

5 GREAT DEFENSIVE PISTOL DRILLS

HANDGUNS

ELITE OFFICER
SPRINGFIELD'S NEW RANGE OFFICER ELITE IS THE ONLY 1911 YOU NEED



MORE GUN REVIEWS
ROCK ISLAND BABY BUCK
COLT COBRA

FN'S 509
A STRIKER-FIRED 9MM DONE THE RIGHT WAY

KAHR CT380
A COOL NEW FINISH AND NEW GRIP SET IT APART

+

- SUREFIRE'S NEW MASTERFIRE RIG
- POCKET HOLSTER COMPARISON

CARJACKED! 7 LIFESAVING TIPS

HANDGUNS

TOUGH TURK
THE NEW SAR 9—A SOLID, AFFORDABLE IMPORT FROM TURKEY



TOTAL ECLIPSE
KIMBER UPDATES ITS CLASSIC 1911

WALTHER'S NEW PPQ SC
THE POPULAR PPQ GOES SUBCOMPACT

+

- RUGER SP101 MATCH CHAMPION
- SIG P320 X-FIVE
- UBERTI BUFFALO BILL COMMEMORATIVE

INSIDE GLOCK'S NEW GEN 5

HANDGUNS

COOL CARRY
THE SUBCOMPACT VERSION OF HK'S VP9 PROVIDES PLENTY OF PUNCH



DOUBLE DOWN
TWO NEW S&W 606 REVOLVERS

ED BROWN'S LONG SLIDE
A 10mm WORTH WAITING FOR

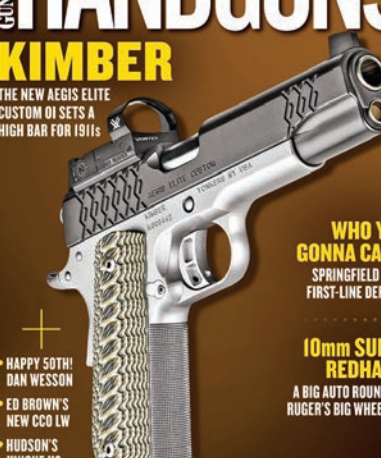
+

- SMITH & WESSON AIRWEIGHT .357
- ROCK RIVER 1911 BASIC LIMITED
- STREAMLIGHT TLR-6

RELOAD YOUR REVOLVER FASTER!

HANDGUNS

KIMBER
THE NEW AEGIS ELITE CUSTOM 01 SETS A HIGH BAR FOR 1911s



+

- HAPPY 50TH! DAN WESSON
- ED BROWN'S NEW CCO LW
- HUDSON'S UNIQUE H9

WHO YOU GONNA CALL?
SPRINGFIELD 911—FIRST-LINE DEFENSE

10mm SUPER REDHAWK
A BIG AUTO ROUND FOR RUGER'S BIG WHEELGUN

HOW TO SHOOT AT CLOSE QUARTERS

HANDGUNS

COMPACT 2.0
S&W'S NEWEST M&P MIGHT JUST BE THE ULTIMATE CARRY PISTOL



MORE GUN REVIEWS
SIG 1911 SUPER TARGET
RUGER 2019H1 TARGET

KAHR S9
A NEW LOOK AND A LOWER PRICE

ROYALTY
ED BROWN'S COMPACT 9MM IS FIT FOR A KING

KILLER COMBO
ROCK ISLAND'S VERSATILE 9MM/.22 TCM PISTOL

+

- WRIGHT LEATHER PANCAKE HOLSTER
- LASERMAX'S HOT NEW LASER TECH

GUNS&ammo

HANDGUNS

2019 MEDIA KIT

handgunsmag.com

NEW SUBCOMPACTS FROM SIG, S&W

HANDGUNS

TRIPLE THREAT
DAN WESSON'S FAMOUS PISTOL PACK IS BACK!



