REMINGTON'S SHORT-ACTION GETS A MAJOR UPGRADE

SEVEN HEAVEN
Remington's Short-Action Gets a Major Upgrade

A NEW AR-15 HUNTING CARTRIDGE AND RIFLE FROM WILSON COMBAT.

.300 HAM'R
A New AR-15 Hunting Cartridge and Rifle from Wilson Combat.

WIN.'S TWINS
A Look at the .308 and 338 Winchester Magnums.

SPECIAL RIFIFIRE RIFLE SECTION
Sako's Great Lightweight Rifle Gets Even Better

FINNLIGHT II
Still Enough Gun for Big, Bad Buffs

MARLIN TEXAN
A Primo Lever Gun with Cup Appeal

THE .375
Still Enough Gun for Big, Bad Buffs

MOMENTUM
Frank's .350 Remington Big Game Rifle

RIFLE REPORTS
Mossberg Patriot Predator

SAVAGE 110 Apex Hunter XP

BROWNING X-BOLT
Pro Tungsten

WINCHESTER'S NEW SEMIAUTO RIMFIRE
A-Tip

HORNADY'S CUTTING-EDGE MATCH BULLET

BIG GAME RIFLE ROUNDUP

SAVAGE'S 110 Prairie Hunter—A Versatile and Accurate .224 Valkyrie

RIFLE SHOOTER 2020 MEDIA KIT
rifleshootermag.com
**Rifleshooter**, the No. 1 rifle-only media brand in the country, provides the most informed, expert coverage on all rifle products, including detailed range and field tests, reviews, evaluations, gunsmithing advice, accessorizing information and accuracy-optimizing tips. The RifleShooter audience is also kept abreast of the most pressing gun-oriented legislative issues. Advertisers looking for proactive opinion-leaders should look no further than Petersen’s RifleShooter.
Take advantage of this diverse, active and influential consumer by leveraging the synergies of the RifleShooter 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

![Graph showing cumulative effects of different media combinations]

<table>
<thead>
<tr>
<th>Media Combination</th>
<th>Aided Brand Awareness</th>
<th>Advertising Awareness</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Only</td>
<td>100</td>
<td>218</td>
</tr>
<tr>
<td>TV+Online</td>
<td>149</td>
<td>230</td>
</tr>
<tr>
<td>TV+Magazines</td>
<td>175</td>
<td></td>
</tr>
<tr>
<td>TV+Magazine+Online</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Results reflect the impact of different media combinations expressed as an index of TV as the base medium.
MARCH / APRIL 2020
Reloading Guide:
The latest in new equipment, components and resources.

MAY / JUNE 2020
Gearing Up For Precision Rifle:
Guns, ammo, optics and accessories for long-range competition or plinking.

JULY / AUGUST 2020
Hunting Rifle Prep:
Gear and skills to get you ready for hunting season.

SEP. / OCT. 2020
Big Game Rifle Guide:
All the hot new centerfire rifles, with our exclusive price-ranked chart listing available calibers.

NOV./DEC. 2020
Big Game Optics Guide:
New riflescopes for fall hunts.

JAN./FEB. 2021
Rifle Care Guide:
Special section on gun cleaning, with expert advice and the latest tools and chemicals.

Closing Date
November 6, 2019
On Newsstand
January 14, 2020

Closing Date
January 3, 2020
On Newsstand
March 10, 2020

Closing Date
March 10, 2020
On Newsstand
May 12, 2020

Closing Date
May 8, 2020
On Newsstand
July 14 2020

Closing Date
July 13, 2020
On Newsstand
September 15, 2020

Closing Date
September 15, 2020
On Newsstand
November 17, 2020

DEPARTMENTS

Lands & Grooves: A reader-favorite mash-up of news, classic guns, caliber comparisons, hands-on product reviews and more.

