

LIFESAVING STEALTH-DRAW TACTICS

GUN&AMMO HANDGUNS

X-CARRY

SIG'S FLAGSHIP P320 SERIES ADDS A SMALLER GUN WITH BIG POWER



SPRINGFIELD XD-S MOD.2
LITTLE CHANGES THAT REALLY ADD UP

REMINGTON GOES LARGE
THE RP45 IS BIG—AND THAT'S A GOOD THING

- ED BROWN'S OPTICS GUN
- BROWNING BUCK MARK
- DAN WESSON'S AWESOME ECP

2 GREAT HOLSTERS FOR RUNNERS

GUN&AMMO HANDGUNS

REGAL EAGLE

BUILD YOUR OWN DESERT EAGLE WITH THE FEATURES YOU WANT



KIMBER'S NEW EVO SP
TAKING THE STRIKER-FIRED CARRY PISTOL TO THE NEXT LEVEL

WILSON CQB
A FANTASTIC 1911 GETS EVEN BETTER

- FN AMERICA 509 TACTICAL
- ED BROWN EXEC COMMANDER
- RUGER SR1911 OFFICER-STYLE

SHOOT MORE, GET BETTER, HAVE FUN!

GUN&AMMO HANDGUNS

CARRY COMP

S&W GETS BACK TO BASICS WITH A REDESIGNED, CLASSIC .357 MAG. CARRY REVOLVER



MORE REVIEWS

- WALTHER Q5 STEEL FRAME
- MOSSBERG MC1sc

EXECUTIVE DECISION
REMINGTON TWEAKS ITS RM380 WITH THE EXECUTIVE MODEL

A BIGGER, BADDIER 10
SPRINGFIELD'S XD(w) 10MM OFFERS POWER AND LOTS OF CAPACITY

GO GREEN WITH STREAMLIGHT'S NEW TLR-6G LIGHT/LASER

THE ABCs OF DRY-FIRE TRAINING

GUN&AMMO HANDGUNS

SECURITY

RUGER'S NEW SECURITY-9 COMPACT IS A NO-NONSENSE, LOW-COST DEFENSIVE TOOL



HAIL TO THE CHIEF
NIGHTHAWK'S NEW PRESIDENT IS A PRIMO 1911

BUILT IN AMERICA
THE P-10 F OPTICS-READY PISTOL PUTS THE 'USA' IN CZ-USA

- NAA TRUE BLACK WIDOW
- GLOCK 40
- NEW RED DOTS FROM TRIJICON & CRIMSON TRACE

EXPERT ADVICE ON PURSE CARRY

GUN&AMMO HANDGUNS

CARRY ON

WALTHER'S NEWEST VERSION OF ITS CONCEALED CARRY PISTOL IS A WINNER



SUPER SMALL
TAURUS' TINY SPECTRUM .380

MORE POWER!
RUGER'S 7-SHOT GP100 .357 MAGS.

- CZ-USA SHADOW 2
- BROWNING 1911-380
- KIMBER NIGHTFALL

FEDERAL SYNTECH ACTION PISTOL

GUN&AMMO HANDGUNS

2020 MEDIA KIT

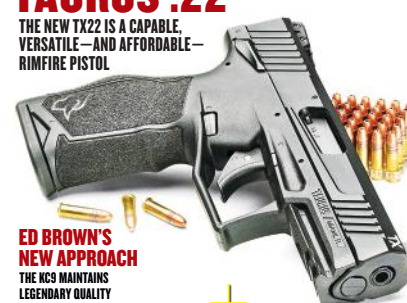
handgunsmag.com

2 EASY DIY REVOLVER UPGRADES

GUN&AMMO HANDGUNS

TAURUS .22

THE NEW TX22 IS A CAPABLE, VERSATILE—AND AFFORDABLE—RIMFIRE PISTOL



ED BROWN'S NEW APPROACH
THE KC9 MAINTAINS LEGENDARY QUALITY BUT COSTS A LOT LESS

STOEGER GETS IN THE GAME
STR-9 IS THE FIRM'S FIRST STRIKER GUN

SMITH & WESSON
MG10 10MM REVOLVER
DAVIDSON'S/ARMSCOR
1911-A1 ROCK STANDARD

IT'S BACK!
WALTHER'S ICONIC PPK'S RETURNS TO THE MARKET

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.



