

GUNS&AMMO

2020 MEDIA KIT

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) 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.



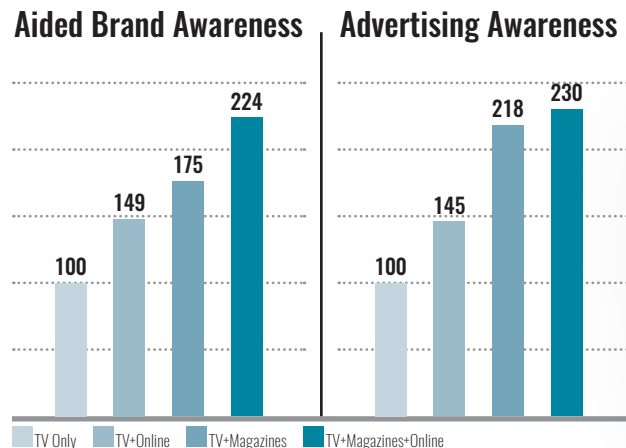
Take Advantage of this diverse, active and influential consumer by leveraging the synergies of the Guns & Ammo brand

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	364,272
Frequency	Monthly
Total Audience	9,881,000
Male/Female (%)	84/16
Median Age	44.8
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: 2019 MRI Doublebase (Audience, Age and M/F). 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 2019 AAM.

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
<ul style="list-style-type: none">• The Modern Defensive Pistol• U.S. Military Tech	<ul style="list-style-type: none">• Carry Guns for Under \$300• Must-Have Gun Tools	<ul style="list-style-type: none">• .380s for Accuracy• Guns & Gear for Desert Hunting	<ul style="list-style-type: none">• 2020 New Guns• Shooting Replicas: Black Powder to the AR-15	<ul style="list-style-type: none">• Budget Long-Range Shooting• Buying Your 1st Handgun	<ul style="list-style-type: none">• Easy Guns for Tired Hands• Setup to Reload Bulk 9mm	<ul style="list-style-type: none">• Battling Suppressor Heat• Pistol-Caliber-Carbine (PCC) Roundup
Closing Date October 11, 2019 On Newsstand December 10, 2019	Closing Date November 6, 2019 On Newsstand January 7, 2020	Closing Date December 5, 2019 On Newsstand February 4, 2020	Closing Date January 3, 2020 On Newsstand March 3, 2020	Closing Date February 10, 2020 On Newsstand April 7, 2020	Closing Date March 10, 2020 On Newsstand May 5, 2020	Closing Date April 6, 2020 On Newsstand June 2, 2020
AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY 2021	
<ul style="list-style-type: none">• New Guns to Keep a Lifetime• Odd Calibers for Self-Defense	<ul style="list-style-type: none">• All-Weather Guns• Handgun Safes for the Home	<ul style="list-style-type: none">• Must-Have Spare Parts for the AR-15• Shotgun Defense	<ul style="list-style-type: none">• Hideout .45s• Striker-Fire Pistol Mods	<ul style="list-style-type: none">• Sure-Bet Whitetail Rifles• Wet-Weather Optics	<ul style="list-style-type: none">• New Loads for the 9mm• Trail Guns for Defense	
Closing Date May 8, 2020 On Newsstand July 7, 2020	Closing Date June 8, 2020 On Newsstand August 4, 2020	Closing Date July 7, 2020 On Newsstand September 1, 2020	Closing Date August 10, 2020 On Newsstand October 6, 2020	Closing Date September 8, 2020 On Newsstand November 3, 2020	Closing Date October 2, 2020 On Newsstand December 1, 2020	

Print Audience	9,881,000
Average Household Income	\$102,000
Average Net Worth	\$687,000
Men/Women %	86/14
Median Age	44.8

Married	55%
Have Children	47%
Attended College	51%
Professional/Management	40%
Craftsman/Tradesman	28%
Military/Law Enforcement	11%



