

EXCLUSIVE POCKET GUN GUIDE

GUNS&AMMO HANDGUNS

POCKET POWER

EXPERT ADVICE, GUNS AND MORE FOR POCKET CARRY

AND ONE BIG GUN

MAGNUM RESEARCH'S BFR IN .45-70 GOVERNMENT



MORE GUN REVIEWS

SIG TACOPS 1911, 257 SIG, KIMBER AMETRYST ULTRA, RUGER LCP II

GET YOUR PHD

DOUGLESTAR'S NEW PISTOL, THAT IS, MEET THE PHD 1911

TOP HANDGUN SECURITY PRODUCTS

GUNS&AMMO HANDGUNS

REMINGTON'S RP9

AN AFFORDABLE, MODULAR STRIKER-FIRED SEMIAUTO FROM BIG GREEN



MORE GUN REVIEWS

RUGER AMERICAN COMPACT, HECKLER & KOCH VP FDC

M&P 2.0

S&W UPGRADES A KEY PISTOL IN ITS LINEUP

RUGER MK IV

BIG IMPROVEMENTS FOR A TIME-TESTED RIMFIRE

- BLACKHAWK'S LEATHER RIGS
- VITAL LESSONS ON HOLSTERING
- THE RISE OF THE 9MM 1911

EXCLUSIVE HOLSTER BUYER'S GUIDE

GUNS&AMMO HANDGUNS

EMP4 CCC

SPRINGFIELD'S CARRY 1911 GETS EVEN BETTER



MORE GUN REVIEWS

INLAND MFG. 1911AI COYT, REMINGTON BI 10MM HUNTER

DESERT EAGLE

THE LEANER, LIGHTER L5 PACKS A MAGNUM PUNCH

WALTHER CREED

GERMAN CRAFTSMANSHIP FOR LESS THAN \$400

- SUREFIRE'S NEW XCI GUN LIGHT
- CLASSIC: RUGER SECURITY-SIX
- EXPERT SELF-DEFENSE TIPS

SIGHTS & TARGETS THAT REALLY DELIVER

GUNS&AMMO HANDGUNS

THE NEW APX

BERETTA'S LATEST DUTY PISTOL WAS YEARS IN THE MAKING. WAS IT WORTH THE WAIT?



MORE GUN REVIEWS

RUGER SR HUNTER, WILSON EDIC 45

NICE TRIGGER!

CZ'S NEW P-10 BOASTS A BEST-IN-CLASS PULL

KIMBER'S REVOLVER

SIX SHOTS OF .357, ONE HANDY GUN

- HOW TO SHOOT LONG DISTANCE
- STANDING YOUR GROUND IN FLA.

PRO TIPS ON DEALING WITH RECOIL

GUNS&AMMO HANDGUNS

P320 RX

SIG'S NEWEST COMES READY TO ROLL WITH A RED DOT SIGHT



MORE GUN REVIEWS

HONDA DEFENSE SUP COMPACT, HERITAGE ROUGH RIDER

10MM POWER

DAN WESSON'S BRUIN SURE PACKS A PUNCH

HERE AT LAST

REMINGTON'S RETOOLED R51 TAKES CENTER STAGE

- BULLET CASTING MADE SIMPLE
- S&W ADDS .45 TO ITS SHIELD
- IS THE TOKAREV RIGHT FOR YOU?

GUNS&AMMO HANDGUNS

2018 MEDIA KIT

handguns.com

>> PRO TIPS ON CLEARING GUN JAMS <<

GUNS&AMMO HANDGUNS

ALL HAIL THE MIGHTY 10MM

3 STOMPIN' AUTOS

- RUGER SR1911
- KIMBER CAMP GUARD
- SIG P220 HUNTER

THE HAMMER

SPRINGFIELD'S NEW XD-E DA/SA SEMIAUTOMATIC

SNUBNOSE .44

SMITH UPDATES ITS M69 COMBAT MAG



ED BROWN'S CARRY 9MM 1911

- MAGAZINE MAINTENANCE
- GUN-FIT ADVICE FOR WOMEN

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.