All That Brass: Reloading tips, tactics and product reviews for handloaders of all levels

Tactical Technology: The latest on modern military-style firearms, optics and ammo

Last Page: Craig Boddington’s musings on guns, ammunition, optics and other topics.
Meet the Readers

Print Audience 614,933
Average Household Income $91,100
Average Net Worth $532,000
Men/Women % 86/14
Median Age 46.3
Married 75%
Have Children 25%
Attended College 67%

WHAT THEY OWN
87% OWN A HANDGUN
• 66% Revolvers Centerfire
• 45% Automatic Pistols Centerfire
• 42% Automatic Pistols Rimfire

92% OWN A SHOTGUN
• 68% Pump Action
• 50% Semi-Automatic
• 38% Single Shot

98% OWN A RIFLE
• 87% Bolt-Action Centerfire
• 52% Lever-Action Centerfire
• 42% Semi-Automatic Centerfire

42% OWN AN AIRGUN

97% OWN A SCOPE
• The average Rifleshooter reader owns 8.5 scopes
• 99% own a Rifle scope
• 33% own a Handgun scope
• 18% own a Shotgun scope

WHAT THEY HUNT
• 82% participate in Big Game Hunting
• 70% participate in Small Game Hunting
• 67% participate in Varmint Hunting
• 48% participate in Upland Game Bird Hunting

AMMUNITION
• 74% reload own ammunition
• 92% use reloaded ammunition for Rifle
• 87% use reloaded ammunition for Target Shooting
• 87% use reloaded ammunition for Handgun
• 67% use reloaded ammunition for Hunting
• 1,397: average number rounds reloaded annually

VEHICLE
• 64% owns/lease 1+ Pick Up Truck(s)
• 36% owns/lease 1+ Sport Utility Vehicle
• 13% owns/lease 1+ Van
• 71% own/lease Domestic Only
• 19% owns/leases Import and Domestic
• 47% of readers are personally responsible for maintaining vehicle(s)
• 84% of readers change own Motor Oil annually
• 45% of readers purchased Aftermarket Auto Accessories annually

DIY
• 66% of readers or other household members did household improvements in Last 12 months

66% of readers belong to a Gun Club
87% of readers recommend or advise others on the purchase of Firearms, Ammunition or Related Equipment Annually

Source: MRI, 2018 Doublebase; 2008 Subscriber Study, MRI Market Solutions.
2020 RifleShooter Magazine

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
<th>AD SPACE CLOSE/ MATERIALS DUE</th>
<th>NEWSSTAND ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARCH/APRIL</td>
<td>Reloading Guide</td>
<td>11/6/19</td>
<td>1/14/20</td>
</tr>
<tr>
<td>MAY/JUNE</td>
<td>Gearing Up for Precision Rifle</td>
<td>1/3/20</td>
<td>3/10/20</td>
</tr>
<tr>
<td>JULY/AUGUST</td>
<td>Hunting Rifle Prep</td>
<td>3/10/20</td>
<td>5/12/20</td>
</tr>
<tr>
<td>SEPTEMBER/OCTOBER</td>
<td>Big Game Rifle Guide</td>
<td>5/8/20</td>
<td>7/14/20</td>
</tr>
<tr>
<td>NOVEMBER/DECEMBER</td>
<td>Big Game Optics Guide</td>
<td>7/13/20</td>
<td>9/15/20</td>
</tr>
<tr>
<td>JANUARY/FEBRUARY '21</td>
<td>Rifle Care Guide</td>
<td>9/15/20</td>
<td>11/17/20</td>
</tr>
</tbody>
</table>
### 2020 General Advertising Rates

Effective January 1, 2020

<table>
<thead>
<tr>
<th></th>
<th>4-Color</th>
<th>2-Color</th>
<th>B&amp;W</th>
<th>Covers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 x</td>
<td>3 x</td>
<td>6 x</td>
<td>9 x</td>
</tr>
<tr>
<td></td>
<td>1/12 Page</td>
<td>1/6 Page</td>
<td>1/3 Page</td>
<td>1/2 Page</td>
</tr>
<tr>
<td>1 Page</td>
<td>$5,726</td>
<td>$5,561</td>
<td>$5,386</td>
<td>$5,059</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4,577</td>
<td>4,458</td>
<td>4,326</td>
<td>4,054</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>3,726</td>
<td>3,616</td>
<td>3,507</td>
<td>3,289</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>3,157</td>
<td>3,080</td>
<td>2,972</td>
<td>2,775</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>2,644</td>
<td>2,556</td>
<td>2,491</td>
<td>2,328</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>2,218</td>
<td>2,141</td>
<td>2,076</td>
<td>1,956</td>
</tr>
<tr>
<td>1 Page</td>
<td>$4,481</td>
<td>$4,349</td>
<td>$4,207</td>
<td>$3,945</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>3,497</td>
<td>3,388</td>
<td>3,278</td>
<td>3,082</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>2,763</td>
<td>2,677</td>
<td>2,611</td>
<td>2,437</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>2,163</td>
<td>2,067</td>
<td>2,021</td>
<td>1,913</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>1,780</td>
<td>1,716</td>
<td>1,683</td>
<td>1,585</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>1,464</td>
<td>1,442</td>
<td>1,409</td>
<td>1,301</td>
</tr>
<tr>
<td>1 Page</td>
<td>$3,573</td>
<td>$3,486</td>
<td>$3,375</td>
<td>$3,169</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>2,732</td>
<td>2,644</td>
<td>2,556</td>
<td>2,404</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>2,163</td>
<td>2,087</td>
<td>2,021</td>
<td>1,913</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>1,617</td>
<td>1,573</td>
<td>1,518</td>
<td>1,420</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>1,267</td>
<td>1,224</td>
<td>1,179</td>
<td>1,103</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>895</td>
<td>874</td>
<td>842</td>
<td>787</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>458</td>
<td>458</td>
<td>458</td>
<td>458</td>
</tr>
</tbody>
</table>