57% of Guns & Ammo readers belong to a Gun Club or Organization

92% OWN A HANDGUN

- 74% Revolvers Centerfire
- 60% Automatic Pistols Centerfire
- 53% Automatic Pistols Rimfire
- 57% Pistols (semi-auto)
- 28% Bolt Action
- 21% Single Shot Centerfire

87% OWN A SHOTGUN

- 67% Pump Action
- 43% Semi-Automatic
- 36% Single Shot
- 29% Side by Side
- 25% Over and Under

86% OWN A RIFLE

- 71% Bolt Action Centerfire
- 47% Lever Action Centerfire
- 46% Semi-Automatic Centerfire
- 31% Single Shot
- 15% Pump Action

HUNTING

- 79% of Guns & Ammo readers participated in Hunting in the last 12 months
- 53% of Guns & Ammo readers hunted with a Bow or Crossbow in the last 12 months
- Guns & Ammo readers spend an average of \$233 annually on Hunting Apparel

WHAT THEY HUNT...

- 62% Big Game
- 58% Small Game
- 51% Varmints
- 35% Upland Game Birds
- 22% Water Fowl
- 3% Exotic Game
- 5% Other

VEHICLES

- 55% own/lease Pick-up Truck/s
- 43% own/lease Sport/Utility Vehicle/s
- 8% own/lease Vans
- 91% are primarily responsible for Vehicle Maintenance
- 82% purchased motor oil in the last 12 months

2020 Guns & Ammo Magazine

Issue	Ad Space Close/Materials Due	Newsstand on Sale
January 2020	10/11/19	12/10/19
February 2020	11/6/20	1/7/20
March 2020	12/5/19	2/4/20
April 2020	1/3/20	3/3/20
May 2020	2/10/20	4/7/20
June 2020	3/10/20	5/5/20
July 2020	4/6/20	6/2/20
August 2020	5/8/20	7/7/20
September 2020	6/8/20	8/4/20
October 2020	7/7/20	9/1/20
November 2020	8/10/20	10/6/20
December 2020	9/8/20	11/3/20
January 2021	10/2/20	12/1/20



Effective January 1, 2020

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, 2020

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, 2020

4-Color	1x	3x	6x	9x	12x
Full Page	\$28,644	\$27,785	\$26,925	\$26,077	\$25,207
2/3 Page	23,499	22,788	22,077	21,366	20,677
1/2 Page	19,096	18,513	17,940	17,357	16,816
1/3 Page	16,168	15,659	15,193	14,694	14,216
1/4 Page	13,516	13,103	12,699	12,296	11,892

2-Color	1x	3x	6x	9x	12x
Full Page	\$21,865	\$21,208	\$20,560	\$19,903	\$19,245
2/3 Page	17,495	16,953	16,422	15,914	15,373
1/2 Page	13,887	13,495	13,071	12,646	12,232
1/3 Page	10,757	10,439	10,121	9,803	9,464
1/4 Page	8,965	8,689	8,413	8,179	7,893

B&W	1x	3x	6x	9x	12x
Full Page	\$17,505	\$16,964	\$16,434	\$15,924	\$15,393
2/3 Page	13,633	13,219	12,815	12,391	11,998
1/2 Page	10,757	10,439	10,121	9,803	9,464
1/3 Page	8,063	7,808	7,607	7,342	7,086
1/4 Page	6,281	6,089	5,899	5,719	5,527
1/6 Page	4,488	4,350	4,222	4,085	3,947
1/12 Page	2,430	2,356	2,270	2,206	2,132
1 Inch	987	965	933	913	881

