



SHOOTING TIMES

2019 MEDIA KIT

shootingtimes.com



SHOOTING TIMES

Shooting Times serves an extremely active group of dedicated, technically savvy shooting and hunting enthusiasts who form a core group of opinion-leaders and purchase-influencers in the shooting sports community. *Shooting Times* devotees are avid “information gatherers” and rely on on shootingtimes.com and our popular special interest publications, including the annual *Complete Book of the Model 1911*, for the most current news and shooting sports information.



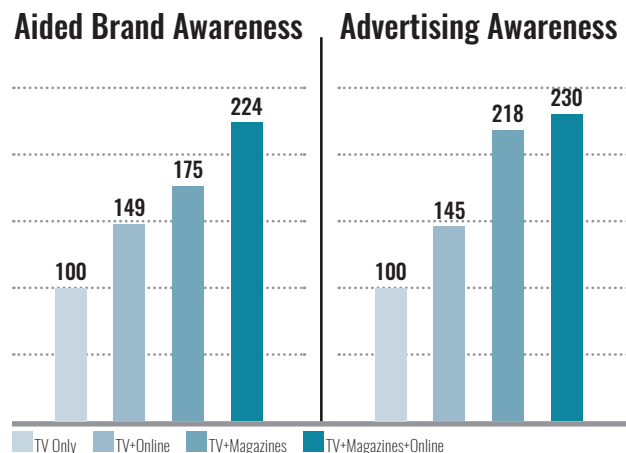
Take Advantage of this diverse, active and influential consumer by leveraging the synergies of the Shooting Times brand

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:

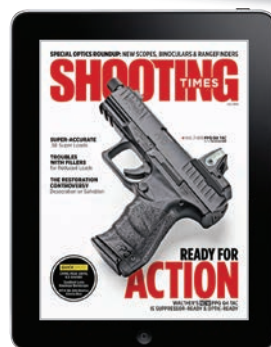
- Three media were better than two, and two media were better than one in generating results.
- The combination of TV and magazines provided more response (versus TV alone) than did TV plus online.
- Print was the most effective in driving online traffic — and that traffic increased considerably when 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	161,287
Frequency	Monthly
Total Audience	1,774,157
Male/Female (%)	86/14
Median Age	46.7
Average Household Income	\$88,400

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.

MARCH 2019

Dangerous Game

Classic Big-Game Cartridges and Guns

Closing Date
November 7, 2018

On Newsstand
January 8, 2019

APRIL 2019

Accuracy

Tips for Optimal Accuracy plus Reviews of Cartridges and Firearms

Closing Date
December 13, 2018

On Newsstand
February 12, 2019

MAY 2019

Gun Care / Gear / Gunsmithing

Accessories for Gun Maintenance: D-I-Y Gunsmithing, and Other New Gear

Closing Date
January 18, 2019

On Newsstand
March 19, 2019

JUNE 2019

Shot Show Review

New Handguns, Rifles, Shotguns, and Ammunition

Closing Date
February 19, 2019

On Newsstand
April 16, 2019

JULY 2019

Optics

New Scopes and Binoculars

Closing Date
March 26, 2019

On Newsstand
May 21, 2019

AUGUST 2019

Rifles

New Bolt Actions, ARs, and Other Rifles

Closing Date
April 22, 2019

On Newsstand
June 18, 2019

SEPTEMBER 2019

Hunting, Small Game

Rimfire Firearms, Shotguns, and Cartridge Reports

Closing Date
May 17, 2019

On Newsstand
July 16, 2019

OCTOBER 2019

Hunting, Big Game

Centerfire Cartridges and Firearms

Closing Date
June 17, 2019

On Newsstand
August 13, 2019

NOVEMBER 2019

Handloading

Cartridge Reports and Reloading Tips plus Reviews of New Guns

Closing Date
July 22, 2019

On Newsstand
September 17, 2019

DEC. 2019 / JAN. 2020

Defense

Firearms for Personal Protection

Closing Date
September 10, 2019

On Newsstand
November 5, 2019

FEBRUARY 2020

Handguns

New Auto Pistols and Revolvers

Closing Date
October 4, 2019

On Newsstand
December 3, 2019

Print Audience	1,774,157	Median Age	46.7
Average Household Income	\$88,400	Married	79%
Average Net Worth	\$599,000	Attended College	70%
Men/Women %	86/14		

68% belong to a Gun Club or Organization

86% of readers recommend or advise others on the purchase of Firearms, Ammunition or related Equipment in the last 12 months

WHAT THEY OWN

96% OWN A HANDGUN

- 78% Revolvers Centerfire
- 55% Automatic Pistols Centerfire
- 53% Automatic Pistols Rimfire

91% OWN A SHOTGUN

- 64% Pump Action
- 45% Semi-Automatic
- 35% Single Shot

99% OWN A RIFLE

- 78% Bolt-Action Centerfire
- 54% Lever-Action Centerfire
- 47% Semi-Automatic Centerfire

50% OWN AN AIRGUN

96% OWN A SCOPE

- 99% own a Rifle Scope
- 41% own a Handgun Scope
- 16% own a Shotgun Scope
- 7.7 Average number of scopes readers own

WHAT THEY HUNT...