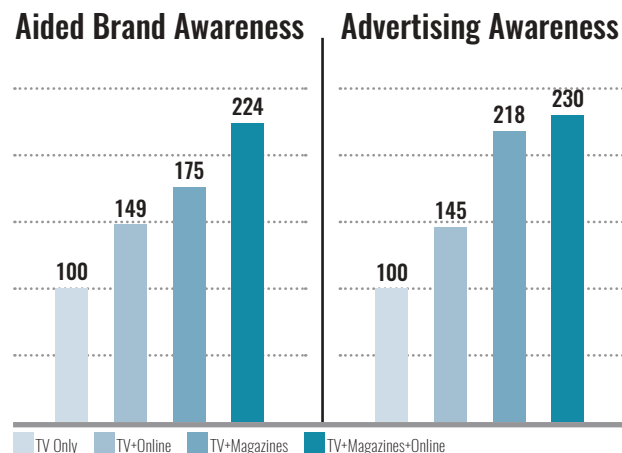
Take Advantage of this diverse, active and influential consumer by leveraging the synergies of the Handguns brand

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	113,116
Frequency	Bi-monthly
Total Audience	1,224,826
Male/Female (%)	86/14
Median Age	46.3
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 2019 (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, 2019; Dynamic Logic/Millward Brown CrossMedia Research, 2004-2007. Circulation, June 2019 AAM.

FEB./ MARCH 2020

Accuracy Testing:
How to test ammo for accuracy.

Closing Date
October 11, 2019
On Newsstand
December 17, 2019

APRIL / MAY 2020

Most-Powerful Handguns Roundup

Closing Date
December 11, 2019
On Newsstand
February 18, 2020

JUNE / JULY 2019

New Holster Guide

Closing Date
February 18, 2020
On Newsstand
April 21, 2020

AUG. / SEP. 2020

Repro Roundup:
Replica revolvers and period semiautomatics.

Closing Date
April 20, 2020
On Newsstand
June 23, 2020

OCT./ NOV. 2020

Best New Defensive Handgun Loads

Closing Date
June 15, 2020
On Newsstand
August 18, 2020

DEC. 2020 / JAN 2021

Indoor Range Training:
How to get the most out of the indoor range experience.

Closing Date
August 17, 2020
On Newsstand
October 20, 2020

FEB./ MARCH 2021

Please Contact Your Sales Representative For Information

Closing Date
October 9, 2020
On Newsstand
December 15, 2020

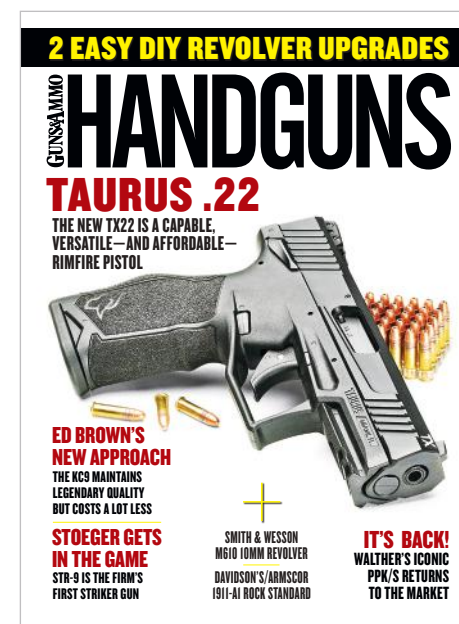
DEPARTMENTS

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	1,224,826
Average Household Income	\$84,400
Average Net Worth	\$702,600
Men/Women %	86/14
Median Age	46.3

Married	69%
Professional/Management	38%
Craftsman/Tradesman	25%
Law Enforcement/Security	23%

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

Source: MRI, 2018 Doublebase: 2008 Subscriber Study, MRI Market Solutions.

2020 Handguns Magazine

ISSUE	THEME	AD SPACE CLOSE/ MATERIALS DUE	NEWSSTAND ON SALE
FEBRUARY/MARCH	Accuracy Testing	10/11/19	12/17/19
APRIL/MAY	Most-Powerful Handguns Roundup	12/11/19	2/18/20
JUNE/JULY	New Holster Guide	2/18/20	4/21/20
AUGUST/SEPTEMBER	Repro Roundup	4/20/20	6/23/20
OCTOBER/NOVEMBER	Best New Defensive Handgun Loads	6/15/20	8/18/20
DECEMBER '20/JANUARY '21	Indoor Range Training	8/17/20	10/20/20
FEBRUARY/MARCH '21	Contact your Sales Representative for Info	10/9/20	12/15/20