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1 Inch	987	965	933	913	881

GUNS&AMMO *MEDIA KIT* 2020 Sportsman's Directory and Classified Rates

Effective January 1, 2020

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

2020 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



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

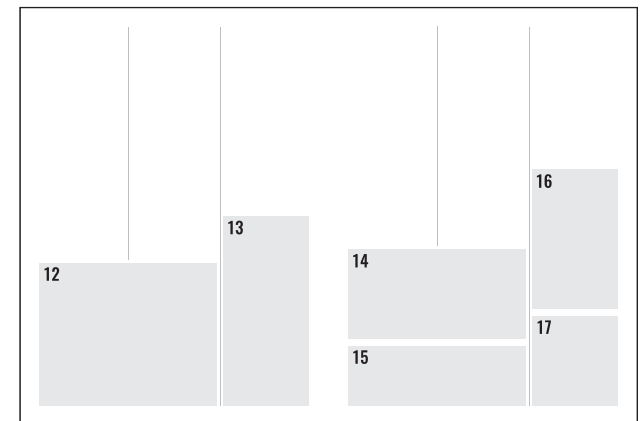
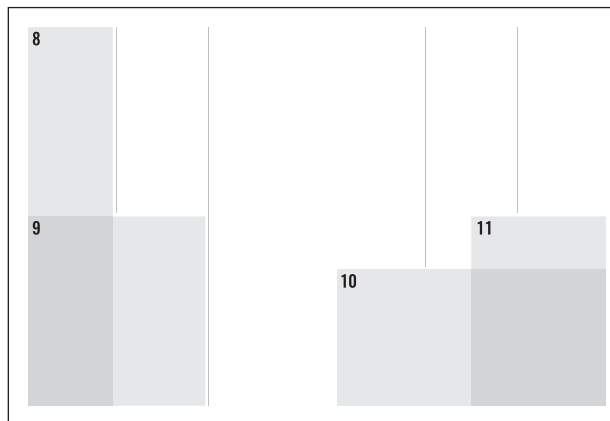
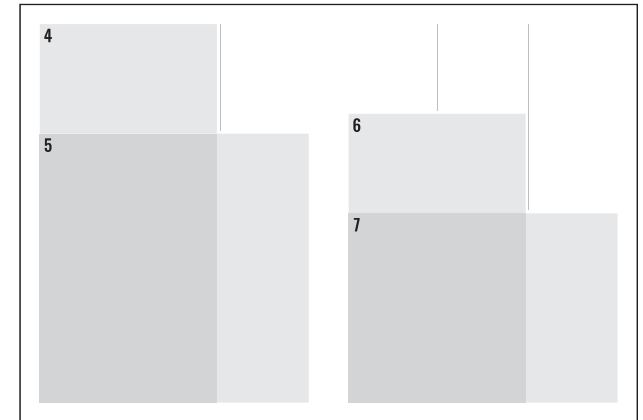
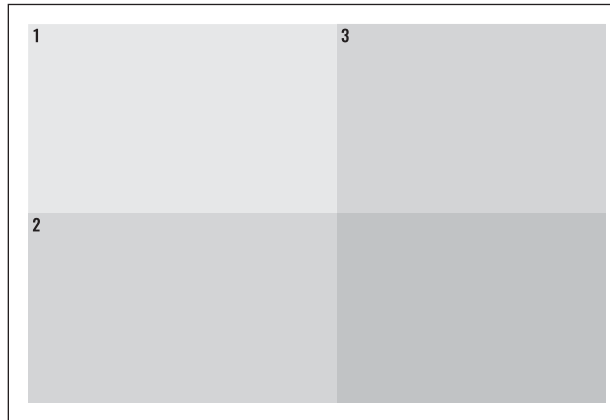
Non-Bleed: 4.375 x 2.25

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.

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•

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•

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.

