



# 2023 Shooting Special Interest Publications

## RIMFIRE ISSUE 1



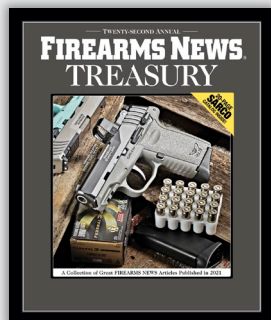
**Distribution: 90,000**

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.

**Ad Close: 3/7/23  
On-Sale: 5/9/23**

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: 3/20/23  
On-Sale: 5/16/23**

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

## THE ARMORY LIFE ISSUE 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: 3/30/23**

2-Page Spread: \$8,570  
Full Page: \$4,820  
1/2 Page: \$2,678  
1/3 Page: \$1,339

## PRECISION HUNTER



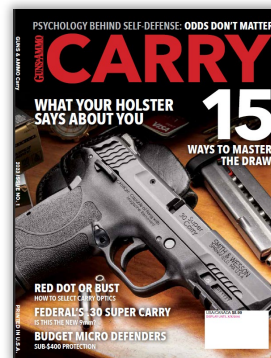
**Distribution: 90,000**

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: 4/10/23  
On-Sale: 6/13/23**

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

## CARRY



**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: 5/4/23  
On-Sale: 7/11/23**

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: 5/4/23  
On-Sale: 7/11/23**

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

## 2023 Shooting Special Interest Publications

### BOOK OF 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.

**Ad Close: 5/25/23**  
**On-Sale: 8/1/23**

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

### 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: 6/2/23**  
**On-Sale: 8/8/23**

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

### BUDGET GUNS



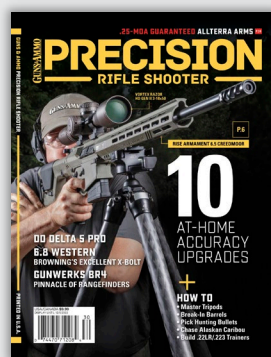
**Distribution: 90,000**

Lusting for a new gun without breaking the bank? Guns & Ammo's Budget guns is here to help, offering insight into the best values in the firearm world. Quality performance doesn't have to be expensive.

**Ad Close: 6/9/23**  
**On-Sale: 8/15/23**

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

### PRECISION RIFLE SHOOTER #2



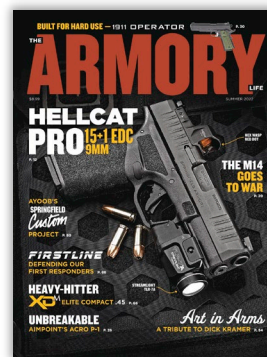
**Distribution: 90,000**

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

**Ad Close: 6/30/23**  
**On-Sale: 9/5/23**

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

### THE ARMORY LIFE ISSUE 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: 6/28/23**

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

### PRECISION RIMFIRE



**Distribution: 90,000**

Going long? Ditch the centerfire and use a .22LR instead. Learn what guns to use, loads to buy, optics to consider, and what types of rimfire cartridges work best for this challenging endeavor.

**Ad Close: 7/10/23**  
**On-Sale: 9/12/23**

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



# 2023 Shooting Special Interest Publications

## SUPPRESSOR



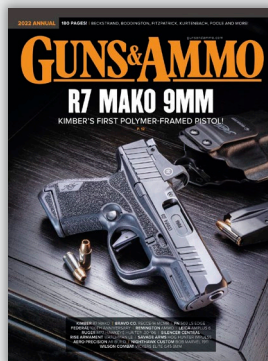
**Distribution: 90,000**

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: 7/31/23**  
**On-Sale: 10/3/23**

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

## 2023 GUNS & AMMO ANNUAL



**Distribution: 210,000**

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

**Ad Close: 8/7/23**  
**On-Sale: 10/10/23**

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

## SCATTERGUN



**Distribution: 90,000**

The first publication focused on the mighty shotgun. From .410 squirrel guns to iconic military trench guns, advanced bullpup designs to the elegant stack barrels used in sporting competition, this issue has it all.

**Ad Close: 9/5/23**  
**On-Sale: 11/7/23**

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

## THE ARMORY LIFE ISSUE 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: 9/27/23**

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