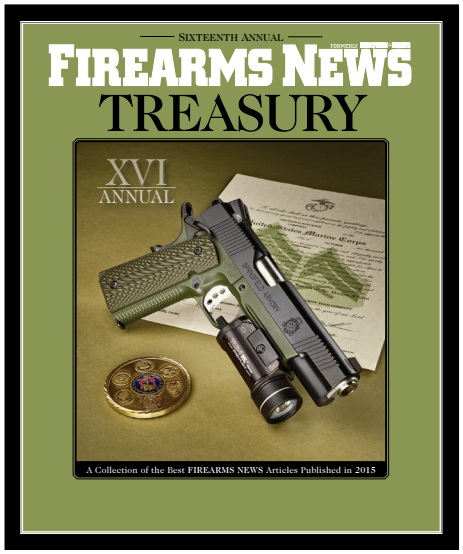










FIREARMS NEWS

2017 MEDIA KIT

firearmsnews.com



FIREARMS NEWS

Published for more than 65 years, Firearms News (formerly Shotgun News) is the oldest Outdoor Sportsman brand - and the world's largest gun sales publication. The FAN 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 - both in print and online - provides the best and most active consumers of guns and gun products anywhere.





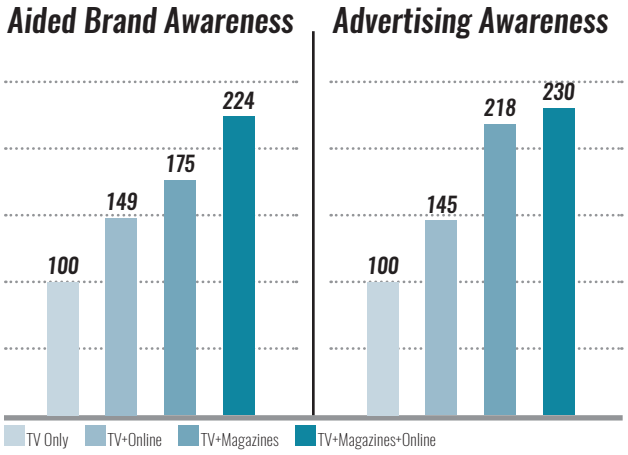
Take Advantage of this Diverse, Active and Influential Consumer by Leveraging the Synergies of the Firearms News Brand

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 conducted from 2003 through 2007 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 Combinations

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

Sources: Hunting and Fishing: Bright Stars in the American Economy, The Congressional Sportsmen's Foundation, 2012; Dynamic Logic/Millward Brown CrossMedia Research, 2004–2007; AAM, June 2015; Shotgun News Subscriber Study, Accelara Research, 2012.







FIREARMS NEWS: Key Facts

Circulation	85,650
Frequency	30x/Year
Total Audience	302,579
Male/Female (%)	87/13

FIREARMSNEW.COM

Average Monthly Uniques	60,467
Annual Page Views	3,527,757

*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: 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; AAM, June 2016; MRI, Spring 2016. Google Analytics data August 2015-July 2016. MRI Doublebase 2015.

FIREARMS NEWS *MEDIA KIT*

2017 Editorial Calendar

Firearms News – *the world's largest gun sales publication – is the most frequently published periodical about all kinds of guns. From the most recent tactical arms to long-range chassis guns and concealed carry pistols, Firearms News has something for every shooting enthusiast.*

David Fortier has an eye for optics in his monthly column, "Through the Looking Glass," and also reports on practical, everyday arms. Pistol Grand Master James Tarr focuses on the most modern guns and reviews with a cutting wit; Patrick Sweeney's monthly suppressor column is a hit with Class III aficionados; Will Dabbs provides historical content with modern connections; Paul Scarlata's historical and military arms pieces are without equal; Sammy Reese breaks down the hottest concealed carry gear each month; Peter Kokalis' unparalleled knowledge – and collection of – machine guns is on display each month while Tom Gaylord provides the only monthly airgun content in a print publication.

Firearms News *is published 30 times a year with extremely competitive ad rates and multiple close dates in most months for maximum impact. Contact your sales representative for more information.*



JANUARY
*ISSUES 1, 2, 3**

- SHOT Show Preview

FEBRUARY
*ISSUES 4, 5, 6**

- AR-15 Accessories for the New Year

MARCH
*ISSUES 7, 8, 9**

- Spotlight on the Kalashnikov – new innovations and discoveries in the most battle-tested assault rifle