GUNS&HANDGUNS MEDIA KIT

2018 Handguns at a Glance

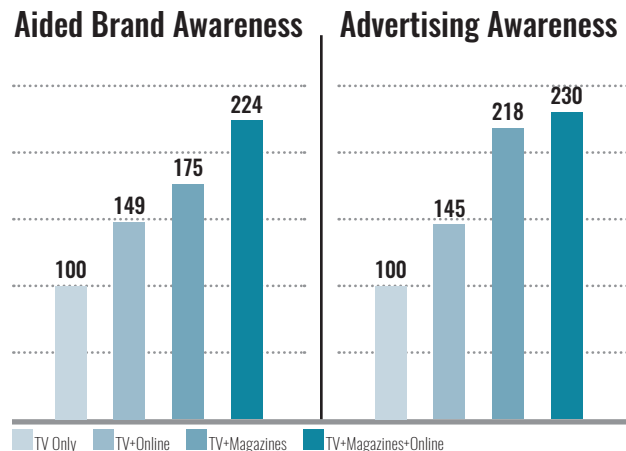
Take Advantage of this diverse, active and influential consumer by leveraging the synergies of the Handguns brand

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

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	122,770
Frequency	Bi-monthly
Total Audience	727,578
Male/Female (%)	87/13
Median Age	40.2
Average Household Income	\$82,200

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, DOUBLEDATABASE 2016; AAM, JUNE 2017; 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.

APRIL / MAY 2018

• **Premium Ammo Guide:** Special section covering the latest in premium defensive ammunition for concealed carry and home defense.

Closing Date
December 13, 2017

On Newsstand
February 20, 2018

JUNE / JULY 2018

• **New Holster Buyer's Guide:** Special section covering new rigs for concealed carry, range/tactical, off-body carry and gun belts.

Closing Date
February 20, 2018

On Newsstand
April 24, 2018

AUG. / SEP. 2018

• **Best New Trail Guns:** Roundup of midsize revolvers and semiautos for hiking and camping

Closing Date
April 23, 2018

On Newsstand
June 26, 2018

OCT. / NOV. 2018

• **Best Bargain Handguns:** Roundup of new pistols and revolvers offering quality and reliability at a price anyone can afford.

Closing Date
June 18, 2018

On Newsstand
August 21, 2018

DEC. 2018/ JAN. 2019

• **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 20, 2018

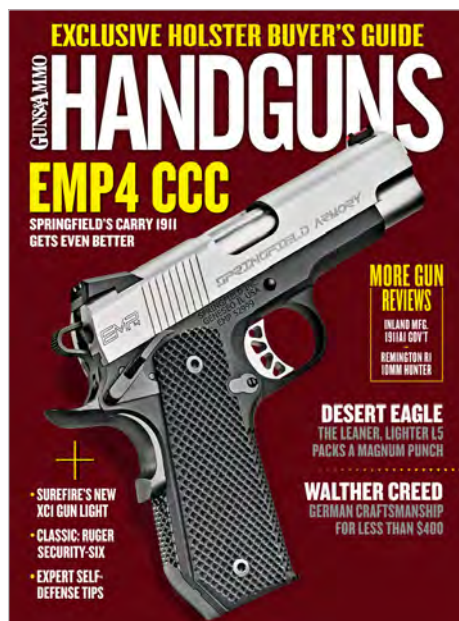
On Newsstand
October 23, 2018

FEB. / MARCH 2019

• **Gun Cleaning Made Easy:** Special section covering cleaning kits, accessories and chemicals to keep guns clean and running like they should.