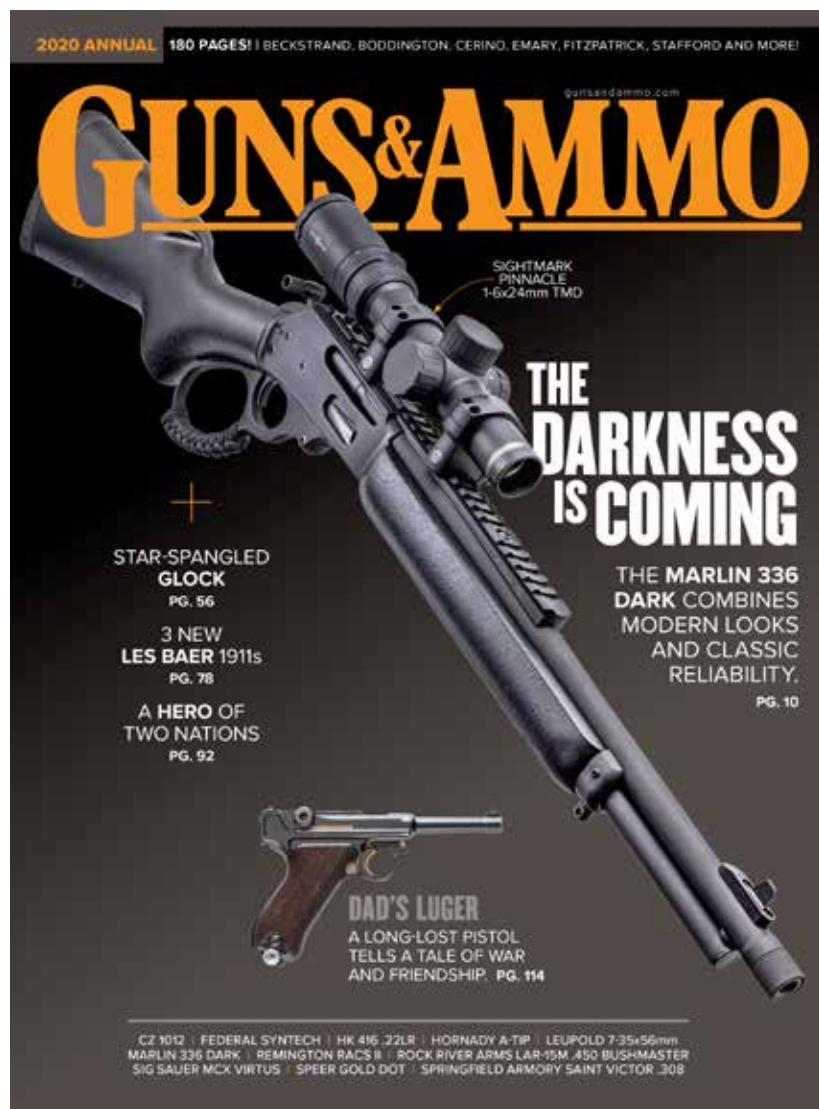
Total ink coverage should not exceed 300%.

Advertising File Submission•

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

<https://osg.sendmyad.com>





Guns & Ammo Annual 2021

Distribution• 210,000

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

Closing Date• 8/10/20

On-Sale Date• 10/13/20

4-Color Page• \$8,343

1/2 Page• 4,172

1/3 Page• 2,884

1/4 Page• 2,034

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.

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

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

MODEL 1911



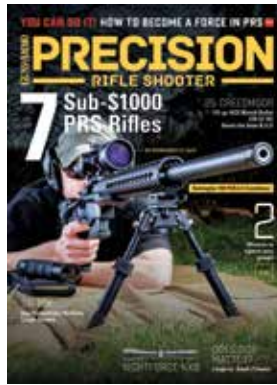
Distribution: 90,000

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: 12/26/2019
On-Sale Dates: 3/3/2020

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

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.

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 Page: \$1,049

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.

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

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.

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

RIMFIRE ISSUE 1



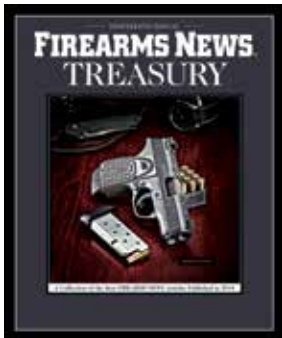
Distribution: 90,000

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: 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

TREASURY



Distribution: 90,000

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: 3/23/2020
On-Sale Dates: 5/19/2020

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.