| Inch  | 207           | 197           | 197        | 185          | 152          |

| Covers |       | 3 x           | 6 x        | 9 x          | 12 x         |
|--------|-------|---------------|------------|--------------|
| Cover 2|       | $6,381        | $6,195     | $5,825       | $5,453       |
| Cover 3|       | 6,119         | 5,933      | 5,562        | 5,212        |
| Cover 4|       | $7,462        | 7,234      | 7,004        | 6,579        | 6,162        |
Typical Advertising Sizes and Mechanical Specifications

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 images 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
RifleShooter
2 News Plaza
Peoria, IL 61614
309-679-5085
Kathryn.McGlothlen@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: ⅛-in. outside the trim. Elements that “bleed off” trimmed page should extend at least ⅛-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

Once at the home page you can sign up as a new user or sign into your existing account. The ad portal will do a general check for correct ad size, font embedding, and image resolution per OSG’s general ad submission guidelines.

Proofs supplied by the advertiser for color guidance will be forwarded to press.
2020 Special Interest Publications

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 handgun 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.
**THE FIREARMS NEWS 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.

**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.
2020 Special Interest Publications

**MEDIA KIT**

**2020 Special Interest Publications**

**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.

**Distribution: 85,000**

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

**Distribution: 210,000**

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

**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.

---

**RIMFIRE ISSUE 2**

Closing Date: 7/20/2020

On-Sale Dates: 9/22/2020

<table>
<thead>
<tr>
<th>Size</th>
<th>4-Color</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$3,499</td>
<td>$1,925</td>
<td>$1,390</td>
<td>$1,049</td>
</tr>
</tbody>
</table>

**RIMFIRE ISSUE 3**

Closing Date: 6/29/2020

On-Sale Dates: 9/1/2020

<table>
<thead>
<tr>
<th>Size</th>
<th>4-Color</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$3,499</td>
<td>$1,925</td>
<td>$1,390</td>
<td>$1,049</td>
</tr>
</tbody>
</table>

**RIMFIRE**

Distribution: 80,000

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.

**REVOLVER**

Distribution: 85,000

Closing Date: 8/31/2020

On-Sale Dates: 11/3/2020

<table>
<thead>
<tr>
<th>Size</th>
<th>4-Color</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$3,499</td>
<td>$1,925</td>
<td>$1,390</td>
<td>$1,049</td>
</tr>
</tbody>
</table>

**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.

**GUNS & AMMO ANNUAL**

Closing Date: 8/10/2020

On-Sale Dates: 10/13/20 & Q1 21

<table>
<thead>
<tr>
<th>Size</th>
<th>4-Color</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$8,343</td>
<td>$4,172</td>
<td>$2,884</td>
<td>$2,034</td>
</tr>
</tbody>
</table>

**PRECISION RIFLE SHOOTER ISSUE 3**

Winter Closing Date: 6/29/2020

On-Sale Dates: 9/1/2020

<table>
<thead>
<tr>
<th>Size</th>
<th>4-Color</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$3,499</td>
<td>$1,925</td>
<td>$1,390</td>
<td>$1,049</td>
</tr>
</tbody>
</table>

**RIMFIRE ISSUE 2**

Closing Date: 7/20/2020

On-Sale Dates: 9/22/2020

<table>
<thead>
<tr>
<th>Size</th>
<th>4-Color</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$3,499</td>
<td>$1,925</td>
<td>$1,390</td>
<td>$1,049</td>
</tr>
</tbody>
</table>
Rifleshooter online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on localized hunting and shooting, presented with engaging video content, extensive forecasts, gear reviews and access to the hunting and shooting community.