KEL-TEC
REVISITING THE SUPER CAPABLE P-32 .32 AUTO

10MM POWER
SPRINGFIELD'S TRP OPERATOR 1911

+

HORNADY VEHICLE SAFE
SKILLS, DRILLS & MORE!

GUNS&AMMO **HANDGUNS**

HANDGUNS is America's only small-arms media property dedicated to the all-around handgun enthusiast. It's core mission is to emphasize the proper use and selection of handguns for self-defense and sport shooting. For marketers, Handguns represents a super-efficient buy for anything from esoteric shooting supplies to pickup trucks and SUVs...and everything in between.



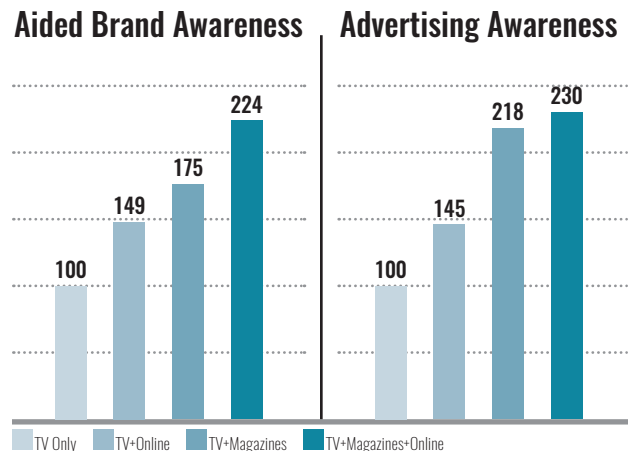
Take Advantage of this diverse, active and influential consumer by leveraging the synergies of the Handguns brand

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:

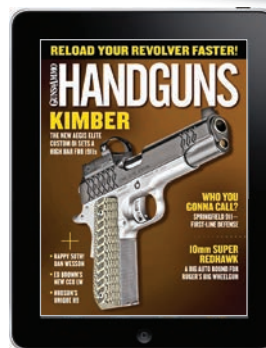
- Three media were better than two, and two media were better than one in generating results.
- The combination of TV and magazines provided more response (versus TV alone) than did TV plus online.
- Print was the most effective in driving online traffic — and that traffic increased considerably when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



Circulation	112,570
Frequency	Bi-monthly
Total Audience	1,238,270
Male/Female (%)	86/14
Median Age	46.7
Average Household Income	\$84,400

Shooting and the American Consumer*

While mainstream marketers often misrepresent the shooting enthusiast and the media that serves them as niche, or as having undesirable connotations, the reality is that these consumers represent a powerful and deep cross-section of American consumers. Key facts 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 2016 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: MRI, Doublebase 2017 (Audience, Age and M/F). Data derived from Prototype developed by Douglas Jones Group. Prototype development occurs only one time/year. Most recent Accelara subscriber study (HHI). 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 2018 AAM.

APRIL / MAY 2019

Competition Primer:

How to get involved with competitive shooting and why it builds critical defensive skills.

Closing Date
December 12, 2018

On Newsstand
February 19, 2019

JUNE / JULY 2019

The Mighty Snubby:

Why snubnose revolvers are still effective defensive tools and are in fact better than ever.

Closing Date
February 19, 2019

On Newsstand
April 23, 2019

AUG. / SEP. 2019

Best New Trail Guns:

Roundup of midsize revolvers and semiautos for hiking and camping.

Closing Date
April 22, 2019

On Newsstand
June 25, 2019

OCT. / NOV. 2019

Best Bargain Handguns:

Roundup of new pistols and revolvers offering quality and reliability at a price anyone can afford.

Closing Date
June 17, 2019

On Newsstand
August 20, 2019

DEC. 2019/ JAN. 2020

Light/Laser Guide:

Special section covering new weapon-mounted lights, lasers and light/laser combos, plus advice on how to choose the right one.

Closing Date
August 19, 2019

On Newsstand
October 22, 2019

FEB. / MARCH 2020

How Much Gun Should You Carry?

