

2024 Shooting Special Interest Publications

BOOK OF AR-15 #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.

**Ad Close: 11/30/23
On-Sale: 2/6/24 & 6/4/24**

Full Page: \$6,442
1/2 Page: \$3,373
1/3 Page: \$2,351
1/4 Page: \$2,137

PISTOL



Distribution: 90,000

The most popular firearm in America is the pistol, and Guns & Ammo PISTOL is your source for exciting, and countless accessories to complement your favorite handgun.

**Ad Close: 12/13/23
On-Sale: 2/20/24**

Full Page: \$3,748
1/2 Page: \$2,062
1/3 Page: \$1,489
1/4 Page: \$1,124

MODEL 1911



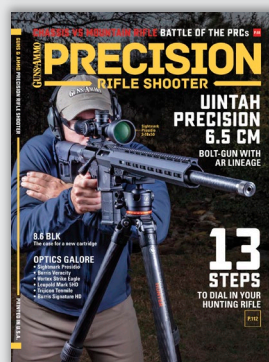
Distribution: 90,000

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.

**Ad Close: 12/28/23
On-Sale: 3/5/24**

Full Page: \$3,748
1/2 Page: \$2,062
1/3 Page: \$1,489
1/4 Page: \$1,124

PRECISION RIFLE SHOOTER #1



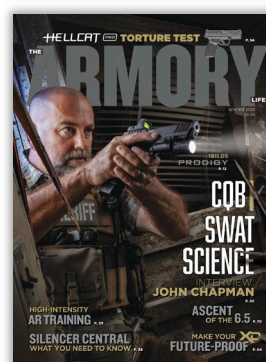
Distribution: 90,000

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

**Ad Close: 1/12/24
On-Sale: 3/19/24**

Full Page: \$3,748
1/2 Page: \$2,062
1/3 Page: \$1,489
1/4 Page: \$1,124

THE ARMORY LIFE #1



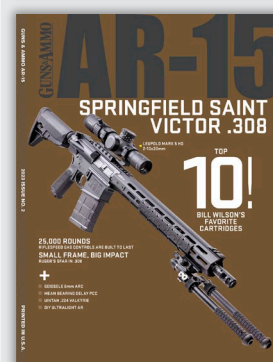
Distribution: 250,000

A lifestyle publication for the next generation of firearms enthusiast. Edgy, topical, relevant, timely and diverse defines every issue.

**Ad Close: 1/28/24
On-Sale: 4/6/24**

2-Page Spread: \$8,570
Full Page: \$4,820
1/2 Page: \$2,678
1/4 Page: \$1,339

BOOK OF AR-15 #2



Distribution: 180,000

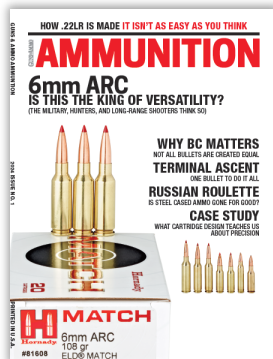
An engaging compilation of articles about the modern AR platform. From new firearms to must-have accessories, ammunition to aftermarket innovations, AR-15 covers it all.

**Ad Close: 1/29/24
On-Sale: 4/2/24**

Full Page: \$6,442
1/2 Page: \$3,373
1/3 Page: \$2,351
1/4 Page: \$2,137

2024 Shooting Special Interest Publications

AMMUNITION



Distribution: 90,000

What do all firearms have in common? They use ammunition. From bullets to brass, powder to primers, you'll find these and so much more in Guns & Ammo AMMUNITION.

**Ad Close: 2/12/24
On-Sale: 4/16/24**

Full Page: \$3,748
1/2 Page: \$2,062
1/3 Page: \$1,489
1/4 Page: \$1,124

RIMFIRE



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.

**Ad Close: 3/5/24
On-Sale: 5/7/24**

Full Page: \$3,748
1/2 Page: \$2,062
1/3 Page: \$1,489
1/4 Page: \$1,124

RED DOT



Distribution: 90,000

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.

**Ad Close: 3/5/24
On-Sale: 5/7/24**

Full Page: \$3,748
1/2 Page: \$2,062
1/3 Page: \$1,489
1/4 Page: \$1,124

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.

**Ad Close: 3/20/24
On-Sale: 5/16/24**

Full Page: \$3,748
1/2 Page: \$2,062
1/3 Page: \$1,489
1/4 Page: \$1,124

THE ARMORY LIFE #2



Distribution: 250,000

A lifestyle publication for the next generation of firearms enthusiast. Edgy, topical, relevant, timely and diverse defines every issue.

**Ad Close: 3/25/24
On-Sale: 6/1/24**

2-Page Spread: \$8,570
Full Page: \$4,820
1/2 Page: \$2,678
1/4 Page: \$1,339

2024 Shooting Special Interest Publications

PRECISION HUNTER



Distribution: 90,000

Precision Hunter takes "in the field" accuracy to a new level by focusing on the latest advancements in rifles, ammo and optics and the hottest tips and techniques to make you a better big game shot.