HANDGUNS *MEDIA KIT*

2020 General Advertising Rates

Effective January 1, 2020

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



GUNS&AMMO HANDGUNS MEDIA KIT

2020 Industry Advertising Rates

Effective January 1, 2020

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



GUNS&AMMO HANDGUNS MEDIA KIT

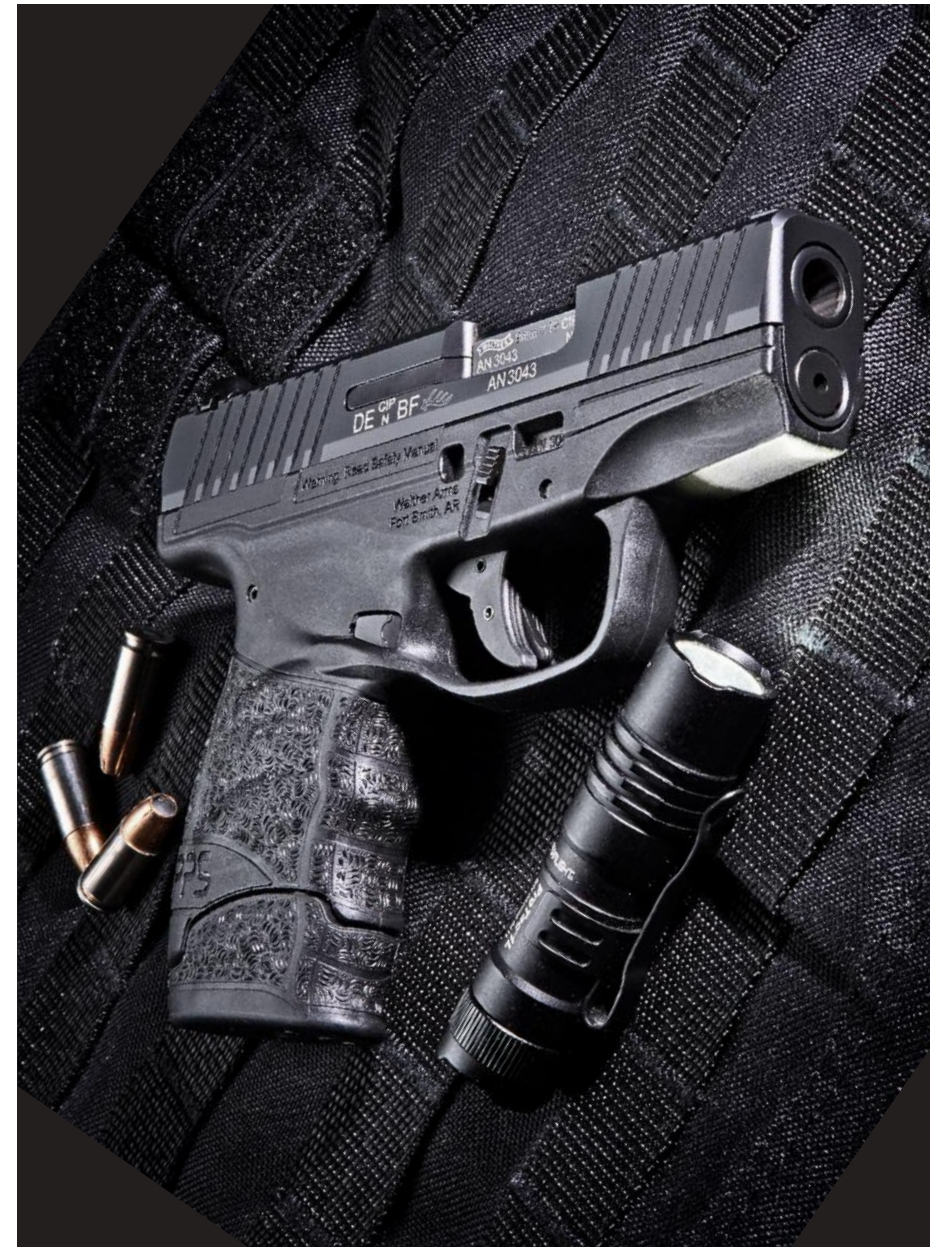
2020 Mail Order Advertising Rates

Effective January 1, 2020

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, 2020

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



GUNS&AMMO HANDGUNS MEDIA KIT

2020 Marketplace Advertising

Effective January 1, 2020

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



Trim Size: 7 3/4 w x 10 1/2 h

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.
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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.



