

# GUNS & AMMO

## 2018 MEDIA KIT

[gunsandammo.com](http://gunsandammo.com)



# GUNS&AMMO

**Guns & Ammo** is the preeminent, most respected media brand in the firearms field. G&A covers the complete spectrum of firearms, accessories and related products and it reaches more enthusiast-consumers than any other content provider in the category — in print (Guns & Ammo magazine), online ([gunsandammomag.com](http://gunsandammomag.com)) and on TV (Guns & Ammo TV and Handguns & Personal Defense TV). For the most effective campaigns, savvy marketers leverage the strength of the brand across the entire Guns & Ammo media platform.



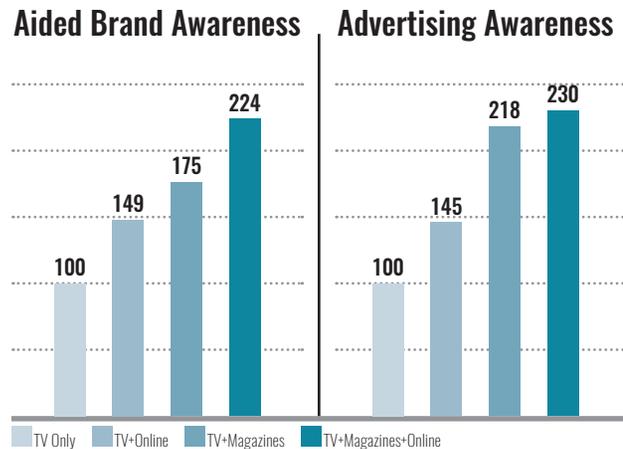
### Take Advantage of this diverse, active and influential consumer by leveraging the synergies of the Guns & Ammo brand

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:

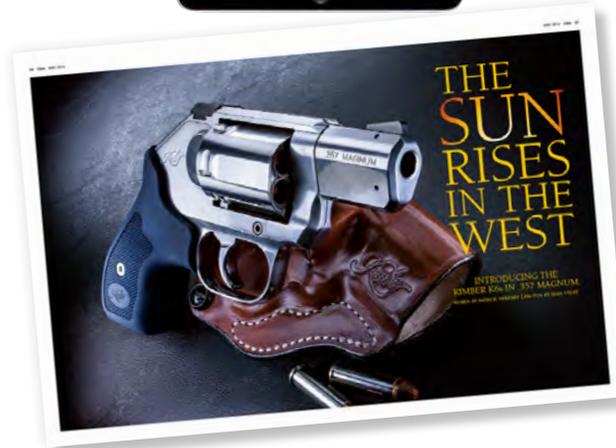
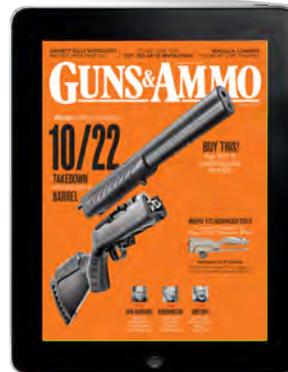
- Three media were better than two, and two media were better than one in generating results.
- The combination of TV and magazines provided more response (versus TV alone) than did TV plus online.
- Print was the most effective in driving online traffic — and that traffic increased considerably when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



Circulation	377,584
Frequency	Monthly
Total Audience	11,302,000
Male/Female (%)	85/15
Median Age	40.2
Average Household Income	\$102,000

### Shooting and the American Consumer\*

While mainstream marketers often misrepresent the shooting enthusiast and the media that serves them as niche, or as having undesirable connotations, the reality is that these consumers represent a powerful and deep cross-section of American consumers. Key facts 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 2016 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: 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; AAM, June 2017; MRI, Spring 2017 (audience, male/female); MRI Doublebase 2016 (age); 2008 Guns & Ammo Subscriber Study, MRI Market Solutions (HHI).

