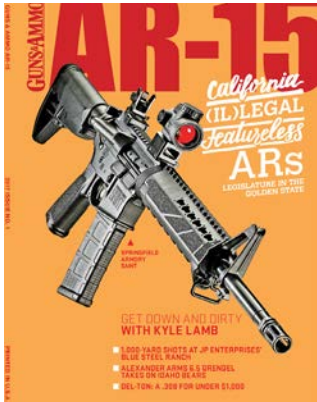


Shooting SIPS 2018 | Calendar & Rates All listed closing and on-sale dates are tentative.



Book of the AR-15 I

Distribution: 290,000
An engaging compilation of articles about the modern AR platform with accessory aftermarket coverage.

Closing Date: 11/30/17
On-Sale Dates: 2/6/18
6/19/18

4-Color Page: \$5,678
1/2 Page: 2,952
1/3 Page: 2,044
1/4 Page: 1,478



Book of the AR-15 II

Distribution: 90,000
An engaging compilation of articles about the modern AR platform with accessory aftermarket coverage.

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

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

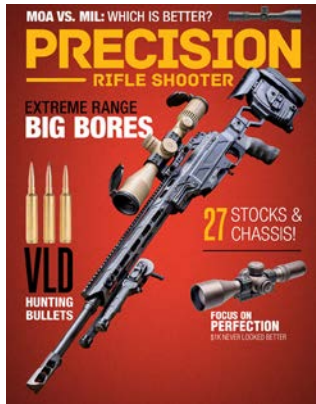


Trigger I

Distribution: 90,000
TRIGGER places the lifestyle of gun ownership to learn why we shoot, how we socialize, what we use, whom to watch and who inspires us.

Closing Date: 12/28/17
On-Sale Date: 3/6/18

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



**Precision Rifle Shooter I
NEW FOR 2018!**

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.

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

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



Book of the 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: 12/28/17
On-Sale Date: 3/6/18

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



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: 3/12/18
On-Sale Date: 5/8/18

4-Color Page: \$3,914
1/2 Page: 1,849
1/3 Page: 1,069

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Shooting SIPS 2018 | Calendar & Rates All listed closing and on-sale dates are tentative.



Book of the AR-15 III
 Distribution: 290,000
 An engaging compilation of articles about the modern AR platform with accessory aftermarket coverage.

Closing Date: 3/6/18
 On-Sale Date: 5/8/18
 11/13/18

4-Color Page: \$5,678
 1/2 Page: 2,952
 1/3 Page: 2,044
 1/4 Page: 1,478



Trigger II
 Distribution: 180,000
 TRIGGER places the lifestyle of gun ownership to learn why we shoot, how we socialize, what we use, whom to watch and who inspires us.

Closing Date: 4/23/18
 On-Sale Date: 6/26/18
 11/27/18

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



SNIPER
 Distribution: 90,000
 SNIPER will explore the world of tactical marksmanship with articles written by certified snipers from law enforcement and military communities.

Closing Date: 3/6/18
 On-Sale Date: 5/8/18

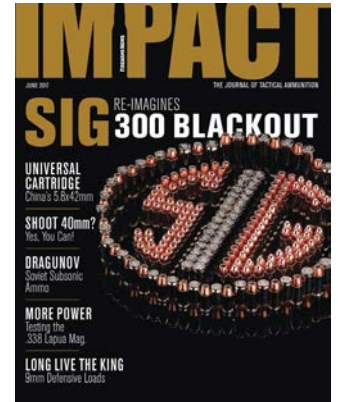
4-Color Page: \$2,839
 1/2 Page: 1,476
 1/3 Page: 1,022
 1/4 Page: 739



Pistol
 Distribution: 90,000
 PISTOL brings pithy commentary to the politics, products, and lifestyles surrounding the handguns culture.

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

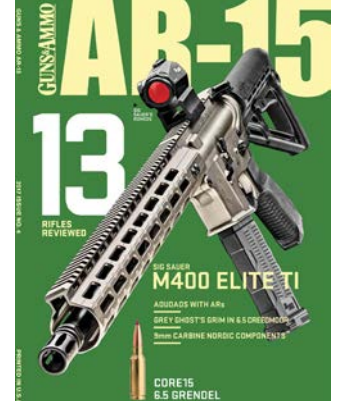
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 1/2 Page: 1,476
 1/3 Page: 1,022
 1/4 Page: 739



IMPACT
 Distribution: 90,000
 IMPACT takes you deep into the world of ammunition developed specifically for self-defense.

Closing Date: 4/16/18
 On-Sale Date: 6/19/18

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



Book of the AR-15 IV
 Distribution: 90,000
 An engaging compilation of articles about the modern AR platform with accessory aftermarket coverage.

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

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

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Shooting SIPS 2018 | Calendar & Rates All listed closing and on-sale dates are tentative.

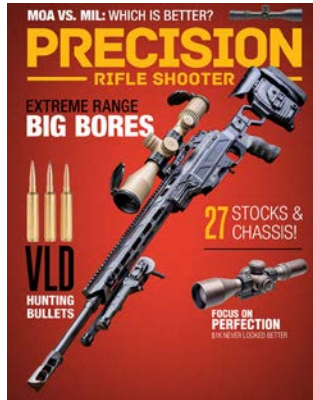


Book of the AK-47

Distribution: 90,000
This title addresses the development of this significant firearm and covers related optics and accessories that users want to read about.

Closing Date: 6/18/18
On-Sale Dates: 8/21/18

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

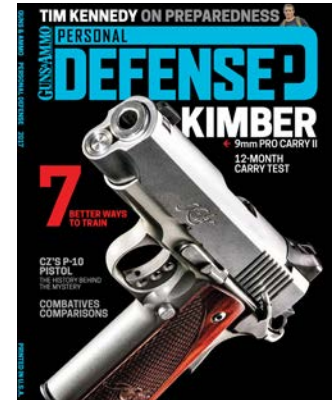


**Precision Rifle Shooter II
NEW FOR 2018!**

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.

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

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



Personal Defense

Distribution: 90,000
Readers will learn about defense-related firearms. Articles surrounding less- and non-lethal personal and home protection are also included.

Closing Date: 7/23/18
On-Sale Date: 9/25/18

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

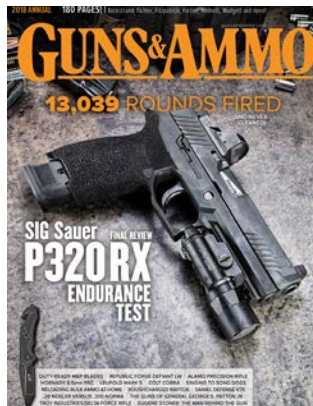


Book of the AR-15 V

Distribution: 90,000
An engaging compilation of articles about the modern AR platform with accessory aftermarket coverage.

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

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



Guns & Ammo Annual

Distribution: 290,000
The Guns & Ammo Annual is the most comprehensive guide to the shooting sports ever produced.

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

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



Suppressor

Distribution: 90,000
SUPPRESSOR will focus on shooting with cans and will highlight legislation and the latest developments in products.

Closing Date: 9/4/18
On-Sale Dates: 11/6/18

4-Color Page: \$5,678
1/2 Page: 2,952
1/3 Page: 2,044
1/4 Page: 1,478

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