Closing Date
October 12, 2018

On Newsstand
December 18, 2018



	% Comp		% Comp
Total Audience	727,578	Own a Rifle	77%
Male	87%	Bolt Action Centerfire	56%
Female	13%	Semi-automatic Centerfire	49%
Median Age	40.2	Lever action Centerfire	44%
Children in Household	17.3	Single Shot	28%
Married	69%	Pump Action	14%
Attended College	73%	Reload Own Ammunition	34%
Professional/Management	38%	Average Number of Rounds of Factory-loaded Ammunition Purchased, Past 12 Months	946
Craftsman/Tradesman	25%	Went Hunting, Past 12 Months	57%
Law Enforcement/Security	23%	Small Game	43%
Military Personnel	1%	Big Game	38%
Average Household Income	\$82,200	Varmints	38%
Average Household Net Worth	\$702,600	Upland Game birds	21%
Belong to a Gun Club or Organization	58%	Water Fowl	14%
Own a Handgun	96%	Exotic Game	5%
Revolvers Centerfire	74%	Other	5%
Automatic Pistols Centerfire	68%	Hunt with a Bow or Crossbow	44%
Pistols (semi-auto)	72%	Average Amount Spent on Hunting apparel in an Average Year	\$205
Automatic Pistols Rimfire	50%	Owns/Leases 1+Van	12%
Single Shot Centerfire	17%	Owns/Leases 1+Pick-up Truck	45%
Bolt Action	26%	Owns/Leases 1+ Sport/Utility Vehicle	46%
Own a Shotgun	76%	Changed Own Oil, Past 12 Months	70%
Pump Action	61%	Primarily Responsible for Vehicle Maintenance	92%
Semi-automatic	35%	Performed DIY Project, Past 12 Months	82%
Single Shot	31%		
Side by Side	23%		
Over and Under	18%		

2018 Handguns Magazine

Issue	Ad Space Close/Materials Due	Newsstand on Sale
April / May	12/13/17	2/20/18
June/July	2/20/18	4/24/18
August/September	4/23/18	6/26/18
October/November	6/18/18	8/21/18
December/January '19	8/20/18	10/23/18
February/March '19	10/12/18	12/18/18



Effective January 1, 2018

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, 2018

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, 2018

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

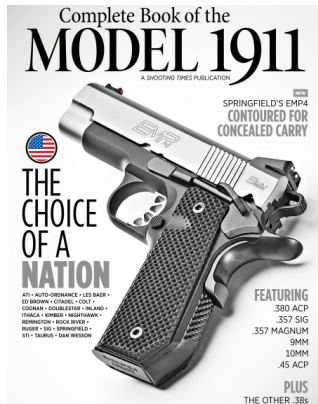
2-Color	1x	3 x	6 x	9 x
1 Inch	228.66	218.36	218.36	208.06
2 Inches	458.35	448.05	426.42	403.76
1/12 Page	600.49	557.23	535.6	502.64
3 Inches	699.37	677.74	644.78	611.82
4 Inches	939.36	917.73	841.51	415.09

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



2018 Handguns Special Interest Publications

BOOK OF THE 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.

Closing Date: 12/28/17
On-Sale Date: 3/6/18

4-Color Page:	\$2,839
1/2 Page:	1,476
1/3 Page:	1,022
1/4 Page:	739

TRIGGER II



Distribution: 180,000

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: 4/23/18
On-Sale Date: 6/26/18
11/27/18