- 69% Big Game
- 64% Small Game
- 57% Varmints
- 50% Upland Birds

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

AMMUNITION

- 78% of HANDGUNS readers reload own ammunition
- 89% reload ammunition for Rifle
- 89% reload ammunition for Target Shooting
- 84% reload ammunition for Handgun
- 78% reload ammunition for Hunting
- 1,931: the average number of rounds reloaded in the last year

VEHICLES

- 58% own/lease 1+ Pick Up Truck(s)
- 39% own/lease 1+ Sport Utility Vehicle
- 16% owns/lease 1+ Van
- 69% own/lease Domestic Only
- 22% own/lease Import and Domestic
- 41% or readers are personally responsible for Maintaining Vehicle(s)
- 83% change own Motor Oil
- 38% purchase Aftermarket Auto Accessories for Vehicles in the last 12 months

DIY

- 65% of readers have performed DIY project in the last year

2019 Shooting Times Magazine

ISSUE	THEME	AD SPACE CLOSE/ MATERIALS DUE	NEWSSTAND ON SALE
MARCH	Dangerous Game	11/7/18	1/8/19
APRIL	Accuracy	12/13/18	2/12/19
MAY	Gun Care/Gunsmithing/Gear	1/18/19	3/19/19
JUNE	SHOT Show Review	2/19/19	4/16/19
JULY	Optics	3/26/19	5/21/19
AUGUST	Rifles	4/22/19	6/18/19
SEPTEMBER	Hunting, Small Game	5/17/19	7/16/19
OCTOBER	Hunting, Big Game	6/17/19	8/13/19
NOVEMBER	Handloading	7/22/19	9/17/19
DECEMBER/JANUARY 2020	Defense	9/10/19	11/5/19
FEBRUARY 2020	Handguns	10/4/19	12/3/19



Effective January 1, 2019

4-Color	1 x	3 x	6 x	12 x	18 x	24 x	30 x	36 x	48 x
1 Page	\$15,582	\$15,123	\$14,272	\$13,430	\$13,232	\$12,928	\$12,622	\$12,304	\$12,228
2/3 Page	13,189	12,796	12,075	11,364	11,201	10,950	10,686	10,413	10,348
1/2 Page	11,287	10,960	10,337	9,736	9,593	9,365	9,146	8,917	8,862
1/3 Page	9,911	9,616	9,080	8,546	8,424	8,229	8,032	7,835	7,781
1/4 Page	7,365	7,146	6,742	6,349	6,251	6,109	5,967	5,813	5,780
1/6 Page	5,683	5,519	5,202	4,895	4,831	4,722	4,600	4,491	4,458

2-Color	1 x	3 x	6 x	12 x	18 x	24 x	30 x	36 x	48 x
1 Page	\$12,598	\$11,933	\$11,201	\$10,666	\$10,534	\$10,458	\$10,195	\$9,944	\$9,890
2/3 Page	9,725	9,211	8,655	8,239	8,141	8,075	7,878	7,682	7,638
1/2 Page	8,523	8,064	7,573	7,212	7,125	7,070	6,895	6,731	6,688
1/3 Page	7,037	6,665	6,261	5,955	5,891	5,846	5,704	5,562	5,529
1/4 Page	5,256	4,983	4,676	4,448	4,404	4,360	4,262	4,152	4,130
1/6 Page	4,064	3,847	3,606	3,442	3,398	3,376	3,289	3,213	3,191

B&W	1 x	3 x	6 x	12 x	18 x	24 x	30 x	36 x	48 x
1 Page	\$9,899	\$9,834	\$9,365	\$8,556	\$8,437	\$8,217	\$8,021	\$7,824	\$7,769
2/3 Page	7,507	7,453	7,103	6,480	6,404	6,228	6,076	5,934	5,891
1/2 Page	6,272	6,228	5,934	5,420	5,344	5,202	5,082	4,950	4,917
1/3 Page	4,818	4,785	4,557	4,163	4,109	3,999	3,901	3,814	3,781
1/4 Page	3,606	3,583	3,409	3,115	3,070	2,994	2,918	2,852	2,830
1/6 Page	2,775	2,754	2,622	2,404	2,371	2,305	2,252	2,196	2,186
Inch	666	656	633	569	569	546	536	524	524