<table>
<thead>
<tr>
<th>Average Monthly Uniques</th>
<th>169k</th>
</tr>
</thead>
<tbody>
<tr>
<td>A18-45 Distribution</td>
<td>74%</td>
</tr>
</tbody>
</table>

| Average HHI 60k+       | 58%  |
| Male (%)                | 91%  |
| Annual Page Views       | 2,268,688 |
| Average Time Spent      | 3:04 |
| Pages Per Session       | 1:4  |
| Traffic From Mobile/Tablet | 64%  |
| eNewsletter Subscribers | 52,903 |
| Social Media Followers  | 27,862 |

Source: Site Traffic and Gender skew based on Google Analytics data October 2018-September 2019. Age and Income demographics from Salesforce Audience studio using audience profile data from Neustar and Eyenta, October 2019. E-Newsletter Subscribers from Exact Target for publications and What Counts for networks as of October 2019. Social Audience reflects Followers or Likes for OSG Social content on Facebook, Twitter, Instagram, and Youtube (where appropriate) as of October 2019.
EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

<table>
<thead>
<tr>
<th></th>
<th>Total Paid &amp; Verified Subscriptions</th>
<th>Single Copy Sales</th>
<th>Total Circulation</th>
<th>Rate Base</th>
<th>Variance to Rate Base</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>47,745</td>
<td>8,158</td>
<td>55,903</td>
<td>None Claimed</td>
<td></td>
</tr>
</tbody>
</table>

TOTAL CIRCULATION BY ISSUE

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>43,958</td>
<td>1,999</td>
<td>45,957</td>
<td>1,805</td>
<td>1,805</td>
<td>45,763</td>
<td>7,437</td>
<td>15</td>
<td>7,452</td>
<td>53,200</td>
</tr>
<tr>
<td>Mar/Apr</td>
<td>44,083</td>
<td>1,926</td>
<td>46,009</td>
<td>1,795</td>
<td>1,795</td>
<td>45,876</td>
<td>8,168</td>
<td>33</td>
<td>8,201</td>
<td>54,046</td>
</tr>
<tr>
<td>May/Jun</td>
<td>44,016</td>
<td>1,871</td>
<td>45,887</td>
<td>1,781</td>
<td>1,781</td>
<td>45,797</td>
<td>8,779</td>
<td>41</td>
<td>8,820</td>
<td>54,576</td>
</tr>
<tr>
<td>Average</td>
<td>44,019</td>
<td>1,832</td>
<td>45,951</td>
<td>1,794</td>
<td>1,794</td>
<td>45,813</td>
<td>8,128</td>
<td>30</td>
<td>8,158</td>
<td>53,941</td>
</tr>
</tbody>
</table>

PRICE

<table>
<thead>
<tr>
<th></th>
<th>Suggested Retail Prices (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Single Copy</td>
<td>$4.99</td>
</tr>
<tr>
<td>Subscription</td>
<td>$19.94</td>
</tr>
</tbody>
</table>

(1) For statement period

RATE BASE

None Claimed

NOTES

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 228

Included in Paid Circulation:
- Individual Subscriptions
- School Subscriptions
- Single Copy Sales

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

---

We certify that to the best of our knowledge all data set forth in this publisher’s statement are true and report circulation in accordance with Alliance for Audited Media’s bylaws and rules.

Parent Company: KSE Sportsman Media, Inc.
RIFLE SHOOTER, published by Outdoor Sportsman Group - Integrated Media * 1040 Sixth Avenue 12th Floor * New York, NY 10018

CARTER VONASEK MIKE SCHOBY
Planning Director Publisher
P: 212.852.6686 * F: 212.403.7123 * URL: www.rifleshootermag.com
Established: 1997 AAM Member since: 2000

48 W. Seegers Road • Arlington Heights, IL 60005-3913 • T: 224-366-6939 • auditedmedia.com
Copyright © 2019 All rights reserved. 04-0980-0