



SHOOTING TIMES

2017 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.



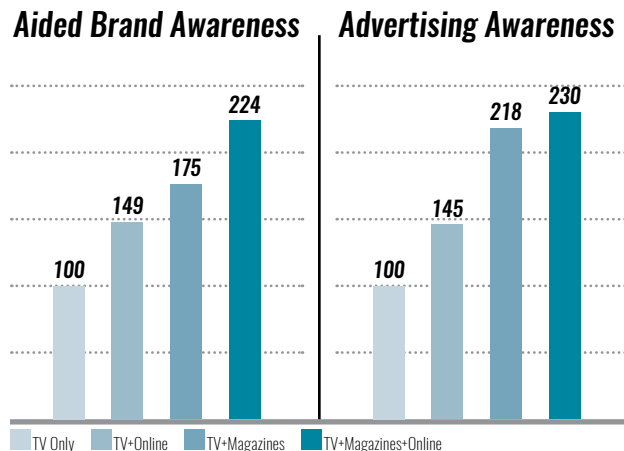
Take Advantage of this diverse, active and influential consumer by leveraging the synergies of the Shooting Times brand

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	164,448
Frequency	Monthly
Total Audience	1,006,604
Male/Female (%)	87/13
Median Age	40.8
Average Household Income	\$79,100

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: Hunting in America: Hunting and Fishing: Bright Stars in the American Economy, The Congressional Sportsmen's Foundation, 2012; Dynamic Logic/Millward Brown CrossMedia Research, 2004-2007; AAM, June 2016; MRI, Spring 2016.

DEC. 2016 / JAN. 2017

- DEFENSE
- Firearms for Personal Protection

Closing Date
September 2, 2016
On Newsstand
November 1, 2016

FEBRUARY 2017

- HANDGUNS
- New Auto Pistols and Revolvers

Closing Date
October 6, 2016
On Newsstand
December 6, 2016

MARCH 2017

- DANGEROUS GAME
- Classic Big-Game Cartridges, Rifles, and Handguns

Closing Date
November 9, 2016
On Newsstand
January 10, 2017

APRIL 2017

- ACCURACY
- New Cartridges and Firearms

Closing Date
December 15, 2016
On Newsstand
February 14, 2017

MAY 2017

- GUN CARE / GEAR / GUNSMITHING
- Accessories for Gun Maintenance; D-I-Y Gunsmithing Projects, and Other New Gear

Closing Date
January 23, 2017
On Newsstand
March 21, 2017

JUNE 2017

- SHOT SHOW REVIEW
- New Handguns, Rifles, Shotguns, and Ammunition

Closing Date
February 21, 2017
On Newsstand
April 18, 2017

JULY 2017

- OPTICS
- New Scopes and Binoculars

Closing Date
March 28, 2017
On Newsstand
May 23, 2017

AUGUST 2017

- RIFLES
- New Bolt Actions, ARs, and Other Types of Rifles

Closing Date
April 24, 2017
On Newsstand
June 20, 2017

SEPTEMBER 2017

- HUNTING, SMALL GAME
- Rimfire Firearms, Shotguns, and Cartridge Reports

Closing Date
May 19, 2017
On Newsstand
July 18, 2017

OCTOBER 2017

- HUNTING, BIG GAME
- Centerfire Cartridges and Firearms

Closing Date
June 19, 2017
On Newsstand
August 15, 2017

NOVEMBER 2017

- HANDLOADING
- Cartridge Reports

Closing Date
July 24, 2017
On Newsstand
September 19, 2017

DEC. 2017 / JAN. 2018

- DEFENSE
- Firearms for Personal Protection

Closing Date
September 12, 2017
On Newsstand
November 7, 2017

	% Comp
Total Audience	1,006,604
Men	87%
Women	13
Median Age	40.8
Married	79%
Children in Household	18
Attended College	70
Management/Professional	36%
Tradesmen/Craftsmen	47
Average Household Income	\$79,100
Average Net Worth	\$599,000
Own a Handgun	96%
Revolvers Centerfire	78
Automatic Pistols Centerfire	55
Automatic Pistols Rimfire	53
Own a Shotgun	91%
Pump Action	64
Semi-Automatic	45
Single Shot	35
Own a Rifle	99%
Bolt-Action Centerfire	78
Lever-Action Centerfire	54
Semi-Automatic Centerfire	47
Own an Airgun	50%

