





FIREARMS NEWS 2024 MEDIA KIT

firearmsnews.com



Published for more than 66 years, Firearms News (formerly Shotgun News) is the oldest Outdoor Sportsman Group brand and the world's largest gun sales publication. The FAN audience of firearms fanciers devours thousands of pages of advertising a year in search of the biggest and best bargains on the most interesting contemporary, vintage and antique guns and accessories. For dealers, auctioneers and private sellers, Firearms News – both in print and online – provides the best and most active consumers of guns and gun products anywhere.





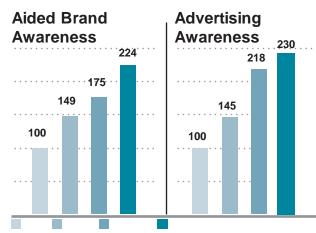
Take Advantage of this Diverse, Active and Influential Consumer by Leveraging the Synergies of the Firearms News Brand

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 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 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

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



TV Only TV+Online TV+Magazines TV+Magazines+Online





FIREARMS NEWS: KEY BRAND FACTS

Circulation: 76,297
Frequency: 12x/Year
Total Audience: 839,267
Average Household Income: \$99,537

Shooting and the American Consumer

Firearms News readers and web site visitors represent a powerful and deep cross-section of American consumers. Key facts you may not know 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 2012 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

- 2012 Accelara media research.
- 2020 subscriber study.
- 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 2022 AAM.
- MRI Doublebase 2022 (Audience).
- · Demos based on Guns & Ammo Magazine.

2024 Ad Close & On-Sale Dates

Issue	Ad Space Close/Materials Due	Newsstand on Sale
January	11/1/23	1/2/24
February	12/7/23	2/6/24
March	1/5/24	3/5/24
April	2/5/24	4/2/24
May	3/12/24	5/7/24
Treasury	3/20/24	5/16/24
June	4/8/24	6/4/24
July	5/3/24	7/2/24
August	6/10/24	8/6/24
September	7/8/24	9/3/24
October	8/5/24	10/1/24
November	9/10/24	11/5/24
May	10/4/24	12/3/24



Print Audience	852,346
Average Household Income	\$99,537
Men/Women %	85/15
Median Age	47

Attended College	86%				
Subscribed 4+ Years	61%				
Pass Along Past Issues	45%				
Management Occupation 3					

WHAT THEY OWN

- 97% own a handgun
- •95% own a rifle
- 95% own a shotgun
- 69% of readers are involved as an Amateur or Professional Gunsmith
- •71% accessorize/repair AR-15s
- 57% accessorize/repair M1911s
- 40% accessorize/repair AK47's

VEHICLES

- •73% own/lease 1+ SUV or Pick-up truck
- 21% own/lease 1+ ATV

IN THE NEXT 12 MONTHS...

- 89% intend to buy Optic/s
- 88% intend to buy Rifles, Parts & Accessories
- 84% intend to buy Pistols, Parts & Accessories
- 62% intend to buy Handloading Equipment & Supplies
- 59% intend to buy AR-15's, Parts & Accessories
- 51% intend to buy Gunsmithing tools & Accessories
- 50% intend to buy Shotguns

AMMUNITION

- 95% intend to buy Ammunition
- 59% reload own ammunition







2024 Advertising Rates

4-Color	1x	3x	6x	12x
Full Page	\$6,020	\$5,844	\$5,661	\$5,477
2/3 Page	\$3,612	\$3,507	\$3,397	\$3,286
1/2 Page	\$3,010	\$2,922	\$2,831	\$2,739
1/3 Page	\$2,408	\$2,337	\$2,265	\$2,191
1/4 Page	\$2,006	\$1,949	\$1,887	\$1,825
1/6 Page	\$1,204	\$1,169	\$1,132	\$1,096













Black & White	1x	3x	6x	12x
Full Page	\$2,450	\$2,290	\$2,123	\$1,926
1/2 Page	\$1,367	\$1,278	\$1,185	\$1,074
2-Column	\$1,195	\$1,117	\$1,037	\$941
1/3 Page	\$1,014	\$948	\$881	\$798
1/4 Page	\$747	\$698	\$647	\$587
1/6 Page	\$460	\$431	\$400	\$363

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 1/2 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