4-Color Page:	\$4,201
1/2 Page:	2,158
1/3 Page:	1,476
1/4 Page:	1,078

PISTOL



Distribution: 90,000

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

Closing Date: 6/4/18
On-Sale Dates: 8/7/18

4-Color Page:	\$2,839
1/2 Page:	1,476
1/3 Page:	1,022
1/4 Page:	739

CARBINE



Distribution: 90,000

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

Closing Date: 7/30/18
On-Sale Date: 10/2/18

4-Color Page:	\$2,839
1/2 Page:	1,476
1/3 Page:	1,022
1/4 Page:	739

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

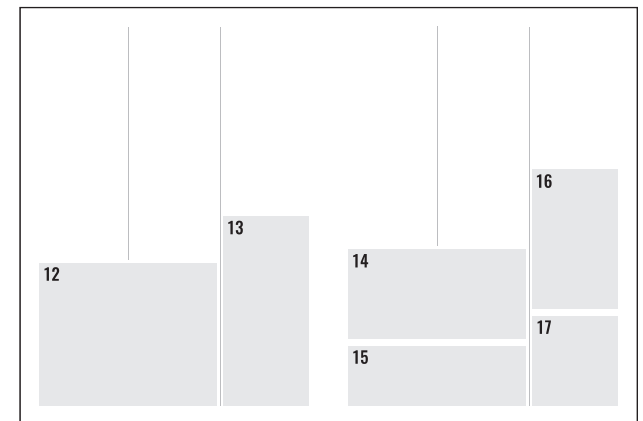
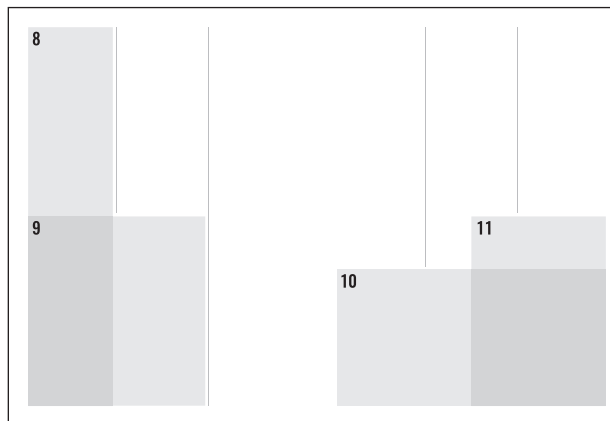
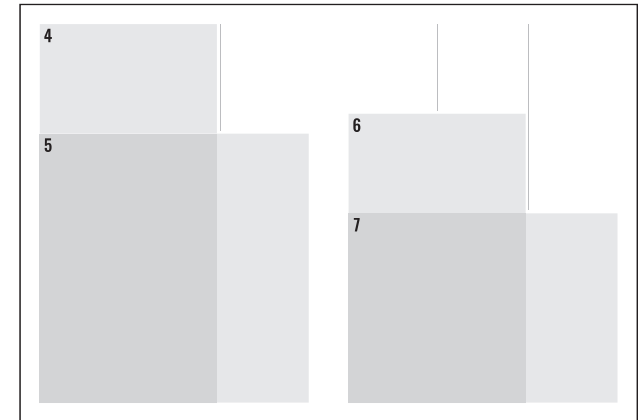
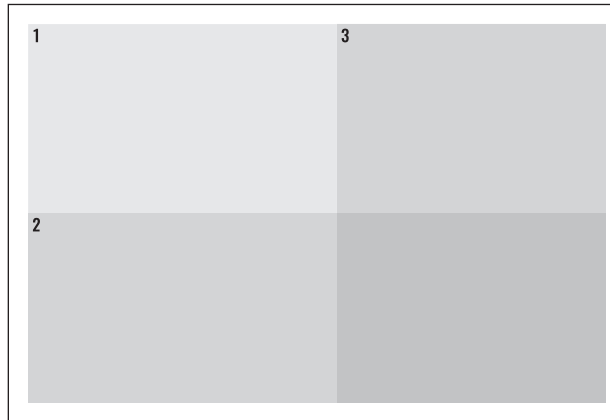
Non-Bleed: 4.375 x 2.25

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.

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.

258k 

Avg. Monthly Uniques

36.4 

Median Age

At A Glance

Average HHl

\$88,900

Male (%)