2020 Special Interest Publications

AR-15 ISSUE 1



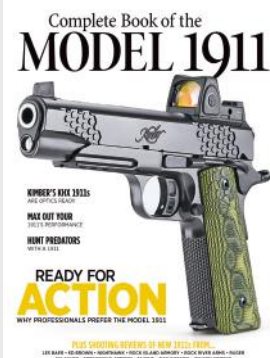
Distribution: 180,000

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

Closing Date: 11/26/2019
On-Sale Dates: 2/4/20 & 6/2/20

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

MODEL 1911



Distribution: 90,000

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

Closing Date: 12/26/2019
On-Sale Dates: 3/3/2020

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

PRECISION SHOOTER ISSUE 1



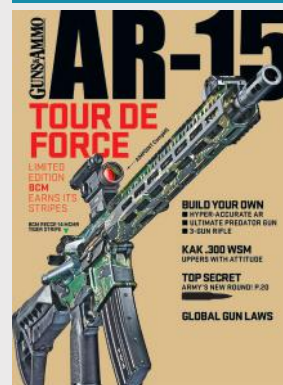
Distribution: 95,000

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

Spring Closing Date: 1/17/2020
On-Sale Dates: 3/24/2020

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

AR-15 ISSUE 2



Distribution: 90,000

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

Closing Date: 2/3/2020
On-Sale Dates: 4/7/2020

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

RED DOT



Distribution: 90,000

An entire issue dedicated to red-dot-equipped firearms. Learn the advantages of equipping your carry, competition and hunting firearm with a rugged and reliable red-dot sight. Also serves as a great new shooter training tool.

Closing Date: 3/3/2020
On-Sale Dates: 5/5/2020

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

RIMFIRE ISSUE 1



Distribution: 90,000

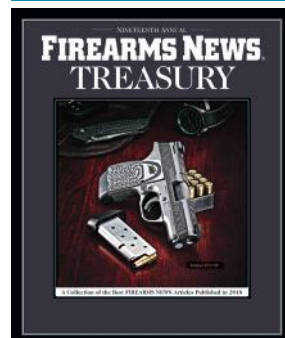
Rimfire magazine features articles on the world's most popular and affordable type of firearms. Subjects to include rifles, pistols, optics and ammo reviews, training tips and good old-fashioned shooting fun.

Closing Date: 3/10/2020
On-Sale Dates: 5/12/2020

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

2020 Special Interest Publications

TREASURY



Distribution: 90,000

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

Closing Date:	3/23/2020
On-Sale Dates:	5/19/2020
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.

Closing Date:	4/20/2020
On-Sale Dates:	6/23/2020
4-Color Page:	\$3,499
1/2 Page:	\$1,925
1/3 Page:	\$1,390
1/4 Page:	\$1,049

PRECISION RIFLE SHOOTER ISSUE 2



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 Closing Date:	4/20/2020
On-Sale Dates:	6/23/2020
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: 85,000

The ultimate resource for information on the firearms that will help you stay alive when most others don't.

Closing Date:	5/15/2020
On-Sale Dates:	7/21/2020
4-Color Page:	\$3,499
1/2 Page:	\$1,925
1/3 Page:	\$1,390
1/4 Page:	\$1,049

AR-15 ISSUE 3



Distribution: 90,000

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

Closing Date:	6/1/2020
On-Sale Dates:	8/4/2020
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 witty commentary to the politics, products and lifestyles surrounding the handgun culture.

Closing Date:	6/1/2020
On-Sale Dates:	8/4/2020
4-Color Page:	\$3,499
1/2 Page:	\$1,925
1/3 Page:	\$1,390
1/4 Page:	\$1,049

2020 Special Interest Publications

RETRO

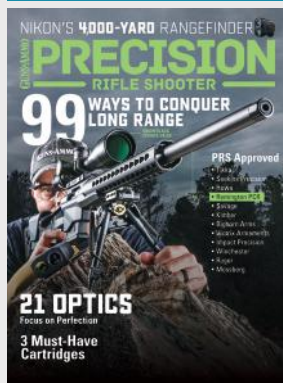


Distribution: 80,000
RETRO showcases the beauty and allure of classic and vintage-inspired firearms. From modern takes on military classics to the most collectible war relics, RETRO has it.

Closing Date: 6/15/2020
On-Sale Dates: 8/18/2020

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

PRECISION RIFLE SHOOTER ISSUE 3



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.

Closing Date: 6/29/2020
On-Sale Dates: 9/1/2020

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

RIMFIRE ISSUE 2

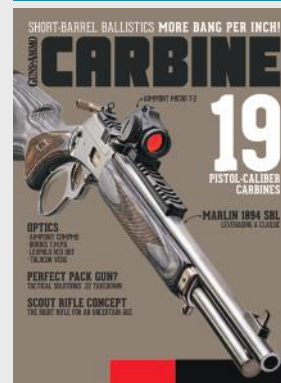


Distribution: 90,000
Rimfire magazine features articles on the world's most popular and affordable type of firearms. Subjects to include rifles, pistols, optics and ammo reviews, training tips and good old-fashioned shooting fun.

