

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 fanciers 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!





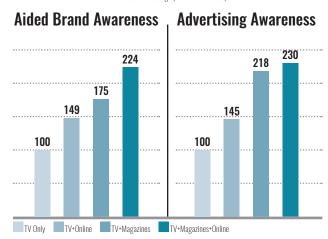
Take Advantage of this Diverse, Active and Influential Consumer by Leveraging the Synergies of the Firearms News Brand

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)

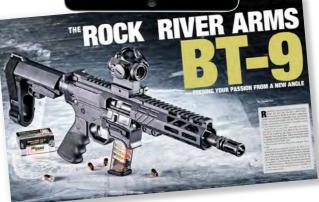


Note- Results reflect the impact of different media combinations expressed as an index of TV as the base medium

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	77,430
Frequency	24x/Year
Total Audience	851,730
Average Household Income	\$97,600

FIREARMSNEWS.COM

Average Monthly Uniques	31,792
Annual Page Views	1,508,826
Social Media Followers	926,803

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 2018 (Audience). 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 Fishings Pright Stars in the American Economy, The Congressional Sportsmen's Foundation, 2012; Dynamic Logic/Millward Brown Cross-Media Research, 2004-2007. Circulation, June 2019 AAM. Demos based on Guns & Ammo Magazine. Google Analytics data January 2018 - December 2018. 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 December 2018.

2020 Editorial Calendar

Firearms News – the world's largest gun sales publication – is the most frequently published periodical about all kinds of guns and has the largest footprint on the newsstands (10"x12"). From the most recent tactical arms to historical machine guns, concealed carry pistols, modern sporting rifles for hunting and defense, as well as antique arms, *Firearms News* has something for every shooting enthusiast.

Senior Field Editor David Fortier covers everything from historical firearms to modern guns as well as expert reviews of optics and articles about long-range shooting. Pistol Grand Master James Tarr focuses on the most modern guns and reviews with a cutting wit and is the magazine's handgun editor. A champion shooter for decades, Patrick Sweeney reviews not only the latest in firearms but is the *Firearms News*' suppressor editor. Paul Scarlata's historical and military arms pieces are without equal and on an academic level often containing over 40 photos. Leroy Thompson, an author of over 50 books and 4,000 articles on firearms for over four decades, incorporates his worldwide experiences in VIP protection into his articles on handguns, shotguns, rifles, and machine guns. Hunting Editor Rikk Rambo takes firearms to their ultimate test in Alaska's wilderness and writes the largest articles in gun publishing. Gunsmith Editor Gus Norcross covers articles on repair and manufacturing of firearms for the novice- to expert-level gun enthusiasts. Dr. Will Dabbs reviews firearms from his unique perspective and covers movie guns for *Firearms News*. Editor-In-Chief Vincent DeNiro brings his 38 years of experience of working in the gun and defense industries into every firearm review article. *Firearms News* also covers the 2nd Amendment like no other gun publication with articles by Jeff Knox, David Codrea, Vin Suprynowicz, Jim Grant, Mark Chestnut, and others.

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



ALL PREMIUM GLOSSY ISSUES!

JANNUARY

#1 & #2 SHOT Show giveaway issues: thousands of *Firearms News* issues given away to attendees of SHOT Show 2020

FEBRUARY

#4 Military Surplus Rifles and Pistols: Surplus pistols, rifles and ammunition available today.

APRIL

#7 SHOT Show Issue: Guns and Accessories from the 2020 SHOT Show.

MAY

#9 The Roaring '20s Special Issue: Gangster and G-Man guns to celebrate 100 years since the 1920s.

JUN

#11 AR-15 Annual Special Issue: AR-15-type firearms and accessories.

JULY

#13 Retro Guns Our fourth edition: Military-styled semi-auto rifles from the 1960s-the early 1980s as well as their current reproductions.

AUGUST

#15 Every Day Carry Issue: Concealed carry guns and accessories – second edition.

#16 AK47 & 7.62x39 Special Issue: Everything old and new for AK-type rifles and for the 7.62x39 cartridge.

SEPTEMBER

#18 Optics Special Issue: Our top-selling second edition.

OCTOBER

#19 MSR Hunting Guns: Semi-auto military-styled hunting arms, our third edition.

NOVEMBER

#21 Back in the 'Nam Special Issue: Guns and equipment of the Vietnam War – one of our top-selling special issues (second edition).

DECEMBER

#24 Survival Guns: Firearms for preparedness and survival – our best-selling special issue of 2018 (third edition).