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
<ul style="list-style-type: none"> <li>• The Suppressor Issue</li> <li>• Legendary Browning Hi-Powers</li> </ul>	<ul style="list-style-type: none"> <li>• New Carry Guns</li> <li>• Bullets that Cheat Wind</li> <li>• Loving Leverguns</li> </ul>	<ul style="list-style-type: none"> <li>• Gearing Up for Dangerous Game</li> <li>• How to Configure a Truck Gun</li> </ul>	<ul style="list-style-type: none"> <li>• Blue Collar 1911s</li> <li>• Spring Turkey Guns</li> <li>• Tactical Shotguns</li> </ul>	<ul style="list-style-type: none"> <li>• Securing Guns in Vehicles</li> <li>• Gearing Up for Pistol Competition</li> </ul>	<ul style="list-style-type: none"> <li>• Remembering 60 Years of G&amp;A</li> <li>• Must-Have Surplus Guns</li> </ul>	<ul style="list-style-type: none"> <li>• Start Reloading!</li> <li>• The Defensive Pistol Issue</li> </ul>
<p><b>Closing Date</b> October 13</p> <p><b>On Newsstand</b> December 12</p>	<p><b>Closing Date</b> November 1, 2017</p> <p><b>On Newsstand</b> January 2, 2018</p>	<p><b>Closing Date</b> December 7, 2017</p> <p><b>On Newsstand</b> February 6, 2018</p>	<p><b>Closing Date</b> January 5, 2018</p> <p><b>On Newsstand</b> March 6, 2018</p>	<p><b>Closing Date</b> February 5, 2018</p> <p><b>On Newsstand</b> April 3, 2018</p>	<p><b>Closing Date</b> March 6, 2018</p> <p><b>On Newsstand</b> May 1, 2018</p>	<p><b>Closing Date</b> April 9, 2018</p> <p><b>On Newsstand</b> June 5, 2018</p>
AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY 2019	
<ul style="list-style-type: none"> <li>• Modern Cowboy Guns</li> <li>• Cloning Combat Rifles</li> </ul>	<ul style="list-style-type: none"> <li>• Gun Oil Shootout</li> <li>• Practice Ammo Testfire</li> </ul>	<ul style="list-style-type: none"> <li>• Guns &amp; Ammo for Deer Hunting</li> <li>• How to Analyze Targets</li> </ul>	<ul style="list-style-type: none"> <li>• Shotguns for Clays</li> <li>• How to Teach Shooting</li> <li>• Air Rifles</li> </ul>	<ul style="list-style-type: none"> <li>• Guns Made for Big Hands</li> <li>• Fun with Muzzleloaders</li> </ul>	<ul style="list-style-type: none"> <li>• New Tech Gear for Range Days</li> <li>• Budget Optics Comparo</li> </ul>	
<p><b>Closing Date</b> May 7, 2018</p> <p><b>On Newsstand</b> July 3, 2018</p>	<p><b>Closing Date</b> June 11, 2018</p> <p><b>On Newsstand</b> August 7, 2018</p>	<p><b>Closing Date</b> July 9, 2018</p> <p><b>On Newsstand</b> September 4, 2018</p>	<p><b>Closing Date</b> August 6, 2018</p> <p><b>On Newsstand</b> October 2, 2018</p>	<p><b>Closing Date</b> September 11, 2018</p> <p><b>On Newsstand</b> November 6, 2018</p>	<p><b>Closing Date</b> October 12, 2018</p> <p><b>On Newsstand</b> December 11, 2018</p>	

	% Comp
Total Audience	11,302,000
Men	85%
Women	13
Median Age	40.2
Children in Household	47%
Married	55
Attended College	51
Professional/Management	40%
Craftsman/Tradesman	28
Military/Law Enforcement	11
Average Household Income	\$102,000
Average Household Net Worth	\$687,000
Belong to a Gun Club or Organization	57%
Own a Handgun	92%
Revolvers Centerfire	74
Automatic Pistols Centerfire	60
Automatic Pistols Rimfire	53
Pistols (semi-auto)	57
Single Shot Centerfire	21
Bolt Action	28
Own a Shotgun	87%
Pump Action	67
Semi-automatic	43
Single Shot	36
Side by Side	29
Over and Under	25

	% Comp
Own a Rifle	86%
Bolt Action Centerfire	71
Semi-automatic Centerfire	46
Lever Action Centerfire	47
Single Shot	31
Pump Action	15
Participated in Hunting, Past 12 Months	79%
Big Game	62%
Small Game	58
Varmints	51
Upland Game Birds	35
Water Fowl	22
Exotic Game	3
Other	5
Hunted with a Bow or Crossbow, Past 12 Months	53%
Average Amount Spent on Hunting Apparel in an Average Year	\$233
Household Owns/Leases Pick-up Truck	55%
Household Owns/Leases Sport/Utility Vehicle	43
Household Owns/Leases Vans	8
Purchased Motor Oil in the, Past 12 Months	82%
Primarily Responsible for Vehicle Maintenance	91

### 2018 Guns & Ammo Magazine

Issue	Ad Space Close/Materials Due	Newsstand on Sale
January 2018	10/13/17	12/12/17
February 2018	11/1/17	1/2/18
March 2018	12/7/17	2/6/18
April 2018	1/5/18	3/6/18
May 2018	2/5/18	4/3/18
June 2018	3/6/18	5/1/18
July 2018	4/9/18	6/5/18
August 2018	5/7/18	7/3/18
September 2018	6/11/18	8/7/18
October 2018	7/9/18	9/4/18
November 2018	8/6/18	10/2/18
December 2018	9/11/18	11/6/18
January 2019	10/12/18	12/11/18



Effective January 1, 2018

4-Color	1x	3x	6x	9x	12x
Full Page	\$40,919	\$39,688	\$38,458	\$37,238	\$36,018
2/3 Page	33,556	32,570	31,562	30,544	29,525
1/2 Page	27,265	26,470	25,621	24,825	23,998
1/3 Page	23,064	22,375	21,685	20,996	20,305
1/4 Page	19,298	18,725	18,141	17,569	16,974
1/6 Page	16,158	15,659	15,181	14,704	14,184

2-Color	1x	3x	6x	9x	12x
Full Page	\$31,254	\$30,320	\$29,377	\$28,442	\$27,488
2/3 Page	24,973	24,231	23,478	22,714	21,982
1/2 Page	19,860	19,266	18,662	18,078	17,483
1/3 Page	15,361	14,916	14,439	13,994	13,527
1/4 Page	12,815	12,413	12,042	11,638	11,277
1/6 Page	10,683	10,344	10,047	9,696	9,400