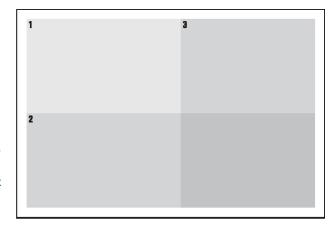
Non-Bleed: 4.375 x 3.625

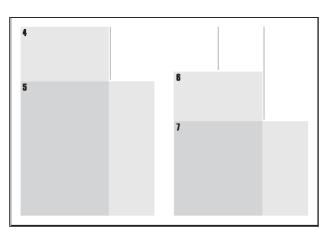
13.One-Sixth Vertical

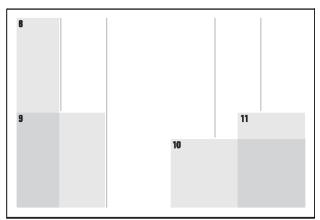
Non-Bleed: 2.125 x 4.75

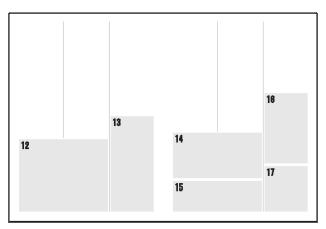
14.One-Sixth Horizontal

Non-Bleed: 4.375 x 2.25









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 & Conditions

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 Colorado 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 Colorado.

File Uploading & Mechanical Specs.

General Production Information:

Terry Boyer, Production Manager Firearms News 2 News Plaza, 2nd Floor Peoria, IL 61614 309-679-5073 terry.boyer@outdoorsg.com

Ad Materical is due on the day of close.

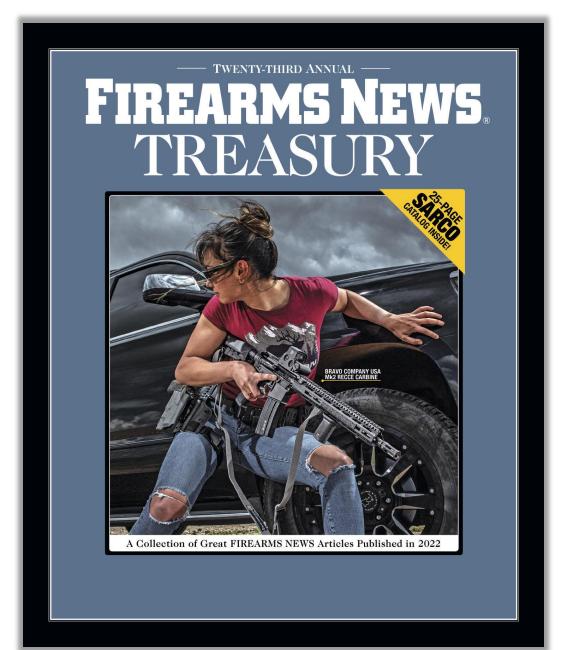
Send ad material directly to: terry.boyer@outdoorsg.com

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. Document Page size should match the ad size.
- 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%.







Treasury

Distribution: 77,486

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: 3/20/24 On-Sale Date: 5/16/24

4-Color Page: \$3,748 **1/2 Page:** \$2,062 **1/3 Page:** \$1,489



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



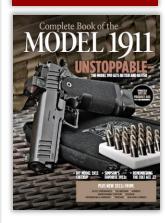
Distribution: 90,000

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



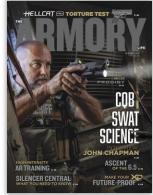
Distribution: 90,000

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



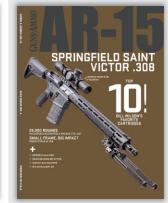
Distribution: 250,000

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

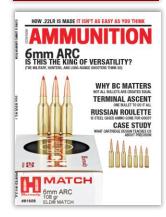
An engaging compilation of articles about the modern AR platform. From new firearms to must-have accessories, ammunition to aftermarket innovations, AR-15 covers it all.

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



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 & 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



311

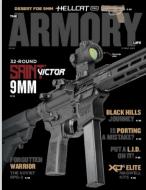
Distribution: 90,000

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
qunsmithing 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



PRECISION HUNTER



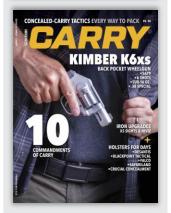
Distribution: 90,000

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



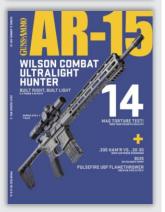
Distribution: 90,000

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



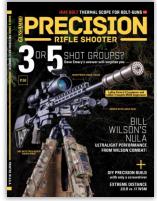
Distribution: 90,000

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

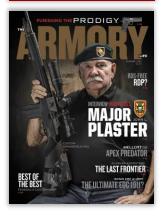
Celebrating the unique and exciting class of firearms known as pistolcaliber carbines (PCCs). from Glock mags. From competition to homedefense, PCC is jammed with pistol-caliber ammo, optics, firearms, and tactics.