92%

Annual Page Views

13,444,245

Avg. Time Spent

1:50

Pages Per Session

3.6

Traffic From Mobile/Tablet Devices

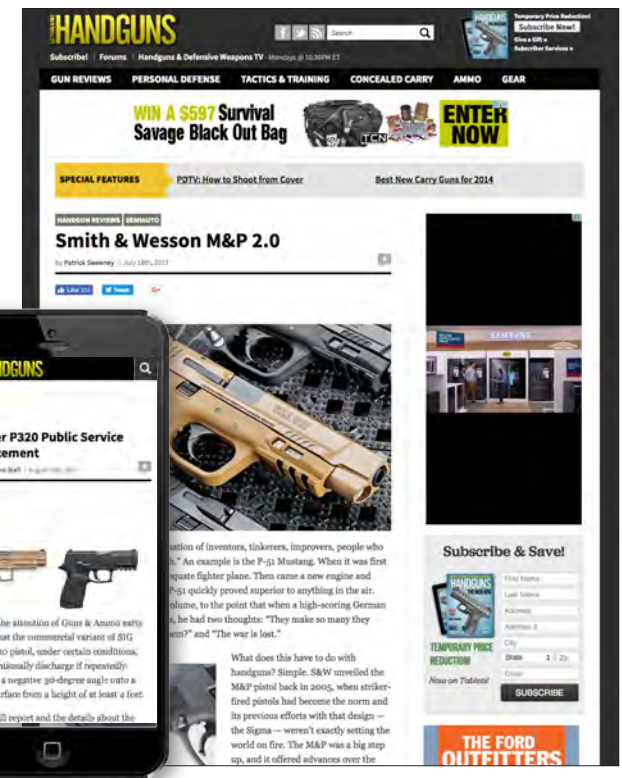
63%

eNewsletter Subscribers

78,700

Social Media Followers

165,992



IDEAL FOR ACTIVATION AND CONVERSION

Reach Your Target Audience with
Visually Engaging Display Ads

1400x200 (Super Header)

1400x500 (Super Header Expanded)

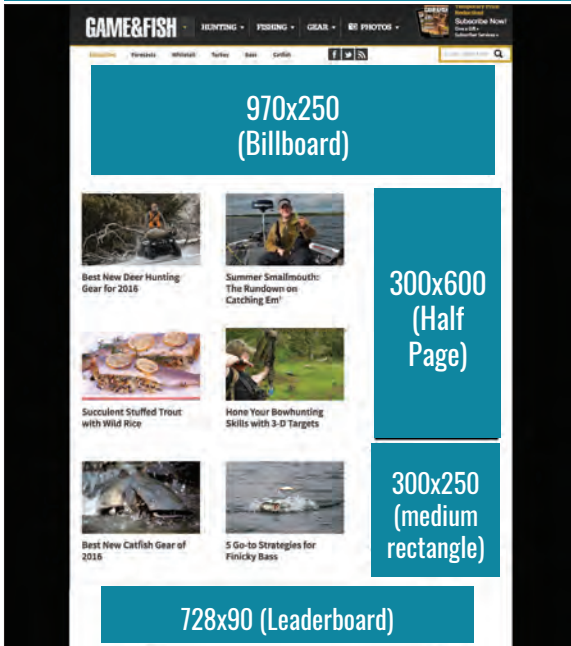
970x250 (Billboard)

300x600 (Half Page)

300x250 (medium rectangle)

728x90 (Leaderboard)

HIGH IMPACT



Source: Doubleclick for Publishers, July 2017

OSG
Network

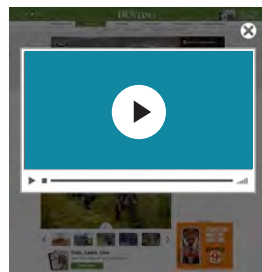
.21 CTR

Standard Industry
Benchmarks

.14 CTR



MOBILE / TABLET



VIDEO

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

**GET IMPROVED
PERFORMANCE**

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

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

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.