B&W	1x	3x	6x	9x	12x
Full Page	\$24,995	\$24,252	\$23,499	\$22,735	\$21,993
2/3 Page	19,468	18,874	18,311	17,717	17,144
1/2 Page	15,361	14,916	14,439	13,994	13,527
1/3 Page	11,532	11,182	10,843	10,493	10,153
1/4 Page	8,965	8,689	8,413	8,179	7,893
1/6 Page	6,397	6,207	6,026	5,835	5,644

Covers	1x	3x	6x	9x	12x
Covers 4	\$53,183	\$51,602	\$50,011	\$48,409	\$46,807
Covers 2	47,051	45,661	44,229	42,818	41,429
Covers 3	45,004	43,677	42,320	40,961	39,625

Effective January 1, 2018

4-Color	1x	3x	6x	9x	12x
Full Page	\$33,970	\$32,941	\$31,943	\$30,926	\$29,896
2/3 Page	27,859	27,021	26,183	25,345	24,528
1/2 Page	22,639	21,950	21,272	20,592	19,913
1/3 Page	19,150	18,566	18,003	17,431	16,868
1/4 Page	16,009	15,563	15,054	14,577	14,088
1/6 Page	13,378	13,017	12,603	12,200	11,766

2-Color	1x	3x	6x	9x	12x
Full Page	\$25,918	\$25,165	\$24,358	\$23,606	\$22,809
2/3 Page	20,730	20,125	19,489	18,862	18,237
1/2 Page	16,486	15,988	15,489	15,001	14,492
1/3 Page	12,741	12,381	11,998	11,606	11,224
1/4 Page	10,631	10,323	10,004	9,676	9,358
1/6 Page	8,859	8,593	8,329	8,063	7,787

B&W	1x	3x	6x	9x	12x
Full Page	\$20,730	\$20,147	\$19,489	\$18,874	\$18,247
2/3 Page	16,179	15,669	15,203	14,704	14,216
1/2 Page	12,741	12,381	11,998	11,606	11,224
1/3 Page	9,558	9,283	8,996	8,699	8,403
1/4 Page	7,426	7,236	7,002	6,768	6,535
1/6 Page	5,315	5,166	4,997	4,848	4,678

Covers	1x	3x	6x	9x	12x
Cover 4	\$44,155	\$42,818	\$41,513	\$40,186	\$38,851
Cover 2	39,063	37,896	36,739	35,550	34,383
Cover 3	37,376	36,241	35,126	34,013	32,878

Effective January 1, 2018

4-Color	1x	3x	6x	9x	12x
1 Inch	\$923	\$902	\$891	\$881	\$849
2 Inches	1,846	1,814	1,772	1,719	1,666
1/12 Page	2,324	2,218	2,186	2,154	2,122
3 Inches	2,769	2,684	2,642	2,578	2,536
4 Inches	3,713	3,585	3,511	3,448	3,342

2-Color	1x	3x	6x	9x	12x
1 Inch	\$764	\$732	\$721	\$700	\$690
2 Inches	1,549	1,517	1,464	1,433	1,401
1/12 Page	1,931	1,878	1,846	1,804	1,740
3 Inches	2,292	2,238	2,186	2,154	2,112
4 Inches	3,077	2,981	2,928	2,864	2,790

B&W	1x	3x	6x	9x	12x
1 Inch	\$584	\$573	\$562	\$541	\$530
2 Inches	1,157	1,135	1,103	1,071	1,039
1/12 Page	1,453	1,401	1,369	1,337	1,315
3 Inches	1,729	1,666	1,645	1,613	1,581
4 Inches	2,324	2,238	2,196	2,154	2,112

## 2018 Classified Advertising Rates

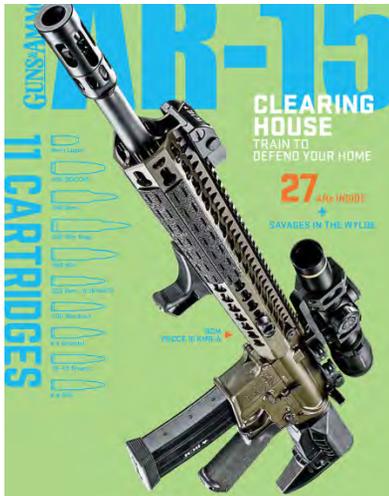
Per Word Classified, Prepaid and Noncommissionable

Minimum number of words	15.5
Minimum Rate	\$248
Additional Word Rate	17
Photograph/Illustration.	280



