



SHOOTING TIMES

2020 MEDIA KIT

shootingtimes.com



SHOOTING TIMES

Shooting Times serves an extremely active group of dedicated, technically savvy shooting and hunting enthusiasts who form a core group of opinion-leaders and purchase-influencers in the shooting sports community. *Shooting Times* devotees are avid “information gatherers” and rely on on shootingtimes.com and our popular special interest publications, including the annual *Complete Book of the Model 1911*, for the most current news and shooting sports information.



Take Advantage of this diverse, active and influential consumer by leveraging the synergies of the Shooting Times brand

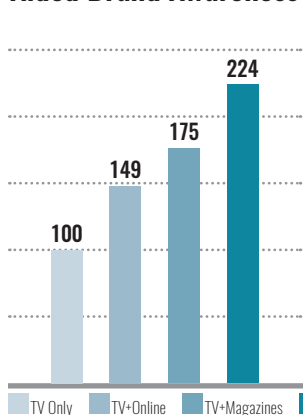
Independent Research by Dynamic Logic and Millward Brown confirmed that the most effective approach to driving consumer 'purchase intent' is to rely on media synergy to best drive results. Key revelations from 32 studies conducted from 2003 through 2007 include:

- 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.

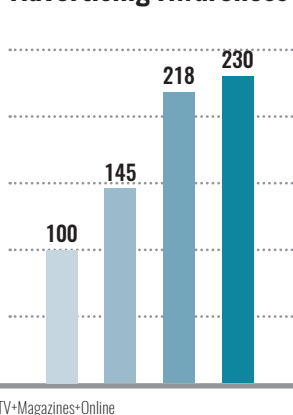
Cumulative Effects of Different Media Combinations

Pre/Post Point Change (Index vs. TV Alone)

Aided Brand Awareness



Advertising Awareness



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



Circulation	162,486
Frequency	Monthly
Total Audience	1,787,346
Male/Female (%)	86/14
Median Age	46.3
Average Household Income	\$88,400

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: MRI, Doublebase 2018 (Audience, Age and M/F). Data derived from Prototype developed by Douglas Jones Group. Prototype development occurs only one time/year. Most recent Accelara subscriber study (HHI). Hunting in America: Hunting and Fishing: Bright Stars in the American Economy, The Congressional Sportsmen's Foundation, 2012; Dynamic Logic/Millward Brown CrossMedia Research, 2004-2007. Circulation, June 2019 AAM.

MARCH 2020

Dangerous Game

Classic Big-Game Cartridges and Guns

Closing Date
November 6, 2019

On Newsstand
January 7, 2020

APRIL 2020

Accuracy

Tips for Optimal Accuracy plus Reviews of Cartridges and Firearms

Closing Date
December 12, 2019

On Newsstand
February 11, 2020

MAY 2020

Gun Care / Gear / Gunsmithing

Accessories for Gun Maintenance: D-I-Y Gunsmithing, and Other New Gear

Closing Date
January 17, 2020

On Newsstand
March 17, 2020

JUNE 2020

Shot Show Review

New Handguns, Rifles, Shotguns, and Ammunition

Closing Date
February 18, 2020

On Newsstand
April 14, 2020

JULY 2020

Optics

New Scopes and Binoculars

Closing Date
March 24, 2020

On Newsstand
May 19, 2020

AUGUST 2020

Rifles

New Bolt Actions, ARs, and Other Rifles

Closing Date
April 20, 2020

On Newsstand
June 16, 2020

SEPTEMBER 2020

Hunting, Small Game

Rimfire Firearms, Shotguns, and Cartridge Reports

Closing Date
May 15, 2020

On Newsstand
July 14, 2020

OCTOBER 2020

Hunting, Big Game

Centerfire Cartridges and Firearms

Closing Date
June 15, 2020

On Newsstand
August 11, 2020

NOVEMBER 2020

Handloading

Cartridge Reports and Reloading Tips plus Reviews of New Guns

Closing Date
July 20, 2020

On Newsstand
September 15, 2020

DEC. 2020 / JAN. 2021

Defense

Firearms for Personal Protection

Closing Date
September 8, 2020

On Newsstand
November 3, 2020

FEBRUARY 2021

Handguns

New Auto Pistols and Revolvers

Closing Date
October 2, 2020

On Newsstand
December 1, 2020

Print Audience	1,787,346	Median Age	46.3
Average Household Income	\$88,400	Married	79%
Average Net Worth	\$599,000	Attended College	70%
Men/Women %	86/14		

68% belong to a Gun Club or Organization

86% of readers recommend or advise others on the purchase of Firearms, Ammunition or related Equipment in the last 12 months