*All Issues Are Perfect Bound.

2020 Editorial Calendar

	January		February			March	
	Issue 1	Issue 2	Issue 3	Issue 4		Issue 5	Issue 6
On Sale	Jan. 7, 2020	Jan. 21, 2020	Feb. 11, 2020	Feb. 25, 2020		Mar. 10, 2020	Mar. 24, 2020
Close Date	Nov. 18, 2019	Dec. 2, 2019	Dec. 16, 2019	Jan. 13, 2020		Jan. 27, 2020	Feb. 10, 2020
	April		May	Treasury		June	
	Issue 7	Issue 8	Issue 9		Issue 10	Issue 11	Issue 12
On Sale	Apr. 7, 2020	Apr. 21, 2020	May 12, 2020	May 19, 2020	May 26, 2020	Jun. 9, 2020	Jun. 23, 2020
Close Date	Feb. 24, 2020	Mar. 9, 2020	Mar. 30, 2020	Mar. 23, 2020	Apr. 13, 2020	Apr. 27, 2020	May 11, 2020
	July		August			September	
	Issue 13	Issue 14	Issue 15	Issue 16		Issue 17	Issue 18
On Sale	Jul. 7, 2020	Jul. 21, 2020	Aug. 11, 2020	Aug. 25, 2020		Sept. 8, 2020	Sept. 22, 2020
Close Date	May. 22, 2020	Jun. 8, 2020	Jun. 29, 2020	Jul. 13, 2020		Jul. 27, 2020	Aug. 10, 2020
	October		November			December	
	Issue 19	Issue 20	Issue 21	Issue 22		Issue 23	Issue 24
On Sale	Oct. 6, 2020	Oct. 20, 2020	Nov. 10, 2020	Nov. 24, 2020		Dec. 8, 2020	Dec. 22, 2020
•	Aug. 24, 2020	Sept. 4, 2020	Sept. 28, 2020	Oct. 12, 2020		Oct. 26, 2020	Nov. 9, 2020

*All Issues are Perfect Bound.



ALL PREMIUM GLOSSY ISSUES!

Print Audience	851,730	Median Age	46.3
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
- \cdot \$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, 2018 Doublebase; Most Recent Subscriber Survey.







2020 Color Advertising Rates

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.

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

2020 Black & White Advertising Rates

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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.

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

2020 Black and White Advertising Rates

Entourive January 1, 2020				
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

2020 Black and White Advertising Rates

TEGUIVE January 1, 2020				
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

2020 Black and White Advertising Rates

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
	.,	.,	.,,	.,

2020 Black and White Advertising Rates

Fraguency	1x	3x	18x	04
Frequency Column Inches	IX	υχ	TOX	24x
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

2020 Black and White Advertising Rates

Francisco	1x	3x	10	04
Frequency Column Inches	IX	JΧ	18x	24x
46.5	2,044	1,911	1,773	1,609
40.3	2,044	1,919	1,773	1,615
47.5	2,052	1,919		
47.5	2,002	1,938	1,788 1,797	1,622 1,630
48.5				
	2,082	1,946	1,804	1,637
49 49.5	2,092	1,956	1,814	1,644
	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

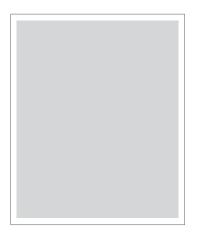
5. Third Page Square

Non-Bleed: 5.5 x 5.625

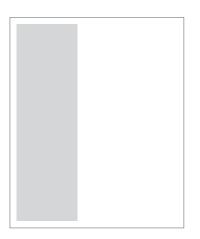
6. One-Fifth Page

Non-Bleed: 3.75 x 5.625

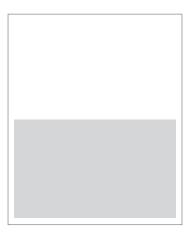
ALL PREMIUM GLOSSY ISSUES!