Covers	1 x	3 x	6 x	12 x	18 x	24 x	30 x	36 x	48 x
Cover 2	\$17,921	\$17,385	\$16,489	\$15,593	\$15,233	\$14,872	\$14,511	\$14,161	\$14,064
Cover 3	17,144	16,631	15,768	14,916	14,566	14,227	13,889	13,539	13,451
Cover 4	20,259	19,647	18,632	17,625	17,222	16,805	16,413	15,997	15,900

Centerfold	1 x	3 x	6 x	12 x
	\$16,675	\$15,791	\$14,818	\$14,118

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

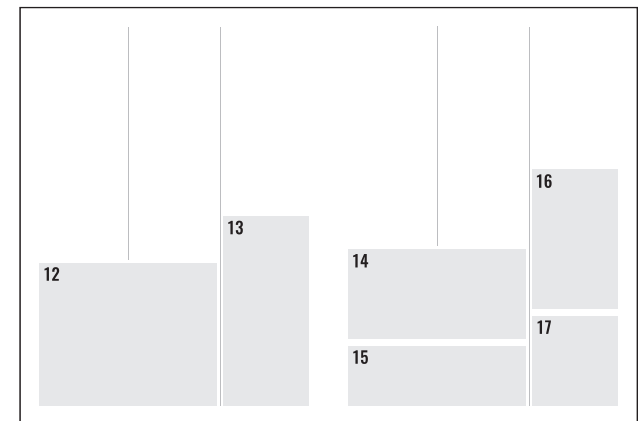
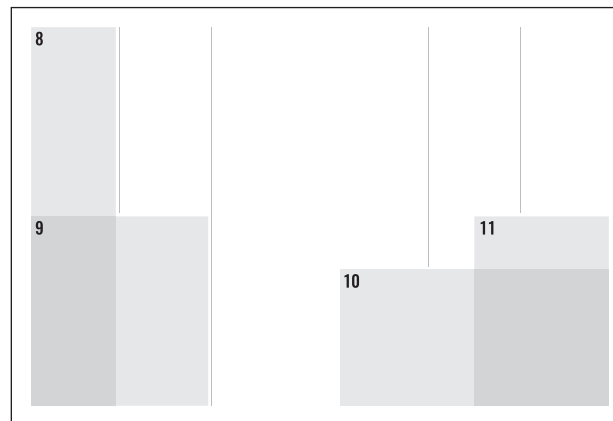
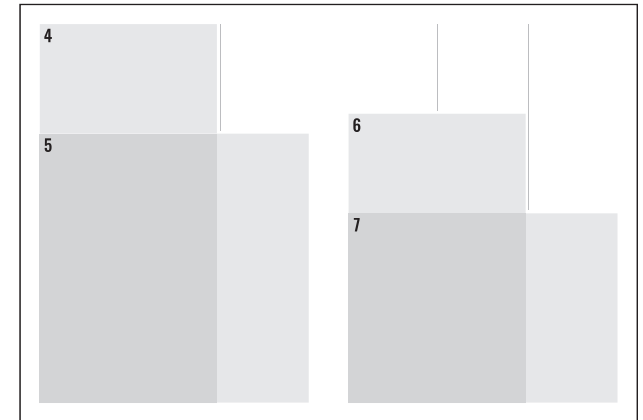
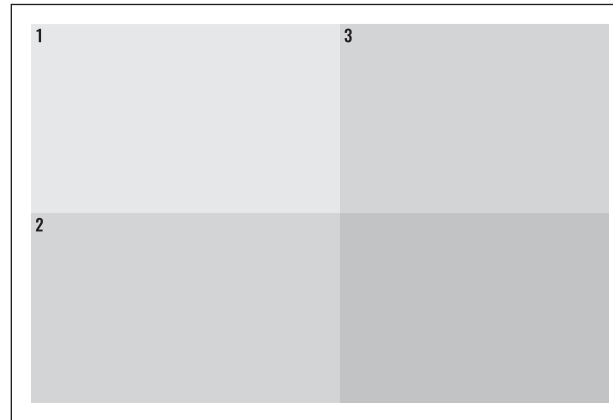
Non-Bleed: 4.375 x 2.25

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
Shooting Times
2 News Plaza
Peoria, IL 61614
309-679-5073
terry.boyer@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



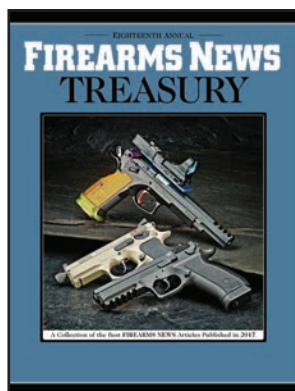
Distribution: 90,000

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

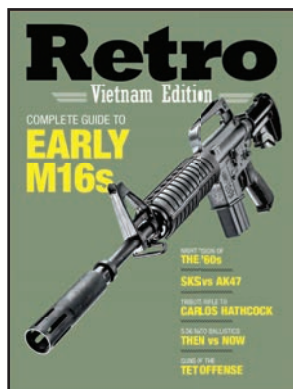
PISTOL brings pithy commentary to the politics, products, and lifestyles surrounding the handguns culture.