Ad Close: 4/10/24
On-Sale: 6/13/24

Full Page: \$3,748
1/2 Page: \$2,062
1/3 Page: \$1,489
1/4 Page: \$1,124

CARRY #1



Distribution: 90,000

More firearms are purchased for concealed carry than any other task. With stories ranging from pistols and ammo to holsters and skills, you will learn what works and why — from experts in the field.

Ad Close: 5/2/24
On-Sale: 7/9/24

Full Page: \$3,748
1/2 Page: \$2,062
1/3 Page: \$1,489
1/4 Page: \$1,124

BE READY: SURVIVAL GUNS



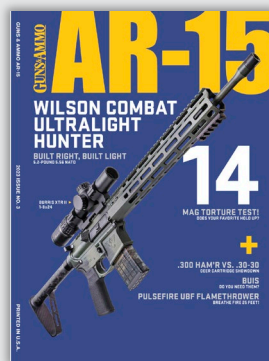
Distribution: 90,000

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

Ad Close: 5/2/24
On-Sale: 7/9/24

Full Page: \$3,748
1/2 Page: \$2,062
1/3 Page: \$1,489
1/4 Page: \$1,124

BOOK OF AR-15 #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.

Ad Close: 5/31/24
On-Sale: 8/6/24

Full Page: \$3,748
1/2 Page: \$2,062
1/3 Page: \$1,489
1/4 Page: \$1,124

PRECISION RIFLE SHOOTER #2



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.

Ad Close: 6/28/24
On-Sale: 9/3/24

Full Page: \$3,748
1/2 Page: \$2,062
1/3 Page: \$1,489
1/4 Page: \$1,124

PISTOL CARBINE



Distribution: 90,000

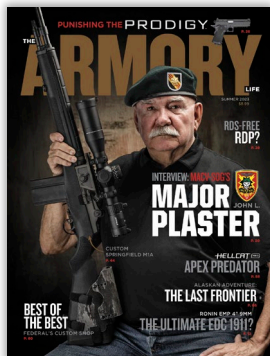
Celebrating the unique and exciting class of firearms known as pistol-caliber carbines (PCCs). From Glock mags. From competition to home-defense, PCC is jammed with pistol-caliber ammo, optics, firearms, and tactics.

Ad Close: 7/8/24
On-Sale: 9/10/24

Full Page: \$3,748
1/2 Page: \$2,062
1/3 Page: \$1,489
1/4 Page: \$1,124

2024 Shooting Special Interest Publications

THE ARMORY LIFE #3



Distribution: 250,000

A lifestyle publication for the next generation of firearms enthusiast. Edgy, topical, relevant, timely and diverse defines every issue.

**Ad Close: 7/8/24
On-Sale: 9/14/24**

2-Page Spread: \$8,570
Full Page: \$4,820
1/2 Page: \$2,678
1/4 Page: \$1,339

SUPPRESSOR



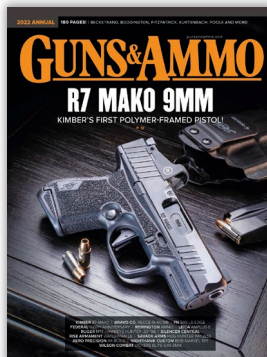
Distribution: 90,000

The quietest firearm publication is back with a bang. From long-range precision to rimfires, hunting to home defense, we cover suppressors for all types of shooters and firearms.

**Ad Close: 7/29/24
On-Sale: 10/1/24**

Full Page: \$3,748
1/2 Page: \$2,062
1/3 Page: \$1,489
1/4 Page: \$1,124

2025 ANNUAL



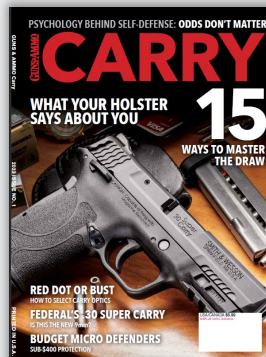
Distribution: 210,000

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

**Ad Close: 8/5/24
On-Sale: 10/8/24 & 1/1/25**

Full Page: \$8,937
1/2 Page: \$4,469
1/3 Page: \$3,089
1/4 Page: \$2,179

CARRY #2



Distribution: 90,000

More firearms are purchased for concealed carry than any other task. With stories ranging from pistols and ammo to holsters and skills, you will learn what works and why — from experts in the field.

**Ad Close: 9/3/24
On-Sale: 11/5/24**

Full Page: \$3,748
1/2 Page: \$2,062
1/3 Page: \$1,489
1/4 Page: \$1,124

THE ARMORY LIFE #4



Distribution: 250,000

A lifestyle publication for the next generation of firearms enthusiast. Edgy, topical, relevant, timely and diverse defines every issue.

**Ad Close: 9/29/24
On-Sale: 12/7/24**

2-Page Spread: \$8,570
Full Page: \$4,820
1/2 Page: \$2,678
1/4 Page: \$1,339