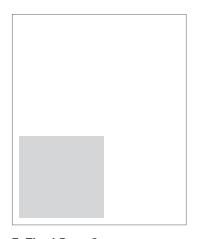
1. Full Page



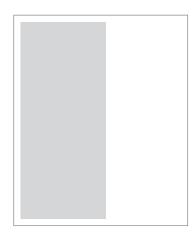
4. Two-Column Full



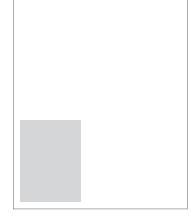
2. Half Page (horizontal)



5. Third Page Square



3. Three-Column Full



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

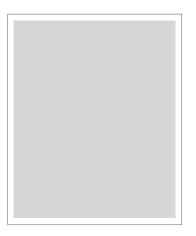
5. Two-Column Full

Non-Bleed: 3.75 x 11.5

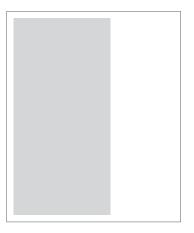
6. Third Page Square

Non-Bleed: 5.625 x 5.625

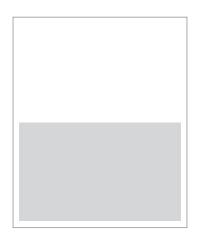
ALL PREMIUM GLOSSY ISSUES!



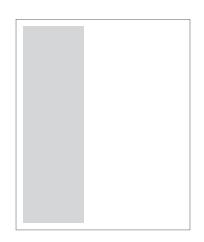
1. Full Page



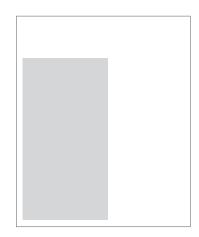
4. Three-Column Full



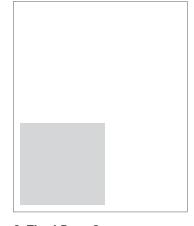
2. Half Page (horizontal)



5. Two-Column Full



3. Half Page (Vertical)



6. Third Page Square

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.

File Uploading & Mechanical Specs.

General Production Information

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

ALL PREMIUM GLOSSY ISSUES!

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 Materical is due on the day of close.

Send b/w ad material directly to:

bill.smalley@outdoorsg.com

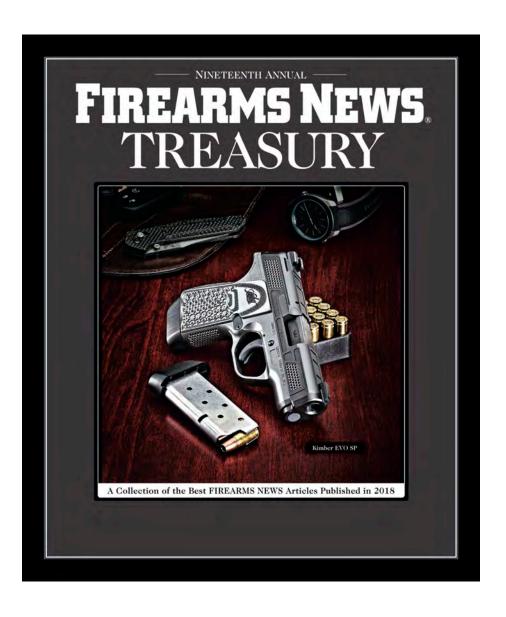
Send 4/color ad material directly to:

terry.boyer@outdoorsg.com





2020 Special Interest Publication



Treasury

Distribution: 77,200

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:	3/23/20
On-Sale Date:	5/19/20

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

2020 Special Interest Publication

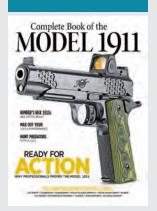
AR-15 ISSUE 1



Distribution: 180,000

An engaging compilation of articles about the modern AR platform. From new firearms to must-have accessories, ammunition to aftermarket innovations, AR-15 covers it all.

MODEL 1911



Distribution: 90,000

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

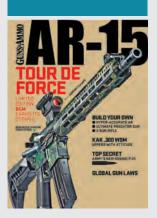
PRECISION RIFLE SHOOTER ISSUE 1



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.

AR-15 ISSUE 2



Distribution: 90,000

An engaging compilation of articles about the modern AR platform. From new firearms to must-have accessories, ammunition to aftermarket innovations, AR-15 covers it all.

RED DOT



Distribution: 90.000

An entire issue dedicated to red-dot-equipped firearms. Learn the advantages of equipping your carry, competition and hunting firearm with a rugged and reliable red-dot sight. Also serves as a great new shooter training tool.