APRIL
*ISSUES 10, 11**

- MilSurp Month – Testing the best deals in the Military Surplus market

MAY
*ISSUES 12, 13, 14**

- Trends in Ammunition revealed

JUNE
*ISSUE 15**

- Sniper Rifle Rundown – the hottest rifles for the 1,000-yard range

JULY
*ISSUE 16**

- Shotgun Showdown – from home defense to hunting

AUGUST
*ISSUES 17, 18**

- Handgun Highlights – From service pistols to concealed carry options

SEPTEMBER
*ISSUES 19, 20, 21**

- Concealed Carry Options – New holsters and accessories

OCTOBER
*ISSUES 22, 23, 24**

- Hunting Rifles – Centerfire and rimfire

NOVEMBER
*ISSUES 25, 26, 27**

- What's new in Black Rifles

DECEMBER
*ISSUES 28, 29, 30**

- Best Historical Small Arms Since WWI

**Perfect Bound.*

2017 Editorial Calendar

	January			February			March	
	Issue 1	Issue 2	Issue 3*	Issue 4	Issue 5	Issue 6*	Issue 7	Issue 8
On Sale	Jan 3, 2017	Jan. 10, 2017	Jan. 17, 2017	Feb. 7, 2017	Feb. 14, 2017	Feb. 21, 2017	Mar. 7, 2017	Mar. 14, 2017
Newsstand Date	Jan. 9, 2017	Jan. 16, 2017	Feb. 6, 2017	Feb. 13, 2017	Feb. 20, 2017	Mar. 6, 2017	Mar. 13, 2017	Mar. 20, 2017
Close Date	Nov. 28, 2016	Dec. 5, 2016	Dec. 12, 2016	Dec. 30, 2016	Jan. 9, 2017	Jan. 13, 2017	Jan. 30, 2017	Feb. 6, 2017
	March *(continued)*	**April**		**Treasury**	**May**			**June**
	Issue 9*	Issue 10	Issue 11*		Issue 12	Issue 13	Issue 14*	Issue 15*
On Sale	Mar. 21, 2017	Apr. 11, 2017	Apr. 18, 2017	May 2, 2017	May 9, 2017	May 16, 2017	May 30, 2017	Jun. 27, 2017
Newsstand Date	Apr. 10, 2017	Apr. 17, 2017	May 8, 2017	N/A	May 15, 2017	May 29, 2017	Jun. 26, 2017	Jul. 24, 2017
Close Date	Feb. 13, 2017	Mar. 6, 2017	Mar. 13, 2017	Mar. 27, 2017	Apr. 3, 2017	Apr. 10, 2017	Apr. 24, 2017	May 22, 2017
	July	**August**		**September**			**October**	
	Issue 16*	Issue 17	Issue 18*	Issue 19	Issue 20	Issue 21*	Issue 22	Issue 23
On Sale	Jul. 25, 2017	Aug. 15 2017	Aug. 22, 2017	Sept. 12, 2017	Sept. 19, 2017	Sept. 26, 2017	Oct. 10, 2017	Oct. 17, 2017
Newsstand Date	Aug. 14, 2017	Aug. 21, 2017	Sept. 11, 2017	Sept. 18, 2017	Sept. 25, 2017	Oct. 9, 2017	Oct. 16, 2017	Oct. 23, 2017
Close Date	Jun. 19, 2017	Jul. 10, 2017	Jul. 17, 2017	Aug. 7, 2017	Aug 14, 2017	Aug. 21, 2017	Sept. 1, 2017	Sept. 11, 2017
	October *(continued)*	**November**			**December**			
	Issue 24*	Issue 25	Issue 26	Issue 27*	Issue 28	Issue 29	Issue 30*	
On Sale	Oct. 24, 2017	Nov. 7, 2017	Nov. 14, 2017	Nov. 21, 2017	Dec. 12, 2017	Dec. 19, 2017	Dec. 26, 2017	
Newsstand Date	Nov. 6, 2017	Nov. 13, 2017	Nov. 20, 2017	Dec. 11, 2017	Dec. 18, 2017	Dec. 25, 2017	Jan. 8, 2018	
Close Date	Sept. 18, 2017	Oct. 2, 2017	Oct. 9, 2017	Oct. 16, 2017	Oct. 30, 2017	Nov. 6, 2017	Nov. 13, 2017	

**Perfect Bound.*

2017 Demographic Highlights

		% Comp
Total Audience	302,579	
Men		87%
Women		13
Median Age	56.6	
Children in Household		18.6%
Married		74
Attended College		77
Professional/Management		47%
Craftsman/Tradesman		10
Average Household Income	$97,600	
Average Household Net Worth	$534,900	
Rifles Bought in the Last 12 Months	3.35	
Pistols Bought in the Last 12 Months	3.28	
Shotguns Bought in the Last 12 Months	1.1	
Intend to Buy Rifles, Parts and Accessories in the Next 12 Months		88%
Intend to Buy AR-15s, Parts and Accessories in the Next 12 Months		59

		% Comp
Intend to Buy Pistols, Parts and Accessories in the Next 12 Months		84
Intend to Buy Shotguns in the Next 12 Months		50
Intend to Buy Optic in the Next 12 Months		89
Intend to Buy Ammunition in the Next 12 Months		95
Intend to Buy Handloading Equipment and Supplies in the Next 12 Months		62
Intend to Buy Gunsmithing Tools and Supplies		51
Days Spent Shooting in the Last 12 Months	28	
Involved as an Amateur or Professional Gunsmith		69%
Accessorize/Repair AR-15s		71
Accessorize/Repair M1911s		57
Accessorize/Repair AK47s		40
Reload Own Ammunition		59
Bought an Item Based on an Advertisement or Article in FAN		94%
Mean Expenditure from FAN in Last 12 Months	$538	
People Advised on Firearms/Outdoor Products in Last 12 Months	15	
Owns/Leases 1+ SUV or Pick-up Truck		73%
Owns/Leases 1+ ATV		21

Sources: MRI, Spring 2016 (Age). : Shotgun News Subscriber Study, Accelara Research, 2013:.







ISSUANCE AND CLOSING DATES

Firearms News *is published approximately three times a month and the advertising close date is approximately 30 days before the issue date, unless that date falls on a weekend or holiday. In those cases, the issue will be closed on the last business day before the weekend or holiday.*

Close date for the perfect-bound issues (3, 6, 9, 11, 14, 15, 16, 18, 21, 24, 27, and 30) is approximately 40 days before issue date. Check the current on-sale and closing table for details. Closing dates are firm. Ads that are received too late for the current issue will be run in the following issue unless we are instructed otherwise. When new copy or change of copy is not received by closing date, copy run in a previous issue will be substituted.