A look at the tradeoff between power/shootability and ease of concealment and comfort.

Closing Date
October 11, 2019

On Newsstand
December 17, 2019

DEPARTMENTS

Speedloads: News of interest to defensive handgunners, revolver and pistol drills, hands-on product reviews, historical guns and more.

Essentials: In-depth reviews of holsters, lights and lasers, sights and other handgun accessories.

En Garde: Defensive skills and training tips for concealed carry and home defense.

Back Page Beauties: Timeless and modern classic handguns.



Print Audience	1,238,270	Married	69%
Average Household Income	\$84,400	Professional/Management	38%
Average Net Worth	\$702,600	Craftsman/Tradesman	25%
Men/Women %	86/14	Law Enforcement/Security	23%
Median Age	46.7		

58% belong to a Gun Club or Organization

HUNTING

- 57% went hunting in the last year
- 44% hunt with a bow or crossbow

WHAT THEY HUNT...

- 43% Small Game
- 38% Big Game
- 38% Varmints
- 32% Upland Birds
- 14% Water Fowl
- 5% Exotic Game
- 5% Other

The average HANDGUNS reader spends \$205 on hunting apparel annually

AMMUNITION

- 34% of HANDGUNS readers reload own ammunition
- The average reader purchases 946 rounds of factory loaded ammo annually

HANDGUNS

- 96% own a Handgun
- 74% own Revolvers Centerfire
- 72% own Pistols (semi-auto)
- 68% own Automatic Pistols Centerfire
- 50% own Automatic Pistols Rimfire
- 26% own Bolt Action
- 17% own Single Shot Centerfire

SHOTGUNS

- 76% own a Shotgun
- 61% own a Pump Action
- 35% own a Semi-automatic
- 31% own a Single Shot
- 23% own a Side by Side
- 18% own a Over and Under

RIFLES

- 77% own a Rifle
- 56% own a Bolt Action Centerfire
- 49% own a Semi-automatic Centerfire
- 44% own a Lever Action Centerfire
- 28% own a Single Shot
- 14% own a Pump Action

VEHICLE

- 46% own/leases 1+ Sport/Utility Vehicle
- 45% owns/lease 1+Pick-up Truck
- 12% owns/leases 1+Van
- 92% of readers are primarily responsible for Vehicle Maintenance
- 70% of readers have changed own oil in the last year

DIY

- 82% of readers have performed DIY Project in the last year

2019 Handguns Magazine

ISSUE	THEME	AD SPACE CLOSE/ MATERIALS DUE	NEWSSTAND ON SALE
APRIL / MAY	Competition Primer	12/12/18	2/19/19
JUNE/JULY	The Mighty Snubby	2/19/19	4/23/19
AUGUST/SEPTEMBER	Best New Trail Guns	4/22/19	6/25/19
OCTOBER/NOVEMBER	Best Bargain Handguns	6/17/19	8/20/19
DECEMBER/JANUARY '20	Light/Laser Guide	8/19/19	10/22/19
FEBRUARY/MARCH '20	How Much Gun Should You Carry?	10/11/19	12/17/19



Effective January 1, 2019

4-Color	1 x	3 x	6 x	9 x
Page	\$11,179	\$10,851	\$10,501	\$10,173
2/3 Page	8,938	8,665	8,425	8,163
1/2 Page	7,255	7,048	6,841	6,600
1/3 Page	6,152	5,967	5,781	5,606
1/4 Page	5,147	4,993	4,830	4,689
1/6 Page	4,327	4,175	4,043	3,923

2-Color	1x	3 x	6 x	9 x
Page	\$8,720	\$8,480	\$8,206	\$7,944
2/3 Page	6,971	6,786	6,567	6,360
1/2 Page	5,683	5,507	5,332	5,158
1/3 Page	4,546	4,393	4,262	4,142
1/4 Page	3,835	3,726	3,606	3,497
1/6 Page	3,246	3,158	3,060	2,950