	% Comp
Reload Own Ammunition	78%
Use Reloaded Ammunition for Rifle	89
Use Reloaded Ammunition for Target Shooting	89
Use Reloaded Ammunition for Handgun	84
Use Reloaded Ammunition for Hunting	78
Average Number of Rounds Reloaded, Past 12 Months	1,931
Own a Scope	96%
Own Rifle Scope	99
Own Handgun Scope	41
Own Shotgun Scope	16
Average Number of Scopes Owned, Total	7.7
Recommended/Advised Others on the Purchase of Firearms, Ammunition or Related Equipment, Past 12 Months	86%
Belong to a Gun Club	68%
Participate in Big Game Hunting	69
Participate in Small Game Hunting	64
Participate in Varmint Hunting	57
Participate in Upland Game Bird Hunting	50
Household Owns/Leases 1+ Pick Up Truck(s)	58%
Household Owns/Leases 1+ Sport Utility Vehicle	39
Household Owns/Leases 1+ Van	16
Household Owns/Leases Domestic Only	69
Household Owns/Leases Import and Domestic	22
Personally Responsible for Maintaining Vehicle(s)	41%
Changed Own Motor Oil, Past 12 Months	83
Purchased Aftermarket Auto Accessories for Vehicles, Past 12 Months	38
You or Other Household Member Did Any Household Improvement Work or Any Home Remodeling, Past 12 Months	65%

2017 Shooting Times Magazine

Issue	Ad Space Close/Materials Due	Newsstand on Sale
December 2016 / January 2017	9/2/16	11/1/16
February 2017	10/6/16	12/6/16
March 2017	11/9/16	1/10/17
April 2017	12/15/16	2/14/17
May 2017	1/23/17	3/21/17
June 2017	2/21/17	4/18/17
July 2017	3/28/17	5/23/17
August 2017	4/24/17	6/20/17
September 2017	5/19/17	7/18/17
October 2017	6/19/17	8/15/17
November 2017	7/24/17	9/19/17
December 2017 / January 2018	9/12/17	11/7/17



Effective January 1, 2017

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

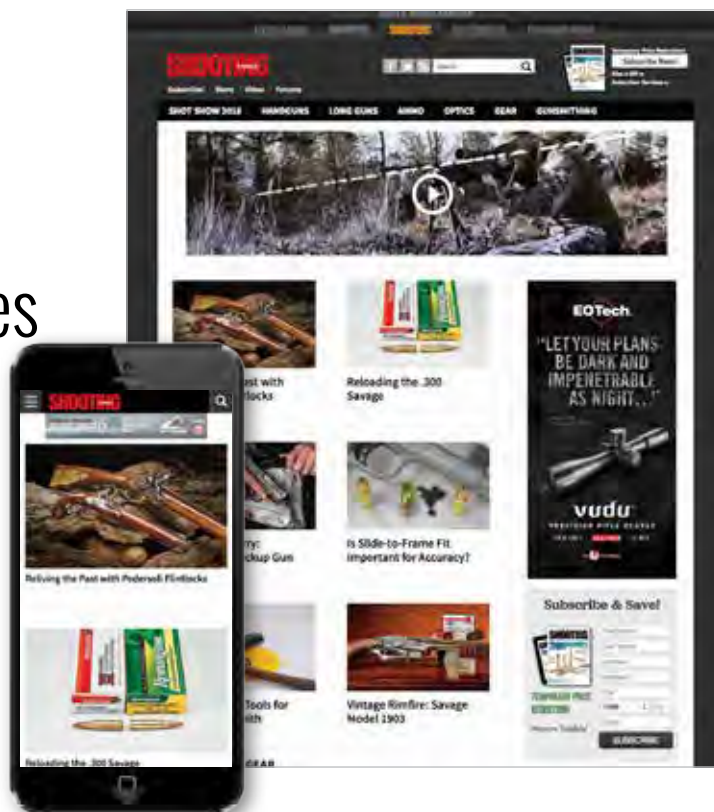
Covers	1 x	3 x	6 x	12 x	18 x	24 x	30 x	36 x	48 x
Cover 2	\$17,921	\$17,385	\$16,489	\$15,593	\$15,233	\$14,872	\$14,511	\$14,161	\$14,064
Cover 3	17,144	16,631	15,768	14,916	14,566	14,227	13,889	13,539	13,451
Cover 4	20,259	19,647	18,632	17,625	17,222	16,805	16,413	15,997	15,900

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

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.

305k 
Average Monthly Uniques

35.7 
Median Age



At A Glance

Average HHl	\$86,900
Male (%)	94%
Annual Page Views	14,613,185
Average Time Spent	1:33
Pages Per Session	3.3
Traffic From Mobile/Tablet Devices	57%
eNewsletter Subscribers	65,000
Social Media Followers	726,057

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

IDEAL FOR ACTIVATION AND CONVERSION

Reach Your Target Audience with
Visually Engaging Display Ads.