4-Color Ad Sizes	
Full Page	9.5" x 11.5"
Half-Page	9.5" x 5.625"
3-Column	5.5" x 11.5"
2-Column	3.75" x 11.5"
Third-Page	5.5" x 5.625"
Fifth-Page	3.75" x 5.625"

Effective January 1, 2017

4-Color	1x	3x	6x	12x	18x	24x	30x
Full Page	$5,510	$5,349	$5,181	$5,013	$4,795	$4,409	$3,914
3-Column	3,044	2,955	2,863	2,771	2,649	2,435	2,162
Half-Page	2,605	2,527	2,450	2,370	2,268	2,084	1,849
2-Column	1,607	1,559	1,514	1,462	1,400	1,285	1,140
Third-Page	1,492	1,452	1,405	1,360	1,299	1,194	1,061
Fifth-Page	926	901	870	843	806	739	656

2017 Black & White Advertising Rates

ISSUANCE AND CLOSING DATES

Firearms News *is published approximately three times a month and the advertising close date is approximately 30 days before the issue date, unless that date falls on a weekend or holiday. In those cases, the issue will be closed on the last business day before the weekend or holiday. Close date for the perfect-bound issues (3, 6, 9, 11, 14, 15, 16, 18, 21, 24, 27, and 30) is approximately 40 days before issue date. Check the current on-sale and closing table for details.*

Closing dates are firm. Ads that are received too late for the current issue will be run in the following issue unless we are instructed otherwise. When new copy or change of copy is not received by closing date, copy run in a previous issue will be substituted.

Firearms News is built on five 1.75 inch columns 11.5 inches tall. The sizes listed above are some of the most commonly used, but advertisers can submit almost any size that will fit on a page, provided it conforms to standard column widths and is in an increment of 1/2 inch in height. Contact your sales representative for pricing of other sizes.

Rate Summary	1x	3x	18x	30x
Column Inches				
1	64	60	56	50
8	389	364	338	307
12	536	500	464	421
15	632	591	547	496
20	858	803	745	675
23	1,012	946	878	6796
28	1,157	1,082	1,003	909
35	1,387	1,296	1,203	1,091
46	1,833	1,713	1,588	1,441

Effective January 1, 2017

Unit	Inches	1x	3x	18x	30x
Full Page	58	$2,242	$2,096	$1,943	$1,763
4-Column	46	1,982	1,853	1,718	1,558
3-Column	35	1,500	1,402	1,301	1,180
Half-Page	28	1,251	1,170	1,084	983
2-Column	23	1,094	1,023	949	861
Third-Page	20	928	868	806	730
Quarter-Page	15	683	639	592	537
1-Column	12	579	541	502	455
Eighth-Page	8	421	394	366	332
1-Column Inch	1	64	60	56	50

2017 Black and White Advertising Rates

Effective January 1, 2017

Frequency	1x	3x	18x	30x
Column Inches				
1	64	60	56	50
1.5	94	87	80	74
2	118	111	102	94
2.5	149	139	131	116
3	175	164	151	138
3.5	214	201	185	168
4	236	221	205	186
4.5	266	248	231	209
5	285	266	246	233
5.5	313	293	272	246
6	344	322	299	270
6.5	373	349	323	293
7	393	367	340	309
7.5	421	394	366	332
8	431	404	374	340
8.5	461	431	400	363
9	491	460	426	387
9.5	511	477	443	401
10	521	487	451	410
10.5	549	514	477	433
11	561	524	485	441
11.5/One-Column	579	541	502	455
12	589	551	511	464

2017 Black and White Advertising Rates

Effective January 1, 2017

Frequency	1x	3x	18x	30x
Column Inches				
12.5	619	578	537	487
13	629	588	545	494
13.5	658	615	571	518
14	667	625	579	525
14.5/Quarter-Page	683	639	592	537
15	697	652	605	548
15.5	720	673	625	566
16	743	696	645	585
16.5	773	723	670	608
17	801	750	695	630
17.5	831	777	720	653
18	850	794	737	669
18.5	875	820	760	689
19	902	844	781	709
19.5/Third-Page	928	868	806	730
20	948	885	821	746
20.5	972	909	843	764
21	998	932	864	784
21.5	1,020	955	885	803
22	1,045	978	907	821
22.5	1,076	1,006	932	847
23/2-Column	1,094	1,023	949	861
23.5	1,114	1,042	966	877

2017 Black and White Advertising Rates

Effective January 1, 2017

Frequency	1x	3x	18x	30x
Column Inches				
24	1,134	1,060	983	892
24.5	1,154	1,079	1,000	908
25	1,174	1,097	1,018	922
25.5	1,193	1,114	1,033	938
26	1,203	1,124	1,043	946
26.5	1,213	1,133	1,050	954
27	1,221	1,143	1,059	961
27.5/Half-Page	1,251	1,170	1,084	983
28	1,261	1,178	1,093	992
28.5	1,279	1,197	1,109	1,006
29	1,279	1,197	1,110	1,006
29.5	1,289	1,207	1,119	1,015
30	1,301	1,215	1,127	1,023
30.5	1,314	1,228	1,139	1,033
31	1,325	1,240	1,149	1,043
31.5	1,338	1,251	1,160	1,053
32	1,368	1,279	1,186	1,076
32.5	1,396	1,306	1,211	1,099
33	1,415	1,324	1,227	1,113
33.5	1,443	1,349	1,251	1,136
34	1,472	1,376	1,275	1,157
34.5/3-Column	1,500	1,402	1,301	1,180
35	1,520	1,422	1,318	1,195