### 2018 Guns & Ammo Special Interest Publications

#### BOOK OF THE AR-15 II



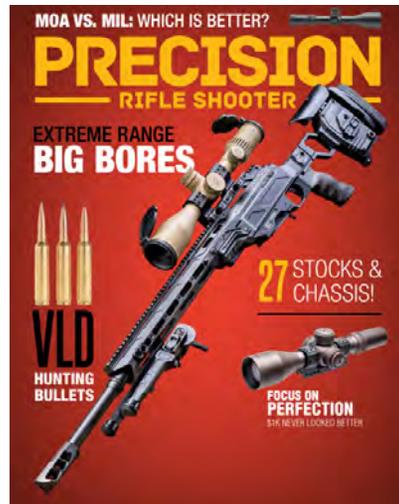
**Distribution: 90,000**

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

4-Color Page:	\$2,839
1/2 Page:	1,476
1/3 Page:	1,022
1/4 Page:	739

Closing Date: 1/22/18  
On-Sale Date: 3/27/18

#### PRECISION RIFLE SHOOTER



**Distribution: 90,000**

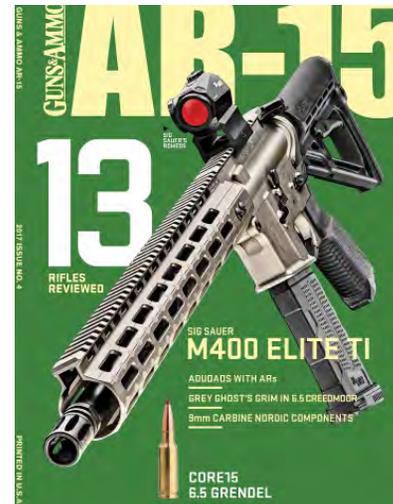
The ultimate guide for the long-range shooting enthusiast, covering the vanguard in precision rifles, long-range optics and extended-range ammunition.

4-Color Page:	\$4,201
1/2 Page:	2,158
1/3 Page:	1,476
1/4 Page:	1,078

Spring Issue  
Closing Date: 1/29/18  
On-Sale Date: 4/3/18

Fall Issue  
Closing Date: 6/29/18  
On-Sale Date: 9/4/18

#### BOOK OF THE AR-15 IV



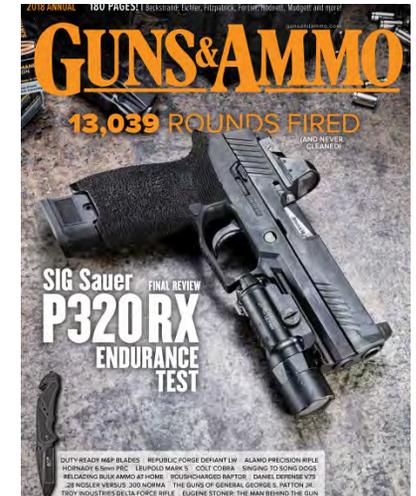
**Distribution: 90,000**

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

4-Color Page:	\$2,839
1/2 Page:	1,476
1/3 Page:	1,022
1/4 Page:	739

Closing Date: 6/4/18  
On-Sale Date: 8/7/18

#### GUNS & AMMO ANNUAL



**Distribution: 290,000**

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

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

Closing Date: 7/30/18  
On-Sale Date: 1/16/18  
10/2/18

## Typical Advertising Sizes and Mechanical Specifications

Trim Size: 7 3/4" w x 10 1/2" h

### 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

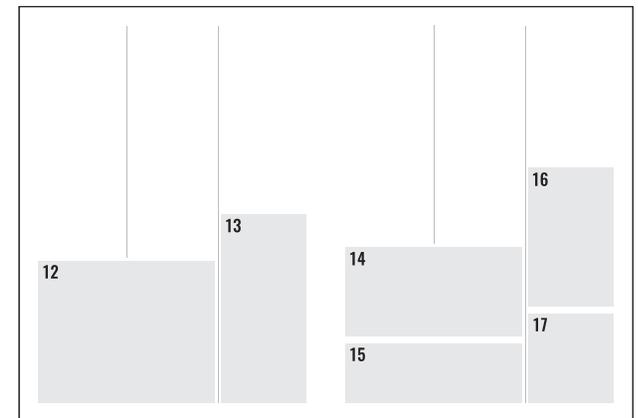
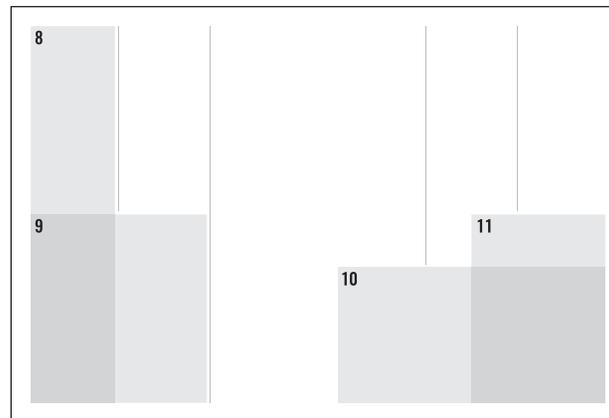
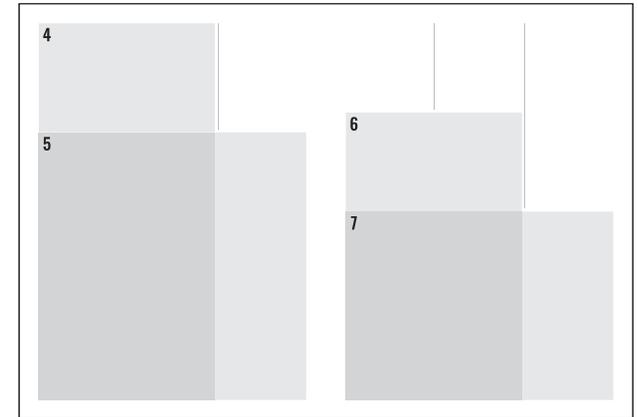
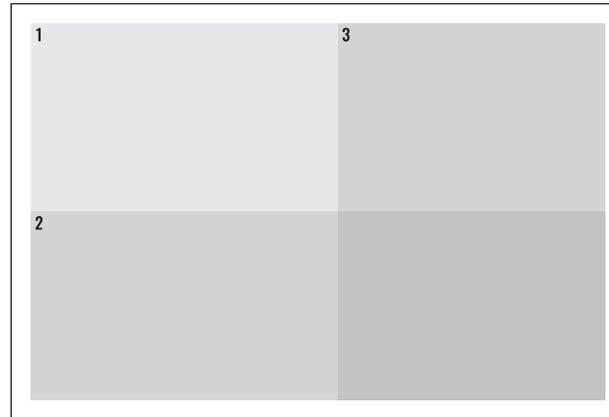
Non-Bleed: 4.375 x 2.25