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



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



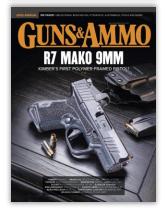
Distribution: 90,000

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



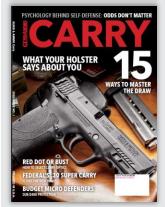
Distribution: 210,000

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



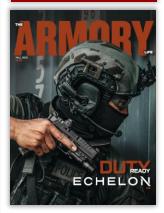
Distribution: 90,000

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



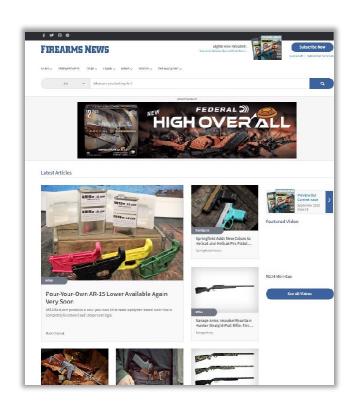
Distribution: 250,000

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 Firearms News audience of firearms fanciers devour more than 4,000 pages of advertising a year in search of the biggest and best bargains on the most interesting contemporary, vintage, and antique guns and accessories. For dealers, auctioneers and private sellers, Firearms News and firearmsnews.com provide the best and most active consumers of guns and gun products anywhere.



FIREARMSNEWS.COM
HAS EXPERIENCED
TREMENDOUS GROWTH

239K

AVG. MONTHLY UNIQUES (UP 94% YEAR-OVER-YEAR!)

4.8MM

ANNUAL PAGEVIEWS
(UP 99% YEAR-OVER-YEAR)

Male (%)	85%
Average Time Spent	1:52
Pages Per Session	1.27
Traffic From Mobile/Tablet	<u>75%</u>
eNewsletter Subscribers	37,000
Social Media Followers	920,409
Read Article, Go Online for More Info	86%
See Ad. Then go Online to Purchase	82%



Publisher's Statement

6 months ended December 31, 2022, Subject to Audit

FIREARMS NEWS

Annual Frequency: 24 times/year

Field Served: Shooting/gun enthusiasts.

Published by Outdoor Sportsman Group - Integrated Media

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION						
Total						
Paid & Verified	Single Copy	Total	Rate	Variance		
Subscriptions	Sales	Circulation	Base	to Rate Base		
72,758	3,539	76,297	None Claimed			

	P	aid Subscription	ns	Vei	rified Subscripti	ons				Single Copy Sales		s	Total	Total	
Issue	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions	Paid & Verified Subscriptions - Print	Subscriptions -	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales	Paid & Verified Circulation - Print	Paid & Verified Circulation - Digital Issue	Paid & Verified
Jul 13	73,256	1,378	74,634	16		16	73,272	1,378	74,650	4,426	32	4,458	77,698	1,410	79,108
Jul 20	71,787	1,376	73,163	16		16	71,803	1,376	73,179	3,475	32	3,507	75,278	1,408	76,686
Aug 03	71,011	1,349	72,360	16		16	71,027	1,349	72,376	3,330	9	3,339	74,357	1,358	75,715
Aug 10	71,690	1,344	73,034	16		16	71,706	1,344	73,050	3,025	9	3,034	74,731	1,353	76,084
Sep 07	72,164	1,331	73,495	16		16	72,180	1,331	73,511	2,846	17	2,863	75,026	1,348	76,374
Sep 14	72,609	1,323	73,932	16		16	72,625	1,323	73,948	2,955	17	2,972	75,580	1,340	76,920
Oct 05	69,776	1,321	71,097	16		16	69,792	1,321	71,113	3,306	22	3,328	73,098	1,343	74,441
Oct 12	70,133	1,320	71,453	16		16	70,149	1,320	71,469	3,959	22	3,981	74,108	1,342	75,450
Nov 02	72,953	1,306	74,259	16		16	72,969	1,306	74,275	4,002	20	4,022	76,971	1,326	78,297
Nov 09	70,374	1,294	71,668	16		16	70,390	1,294	71,684	2,874	20	2,894	73,264	1,314	74,578
Nov 16	71,154	1,478	72,632	16		16	71,170	1,478	72,648	3,960	72	4,032	75,130	1,550	76,680
Nov 30	69,695	1,470	71,165	16		16	69,711	1,470	71,181	3,960	72	4,032	73,671	1,542	75,213
Average	71.384	1.358	72,742	16		16	71.400	1.358	72,758	3.510	29	3,539	74,910	1.387	76,297

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