B&W	1x	3 x	6 x	9 x
Page	\$6,971	\$6,786	\$6,567	\$6,360
2/3 Page	5,321	5,147	4,994	4,831
1/2 Page	4,185	4,065	3,944	3,824
1/3 Page	3,147	3,060	2,961	2,863
1/4 Page	2,437	2,361	2,305	2,240
1/6 Page	1,738	1,694	1,639	1,595
1/12 Page	951	929	907	874
1 Inch	393	383	371	361

Covers	1x	3 x	6 x	9 x
Cover 4	\$14,533	\$14,107	\$13,649	\$13,232



Effective January 1, 2019

4-Color	1 x	3 x	6 x	9 x
Page	\$10,075	\$9,781	\$9,474	\$9,168
2/3 Page	8,042	7,824	7,573	7,321
1/2 Page	6,534	6,349	6,152	5,944
1/3 Page	5,529	5,377	5,202	5,049
1/4 Page	4,644	4,491	4,360	4,218
1/6 Page	3,890	3,758	3,649	3,540

2-Color	1x	3 x	6 x	9 x
Page	\$7,867	\$7,606	\$7,377	\$7,157
2/3 Page	6,284	6,097	5,901	5,726
1/2 Page	5,114	4,960	4,798	4,656
1/3 Page	4,087	3,967	3,847	3,715
1/4 Page	3,442	3,355	3,246	3,158
1/6 Page	2,896	2,841	2,743	2,678

B&W	1x	3 x	6 x	9 x
Page	\$6,284	\$6,097	\$5,901	\$5,726
2/3 Page	4,785	4,644	4,491	4,360
1/2 Page	3,771	3,662	3,551	3,431
1/3 Page	2,830	2,743	2,655	2,579
1/4 Page	2,196	2,131	2,076	2,000
1/6 Page	1,585	1,519	1,476	1,443
1/12 Page	852	820	787	754
1 Inch	361	350	328	317

Covers	1x	3 x	6 x	9 x
Cover 4	\$13,080	\$12,708	\$12,304	\$11,921
Cover 3	\$11,069	\$10,752	\$10,425	\$10,095
Cover 2	\$11,572	\$11,222	\$10,884	\$10,534



Effective January 1, 2019

4-Color	1 x	3 x	6 x	9 x
Page	\$8,042	\$7,824	\$7,573	\$7,321
2/3 Page	6,447	6,239	6,053	5,868
1/2 Page	5,234	5,082	4,917	4,765
1/3 Page	4,436	4,317	4,163	4,032
1/4 Page	3,715	3,583	3,487	3,376
1/6 Page	3,103	2,983	2,918	2,830

2-Color	1x	3 x	6 x	9 x
Page	\$6,284	\$6,097	\$5,911	\$5,726
2/3 Page	5,026	4,874	4,722	4,567
1/2 Page	4,087	3,989	3,847	3,726
1/3 Page	3,474	3,355	3,246	3,158
1/4 Page	2,765	2,678	2,612	2,524
1/6 Page	2,196	2,163	2,109	2,011

B&W	1x	3 x	6 x	9 x
Page	\$5,026	\$4,874	\$4,722	\$4,567
2/3 Page	3,824	3,715	3,583	3,487
1/2 Page	3,027	2,940	2,841	2,754
1/3 Page	2,262	2,196	2,120	2,044
1/4 Page	1,759	1,705	1,661	1,606
1/6 Page	1,268	1,225	1,179	1,147
1/12 Page	678	666	645	623
1 Inch		274	262	251



Effective January 1, 2019

4-Color	1 x	3 x	6 x	9 x
Page	\$7,037	\$6,830	\$6,600	\$6,393
2/3 Page	5,627	5,453	5,289	5,114
1/2 Page	4,567	4,436	4,317	4,163
1/3 Page	3,879	3,748	3,629	3,520
1/4 Page	3,233	3,147	3,049	2,950
1/6 Page	1,027	989	967	934
1/12 Page	557	546	536	524
1 Inch	240	229	218	213