### 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

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.

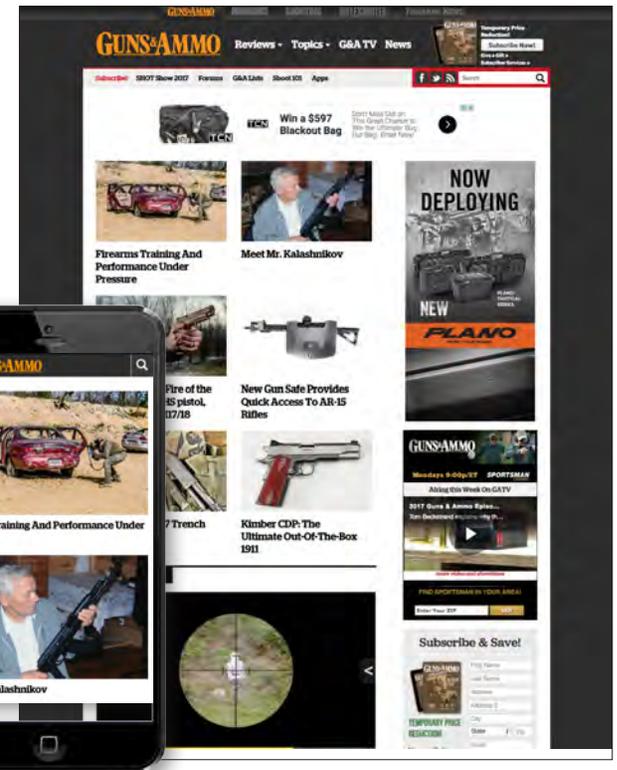
**Guns & Ammo** is the preeminent, most respected media brand in the firearms field. G&A covers the complete spectrum of firearms, accessories and related products and it reaches more enthusiast-consumers than any other content provider in the category – in print (Guns & Ammo magazine), online (gunsandammomag.com) and on TV (Guns & Ammo TV, Guns & Ammo Classics and Personal Defense TV).

**1.01mm**   
*Avg. Monthly Uniques*

**36.4**   
*Median Age*

**At A Glance**

Average HHI	\$88,900
Male (%)	92%
Annual Page Views	44,046,526
Avg. Time Spent	1:48
Pages Per Session	2.8
Traffic From Mobile/Tablet Devices	64%
eNewsletter Subscribers	202,900
Social Media Followers	951,253



IDEAL FOR ACTIVATION AND CONVERSION

Reach Your Target Audience with Visually Engaging Display Ads

1400x200 (Super Header)

**HIGH IMPACT**

1400x500 (Super Header Expanded)

970x250 (Billboard)

300x600 (Half Page)

300x250 (medium rectangle)

728x90 (Leaderboard)

OSG Network  
**.21 CTR**

Standard Industry Benchmarks  
**.14 CTR**

MOBILE / TABLET

300x600  
300x250  
728x90

320x100  
320x50  
300x250

VIDEO

Pre Roll (:15 or :30 sec)  
Interstitial  
In-Stream

GET IMPROVED PERFORMANCE

OSG Network CTR performs **50% better** than standard industry benchmarks.

Source: Doubleclick for Publishers, July 2017

IDEAL FOR BRAND RECOGNITION AND RECALL

Native Advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

IMPROVED PERFORMANCE

18%

Higher Lift In Purchase Intent

25%

More Engagement

PACKAGES

Custom Content

Your brand is associated with original custom content created for you by OSG writers.

- Story Creation
- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- 60 Day Run
- Reporting (30 days post)

Editorial Sponsorships

Your brand is associated with original content created by OSG writers.

- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- 30 Day Run
- Reporting (30 days post)

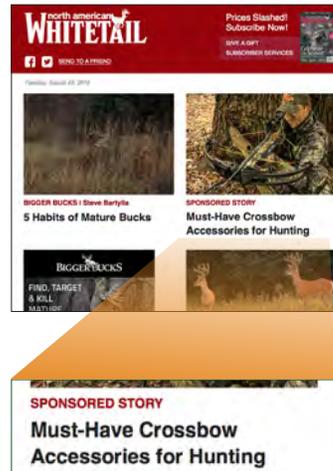
Native Ads



Your Content



E-Newsletter



Content to be shared across social channels



Source: Polar 2016

**OVER 1.26 MILLION** Outdoor Sports Enthusiasts receive one or more OSG-branded newsletters per month.

eNewsletter:

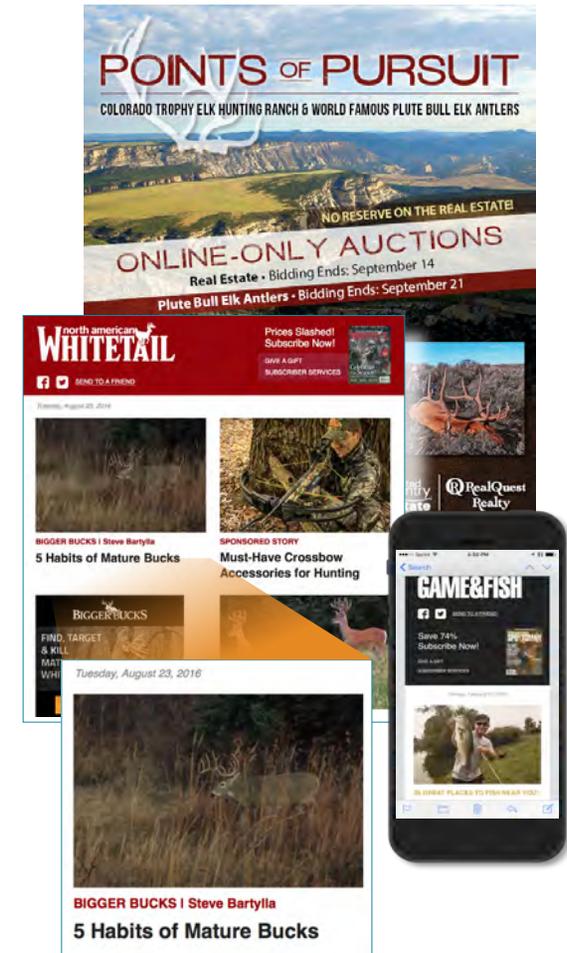
- (1) 300x250 ad surrounding the content area
- Reporting

High Impact Package Includes:

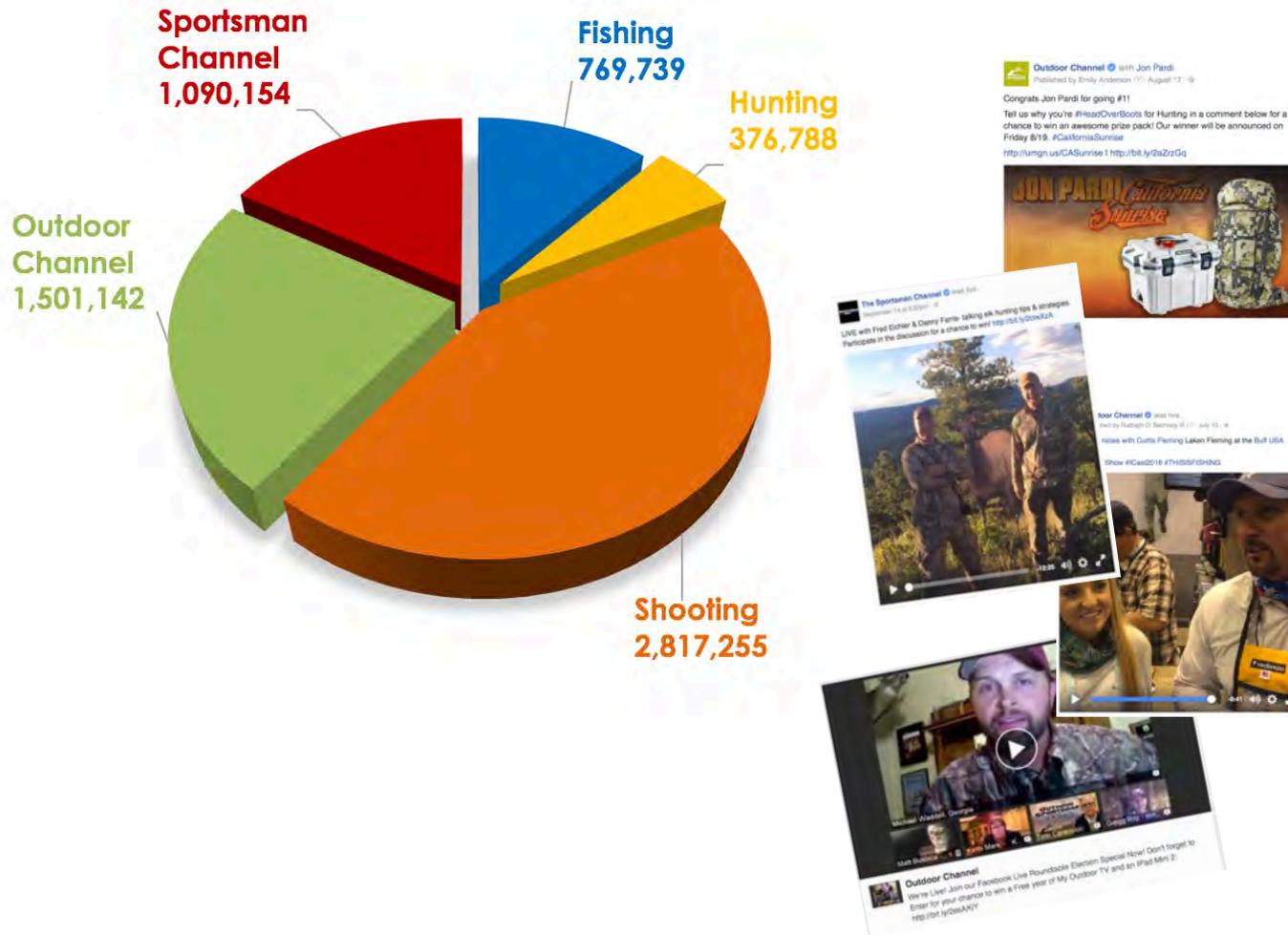
- (2) 300x250 ads surrounding content area
- Integration with Native Campaign to promote your sponsored content
- Reporting

