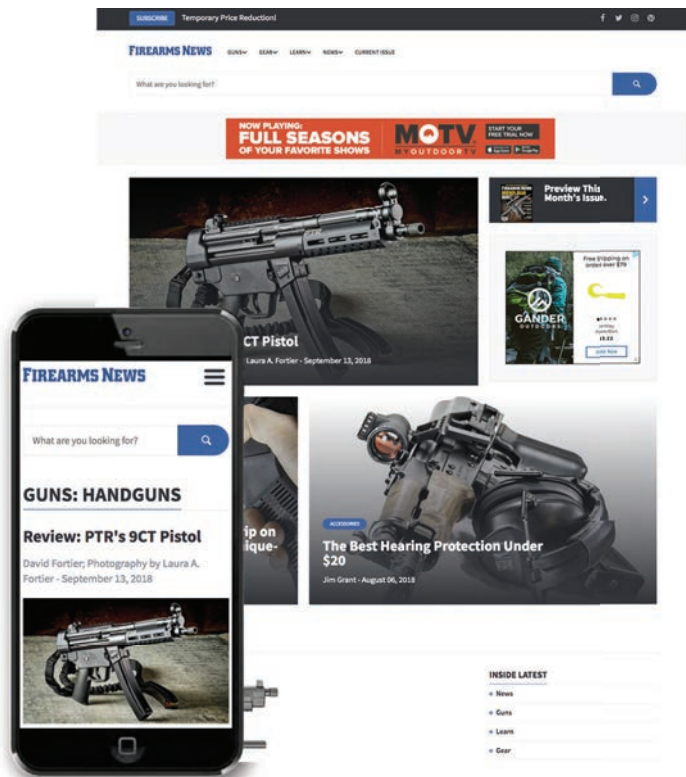
Distribution: 90,000


A magazine for cops, by cops. Covering a wide variety of products, from guns to clothing to flashlights, less-lethal devices and vehicle-related equipment. It will also cover tips and lessons from the best law enforcement trainers around.


Closing Date: 9/3/19
On-Sale Dates: 11/5/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

Firearms News audience of firearms fanciers devour more than 4,000 pages of advertising a year in search of the biggest and best bargains on the most interesting contemporary, vintage, and antique guns and accessories. For dealers, auctioneers and private sellers, Firearms News provides the best and most active consumers of guns and gun products anywhere.



28k 
Avg. Monthly Uniques

37.4 
Median Age

Average HHI	\$90,400
Male (%)	95%
Annual Page Views	1,472,060
Avg. Time Spent	1:52
Pages Per Session	3.7
Traffic From Mobile/Tablet	54%
eNewsletter Subscribers	70,400
Social Media Followers	946,738

Annual Frequency: 30 times/year

Field Served: Shooting/gun enthusiasts.

Published by Outdoor Sportsman Group - Integrated Media

Publisher's Statement

6 months ended June 30, 2018, *Subject to Audit*

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
67,687	6,941	74,628	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Paid & Verified Subscriptions - Print	Paid & Verified Subscriptions - Digital Issue	Total Paid & 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	Digital Issue	Total Verified Subscriptions				Print	Digital Issue	Total Single Copy Sales			
Jan 01	68,858	1,501	70,359	23		23	68,881	1,501	70,382	7,149	58	7,207	76,030	1,559	77,589
Jan 10	65,989	1,500	67,489	23		23	66,012	1,500	67,512	8,474	43	8,517	74,486	1,543	76,029
Jan 20	64,807	1,725	66,532	22		22	64,829	1,725	66,554	8,691	19	8,710	73,520	1,744	75,264
Feb 01	67,105	1,731	68,836	22		22	67,127	1,731	68,858	8,052	19	8,071	75,179	1,750	76,929
Feb 10	66,309	1,639	67,948	22		22	66,331	1,639	67,970	7,375	17	7,392	73,706	1,656	75,362
Feb 20	64,625	1,642	66,267	22		22	64,647	1,642	66,289	7,498	17	7,515	72,145	1,659	73,804
Mar 01	64,111	1,667	65,778	22		22	64,133	1,667	65,800	6,843	14	6,857	70,976	1,681	72,657
Mar 10	64,182	1,681	65,863	22		22	64,204	1,681	65,885	5,622	14	5,636	69,826	1,695	71,521
Mar 20	65,178	1,659	66,837	22		22	65,200	1,659	66,859	4,568	43	4,611	69,768	1,702	71,470
Apr 01	64,754	1,648	66,402	22		22	64,776	1,648	66,424	5,328	43	5,371	70,104	1,691	71,795
Apr 10	67,941	1,646	69,587	22		22	67,963	1,646	69,609	6,700		6,700	74,663	1,646	76,309
May 01	68,435	1,645	70,080	22		22	68,457	1,645	70,102	6,700		6,700	75,157	1,645	76,802
Average	66,025	1,640	67,665	22		22	66,047	1,640	67,687	6,917	24	6,941	72,964	1,664	74,628

PRICE

	Suggested Retail Prices (1)
Average Single Copy	\$5.99
Subscription	\$34.95

(1) For statement period

RATE BASE

None Claimed

NOTES

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 5,221

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 96

Included in Paid Circulation:

Individual Subscriptions

Single Copy Sales

Included in Verified Circulation: Included in verified circulation are copies distributed to:

Individuals

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.

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