2017 Black and White Advertising Rates

Effective January 1, 2017

Frequency	1x	3x	18x	30x
Column Inches				
35	1,520	1,422	1,318	1,195
35.5	1,548	1,447	1,342	1,218
36	1,577	1,474	1,366	1,240
36.5	1,603	1,499	1,389	1,260
37	1,628	1,523	1,412	1,281
37.5	1,637	1,530	1,419	1,287
38	1,661	1,554	1,440	1,306
38.5	1,686	1,577	1,462	1,326
39	1,711	1,600	1,483	1,346
39.5	1,731	1,618	1,500	1,361
40	1,749	1,637	1,517	1,376
40.5	1,769	1,654	1,533	1,390
41	1,788	1,672	1,550	1,406
41.5	1,816	1,698	1,574	1,429
42	1,832	1,714	1,588	1,440
42.5	1,847	1,728	1,601	1,453
43	1,863	1,742	1,615	1,464
43.5	1,881	1,759	1,631	1,479
44	1,900	1,776	1,647	1,494
44.5	1,918	1,795	1,664	1,509
45	1,937	1,812	1,679	1,524
45.6	1,960	1,833	1,699	1,541
46/4-Column	1,982	1,853	1,718	1,558

2017 Black and White Advertising Rates

Effective January 1, 2017

Frequency	1x	3x	18x	30x
Column Inches				
46.5	2,004	1,874	1,738	1,577
47	2,012	1,881	1,745	1,583
47.5	2,022	1,891	1,753	1,590
48	2,032	1,900	1,762	1,598
48.5	2,041	1,908	1,769	1,605
49	2,051	1,918	1,778	1,612
49.5	2,069	1,936	1,795	1,628
50	2,088	1,953	1,810	1,642
50.5	2,106	1,970	1,826	1,657
51	2,126	1,988	1,843	1,672
51.5	2,133	1,994	1,849	1,678
52	2,140	2,001	1,854	1,684
52.5	2,148	2,008	1,862	1,688
53	2,150	2,011	1,864	1,691
53.5	2,166	2,025	1,877	1,704
54	2,182	2,041	1,891	1,716
54.5	2,197	2,055	1,906	1,728
55	2,213	2,069	1,918	1,741
55.5	2,229	2,085	1,933	1,753
56	2,232	2,088	1,936	1,755
56.5	2,236	2,091	1,937	1,758
57	2,239	2,093	1,940	1,760
57.5/Full Page	2,242	2,096	1,943	1,763

Published for more than 65 years, Firearms News (formerly Shotgun News) is the oldest Outdoor Sportsman brand - and the world's largest gun sales publication. The FAN 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 - both in print and online - provides the best and most active consumers of guns and gun products anywhere.

61k

Average Monthly Uniques

35.7

Median Age



At A Glance

Average HHI	$86,900
Male (%)	95%
Annual Page Views	3,527,757
Average Time Spent	1:50
Pages Per Session	3.9
Traffic From Mobile/Tablet Devices	52%
eNewsletter Subscribers	55,000
Social Media Followers	966,155

Source: Site Traffic and Gender Skew based on Google Analytics data August 2015 - July 2016. Social data as of November 2016. MRI Doublebase 2015: Income and Age for Websites reflects the audience for Guns & Ammo combined with 1+ hours of internet usage the prior day. Demographics for Firearms News based on the digital profile of Guns & Ammo.

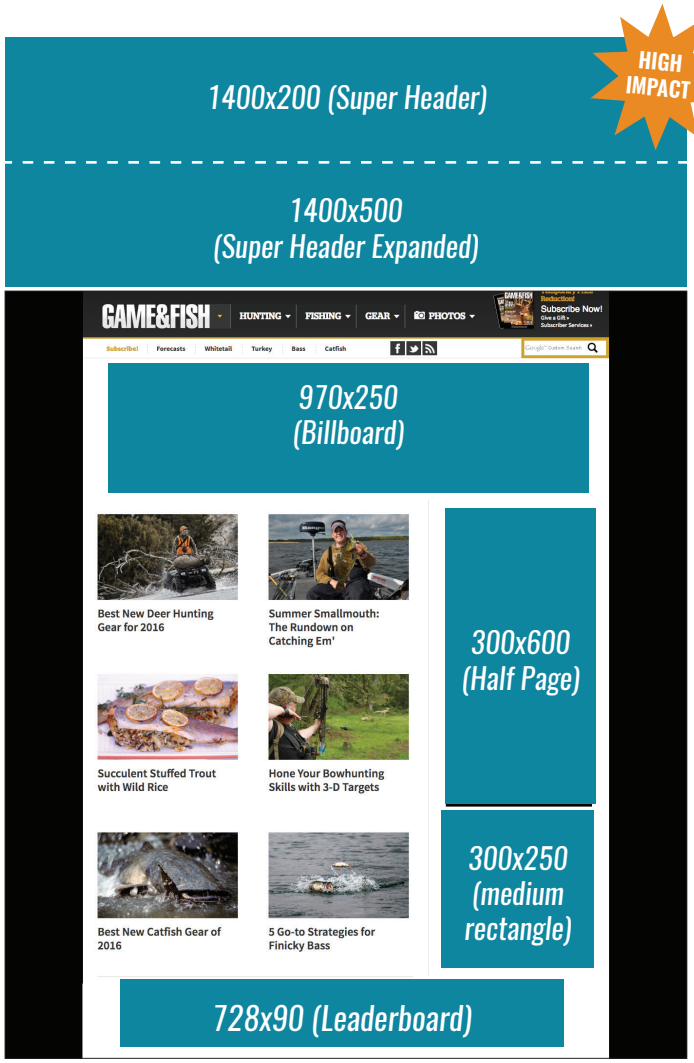
IDEAL FOR ACTIVATION AND CONVERSION

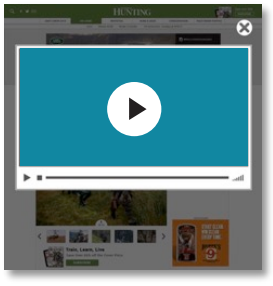
Reach Your Target Audience with Visually Engaging Display Ads.