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



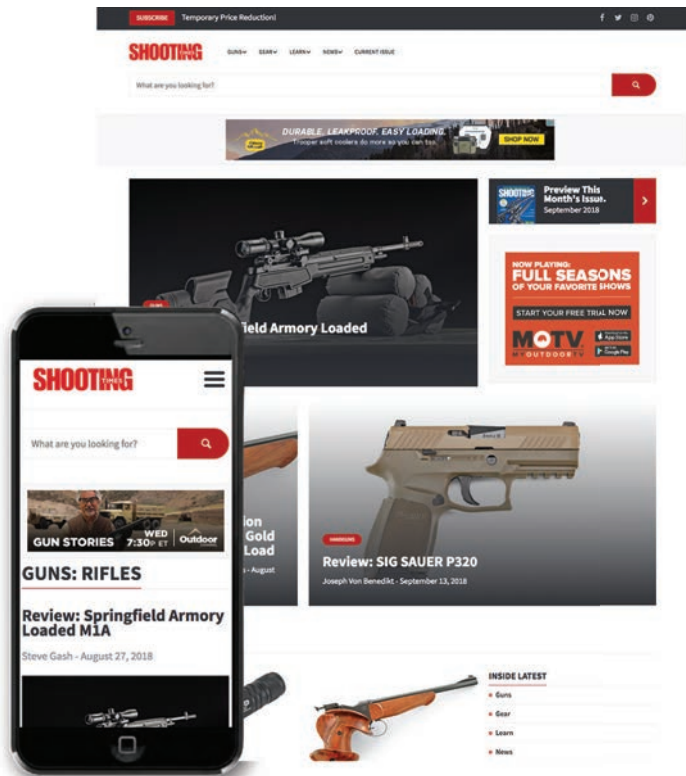
Distribution: 90,000

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

Shooting Times serves an extremely active group of dedicated, technically savvy shooting and hunting enthusiasts who form a core group of opinion-leaders and purchase-influencers in the shooting sports community. Shooting Times devotees are avid “information gatherers” and rely on shootingtimes.com and our popular special interest publications including the annual Complete Book of the Model 1911, for the most current news and shooting sports information.



225k 
Avg. Monthly Uniques

37.4 
Median Age

Average HHl	\$90,400
Male (%)	95%
Annual Page Views	7,940,970
Avg. Time Spent	1:21
Pages Per Session	2.5
Traffic From Mobile/Tablet	58%
eNewsletter Subscribers	77,000
Social Media Followers	706,518

Annual Frequency: 12 times/year

Field Served: Gun enthusiasts, hunters, shooters and collectors.

Published by Outdoor Sportsman Group - Integrated Media

Publisher's Statement

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

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
149,908	11,379	161,287	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	146,119	3,960	150,079	304		304	150,383	11,171	34	11,205	157,594	3,994	161,588
Mar	144,186	3,868	148,054	304		304	148,358	12,239	63	12,302	156,729	3,931	160,660
Apr	141,653	4,065	145,718	304		304	146,022	12,416	49	12,465	154,373	4,114	158,487
May	145,409	3,774	149,183	2,800		2,800	151,983	11,910	57	11,967	160,119	3,831	163,950
Jun	145,787	4,209	149,996	2,800		2,800	152,796	8,879	75	8,954	157,466	4,284	161,750
Average	144,631	3,975	148,606	1,302		1,302	149,908	11,323	56	11,379	157,256	4,031	161,287

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	144,631	3,975	148,606	92.1
Total Paid Subscriptions	144,631	3,975	148,606	92.1
Verified Subscriptions				
Public Place	998		998	0.6
Individual Use	304		304	0.2
Total Verified Subscriptions	1,302		1,302	0.8
Total Paid & Verified Subscriptions	145,933	3,975	149,908	92.9
Single Copy Sales				
Single Issue	11,323	56	11,379	7.1
Total Single Copy Sales	11,323	56	11,379	7.1
Total Paid & Verified Circulation	157,256	4,031	161,287	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	161,908	162,558	-650	-0.4
12/31/2015	None Claimed	160,550	160,550		
12/31/2014	None Claimed	167,134	167,134		

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	\$23.98		
Average Subscription Price Annualized (3)		\$11.28	
Average Subscription Price per Copy		\$0.94	

(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: 12

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
Public Place			
Fitness/Recreational Facilities	57		57
Specialty Locations/Retail	941		941
Total Public Place Copies	998		998
Individual Use			
Ordered/Payment Not Received	304		304
Total Individual Use Copies	304		304

RATE BASE

None Claimed

NOTES

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

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 4,602

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 236

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.
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