eBlast:

- Connect with our 3rd party opt-in subscribers at 100% share of voice.
- Deliver a message directly to the OSG audience
- Reporting



# Over 6.6 Million Followers



## PACKAGES

- **Per Post Syndication**
- **Facebook Live Events**
- Episodics
- Topics & Tips
- Products
- Hunt/Fish Roundtable
- Tradeshows
- Magazine Article Extension
  
- **Sweeps**
- Comment to Win
- Enter to Win

**Activating Engagement**  
Authentically position your brand's message and creative content on our trusted OSG social platforms — Increasing brand awareness, reach, impressions, video views, engagement and more.



**HIGH IMPACT**



Unit	Size	CPM	Road Block (choice of 2 positions) CPM	Take Over (All 4 positions included) CPM
<b>DESKTOP/MOBILE</b>			\$18	\$25
Superheader Expanded/Superheader	1400x500/1400x200	\$25		
Billboard	970x250	\$14	Your Choice of (2) positions: Billboard Half Page Medium Rectangle Leaderboard	✓
Half Page	300x600	\$12		✓
Medium Rectangle	300x250	\$10		✓
Leaderboard	728x90(desktop) 320x100(mobile)	\$8		✓

\*Rich Media: Standard Display: \$2 for Rich Media, Data Layer, Targeting | High Impact: +\$2-\$8 for Rich Media - costs based on campaign

Go to <http://www.outdoorsg.com/marketing-solutions/digital/digital-ad-specs/> for digital specs

OSG Digital Network offers customized packages, beyond standard sizes and placements, to satisfy the specific needs and objectives of our clients. Programmatic opportunities available.

VIDEO	
Pre-Roll	\$25
In-line	\$15
Interstitial	\$20

NATIVE	
Custom Content	\$8,500 Flat Rate
Editorial Sponsorships	\$6,500 Flat Rate

E-MAIL	
E-Newsletter	CPM's vary, Contact Your Sales Representative
E-Blast	\$150

SOCIAL	
Per Post Syndication	CPM's vary, Contact Your Sales Representative
Facebook Live Events	
Sweeps	
Magazine Article Extension	

Contact your ad sales representative or visit [www.outdoorsg.com/advertise/](http://www.outdoorsg.com/advertise/) for more information

Creative Unit Name	Initial Dimensions (W x H in px)	Maximum Expanded Dimensions (W x H in px)	Max Initial File Load Size	Maximum Animation Length	Audio Initiation	Submission Lead-Time
Superheader	1400x200	1400x500	100kb	15-sec,3x loops max	User Initiated	5 Business Days
Billboard	970x250	N/A	100kb	15-sec,3x loops max	User Initiated	5 Business Days
Half Page	300x600	600x600	60kb	15-sec,3x loops max	User Initiated	5 Business Days
Medium Rectangle	300x250	500x250	60kb	15-sec,3x loops max	User Initiated	5 Business Days
Leaderboard	728x90	728x180	60kb	15-sec,3x loops max	User Initiated	5 Business Days
Mobile Leaderboard	320x100	N/A	35kb	15-sec,3x loops max	User Initiated	5 Business Days
Mobile Leaderboard	320x50	N/A	35kb	15-sec,3x loops max	User Initiated	5 Business Days
Interstitial	600x600	N/A	100kb	15-sec,3x loops max	User Initiated	5 Business Days

[Click here for Video Specs.](#)



### Image Sizes:

650x650 & 1200x628

### Videos

- **Dimensions:** 1280x720
- **Videos need to be under a minute to be posted on IG.** However, we have some clients that provide a teaser and full Version.
- The full version can be posted on YouTube and FB.
- **30 Second videos tend to do better.**
  - Codecs should be H.264 and AAC. Export as .MP4

### Character Limits

- **FB:** Suggested \*90 character. It is recommended to keep character limits as short as possible.
- **TW:** 140-character limit.
- **IG:** No character limit currently. It is recommended to keep character limit to 9 (ie. #123456789).