2-Color	1x	3 x	6 x	9 x
Page	\$5,485	\$5,354	\$5,169	\$5,005
2/3 Page	4,392	4,262	4,142	4,010
1/2 Page	3,573	3,474	3,376	3,267
1/3 Page	2,862	2,765	2,678	2,612
1/4 Page	2,426	2,349	2,272	2,207

B&W	1x	3 x	6 x	9 x
Page	\$4,392	\$4,262	\$4,142	\$4,010
2/3 Page	3,343	3,246	3,147	3,049
1/2 Page	2,644	2,556	2,491	2,404
1/3 Page	1,967	1,923	1,868	1,792
1/4 Page	1,561	1,497	1,453	1,399
1/6 Page	1,103	1,060	1,038	1,005
1/12 Page	600	590	579	557
1 Inch	262	241	229	229



Effective January 1, 2019

4-Color	1 x	3 x	6 x	9 x
1 Inch	294.58	284.28	273.98	261.62
2 Inches	557.23	535.6	524.27	492.34
1/12 Inch	699.37	677.74	666.41	611.82
3 Inches	862.11	808.55	753.96	710.7
4 Inches	1124.76	1092.83	1049.57	973.35

2-Color	1x	3 x	6 x	9 x
1 Inch	228.66	218.36	218.36	208.06
2 Inches	458.35	448.05	426.42	403.76
1/12 Page	600.49	557.23	535.6	502.64
3 Inches	699.37	677.74	644.78	611.82
4 Inches	939.36	917.73	841.51	415.09

B&W	1x	3 x	6 x	9 x
1 Inch	185.4	175.1	164.8	152.44
2 Inches	359.47	350.20	327.54	305.91
1/12 Page	436.72	426.42	403.76	383.16
3 Inches	534.57	502.64	481.01	448.05
4 Inches	699.37	677.74	666.41	611.82



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 One-Half 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

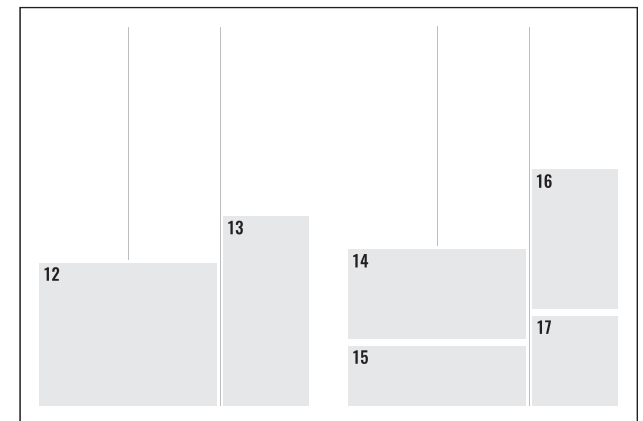
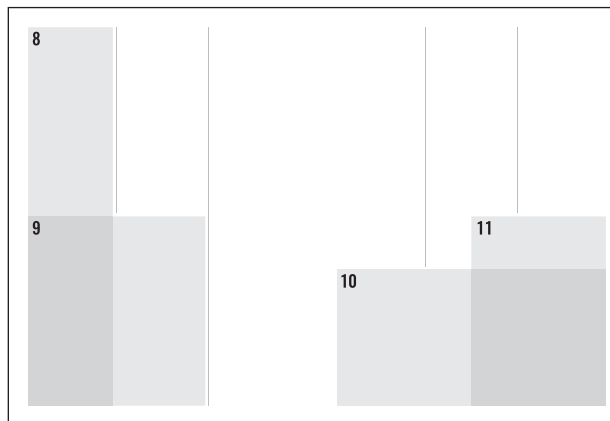
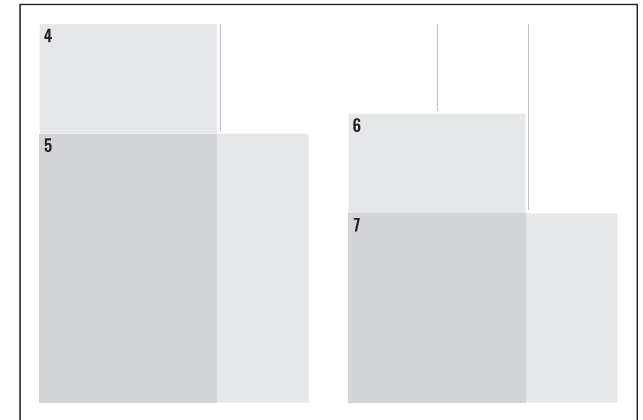
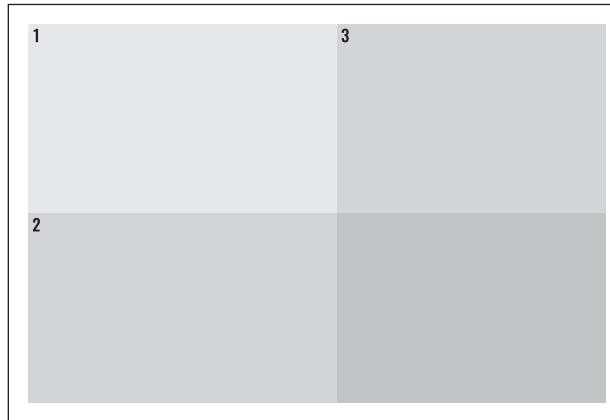
Non-Bleed: 4.375 x 2.25

