

CRAFT LEATHER HOLSTERS | BALLISTIC ADVANTAGE BARRELS | PROOFHOUSE: PANTHER QWB FOR M1911 | MAKERS OF THE ONE-HOLE PUNCH | SIG SAUER CROSS-PRS

# GUNS&AMMO

FEBRUARY 2023

FIRST LOOK: **DOUBLING DOWN**

SMITH & WESSON INTRODUCES TWO NEW, NO-PLASTIC HANDGUNS: P. 40

7-SHOT X-FRAME REVOLVER IN 350 LEGEND AND THE M&P M2.0 ALL-METAL IN 9MM.

**7MM PRC**

BEST 7MM MAGNUM — EVER, HORNADY'S NEW RIFLE CARTRIDGE IS THE ONLY FACTORY VLD-FRIENDLY 7MM MAGNUM. (AND IT ALREADY HAS A FAN CLUB.) P. 36

**BODDINGTON** P. 56  
HORNADY P. 36  
WOOD P. 30

60-DAY IWB CARRY | NEW LEVERGUN CARTRIDGE | AIRGUN PROOFHOUSE: BRAVO CONCEALMENT | .360 BUCKHAMMER | AIRFORCE TALON P. 25 CAL.

# GUNS&AMMO

FEBRUARY 2023

FIRST LOOK: **RACK 'EM!**

POF-USA TOMBSTONE: A LEVER-ACTION 9MM CARBINE THAT FEEDS FROM DETACHABLE 10-, 20- AND 35-ROUND MAGAZINES! P. 34

**SAVAGE 1911**

SINGLE-ACTION, HAMMER-FIRED, GOVERNMENT MODEL IN .45 — JUST AS JOHN M. BROWNING INTENDED. (WITH OR WITHOUT A RAIL) P. 44

**JAMES** P. 70  
**HUNNICUTT** P. 60  
**WOOD** P. 30

60-DAY CARRY: FALCO LEVEL 2 QWB | SPRINGFIELD MODEL 2020 WAYPOINT HUNTS WYOMING'S ANTELOPE | PROOFHOUSE: RUGER LC CARBINE IN 5.7x28

# GUNS&AMMO

APRIL 2023

FIRST LOOK: **EASY FOR EVERYONE**

TAURUS SHORTENED THE SLIDE AND FRAME OF ITS AWARD-WINNING PLINKER TO CREATE THE NEW 13-ROUND TX 22 COMPACT. P. 28

**EXCLUSIVE: COLT CBX**

THE BRAND'S FIRST BOLT-ACTION IN 10 YEARS IS A PRECISION RIFLE IN .308 WIN. OR 6.5 CREEDMOOR! P. 34

**BECKSTRAND** P. 18  
**JAMES** P. 70  
**STAFFORD** P. 48

ED BROWN EVO KC9-G4: VORTEX SIGHT INCLUDED! | HOW BODDINGTON PREPS FOR MOUNTAIN HUNTING | PROOFHOUSE: 7MM PRC GUNWERKS NEXUS

# GUNS&AMMO

MAY 2023

**PART CZ 75. PART DW 1911. IT'S HERE!**

FIRST LOOK: **AFTER YEARS OF DEVELOPMENT, DAN WESSON'S DWX 9MM PROVES IT WAS WORTH THE WAIT.** P. 44

**WHAT MAKES BERETTA'S A300 ULTIMA PATROL FIT FOR DUTY?**

ENHANCED CONTROLS & LOADING PORT • THIN FOREND WITH M-LOK & CQ SLING MOUNTS • 7+1-ROUND EXTENDED MAGAZINE CAPACITY P. 44

**SHOT SHOW 2023 PREMIER**

IF YOU HAVEN'T GOT TO NSIP'S TRADE SHOW, READ THIS! P. 46

**BECKSTRAND** P. 18  
**POOLE** P. 18  
**WOOD** P. 30

PROOFHOUSE: FN SCAR 15P 5.56 PISTOL | SHADOW SYSTEMS CR920P COVERT COMP.D SUBCOMPACT | SEE THE HIT: REVIC 65MM & 80MM SPOTTERS