IMPROVED PERFORMANCE

18%

*Higher Lift In
Purchase Intent*

25%

More Engagement

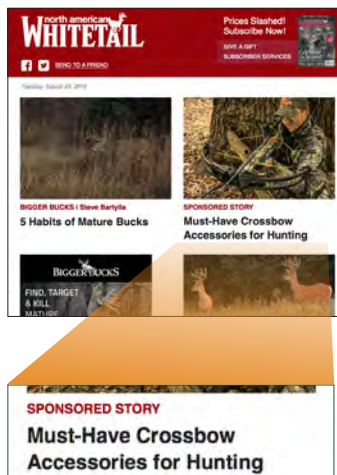
Native Ads



Your Content



E-Newletter



Content to be shared
across social channels



PACKAGES

Custom Content

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

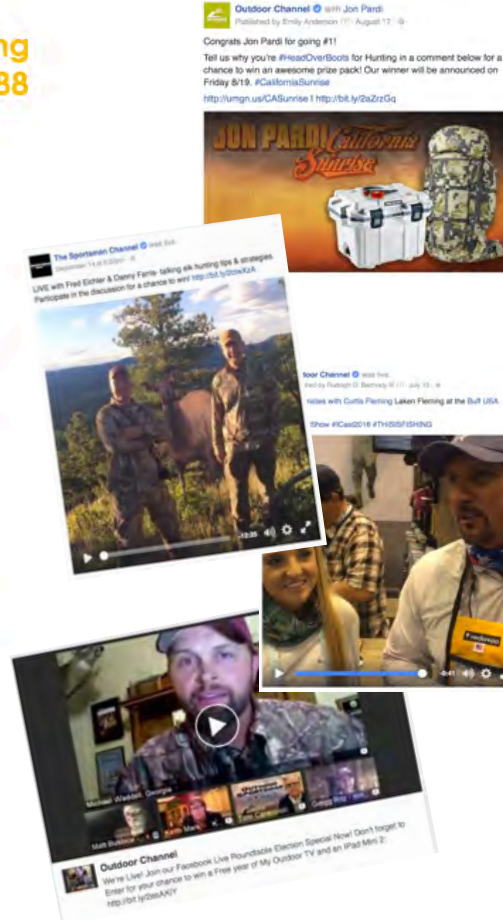
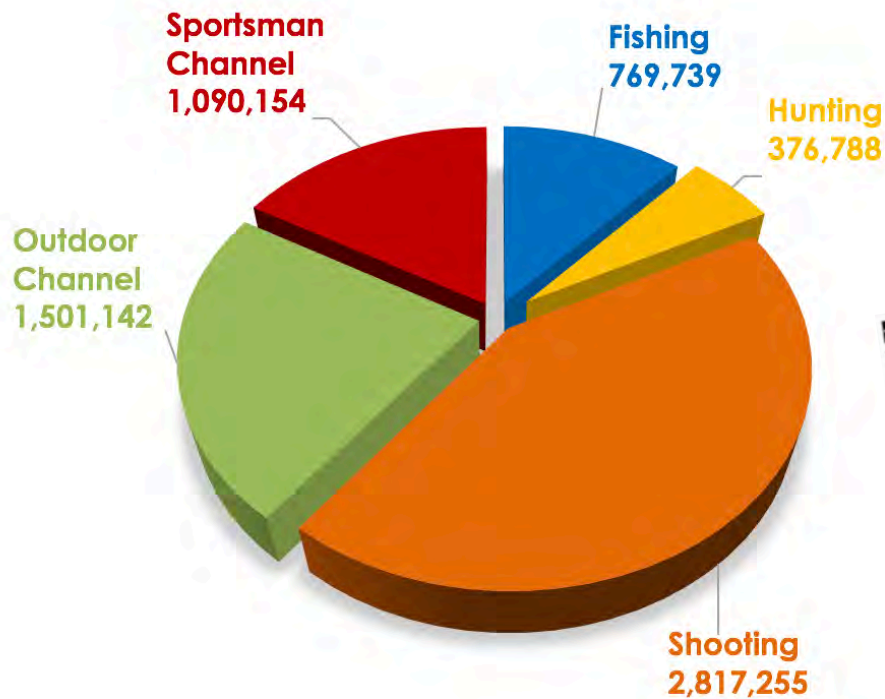
- Story Creation
- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- 60 Day Run
- Reporting (30 days post)

Editorial Sponsorships

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

- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- 30 Day Run
- Reporting (30 days post)

Over 6.6 Million Followers



PACKAGES

- **Per Post Syndication**
- **Facebook Live Events**
 - Episodics
 - Topics & Tips
 - Products
 - Hunt/Fish Roundtable
 - Tradeshows
 - Magazine Article Extension
- **Sweeps**
 - Comment to Win
 - Enter to Win

Activating Engagement
Authentically position your brand's message and creative content on our trusted OSG social platforms — Increasing brand awareness, reach, impressions, video views, engagement and more.