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

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.

Fall 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

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.

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

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.

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

PISTOL



Distribution: 80,000

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

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 Publications

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.

Closing Date: 6/15/2020
On-Sale Dates: 8/18/2020

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

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.

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

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.

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

CARBINE



Distribution: 85,000

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

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

GUNS & AMMO ANNUAL



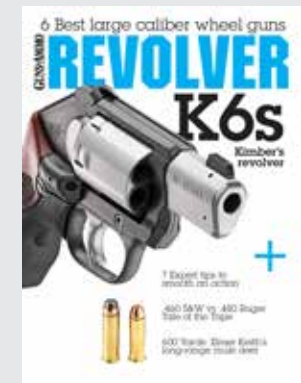
Distribution: 210,000

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

Closing Date: 8/10/2020
On-Sale Dates: 10/13/20 & Q1 21

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

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: 8/31/2020
On-Sale Dates: 11/3/2020

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

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).



319k
AVERAGE MONTHLY UNIQUES

AGES
18-45
74% DISTRIBUTION

Average HHI 60K+	59%
Male(%)	90%
Annual Page Views	7,981,220
Avg. Time Spent	2:49
Pages Per Session	1.7
Traffic From Mobile/Tablet	66%
eNewsletter Subscribers	238,990
Social Media Followers	1,104,627

Publisher's Statement

6 months ended June 30, 2019, *Subject to Audit*

[Learn more about this media property at auditedmedia.com](http://auditedmedia.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

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
346,834	17,438	364,272	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	326,120	12,071	338,191	10,303		10,303	348,494	19,125	80	19,205	355,548	12,151	367,699
Feb	323,053	11,924	334,977	10,265		10,265	345,242	17,306	106	17,412	350,624	12,030	362,654
Mar	319,176	11,790	330,966	17,178		17,178	348,144	12,145	67	12,212	348,499	11,857	360,356
Apr	320,233	11,744	331,977	17,103		17,103	349,080	17,561	67	17,628	354,897	11,811	366,708
May	318,993	11,682	330,675	17,013		17,013	347,688	21,457	85	21,542	357,463	11,767	369,230
Jun	313,824	11,594	325,418	16,937		16,937	342,355	16,568	65	16,633	347,329	11,659	358,988
Average	320,233	11,801	332,034	14,800		14,800	346,834	17,360	78	17,438	352,393	11,879	364,272

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	320,233	11,801	332,034	91.2
Total Paid Subscriptions	320,233	11,801	332,034	91.2
Verified Subscriptions				
Public Place	13,970		13,970	3.8
Individual Use	830		830	0.2
Total Verified Subscriptions	14,800		14,800	4.1
Total Paid & Verified Subscriptions	335,033	11,801	346,834	95.2
Single Copy Sales				
Single Issue	17,360	78	17,438	4.8
Total Single Copy Sales	17,360	78	17,438	4.8
Total Paid & Verified Circulation	352,393	11,879	364,272	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2018	None Claimed	364,238	364,238		
12/31/2017	None Claimed	373,306	373,306		
12/31/2016	None Claimed	385,062	385,062		

Visit 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)		\$11.52	
Average Subscription Price per Copy		\$0.96	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2018

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

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

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
Public Place			
Doctor/Health Care Providers	9,068		9,068
Fitness/Recreational Facilities	415		415
Personal Care Salons	2,052		2,052
Specialty Locations/Retail	2,435		2,435
Total Public Place Copies	13,970		13,970
Individual Use			
Ordered/Payment Not Received	830		830
Total Individual Use Copies	830		830

RATE BASE

None Claimed

NOTES

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

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 20,994

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 995

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.

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MIKE SCHOBY

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AAM Member since: 1959