# GUNS&AMMO

JULY 2023

FIRST LOOK: **BUDGET MICRO**

DEPENDABLE, DISCREET, STOEGER'S STR-9MC 9MM IS A SUB-\$400 BARGAIN! P. 44

**HOME-DEFENSE SHOTGUN**

SAVAGE'S 12-GA. RENEGADE SECURITY IS A FITTED TO ALMOST ANY SHOOTER. P. 74

**BECKSTRAND** P. 18  
**NANCE** P. 66  
**POOLE** P. 18

# GUNS&AMMO

## 2024 MEDIA KIT

gunsandammo.com

HOLSTER/MAG COMBO | 2023 BEST STATES FOR GUN OWNERS | PROOFHOUSE: MARLIN MODEL 1894 CLASSIC

# GUNS&AMMO

OCTOBER 2023

EXCLUSIVE **TIP-UP**

EAA IMPORTS GIRSAN'S EASY-TO-SHOOT MC 141, AN AFFORDABLE .380 THAT DOESN'T REQUIRE YOU TO RACK THE SLIDE! P. 46

**AERO PRECISION SOLUS**

FROM AR-15 TO A NEW BOLT-ACTION RIFLE, G&A TESTED THE LATEST COMPETITION MODEL. P. 44

**G&A TESTS**

22 LR/22 WMR AMMO FOR DEFENSE P. 43  
INFRAY RICO G-LRF THERMAL SIGHT P. 33  
RIFTON OPTICS 3-TACTIC 1.0-20x48mm P. 31  
TIBAS 1911 NIGHT STALKER 45 ACP P. 74

**BECKSTRAND** P. 18  
**BRADY** P. 18  
**KURTENBACH** P. 18  
**POOLE** P. 18

# GUNS&AMMO

**Guns & Ammo** is the preeminent, most respected media brand in the firearms field. G&A covers the complete spectrum of firearms, accessories and related products and it reaches more enthusiast-consumers than any other content provider in the category — in print (Guns & Ammo magazine), online ([gunsandammomag.com](http://gunsandammomag.com)) and on TV (Guns & Ammo TV).

For the most effective campaigns, savvy marketers leverage the strength of the brand across the entire Guns & Ammo media platform.





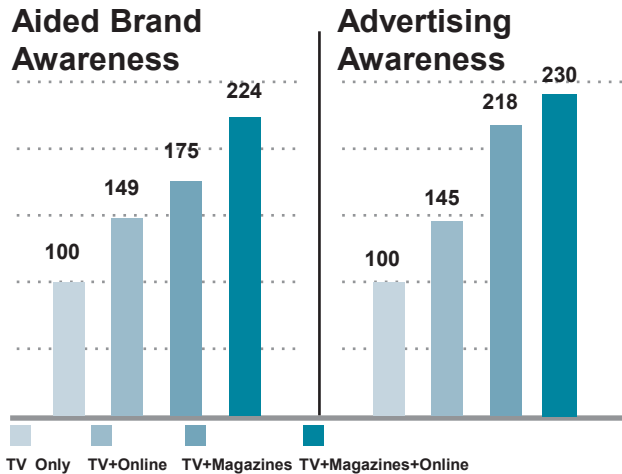
## Take Advantage of this Diverse, Active and Influential Consumer by Leveraging the Synergies of the Guns & Ammo Brand

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:

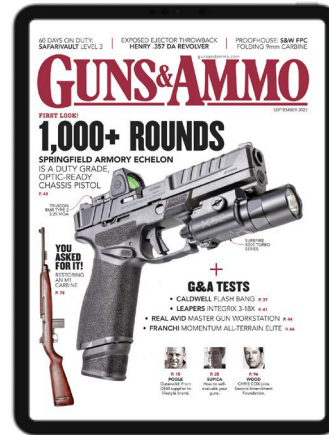
- Three media were better than two, and two media were better than one in generating results.
- The combination of TV and magazines provided more response (versus TV alone) than did TV plus online.
- Print was most effective in driving online traffic – and that traffic increased considerably when URLs were included in advertising and marketing messages.