OVER 1.26 MILLION Outdoor Sports Enthusiasts receive one or more OSG-branded newsletters per month.

eNewsletter:

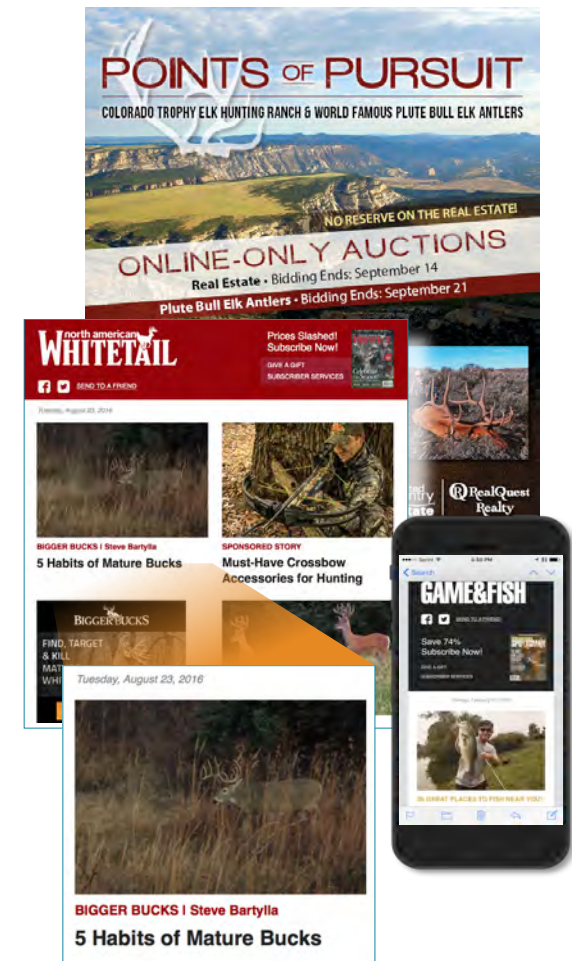
- (1) 300x250 ad surrounding the content area
- Reporting

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



<div> <div>GUARANTEED VIEWABILITY ABOVE THE FOLD</div> <div>→</div> </div>			<div> <div>HIGH IMPACT</div> <div>BEST BUY!</div> </div>	
Unit	Size	CPM	Road Block (choice of 2 positions)	Take Over (All 4 positions included)
DESKTOP/MOBILE			CPM	CPM
Superheader Expanded/Superheader	1400x500/1400x200	\$25	\$18	\$25
Billboard	970x250	\$14	Your Choice of (2) positions: Billboard Half Page Medium Rectangle Leaderboard	✓
Half Page	300x600	\$12		✓
Medium Rectangle	300x250	\$10		✓
Leaderboard	728x90(desktop) 320x100(mobile)	\$8		✓

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

Go to <http://www.outdoorsg.com/marketing-solutions/digital/digital-ad-specs/> for digital specs

OSG Digital Network offers customized packages, beyond standard sizes and placements, to satisfy the specific needs and objectives of our clients. Programmatic opportunities available.

VIDEO	
Pre-Roll	\$25
In-line	\$15
Interstitial	\$20

NATIVE	
Custom Content	\$8,500 Flat Rate
Editorial Sponsorships	\$6,500 Flat Rate

E-MAIL	
E-Newsletter	CPM's vary, Contact Your Sales Representative
E-Blast	\$150

SOCIAL	
Per Post Syndication	CPM's vary, Contact Your Sales Representative
Facebook Live Events	
Sweeps	
Magazine Article Extension	