Closing Date: 7/20/2020
On-Sale Dates: 9/22/2020

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: 8/3/2020
On-Sale Dates: 10/6/2020

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: 8/10/2020
On-Sale Dates: 10/13/20 & Q1 21

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

REVOLVER

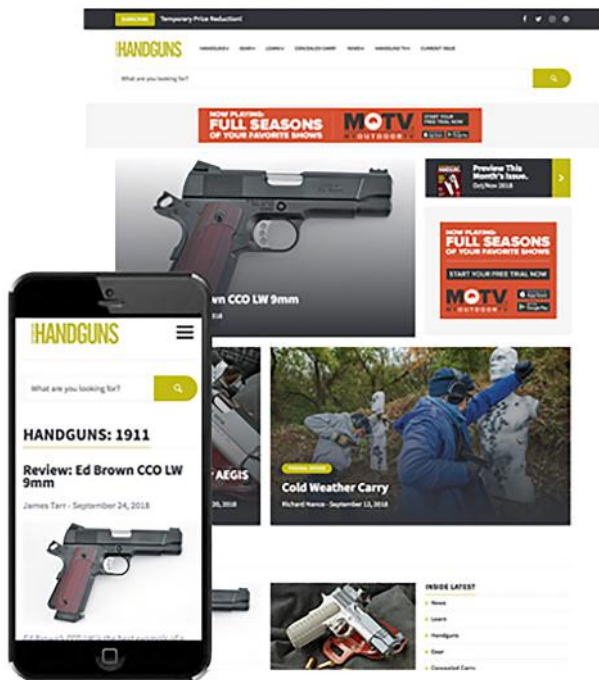


Distribution: 85,000
From modern marvels to the classics of the Old West, REVOLVER magazine is all about the wheelgun. With in-depth reviews ranging from .22s to the largest magnums and techniques on shooting, reloading and carrying, REVOLVER magazine covers it all.

Closing Date: 8/31/2020
On-Sale Dates: 11/3/2020

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.



175k

AVERAGE MONTHLY UNIQUES

37.8

MEDIAN AGE

Average HHI \$90,800

Male (%) 90%

Annual Page Views 6,445,503

Average Time Spent 1:29

Pages Per Session 2.5

Traffic From Mobile/Tablet 62%

eNewsletter Subscribers 131,566

Social Media Followers 166,087

Source- Site Traffic and Gender Skew based on Google Analytics data January 2018 – December 2018. 2018 MRI Doublebase: Income and Age for website reflects the audience for Guns & Ammo combined with 1+ hours of internet usage the prior day. E-Newsletter Subscribers from Exact Target for publications and What Counts for networks as of December 2018. Social Audience reflects Followers or Likes for OSG Social content on Facebook, Twitter as of December 2018.

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

Publisher's Statement

6 months ended June 30, 2019, *Subject to Audit*

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
105,860	7,306	113,166	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	100,998	4,852	105,850	583		583	106,433	8,837	35	8,872	110,418	4,887	115,305
Apr/May	100,911	4,636	105,547	583		583	106,130	6,464	37	6,501	107,958	4,673	112,631
Jun/Jul	99,920	4,512	104,432	583		583	105,015	6,500	45	6,545	107,003	4,557	111,560
Average	100,610	4,667	105,277	583		583	105,860	7,267	39	7,306	108,460	4,706	113,166

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	100,610	4,667	105,277	93.0
Total Paid Subscriptions	100,610	4,667	105,277	93.0
Verified Subscriptions				
Individual Use	583		583	0.5
Total Verified Subscriptions	583		583	0.5
Total Paid & Verified Subscriptions	101,193	4,667	105,860	93.5
Single Copy Sales				
Single Issue	7,267	39	7,306	6.5
Total Single Copy Sales	7,267	39	7,306	6.5
Total Paid & Verified Circulation	108,460	4,706	113,166	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)		\$10.92	
Average Subscription Price per Copy		\$1.82	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2018

(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
12/31/2018	None Claimed	112,033	112,033		
12/31/2017	None Claimed	119,230	119,230		
12/31/2016	None Claimed	122,073	122,073		

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ADDITIONAL DATA IN 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	583		583
Total Individual Use Copies	583		583

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: 352

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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Established: 1987

MIKE SCHOBY

Publisher

AAM Member since: 1990