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

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

Production Manager
Handguns
2 News Plaza
Peoria, IL 61614
309-679-5085
Kathryn.McGlothlen@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• ⅛-in. outside the trim. Elements that “bleed off” trimmed page should extend at least ⅛-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>

Once at the home page you can sign up as a new user or sign into your existing account. The ad portal will do a general check for correct ad size, font embedding, and image resolution per OSG's general ad submission guidelines.

Proofs supplied by the advertiser for color guidance will be forwarded to press.



2019 Special Interest Publications

BOOK OF AR-15 I



Distribution: 180,000

An engaging compilation of articles about the modern AR platform with accessory aftermarket coverage.

Closing Date: 11/29/18
On-Sale Dates: 2/5/19
6/18/19

4-Color Page: \$5,995
1/2 Page: 3,149
1/3 Page: 2,195
1/4 Page: 1,995

MODEL 1911



Distribution: 105,000

The most comprehensive guide to the venerable handgun created by John M. Browning 100 years ago - reviewing all of the pistol's current variations and chamberings.

Closing Date: 12/27/18
On-Sale Date: 3/5/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

TRIGGER



Distribution: 90,000

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

Closing Date: 12/27/18
On-Sale Date: 3/5/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

BOOK OF AR-15 II



Distribution: 95,000

An engaging compilation of articles about the modern AR platform with accessory aftermarket coverage.

Closing Date: 1/18/19
On-Sale Date: 3/26/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

PRECISION RIFLE SHOOTER



Distribution: 95,000

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

Spring Issue
Closing Date: 1/28/19
On-Sale Date: 4/2/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

MATCH



Distribution: 90,000

SIP focused on the competitive shooting lifestyle. Covers all major disciplines of shooting sports, from action pistol to long-range rifle to archery and clay target shooting. There will also be an Olympic tie in for the 2020 games. Will have a profile of the gear used to win matches.

Closing Date: 3/5/19
On-Sale Date: 5/7/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

2019 Special Interest Publications

RED DOT



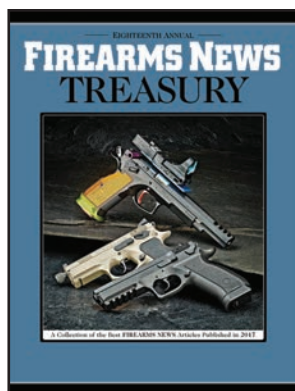
Distribution: 90,000

An entire issue dedicated to red-dot-equipped firearms. Learn the advantages (and disadvantages) of equipping your carry/competition/hunting firearm with a rugged and reliable red-dot sight. Also serves as a great new shooter training tool. Focuses on products/tactics/training with red-dot-equipped firearms.