WHAT THEY OWN

96% OWN A HANDGUN

- 78% Revolvers Centerfire
- 55% Automatic Pistols Centerfire
- 53% Automatic Pistols Rimfire

91% OWN A SHOTGUN

- 64% Pump Action
- 45% Semi-Automatic
- 35% Single Shot

99% OWN A RIFLE

- 78% Bolt-Action Centerfire
- 54% Lever-Action Centerfire
- 47% Semi-Automatic Centerfire

50% OWN AN AIRGUN

96% OWN A SCOPE

- 99% own a Rifle Scope
- 41% own a Handgun Scope
- 16% own a Shotgun Scope
- 7.7 Average number of scopes readers own

WHAT THEY HUNT...

- 69% Big Game
- 64% Small Game
- 57% Varmints
- 50% Upland Birds

The average HANDGUNS reader spends \$205 on hunting apparel annually

AMMUNITION

- 78% of HANDGUNS readers reload own ammunition
- 89% reload ammunition for Rifle
- 89% reload ammunition for Target Shooting
- 84% reload ammunition for Handgun
- 78% reload ammunition for Hunting
- 1,931: the average number of rounds reloaded in the last year

VEHICLES

- 58% own/lease 1+ Pick Up Truck(s)
- 39% own/lease 1+ Sport Utility Vehicle
- 16% owns/lease 1+ Van
- 69% own/lease Domestic Only
- 22% own/lease Import and Domestic
- 41% or readers are personally responsible for Maintaining Vehicle(s)
- 83% change own Motor Oil
- 38% purchase Aftermarket Auto Accessories for Vehicles in the last 12 months

DIY

- 65% of readers have performed DIY project in the last year

2020 Shooting Times Magazine

ISSUE	THEME	AD SPACE CLOSE/ MATERIALS DUE	NEWSSTAND ON SALE
MARCH	Dangerous Game	11/6/19	1/7/20
APRIL	Accuracy	12/12/19	2/11/20
MAY	Gun Care/Gunsmithing/Gear	1/17/20	3/17/20
JUNE	SHOT Show Review	2/18/20	4/14/20
JULY	Optics	3/24/20	5/19/20
AUGUST	Rifles	4/20/20	6/16/20
SEPTEMBER	Hunting, Small Game	5/15/20	7/14/20
OCTOBER	Hunting, Big Game	6/15/20	8/11/20
NOVEMBER	Handloading	7/20/20	9/15/20
DECEMBER/JANUARY 2021	Defense	9/8/20	11/3/20
FEBRUARY 2021	Handguns	10/2/20	12/1/20



Effective January 1, 2020

4-Color	1 x	3 x	6 x	12 x	18 x	24 x	30 x	36 x	48 x
1 Page	\$15,582	\$15,123	\$14,272	\$13,430	\$13,232	\$12,928	\$12,622	\$12,304	\$12,228
2/3 Page	13,189	12,796	12,075	11,364	11,201	10,950	10,686	10,413	10,348
1/2 Page	11,287	10,960	10,337	9,736	9,593	9,365	9,146	8,917	8,862
1/3 Page	9,911	9,616	9,080	8,546	8,424	8,229	8,032	7,835	7,781
1/4 Page	7,365	7,146	6,742	6,349	6,251	6,109	5,967	5,813	5,780
1/6 Page	5,683	5,519	5,202	4,895	4,831	4,722	4,600	4,491	4,458

2-Color	1 x	3 x	6 x	12 x	18 x	24 x	30 x	36 x	48 x
1 Page	\$12,598	\$11,933	\$11,201	\$10,666	\$10,534	\$10,458	\$10,195	\$9,944	\$9,890
2/3 Page	9,725	9,211	8,655	8,239	8,141	8,075	7,878	7,682	7,638
1/2 Page	8,523	8,064	7,573	7,212	7,125	7,070	6,895	6,731	6,688
1/3 Page	7,037	6,665	6,261	5,955	5,891	5,846	5,704	5,562	5,529
1/4 Page	5,256	4,983	4,676	4,448	4,404	4,360	4,262	4,152	4,130
1/6 Page	4,064	3,847	3,606	3,442	3,398	3,376	3,289	3,213	3,191

B&W	1 x	3 x	6 x	12 x	18 x	24 x	30 x	36 x	48 x
1 Page	\$9,899	\$9,834	\$9,365	\$8,556	\$8,437	\$8,217	\$8,021	\$7,824	\$7,769
2/3 Page	7,507	7,453	7,103	6,480	6,404	6,228	6,076	5,934	5,891
1/2 Page	6,272	6,228	5,934	5,420	5,344	5,202	5,082	4,950	4,917
1/3 Page	4,818	4,785	4,557	4,163	4,109	3,999	3,901	3,814	3,781
1/4 Page	3,606	3,583	3,409	3,115	3,070	2,994	2,918	2,852	2,830
1/6 Page	2,775	2,754	2,622	2,404	2,371	2,305	2,252	2,196	2,186
Inch	666	656	633	569	569	546	536	524	524