### Cumulative Effects of Different Media

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



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



### GUNS & AMMO: KEY BRAND FACTS

<b>Circulation:</b>	<b>367,165</b>
<b>Frequency:</b>	<b>12x/Year</b>
<b>Total Audience:</b>	<b>6,792,552</b>
<b>Average Household Income:</b>	<b>\$100,776</b>

### Shooting and the American Consumer

Guns & Ammo 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.

<b>Total Audience</b>	<b>6,792,552</b>
<b>Average Household Income</b>	<b>\$100,776</b>
<b>Average Net Worth</b>	<b>\$687,000</b>
<b>Men/Women %</b>	<b>79/21</b>
<b>Median Age</b>	<b>47</b>

<b>Subscribed to G&amp;A for 10+ Years</b>	<b>25%</b>
<b>Satisfied with the Content of G&amp;A</b>	<b>92%</b>
<b>Have Read all of the Past 5 Issues of G&amp;A</b>	<b>86%</b>
<b>Pass Along Issues to Family/Friends</b>	<b>47%</b>
<b>Belong to a Gun Club or 2A Organization</b>	<b>46%</b>

## 97% OWN A HANDGUN

- 75% Revolvers Centerfire
- 76% Striker-fired Semiauto Centerfire Pistol
- 75% Double/Single-Action Semiauto Centerfire Pistol
- 70% Semiauto Rimfire
- 61% 1911 Semiauto Centerfire Pistol
- 52% Revolver Rimfire

## 92% OWN A RIFLE/MUZZLELOADER

- 72% Semiautomatic Rimfire
- 71% AR-style Semiautomatic Centerfire
- 69% Bolt Action Centerfire
- 53% Bolt Action Rimfire
- 50% Lever Action Centerfire
- 30% Muzzleloader

## 83% OWN A SHOTGUN

- 67% Pump Action
- 43% Semi-Automatic
- 36% Single Shot
- 29% Side by Side
- 25% Over and Under



## HUNTING

- 79% participated in Hunting in the last 12 months
- 53% hunted with a Bow or Crossbow in the last 12 months
- Spend an average of \$233 annually on Hunting Apparel

## WHAT THEY HUNT...

- 62% Big Game
- 58% Small Game
- 51% Varmints
- 35% Upland Game Birds
- 22% Water Fowl

## VEHICLES

- 55% own/lease Pick-up Truck/s
- 43% own/lease Sport/Utility Vehicle/s
- 8% own/lease Vans
- 91% are primarily responsible for Vehicle Maintenance
- 82% purchased motor oil in the last 12 months



Issue	Ad Space Close/Materials Due	Newsstand on Sale
February 2024	11/1/23	1/2/24
March 2024	12/7/23	2/6/24
April 2024	1/5/24	3/5/24
May 2024	2/5/24	4/2/24
June 2024	3/12/24	5/7/24
July 2024	4/8/24	6/4/24
August 2024	5/10/24	7/9/24
September 2024	6/10/24	8/6/24
October 2024	7/8/24	9/3/24
November 2024	8/5/24	10/1/24
December 2024	9/10/24	11/5/24
January 2025	10/4/24	12/3/24



4-Color	1x	3x	6x	9x	12x
Full Page	\$43,832	\$42,514	\$41,196	\$39,889	\$38,582
2/3 Page	\$35,945	\$34,889	\$33,809	\$32,719	\$31,627
1/2 Page	\$29,206	\$28,355	\$27,445	\$26,593	\$25,707
1/3 Page	\$24,706	\$23,968	\$23,229	\$22,491	\$21,751
1/4 Page	\$20,672	\$20,058	\$19,433	\$18,820	\$18,183
1/6 Page	\$17,308	\$16,774	\$16,262	\$15,751	\$15,194