Closing Date: 3/5/19
On-Sale Date: 5/7/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

TREASURY



Distribution: 95,000

The *Firearms News Treasury* brings back all the best articles from the previous year in one place. Highlights from brand-new product releases to historical small arms reviews to gunsmithing stories.

Closing Date: 3/18/19
On-Sale Date: 5/14/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390

RIMFIRE



Distribution: 90,000

Last produced in 2014, *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.

Closing Date: 4/22/19
On-Sale Date: 6/25/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

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.

Closing Date: 5/17/19
On-Sale Date: 7/23/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

BOOK OF AR-15 III



Distribution: 90,000

An engaging compilation of articles about the modern AR platform with accessory aftermarket coverage.

Closing Date: 6/3/19
On-Sale Date: 8/6/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

PISTOL



Distribution: 80,000

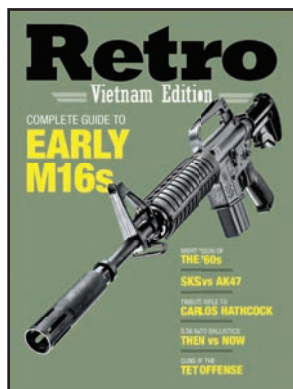
PISTOL brings pithy commentary to the politics, products, and lifestyles surrounding the handguns culture.

Closing Date: 6/3/19
On-Sale Dates: 8/6/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

2019 Special Interest Publications

RETRO



Distribution: 90,000

A coffee-table magazine showing the firearms used by U.S. and Vietnamese forces. Products (both new and old) will be the focus, but the issue will also include short stories from Vietnam war veterans.

Closing Date: 6/17/19
On-Sale Dates: 8/20/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

PRECISION RIFLE SHOOTER



Distribution: 95,000

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

Fall Issue
Closing Date: 6/28/19
On-Sale Date: 9/3/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

PERSONAL DEFENSE



Distribution: 90,000

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

Closing Date: 7/22/19
On-Sale Date: 9/24/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

CARBINE



Distribution: 85,000

The definitive source for all things carbine, from semi-autos to single shots to lever actions.

Closing Date: 7/29/19
On-Sale Date: 10/1/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