RIMFIRE ISSUE 1



Distribution: 90,000

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: 11/26/2019 On-Sale Dates: 2/4/20 & 6/2/20

\$5.995 4-Color Page: 1/2 Page: \$3,149 1/3 Page: \$2.195 1/4 Page: \$1.995

Closing Date:	12/26/201
On-Sale Dates:	3/3/202
4-Color Page:	\$3,49
1/2 Page:	\$1,92
1/3 Page:	\$1,39
1/A Pane	\$104

Spring Closing Date:	1/17/2020
On-Sale Dates:	3/24/2020
4-Color Page:	\$3,499
1/2 Page:	\$1,925
1/3 Page:	\$1,390
1/4 Pane:	\$1,049

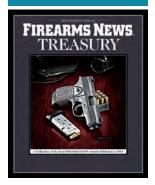
Closing Date:	2/3/2020
On-Sale Dates:	4/7/2020
4-Color Page:	\$3,499
1/2 Page:	\$1,925
1/3 Page:	\$1,390
1/4 Page:	\$1,049

Closing Date:	3/3/2020
On-Sale Dates:	5/5/2020
4-Color Page:	\$3,499
1/2 Page:	\$1,925
1/3 Page:	\$1,390
1/4 Page:	\$1,049

Closing Date:	3/10/2020
On-Sale Dates:	5/12/2020
4-Color Page:	\$3,499
1/2 Page:	\$1,925
1/3 Page:	\$1,390
1/4 Page:	\$1,049

2020 Special Interest Publication

TREASURY



Distribution: 77,200

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.

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.

PRECISION RIFLE SHOOTER ISSUE 2



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.

BE READY: SURVIVAL GUNS



Distribution: 85,000

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

AR-15 ISSUE 3



Distribution: 90,000

An engaging compilation of articles about the modern AR platform. From new firearms to must-have accessories, ammunition to aftermarket innovations, AR-15 covers it all.

PISTOL



Distribution: 80,000

PISTOL brings witty commentary to the politics, products and lifestyles surrounding the handgun culture.

Closing Date: 3/23/2020 On-Sale Dates: 5/19/2020 4-Color Page: \$3,499 1/2 Page: \$1,925 1/3 Page: \$1,390

\$1.049

1/4 Page:

Closing Date:	4/20/2020
On-Sale Dates:	6/23/2020
4-Color Page:	\$3,499
1/2 Page:	\$1,925
1/3 Page:	\$1,390
1/4 Page:	\$1,049

Fall Closing Date: On-Sale Dates:	4/20/2020 6/23/2020
4-Color Page:	\$3,499
1/2 Page:	\$1,925
1/3 Page:	\$1,390
1/4 Page:	\$1,049

Closing Date:	5/15/2020
On-Sale Dates:	7/21/2020
4-Color Page:	\$3,499
1/2 Page:	\$1,925
1/3 Page:	\$1,390
1/4 Page:	\$1,049

Closing Date: On-Sale Dates:	6/1/2020 8/4/2020
4-Color Page:	\$3,499
1/2 Page:	\$1,925
1/3 Page:	\$1,390
1/4 Page:	\$1,049

Closing Date:	6/1/2020
On-Sale Dates:	8/4/2020
4-Color Page:	\$3,499
1/2 Page:	\$1,925
1/3 Page:	\$1,390
1/4 Page:	\$1.049

2020 Special Interest Publication

RETRO



Distribution: 80,000

RETRO showcases the beauty and allure of classic and vintage-inspired firearms. From modern takes on military classics to the most collectible war relics, RETRO has it.

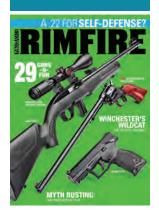
PRECISION RIFLE SHOOTER ISSUE 3



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.

RIMFIRE ISSUE 2



Distribution: 90,000

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.

CARBINE



Distribution: 85,000

The definitive source for all things carbine, from semiautos to single shots to lever actions.

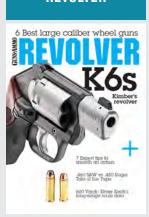
GUNS & AMMO ANNUAL



Distribution: 210,000

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

REVOLVER



Distribution: 85,000

From modern marvels to the classics of the Old West. REVOLVER magazine is all about the wheelgun. With in-depth reviews ranging from .22s to the largest magnums and techniques on shooting, reloading and carrying, **REVOLVER** magazine covers it all.