IMPROVED PERFORMANCE

OSG Network CTR performs 50% better than standard industry benchmarks.

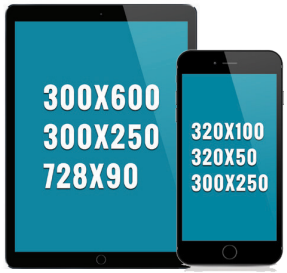
OSG Network	Standard Industry Benchmarks
.21 CTR	.14 CTR





VIDEO

Pre Roll (:15 or :30 sec)
Interstitial
In-Stream



MOBILE / TABLET

Desktop Road Block	970x250	300x600	300x250 (optional)	
Desktop Takeover	970x250	300x600	300x250	728x90
Mobile Takeover	320x100	320x50 (optional)	300x250	
Tablet Takeover	300x600	300x250	728x90	

Outdoor Channel:

Desktop Only	728x90	300x600	300x250	

World Fishing Network:

Desktop/Mobile	728x90	300x250	*300x100*	

Source: Google Benchmarks January-July 2016

Contact your ad sales representative or visit http://www.outdoorsg.com/advertise/ for more information

OUTDOOR SPORTSMAN GROUP® INTEGRATED MEDIA

MEDIA KIT

Digital / Native Opportunities

IMPROVED PERFORMANCE

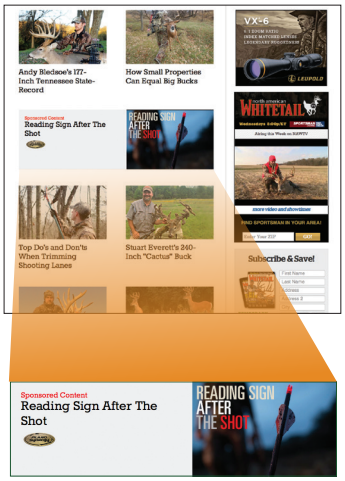
IDEAL FOR BRAND RECOGNITION AND RECALL

Native Advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

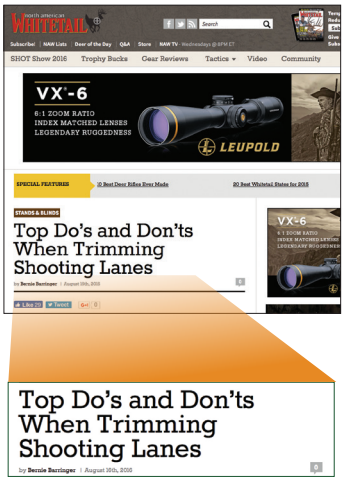
18% Higher Lift In Purchase Intent

25% More Engagement

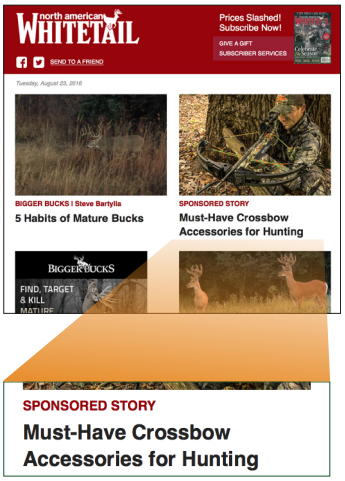
Native Ads



Your Content



E-Newletter



eCommerce Widget



Content to be shared across social.

PACKAGES

Custom Content

Your brand is associated with original custom content created for you by OSG writers.

- Story Creation
- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- Reporting
- 30 day run

Editorial Sponsorships

Your brand is associated with original content created by OSG writers.

- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- Reporting
- 30 day run

E-Commerce Widget

Your products are seamlessly displayed within highly relevant content and linked directly to your store.

- You provide 6-10 products
- Widget is responsive and automatically adapts across all devices

Source: Polar 2016

Contact your ad sales representative or visit http://www.outdoorsg.com/advertise/ for more information

OUTDOOR SPORTSMAN GROUP® INTEGRATED MEDIA

MEDIA KIT

Digital/eMail





FISHING /// HUNTING /// SHOOTING

OVER 1 MILLION

Outdoor Sports Enthusiasts receive one or more OSG branded newsletters per month.

eNewsletter:

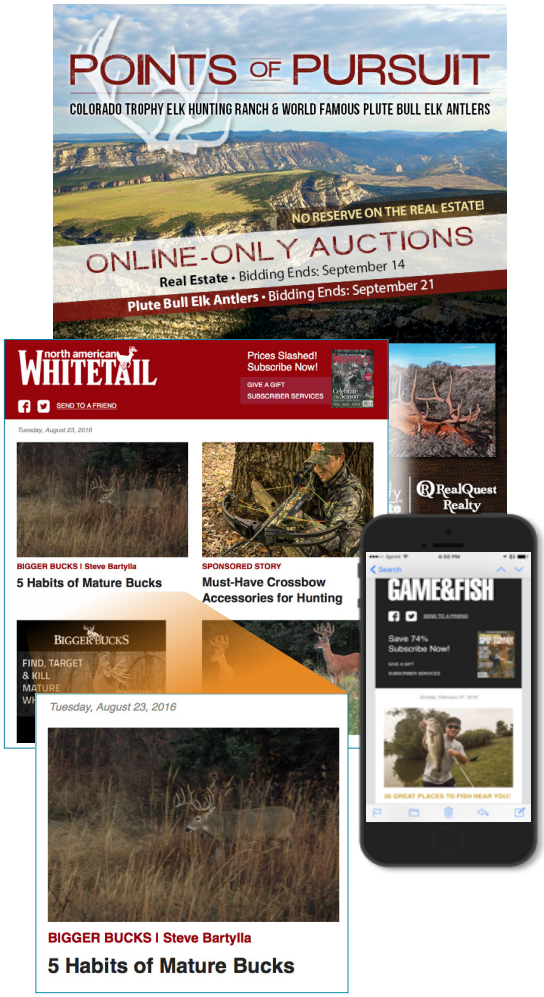
- (1) 300x250 ad surrounding the content area
- Reporting

High Impact Package Includes:

- (2) 300x250 ads surrounding content area
- Integration with Native Campaign to promote your sponsored content
- Reporting

eBlast:

- Connect with our 3rd party opt-in subscribers at 100% share of voice.
- Deliver a message directly to the OSG audience
- Reporting



OUTDOOR CHANNEL · In-Fisherman · FLY FISHERMAN · GAME&FISH · FLORIDA SPORTSMAN · BassFan · WORLD FISHING NETWORK

PETERSEN'S BOWHUNTING · WILDFOWL · PETERSEN'S HUNTING · SPORTSMAN CHANNEL · GUN DOG · north american WHITETAIL · Bowhunter

SHOOTING TIMES · RIFLESHOOTER · FIREARMS NEWS · HANDGUNS · GUNS&AMMO · SPORTSMEN VOTE

Contact your ad sales representative or visit http://www.outdoorsg.com/advertise/ for more information

			HIGH IMPACT	
			Road Block	Takeover
Unit	Size	CPM	CPM	CPM
DESKTOP			$26	$65
Superheader Expanded	1400x500	$30		√
Superheader	1400x200	$25		√
Billboard	970x250	$14	√	√
Half Page	300x600	$12	√	√
Medium Rectangle	300x250	$10	√	√
Leaderboard	728x90	$8		√
MOBILE			$28	
Mobile Leaderboard	320x100 320x50	$7 $5	√	
Medium Rectangle	320x250	$10	√	
TABLET				$35
Medium Rectangle	300x250	$10		√
Half Page	300x600	$12		√
Leaderboard	728x90	$8		√

VIDEO	
Pre-Roll	$25
Interstitial/In-Stream	$15

NATIVE	
Custom Content	$7,500 *Flat Rate*
Editorial Sponsorships	$5,500 *Flat Rate*
E-Commerce Widget	$25

E-MAIL	
E-Newsletter	Contact Your Sales Representative For More Details
E-Blast	$150

OSG Digital Network offers customized packages, beyond standard sizes and placements, to satisfy the specific needs and objectives of our clients. Programmatic opportunities available. Go to http://www.outdoorsg.com/marketing-solutions/digital/digital-ad-specs/ for digital specs

*Rich Media: Standard Display: +$2 for Rich Media, Data Layer, Targeting | High Impact: +$2-$8 for Rich Media - costs based on campaig

Contact your ad sales representative or visit http://www.outdoorsg.com/advertise/ for more information

Color Advertising Sizes and Mechanical Specifications:

Trim Size: 10w x 12h (Sizes for four-color advertisements only.)

A SWOP-standard proof, pulled from the supplied file, must be submitted with each 4-color ad.

Non-Bleed: *FAN is a non-bleed publication. Build all ads as non-bleeds.*

1. Full Page
Non-Bleed: 9.5 x 11.5

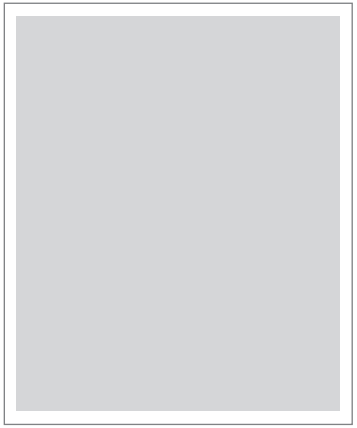
2. Half Page (Horizontal)
Non-Bleed: 9.5 x 5.625

3. Three-Column Full
Non-Bleed: 5.5 x 11.5

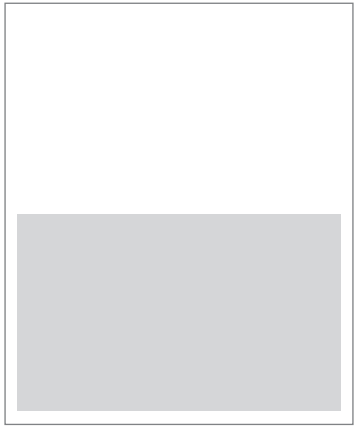
4. Two-Column Full
Non-Bleed: 3.75 x 11.5