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

Creative Unit Name	Initial Dimensions (W x H in px)	Maximum Expanded Dimensions (W x H in px)	Max Initial File Load Size	Maximum Animation Length	Audio Initiation	Submission Lead-Time
Superheader	1400x200	1400x500	100kb	15-sec, 3x loops max	User Initiated	5 Business Days
Billboard	970x250	N/A	100kb	15-sec, 3x loops max	User Initiated	5 Business Days
Half Page	300x600	600x600	60kb	15-sec, 3x loops max	User Initiated	5 Business Days
Medium Rectangle	300x250	500x250	60kb	15-sec, 3x loops max	User Initiated	5 Business Days
Leaderboard	728x90	728x180	60kb	15-sec, 3x loops max	User Initiated	5 Business Days
Mobile Leaderboard	320x100	N/A	35kb	15-sec, 3x loops max	User Initiated	5 Business Days
Mobile Leaderboard	320x50	N/A	35kb	15-sec, 3x loops max	User Initiated	5 Business Days
Interstitial	600x600	N/A	100kb	15-sec, 3x loops max	User Initiated	5 Business Days

[Click here for Video Specs.](#)



Image Sizes:

650x650 & 1200x628

Videos

- **Dimensions:** 1280x720
- **Videos need to be under a minute to be posted on IG.** However, we have some clients that provide a teaser and full Version.
- The full version can be posted on YouTube and FB.
- **30 Second videos tend to do better.**
 - Codecs should be H.264 and AAC. Export as .MP4

Character Limits

- FB: Suggested *90 character. It is recommended to keep character limits as short as possible.
- TW: 140-character limit.
- IG: No character limit currently. It is recommended to keep character limit to 9 (ie. #123456789).

Click URLs:

- It is OSG's policy that we use our own tracking parameters.
- We request a raw URL that we create our own tracking parameters in Terminus with – if the URL lives on the client's website they can still track it no matter what.
- Client may use their own tracking parameters; incorporated into OSG's.

Creative Process:

- Client to supply standard social media materials per post or as agreed upon.
- If OSG is providing the creative to be used in the campaign, client will provide:
 - Logo
 - Image (of promotional item/product)
- Client may provide boilerplate copy to be used in the post, but OSG reserves the right to optimize the copy for social. In cases where client provides copy, OSG and client will work together on refining copy as needed.

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.may@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:

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.



Publisher's Statement

6 months ended June 30, 2017, 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
113,076	9,694	122,770	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	107,743	7,350	115,093	1,399		1,399	116,492	9,350	231	9,581	118,492	7,581	126,073
Apr/May	103,650	6,869	110,519	1,346		1,346	111,865	9,630	189	9,819	114,626	7,058	121,684
Jun/Jul	102,728	6,808	109,536	1,334		1,334	110,870	9,500	184	9,684	113,562	6,992	120,554
Average	104,707	7,009	111,716	1,360		1,360	113,076	9,493	201	9,694	115,560	7,210	122,770

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	104,707	7,009	111,716	91.0
Total Paid Subscriptions	104,707	7,009	111,716	91.0
Verified Subscriptions				
Individual Use	1,360		1,360	1.1
Total Verified Subscriptions	1,360		1,360	1.1
Total Paid & Verified Subscriptions	106,067	7,009	113,076	92.1
Single Copy Sales				
Single Issue	9,493	201	9,694	7.9
Total Single Copy Sales	9,493	201	9,694	7.9
Total Paid & Verified Circulation	115,560	7,210	122,770	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2016	None Claimed	122,073	122,073		
12/31/2015	None Claimed	125,285	127,222	-1,937	-1.5
12/31/2014	None Claimed	134,715	136,474	-1,759	-1.3

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

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$19.94		
Average Subscription Price Annualized (3)		\$10.74	
Average Subscription Price per Copy		\$1.79	

- (1) For statement period
 (2) Represents subscriptions for the 12 month period ended December 31, 2016
 (3) Based on the following issue per year frequency: 6

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	1,360		1,360
Total Individual Use	1,360		1,360

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: 370

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

CARTER VONASEK

Planning Director

P: 212.852.6686 • F: 212.403.7123 • URL: www.handgunsmag.com

Established: 1987

MIKE SCHOB

Publisher

AAM Member since: 1990