### Click URLs:

- It is OSG's policy that we use our own tracking parameters.
- We request a raw URL that we create our own tracking parameters in Terminus with – if the URL lives on the client's website they can still track it no matter what.
- Client may use their own tracking parameters; incorporated into OSG's.

### Creative Process:

- Client to supply standard social media materials per post or as agreed upon.
- If OSG is providing the creative to be used in the campaign, client will provide:
  - Logo
  - Image (of promotional item/product)
- Client may provide boilerplate copy to be used in the post, but OSG reserves the right to optimize the copy for social. In cases where client provides copy, OSG and client will work together on refining copy as needed.

### Terms and Conditions

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- 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•

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Production Manager  
Guns & Ammo  
2 News Plaza  
Peoria, IL 61614  
309-679-5079  
connie.mendoza@outdoorsg.com

**Trim Size•** 7¾-in. wide x 10½-in. high

**Non-Bleed•** ½-in. inside trim. Non-bleed ads should have all elements within this measurement.

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

**Trim•** The edge of the page.

**Safety•** ¼-in. inside of the trim edge on all four sides for a total ½-in. safety both vertically and horizontally. All image and text not intended to bleed should be within this measurement.

Please contact the production manager for specs, quantities, and delivery information for supplied inserts and cards.

### Advertising File Requirements•

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

#### Files must have•

All fonts embedded.

Page geometry defined and consistent (trim, bleed, and media/art boxes).

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%.

### Advertising File Submission•

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Outdoor Sportsman Group maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files:

[osg.sendmyad.com](http://osg.sendmyad.com)



Annual Frequency: 12 times/year

**Field Served:** Features information on current production of sporting arms and their use, as well as technical and semi-technical articles on reloading, black powder and collector's arms.

Published by Outdoor Sportsman Group - Integrated Media

## Publisher's Statement

6 months ended June 30, 2017, Subject to Audit

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
347,656	29,928	377,584	None Claimed	

### TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			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	332,745	14,201	346,946	2,605		2,605	349,551	36,058	366	36,424	371,408	14,567	385,975
Feb	333,429	13,666	347,095	2,611		2,611	349,706	24,847	357	25,204	360,887	14,023	374,910
Mar	334,706	13,632	348,338	2,621		2,621	350,959	33,257	273	33,530	370,584	13,905	384,489
Apr	332,581	13,540	346,121	2,604		2,604	348,725	26,022	226	26,248	361,207	13,766	374,973
May	328,357	13,538	341,895	2,571		2,571	344,466	27,092	262	27,354	358,020	13,800	371,820
Jun	326,611	13,358	339,969	2,557		2,557	342,526	30,613	193	30,806	359,781	13,551	373,332
<b>Average</b>	<b>331,405</b>	<b>13,656</b>	<b>345,061</b>	<b>2,595</b>		<b>2,595</b>	<b>347,656</b>	<b>29,648</b>	<b>280</b>	<b>29,928</b>	<b>363,648</b>	<b>13,936</b>	<b>377,584</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	330,901	13,656	344,557	91.3
Association: Deductible	504		504	0.1
<b>Total Paid Subscriptions</b>	<b>331,405</b>	<b>13,656</b>	<b>345,061</b>	<b>91.4</b>
<b>Verified Subscriptions</b>				
Individual Use	2,595		2,595	0.7
<b>Total Verified Subscriptions</b>	<b>2,595</b>		<b>2,595</b>	<b>0.7</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>334,000</b>	<b>13,656</b>	<b>347,656</b>	<b>92.1</b>
<b>Single Copy Sales</b>				
Single Issue	29,648	280	29,928	7.9
<b>Total Single Copy Sales</b>	<b>29,648</b>	<b>280</b>	<b>29,928</b>	<b>7.9</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>363,648</b>	<b>13,936</b>	<b>377,584</b>	<b>100.0</b>

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2016	None Claimed	385,062	385,062		
12/31/2015	None Claimed	387,893	387,893		
12/31/2014	None Claimed	410,998	410,998		

Visit [www.auditedmedia.com](http://www.auditedmedia.com) Media Intelligence Center for audit reports.

### PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$19.94		
Average Subscription Price Annualized (3)		\$11.28	
Average Subscription Price per Copy		\$0.94	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2016

(3) Based on the following issue per year frequency: 12

Circulation by Regional, Metro & Demographic Editions  
 Geographic Data  
 Analysis of New & Renewal Paid Individual Subscriptions  
 Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
<b>Individual Use</b>			
Ordered/Payment Not Received	2,595		2,595
<b>Total Individual Use</b>	<b>2,595</b>		<b>2,595</b>

RATE BASE

None Claimed.

NOTES

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Association: Deductible:** Copies served where the subscription was included in the dues of an association. The subscription was deductible from dues.

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 1,030

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: KSE Sportsman Media, Inc.

GUNS & AMMO, published by Outdoor Sportsman Group - Integrated Media • 1040 Sixth Avenue 12th Floor • New York, NY 10018

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 VP, Consumer Marketing

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Established: 1959

MIKE SCHOBY  
 Publisher

AAM Member since: 1959