Covers	1 x	3 x	6 x	12 x	18 x	24 x	30 x	36 x	48 x
Cover 2	\$17,921	\$17,385	\$16,489	\$15,593	\$15,233	\$14,872	\$14,511	\$14,161	\$14,064
Cover 3	17,144	16,631	15,768	14,916	14,566	14,227	13,889	13,539	13,451
Cover 4	20,259	19,647	18,632	17,625	17,222	16,805	16,413	15,997	15,900

Centerfold	1 x	3 x	6 x	12 x
	\$16,675	\$15,791	\$14,818	\$14,118

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

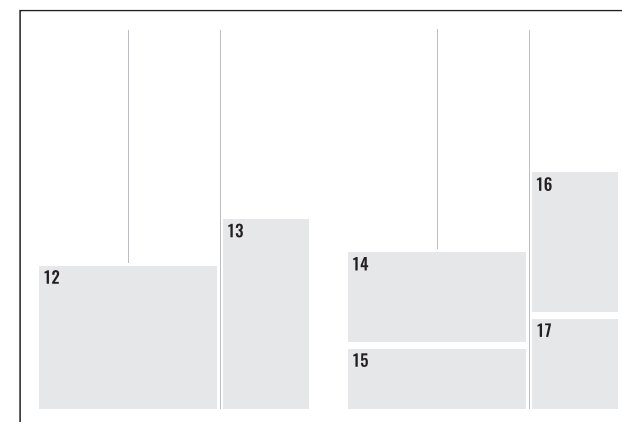
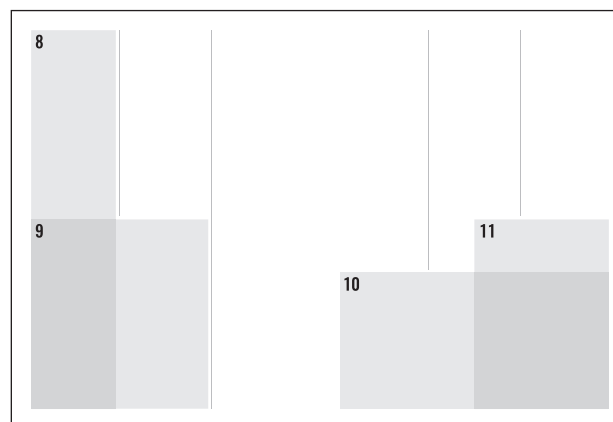
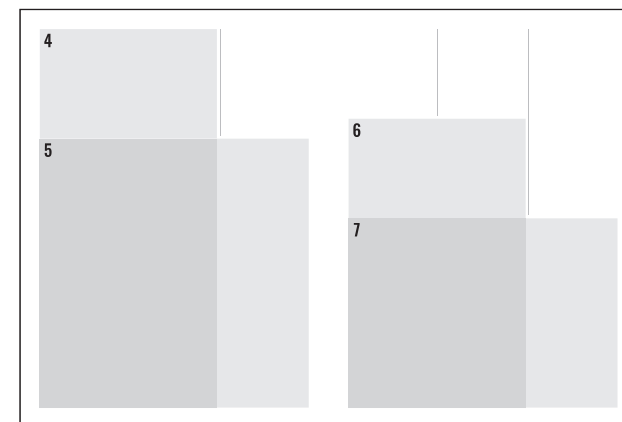
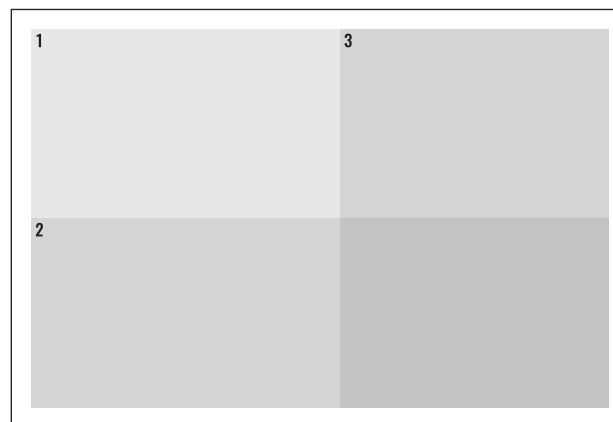
Non-Bleed: 4.375 x 2.25