Closing Date: 6/15/2020 On-Sale Dates: 8/18/2020 4-Color Page: 1/2 Page:

\$3,499 \$1,925 1/3 Page: \$1.390 1/4 Page: \$1.049

Winter Closing Date: 6/29/2020 **On-Sale Dates:** 9/1/2020 4-Color Page: \$3,499 1/2 Page: \$1,925 1/3 Page: \$1.390 1/4 Page: \$1.049

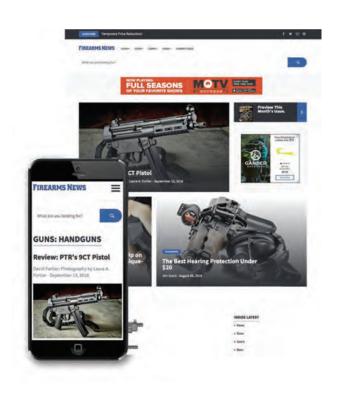
Closing Date:	7/20/2020
On-Sale Dates:	9/22/2020
4-Color Page:	\$3,499
1/2 Page:	\$1,925
1/3 Page:	\$1,390
1/4 Page:	\$1,049

Closing Date:	8/3/2020
On-Sale Dates:	10/6/2020
4-Color Page:	\$3,499
1/2 Page:	\$1,925
1/3 Page:	\$1,390
1/4 Page:	\$1,049

Closing Date:	8/10/2020
On-Sale Dates:	10/13/20 & Q 1 21
4-Color Page:	\$8,343
1/2 Page:	\$4,172
1/3 Page:	\$2,884
1/4 Page:	\$2,034

Closing Date: On-Sale Dates:	8/31/2020 11/3/2020
I-Color Page:	\$3,499
/2 Page:	\$1,925
/3 Page:	\$1,390
/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.



32K

AVERAGE

MONTHLY

UNIQUES

37.8
MEDIAN AGE

Average HHI	\$90,800
Male (%)	93%
Annual Page Views	1,508,826
Average Time Spent	1:35
Pages Per Session	3.4
Traffic From Mobile/Tablet	57%
eNewsletter Subscribers	106,510
Social Media Followers	926,803



Publisher's Statement

6 months ended June 30, 2019, Subject to Audit

FIREARMS NEWS

Annual Frequency: 30 times/year

Field Served: Shooting/gun enthusiasts.

Published by Outdoor Sportsman Group - Integrated Media

	EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION				
ſ	Total				
- 1	Paid & Verified	Single Copy	Total	Rate	Variance
ı	Subscriptions	Sales	Circulation	Base	to Rate Base
	71,004	6,426	77,430	None Claimed	_

TOTAL CIRCULATION BY ISSUE **Paid Subscriptions** Verified Subscriptions Single Copy Sales Total Total Paid & Verified Paid & Verified Paid & Verified Total Total Paid & Verified Total Total Paid & Verified Digital Paid Digital Verified Subscriptions Subscriptions -- Paid & Verified Digital Single Copy Circulation -Circulation Print Issue Subscriptions Print Subscriptions - Print Digital Issue Subscriptions Print Sales Print Digital Issue Circulation Issue Jan 01 68,003 1,616 69,619 28 68,031 1,616 69,647 8,562 8,562 76,593 1,616 78,209 28 73,194 Jan 10 65,729 1,625 67,354 28 28 65,757 1,625 67,382 7,437 7,437 1,625 74,819 1,644 68,513 28 1,644 68,541 6,232 73,129 1.644 74,773 Jan 20 66,869 28 66,897 6,232 69,631 1,635 71,266 28 1,635 71,294 6,263 1.635 77,557 Feb 01 28 69,659 6,263 75.922 71,392 1,656 73,048 28 73,076 77.815 79,471 Feb 10 28 71,420 1,656 6,395 6,395 1,656 Feb 20 71.308 1.645 72.953 28 28 71.336 1.645 72.981 6,110 6.110 77.446 1.645 79,091 Mar 01 71.925 1.665 73.590 28 28 71.953 1.665 73.618 5.888 5.888 77.841 1.665 79.506 Mar 10 71.684 1.656 73.340 28 28 71.712 1.656 73.368 7.372 7.372 79.084 1.656 80.740 Mar 20 68,827 1,664 70,491 28 28 68,855 1,664 70,519 4,452 4,452 73,307 1,664 74,971 Apr 01 67,699 1,649 69,348 28 28 67,727 1,649 69,376 6,199 6,199 73,926 1,649 75,575 Apr 10 69,446 1,568 71,014 28 28 69,474 1,568 71,042 6,100 6,100 75,574 1,568 77,142 May 01 69,601 1,567 71,168 28 28 69,629 1,567 71,196 6,100 6,100 75,729 1,567 77,296 Average 69,343 1,633 70,976 28 28 69,371 1,633 71,004 6,426 6,426 75,797 1,633 77,430

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

(1) For statement period

RATE BASE

None Claimed

NOTE

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 3,712

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