2-Color	1x	3x	6x	9x	12x
Full Page	\$33,479	\$32,479	\$31,469	\$30,467	\$29,445
2/3 Page	\$26,751	\$25,956	\$25,150	\$24,331	\$23,547
1/2 Page	\$21,274	\$20,638	\$19,991	\$19,365	\$18,728
1/3 Page	\$16,455	\$15,978	\$15,467	\$14,990	\$14,490
1/4 Page	\$13,727	\$13,297	\$12,899	\$12,467	\$12,080
1/6 Page	\$11,444	\$11,080	\$10,762	\$10,386	\$10,069

B&W	1x	3x	6x	9x	12x
Full Page	\$26,775	\$25,979	\$25,172	\$24,354	\$23,559
2/3 Page	\$20,854	\$20,218	\$19,615	\$18,978	\$18,365
1/2 Page	\$16,455	\$15,978	\$15,467	\$14,990	\$14,490
1/3 Page	\$12,353	\$11,978	\$11,615	\$11,240	\$10,876
1/4 Page	\$9,603	\$9,308	\$9,012	\$8,761	\$8,455
1/6 Page	\$6,852	\$6,649	\$6,455	\$6,250	\$6,046

Covers	1x	3x	6x	9x	12x
Covers 4	\$56,970	\$55,276	\$53,572	\$51,856	\$50,140
Covers 2	\$50,401	\$48,912	\$47,378	\$45,867	\$44,379
Covers 3	\$48,208	\$46,787	\$45,333	\$43,877	\$42,446



## Typical Advertising Sizes and Mechanical Specifications:

Trim Size: 7 <sup>3</sup>/<sub>4</sub> w x 10 <sup>1</sup>/<sub>2</sub> 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

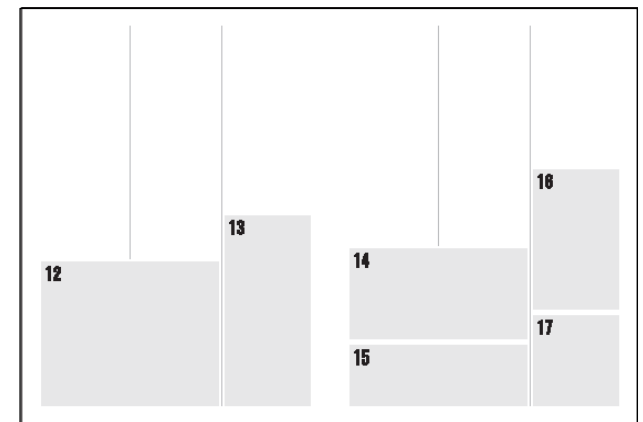
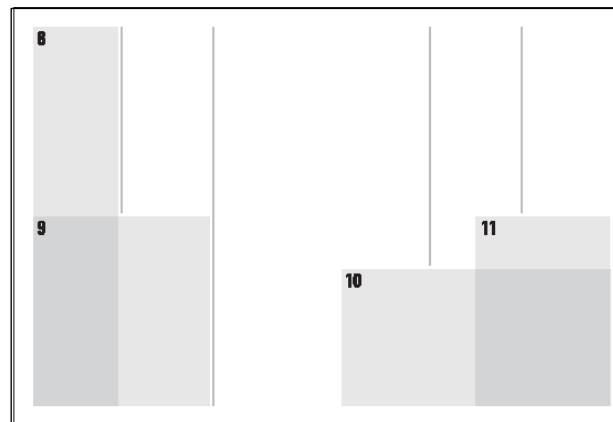
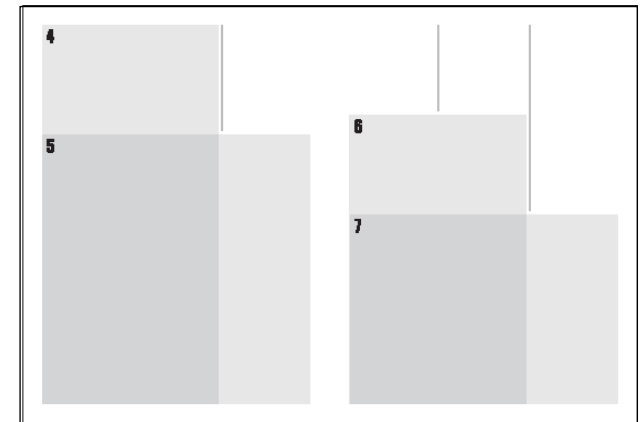
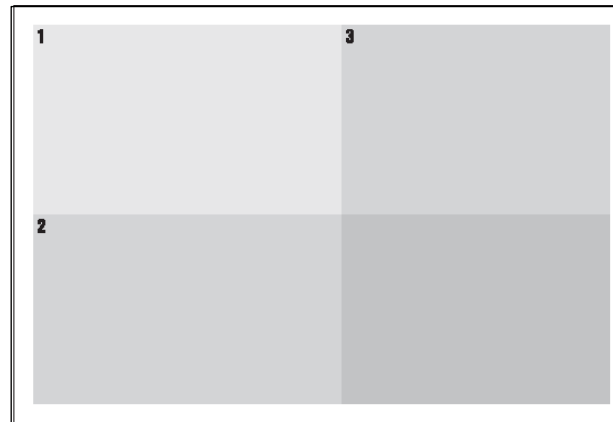
Non-Bleed: 4.375 x 2.25