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
Shooting Times
2 News Plaza
Peoria, IL 61614
309-679-5073
terry.boyer@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>

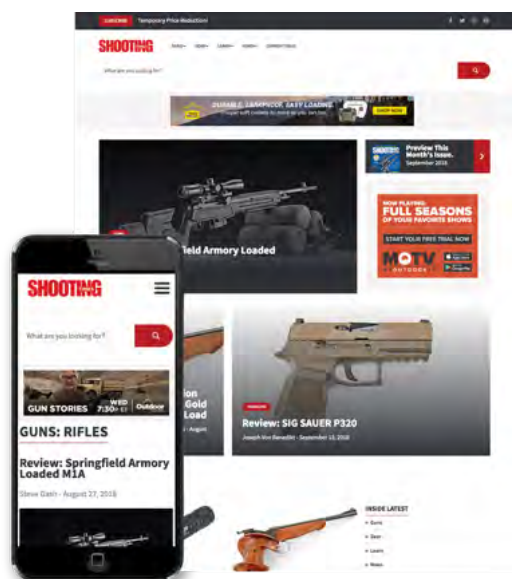
Once at the home page you can sign up as a new user or sign into your existing account. The ad portal will do a general check for correct ad size, font embedding, and image resolution per OSG's general ad submission guidelines.

Proofs supplied by the advertiser for color guidance will be forwarded to press.



DIGITAL - Audience: Shooting Times

Shooting Times serves an extremely active group of dedicated, technically savvy shooting and hunting enthusiasts who form a core group of opinion-leaders and purchase-influencers in the shooting sports community. **Shooting Times** devotees are avid “information gatherers” and rely on shootingtimes.com and our popular special interest publications including the annual *Complete Book of the Model 1911*, for the most current news and shooting sports information.



141k 
Average
Monthly Uniques

A18-45 
74% Distribution

Average HHI 60K+	58%
Male(%)	91%
Annual Page Views	2,793,887
Avg. Time Spent	2:38
Pages Per Session	1.6
Traffic From Mobile/Tablet	60%
eNewsletter Subscribers	118,949
Social Media Followers	671,104

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 Eyeota, 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.

Publisher's Statement

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

Annual Frequency: 12 times/year

Field Served: Gun enthusiasts, hunters, shooters and collectors.

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
154,075	8,411	162,486	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			
Feb	141,526	3,775	145,301	5,303		5,303	150,604	8,848	24	8,872	155,677	3,799	159,476
Mar	144,090	3,841	147,931	5,284		5,284	153,215	9,743	29	9,772	159,117	3,870	162,987
Apr	144,488	3,804	148,292	5,242		5,242	153,534	9,243	26	9,269	158,973	3,830	162,803
May	148,790	3,797	152,587	5,230		5,230	157,817	5,617	22	5,639	159,637	3,819	163,456
Jun	146,200	3,797	149,997	5,208		5,208	155,205	8,453	50	8,503	159,861	3,847	163,708
Average	145,019	3,803	148,822	5,253		5,253	154,075	8,381	30	8,411	158,653	3,833	162,486

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	145,019	3,803	148,822	91.6
Total Paid Subscriptions	145,019	3,803	148,822	91.6
Verified Subscriptions				
Public Place	4,949		4,949	3.0
Individual Use	304		304	0.2
Total Verified Subscriptions	5,253		5,253	3.2
Total Paid & Verified Subscriptions	150,272	3,803	154,075	94.8
Single Copy Sales				
Single Issue	8,381	30	8,411	5.2
Total Single Copy Sales	8,381	30	8,411	5.2
Total Paid & Verified Circulation	158,653	3,833	162,486	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	159,825	159,825		
12/31/2017	None Claimed	159,300	161,003	-1,703	-1.1
12/31/2016	None Claimed	161,908	162,558	-650	-0.4

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PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$23.98		
Average Subscription Price Annualized (3)		\$11.64	
Average Subscription Price per Copy		\$0.97	

(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			
Fitness/Recreational Facilities	1		1
Personal Care Salons	4,935		4,935
Specialty Locations/Retail	13		13
Total Public Place Copies	4,949		4,949
Individual Use			
Ordered/Payment Not Received	304		304
Total Individual Use Copies	304		304

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: 13,001

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 235

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.
SHOOTING TIMES, published by Outdoor Sportsman Group - Integrated Media * 1040 Sixth Avenue 12th Floor * New York, NY 10018

CARTER VONASEK	MIKE SCHOBY
Planning Director	Publisher
P: 212.852.6682 * F: 212.302.4472 * URL: www.shootingtimes.com	
Established: 1962	AAM Member since: 1967