5. Third Page Square
Non-Bleed: 5.5 x 5.625

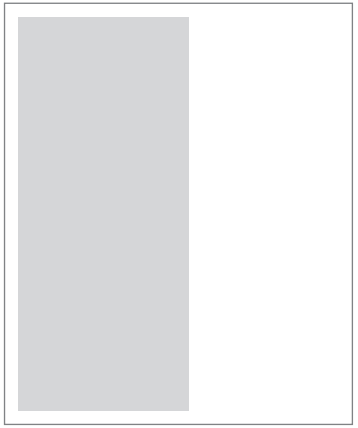
6. One-Fifth Page
Non-Bleed: 3.75 x 5.625



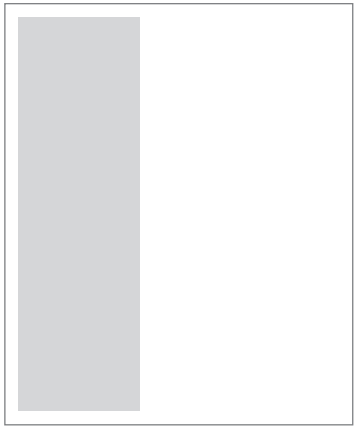
1. Full Page



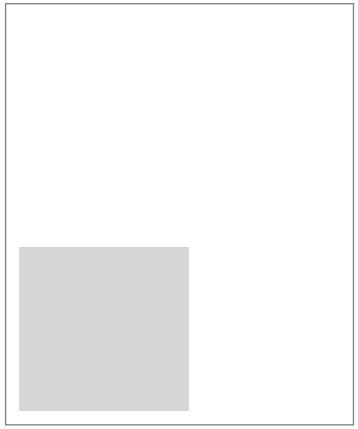
2. Half Page (horizontal)



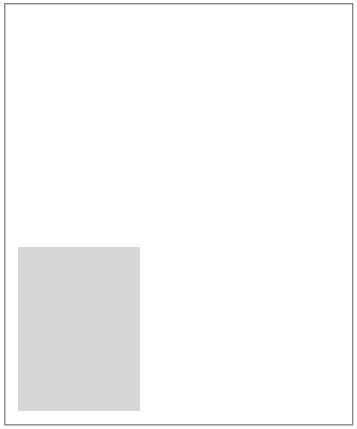
3. Three-Column Full



4. Two-Column Full



5. Third Page Square



6. One-Fifth Page

Black & White Typical Advertising Sizes and Mechanical Specifications:

Trim Size: 10w x 12h (Sizes for Black & White advertisements only)

There are over 120 other black and white sizes available; contact your sales representative for full details and more information.

Non-Bleed: *FAN is a non-bleed publication. Build all ads as non-bleeds.*

1. Full Page
Non-Bleed: 9.5 x 11.5

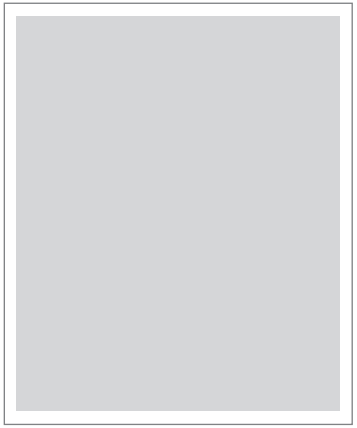
2. Half Page (Horizontal)
Non-Bleed: 9.5 x 5.625

3. Half Page (Vertical)
Non-Bleed: 5.625 x 9.5

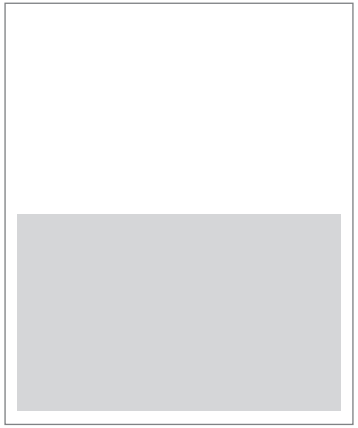
4. Three-Column Full
Non-Bleed: 5.625 x 11.5

5. Two-Column Full
Non-Bleed: 3.75 x 11.5

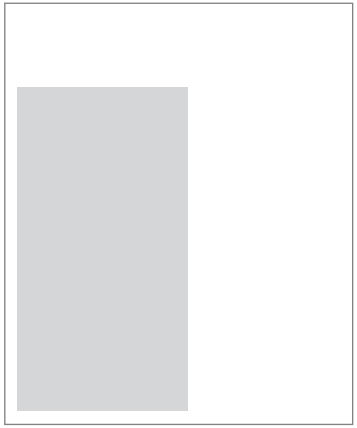
6. Third Page Square
Non-Bleed: 5.625 x 5.625



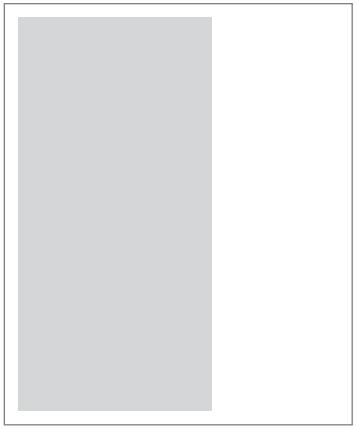
1. Full Page



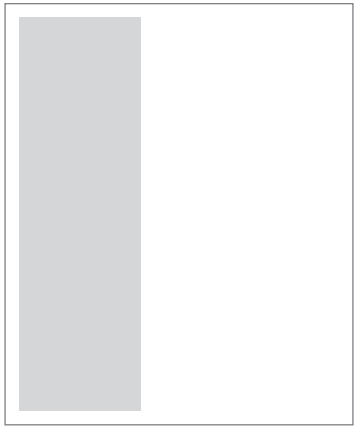
2. Half Page (horizontal)