### 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:

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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.



### General Production Information:

Production Manager  
Guns & Ammo  
2 News Plaza  
Peoria, IL 61614  
309-679-5079  
[connie.mendoza@outdoorsg.com](mailto:connie.mendoza@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:** 1/8-in. outside the trim. Elements that “bleed off” trimmed page should extend at least 1/8-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:**

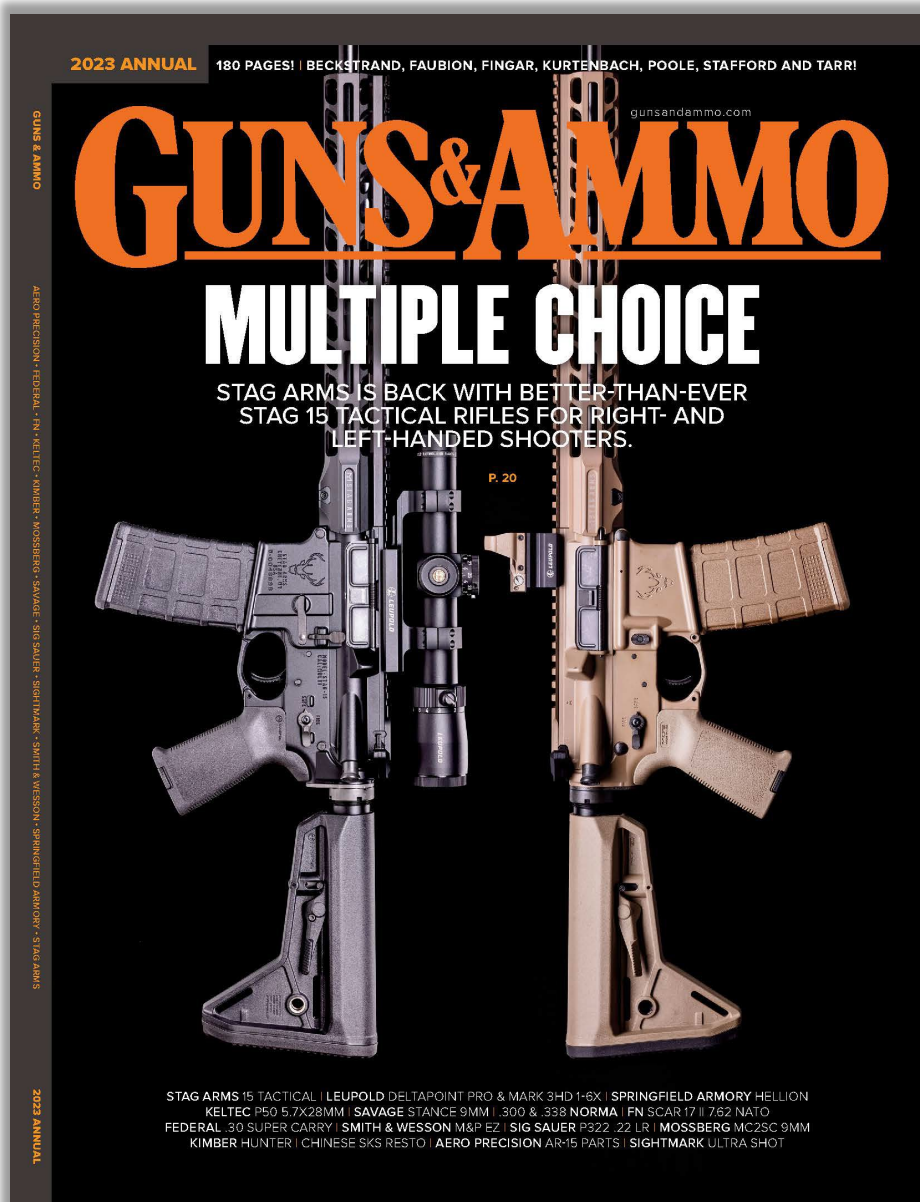
- All fonts embedded.
- Page geometry defined and consistent (trim, bleed, and media/ art boxes).
- Correct color space for all elements (CMYK or grayscale). Spot colors converted to CMYK.
- Color and grayscale image resolution between 266 and 300 ppi at 100% placement.
- Bitmap image resolution between 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>