GUNS & AMMO ANNUAL



Distribution: 210,000

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

Closing Date: 7/29/19
On-Sale Date: 10/1/19
Jan 2020

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

DUTY GUNS & GEAR FOR LAW ENFORCEMENT



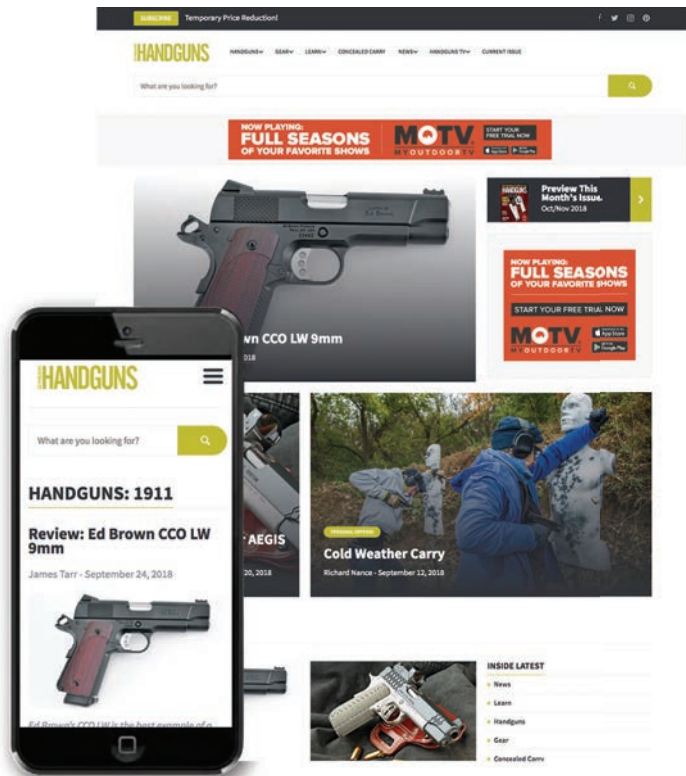
Distribution: 90,000

A magazine for cops, by cops. Covering a wide variety of products, from guns to clothing to flashlights, less-lethal devices and vehicle-related equipment. It will also cover tips and lessons from the best law enforcement trainers around.

Closing Date: 9/3/19
On-Sale Dates: 11/5/19

4-Color Page: \$3,499
1/2 Page: 1,925
1/3 Page: 1,390
1/4 Page: 1,049

Handguns is America's only small-arms media property dedicated to the all-around handgun enthusiast. It's core mission is to emphasize the proper use and selection of handguns for self-defense and sport shooting.



210k 
Avg. Monthly Uniques

37.4 
Median Age

Average HHI	\$90,400
Male (%)	93%
Annual Page Views	9,505,363
Avg. Time Spent	1:38
Pages Per Session	3.1
Traffic From Mobile/Tablet	62%
eNewsletter Subscribers	78,700
Social Media Followers	167,921

Publisher's Statement

6 months ended June 30, 2018, *Subject to Audit*

HANDGUNS

Annual Frequency: 6 times/year

Field Served: Magazine dealing with aspects of the one-hand gun for both beginners and advanced enthusiasts. Topics include personal defense, law enforcement, hunting, match competition, handgun history and more. Evaluates new guns, ammunition and related gear the average shooter can afford.

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
104,626	7,944	112,570	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			
Feb/Mar	99,793	5,679	105,472	627		627	106,099	8,929	128	9,057	109,349	5,807	115,156
Apr/May	99,894	5,844	105,738	627		627	106,365	6,602	78	6,680	107,123	5,922	113,045
Jun/Jul	94,722	6,065	100,787	627		627	101,414	8,000	93	8,093	103,349	6,158	109,507
Average	98,136	5,863	103,999	627		627	104,626	7,844	100	7,944	106,607	5,963	112,570

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	98,136	5,863	103,999	92.4
Total Paid Subscriptions	98,136	5,863	103,999	92.4
Verified Subscriptions				
Individual Use	627		627	0.6
Total Verified Subscriptions	627		627	0.6
Total Paid & Verified Subscriptions	98,763	5,863	104,626	92.9
Single Copy Sales				
Single Issue	7,844	100	7,944	7.1
Total Single Copy Sales	7,844	100	7,944	7.1
Total Paid & Verified Circulation	106,607	5,963	112,570	100.0

PRICES

	Suggested Retail Prices (1)	Average Price(2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$19.94		
Average Subscription Price Annualized (3)		\$11.28	
Average Subscription Price per Copy		\$1.88	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2017

(3) Based on the following issue per year frequency: 6

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2017	None Claimed	119,230	119,230		
12/31/2016	None Claimed	122,073	122,073		
12/31/2015	None Claimed	125,285	127,222	-1,937	-1.5

Visit www.auditedmedia.com Media Intelligence Center for audit reports

ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
Geographic Data
Analysis of New & Renewal Paid Individual Subscriptions
Trend Analysis

ADDITIONAL ANALYSIS OF VERIFIED

	Print	Digital Issue	Total
Individual Use			
Ordered/Payment Not Received	627		627
Total Individual Use Copies	627		627

RATE BASE

None Claimed

NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 346

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.

HANDGUNS, published by Outdoor Sportsman Group - Integrated Media * 1040 Sixth Avenue 12th Floor * New York, NY 10018

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Planning Director

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Established: 1987

MIKE SCHOBY

Publisher

AAM Member since: 1990