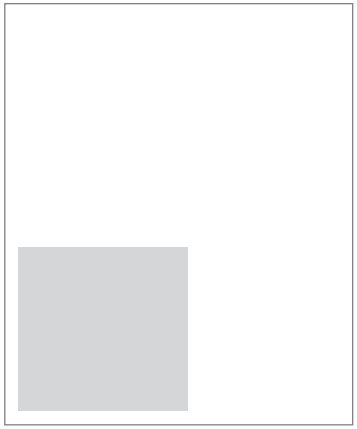
3. Half Page (Vertical)



4. Three-Column Full



5. Two-Column Full



6. Third Page Square

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 Georgia 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 Georgia.

General Production Information:

Terry Boyer, Production Manager
Firearms News
2 News Plaza, 2nd Floor
Peoria, IL 61614
309-679-5073
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%.

FTP Site

Outdoor Sportsman Group maintains an FTP site to support advertisers in the quick and easy electronic delivery of digital ad files. FTP is a simple way to transmit large files over the internet. However, content proofs are still required for electronically submitted ads (see Proof Policy below for requirements). Please contact your OSG advertising materials manager upon upload to the FTP.

Log On Credentials

Host: *ftp.intermediaoutdoors.com*
User ID: *shotgunnews*
Password: *sgnp-ftp*
Directory: *(Leave this field blank)*





Alliance for Audited Media
TRANSACT WITH TRUST

Publisher's Statement

6 months ended June 30, 2016, Subject to Audit

FIREARMS NEWS
FORMERLY SHOTGUN NEWS

Annual Frequency: 30 times/year

Field Served: Shooting/gun enthusiasts.

Published by Outdoor Sportsman Group - Integrated Media

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Rate Base	Variance to Rate Base
71,745	10,204	81,949	None Claimed	

TOTAL CIRCULATION BY ISSUE

	Paid Subscriptions			Verified Subscriptions						Single Copy Sales					
Issue	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions	Paid & Verified Subscriptions - Print	Paid & Verified Subscriptions - Digital Issue	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales	Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
Jan 01	69,812	1,520	71,332	93		93	69,905	1,520	71,425	8,800	41	8,841	78,705	1,561	80,266
Jan 10	69,716	1,454	71,170	91		91	69,807	1,454	71,261	8,439	34	8,473	78,246	1,488	79,734
Jan 20	68,844	1,456	70,300	91		91	68,935	1,456	70,391	12,048	34	12,082	80,983	1,490	82,473
Feb 01	67,981	1,510	69,491	91		91	68,072	1,510	69,582	8,995	23	9,018	77,067	1,533	78,600
Feb 10	67,312	1,506	68,818	91		91	67,403	1,506	68,909	7,042	23	7,065	74,445	1,529	75,974
Feb 20	68,241	1,508	69,749	90		90	68,331	1,508	69,839	9,068	23	9,091	77,399	1,531	78,930
Mar 01	69,374	1,533	70,907	90		90	69,464	1,533	70,997	6,360	25	6,385	75,824	1,558	77,382
Mar 10	70,145	1,530	71,675	90		90	70,235	1,530	71,765	6,635	25	6,660	76,870	1,555	78,425
Mar 20	70,631	1,529	72,160	90		90	70,721	1,529	72,250	16,446	25	16,471	87,167	1,554	88,721
Apr 01	71,115	1,527	72,642	90		90	71,205	1,527	72,732	8,203	36	8,239	79,408	1,563	80,971
Apr 10	70,328	1,526	71,854	90		90	70,418	1,526	71,944	14,880	36	14,916	85,298	1,562	86,860
May 01	71,216	1,548	72,764	90		90	71,306	1,548	72,854	5,614	24	5,638	76,920	1,572	78,492
May 10	70,759	1,531	72,290	90		90	70,849	1,531	72,380	8,124	24	8,148	78,973	1,555	80,528
May 20	71,900	1,543	73,443	90		90	71,990	1,543	73,533	16,500	24	16,524	88,490	1,567	90,057
Jun 01	74,702	1,528	76,230	90		90	74,792	1,528	76,320	15,501	14	15,515	90,293	1,542	91,835
Average	**70,138**	**1,517**	**71,655**	**90**		**90**	**70,228**	**1,517**	**71,745**	**10,177**	**27**	**10,204**	**80,405**	**1,544**	**81,949**

PRICES

	Suggested Retail Prices (1)
Average Single Copy	$4.79
Subscription	$34.95

(1) For statement period

RATE BASE

None Claimed.

NOTES

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 5,860

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 102

Included in Paid Circulation

Included in paid circulation are copies obtained through:

Individual Subscriptions

Single Copy Sales

Included in Verified Circulation

Included in verified circulation are copies distributed to:

Individuals

48 W. Seegers Road • Arlington Heights, IL 60005-3913 • T: 224-366-6939 • F: 224-366-6949 • www.auditedmedia.com

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: KSE Sportsman Media, Inc.

Firearms News, published by Outdoor Sportsman Group - Integrated Media 1040 Sixth Ave. 12th Floor New York, NY 10018

CARTER VONASEK
Planning Director

CHRIS AGNES
Publisher

P: 212.852.6686 F: 212.403.7123 URL: www.firearmsnews.com

Established: 1946

AAM Member since: 2003

Copyright © 2016 All rights reserved.