## Guns & Ammo Annual

**Distribution: 210,000**

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

**Closing Date:**

**8/5/24**

**On-Sale Dates:**

**10/8/24 & 1/1/25**

**4-Color Page:**

**\$8,937**

**1/2 Page:**

**\$4,469**

**1/3 Page:**

**\$3,089**

**1/4 Page:**

**\$2,179**

**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**



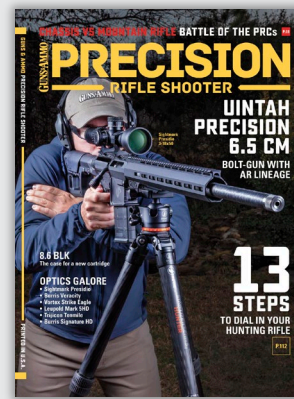
**Distribution: 90,000**

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**



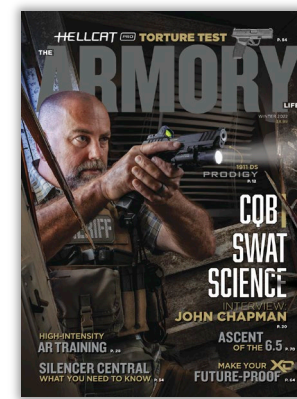
**Distribution: 90,000**

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**



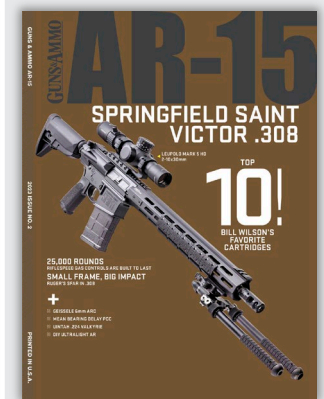
**Distribution: 250,000**

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**

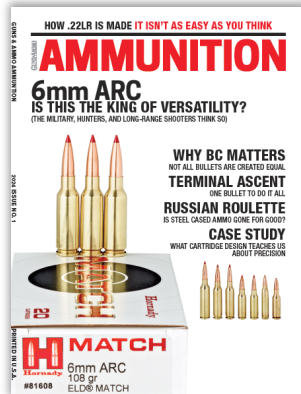
An engaging compilation of articles about the modern AR platform. From new firearms to must-have accessories, ammunition to aftermarket innovations, AR-15 covers it all.

**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



## 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

## Guns & Ammo TREASURY



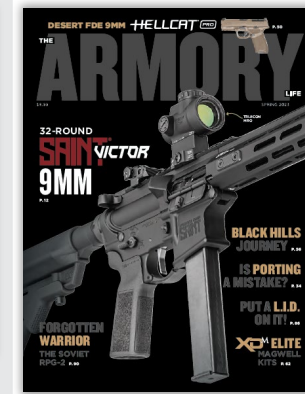
**Distribution: 90,000**

The Guns & Ammo 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**



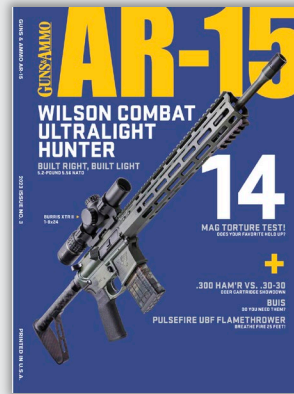
**Distribution: 90,000**

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**

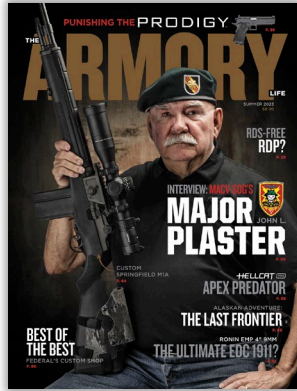
Celebrating the unique and exciting class of firearms known as pistol-caliber carbines (PCCs), from Glock mags. From competition to home-defense, PCC is jammed with pistol-caliber ammo, optics, firearms, and tactics.

**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



**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**



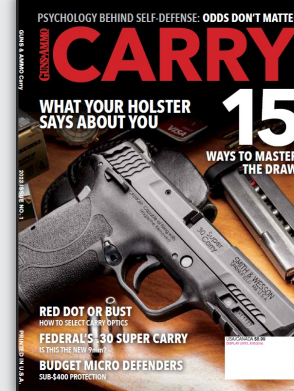
**Distribution: 210,000**

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**

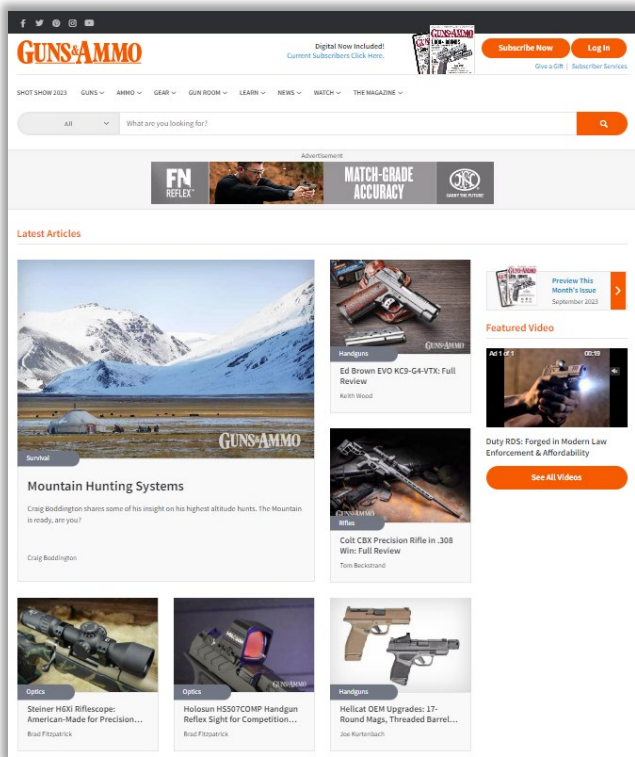
A lifestyle publication for the next generation of firearms enthusiast. Edgy, topical, relevant, timely and diverse defines every issue.

**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



**Guns & Ammo** is the preeminent, most respected media brand in the firearms field. G&A covers the complete spectrum of firearms, accessories and related products and it reaches more enthusiast-consumers than any other content provider in the category – in print (Guns & Ammo magazine), online (gunsandammomag.com) and on TV.



# 381K

AVG. MONTHLY UNIQUES

# 8.7MM

ANNUAL PAGEVIEWS

**Male (%)** 85%

**Average Time Spent** 1:52

**Pages Per Session** 1.27

**Traffic From Mobile/Tablet** 71%

**eNewsletter Subscribers** 90,508

**Social Media Followers** 1,072,777

**Read Article, Go Online for More Info** 86%

**Publisher's Statement**

**6 months ended December 31, 2022, Subject to Audit**

[Learn more about this media property at auditedmedia.com](https://www.auditedmedia.com)

Annual Frequency: 12 times/year

Field Served: Features information on current production of sporting arms and their use, as well as technical and semi-technical articles on reloading, black powder and collector's arms.

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
355,275	11,890	367,165	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			
Jul	275,074	7,403	282,477	72,016		72,016	354,493	11,144	77	11,221	358,234	7,480	365,714
Aug	270,048	7,295	277,343	78,491		78,491	355,834	10,162	32	10,194	358,701	7,327	366,028
Sep	266,291	7,235	273,526	83,417		83,417	356,943	11,249	51	11,300	360,957	7,286	368,243
Oct	267,228	7,219	274,447	80,890		80,890	355,337	10,465	57	10,522	358,583	7,276	365,859
Nov	265,590	7,007	272,597	82,552		82,552	355,149	11,233	64	11,297	359,375	7,071	366,446
Dec	264,721	6,960	271,681	82,210		82,210	353,891	16,752	53	16,805	363,683	7,013	370,696
<b>Average</b>	<b>268,159</b>	<b>7,187</b>	<b>275,346</b>	<b>79,929</b>		<b>79,929</b>	<b>355,275</b>	<b>11,834</b>	<b>56</b>	<b>11,890</b>	<b>359,922</b>	<b>7,243</b>	<b>367,165</b>

**SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION**

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	265,005	7,187	272,192	74.1
Membership	3,154		3,154	0.9
<b>Total Paid Subscriptions</b>	<b>268,159</b>	<b>7,187</b>	<b>275,346</b>	<b>75.0</b>
<b>Verified Subscriptions</b>				
Public Place	79,574		79,574	21.7
Individual Use	355		355	0.1
<b>Total Verified Subscriptions</b>	<b>79,929</b>		<b>79,929</b>	<b>21.8</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>348,088</b>	<b>7,187</b>	<b>355,275</b>	<b>96.8</b>
<b>Single Copy Sales</b>				
Single Issue	11,834	56	11,890	3.2
<b>Total Single Copy Sales</b>	<b>11,834</b>	<b>56</b>	<b>11,890</b>	<b>3.2</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>359,922</b>	<b>7,243</b>	<b>367,165</b>	<b>100.0</b>

**VARIANCE OF LAST THREE RELEASED AUDIT REPORTS**

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2021	None Claimed	367,796	367,796		
12/31/2020	None Claimed	372,123	372,123		
12/31/2019	None Claimed	364,963	364,963		

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**PRICES**

	Suggested Retail Prices	Average Price(1)
Single Copy	\$5.99	
Subscription	\$39.94	
Average Subscription Price Annualized (2)		\$13.92
Average Subscription Price per Copy		\$1.16

(1) Represents subscriptions for the 6 month period ended December 31, 2022

(2) Based on the following issue per year frequency: 12