IMPROVED PERFORMANCE

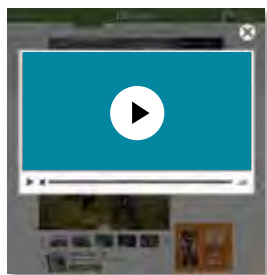
OSG Network CTR performs 50% better
than standard industry benchmarks.

OSG
Network

.21 CTR

Standard Industry
Benchmarks

.14 CTR



VIDEO

Pre Roll (:15 or :30 sec)

Interstitial

In-Stream

1400x200 (Super Header)

1400x500 (Super Header Expanded)

970x250 (Billboard)

300x600 (Half Page)

300x250 (medium rectangle)

728x90 (Leaderboard)



MOBILE / TABLET

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

Outdoor Channel:

Desktop Only	728x90	300x600	300x250	
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World Fishing Network:

Desktop/Mobile	728x90	300x250	300x100	
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Source: Google Benchmarks January-July 2016

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

IDEAL FOR BRAND RECOGNITION AND RECALL

IMPROVED PERFORMANCE

18%

Higher Lift In
Purchase Intent

25%

More Engagement

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.

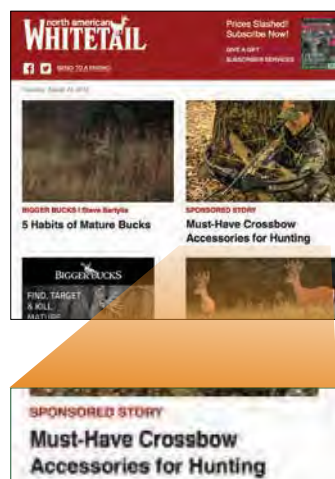
Native Ads



Your Content



E-Newsletter



eCommerce Widget



Content to be shared across social.

PACKAGES

Custom Content

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

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

Editorial Sponsorships

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

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

E-Commerce Widget

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

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



FISHING



HUNTING



SHOOTING

OVER 1 MILLION

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

eNewsletter:

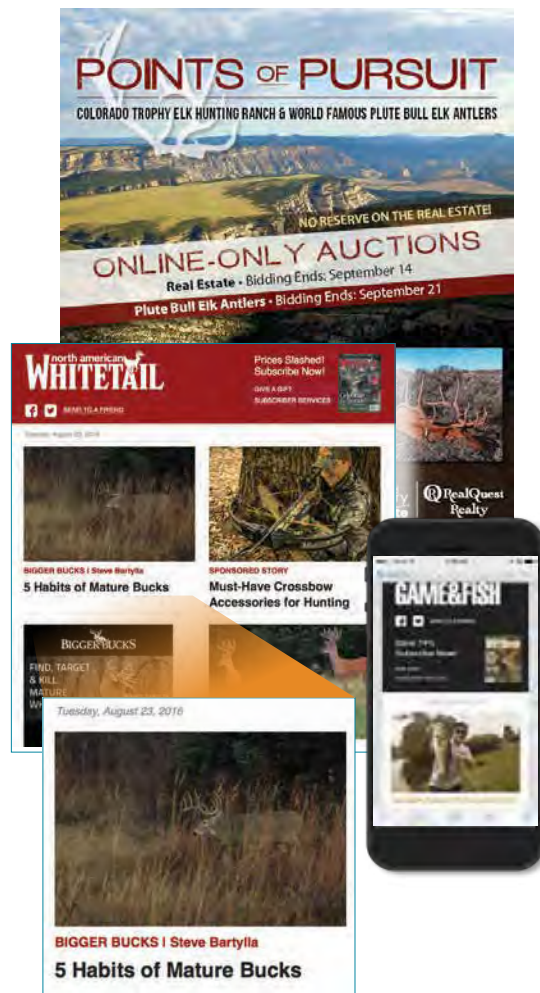
- (1) 300x250 ad surrounding the content area
- Reporting

High Impact Package Includes:

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

eBlast:

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



In-Fisherman

FLY-FISHERMAN

GAME&FISH

FLORIDA SPORTSMAN

BassFan

WORLD FISHING NETWORK

BOWHUNTING

WILDFOWL HUNTING

SPORTSMAN CHANNEL

GUN DOG

Whitetail

Bowhunter

SHOOTING TIMES

RIFLESHOOTER FIREARMS NEWS

HANDGUNS

GUNS&AMMO

SPORTSMEN VOTE

HIGH IMPACT


			Road Block Takeover	
Unit	Size	CPM	CPM	CPM
DESKTOP			\$26	\$65
Superheader Expanded	1400x500	\$30		✓
Superheader	1400x200	\$25		✓
Billboard	970x250	\$14	✓	✓
Half Page	300x600	\$12	✓	✓
Medium Rectangle	300x250	\$10	✓	✓
Leaderboard	728x90	\$8		✓
MOBILE			\$28	
Mobile Leaderboard	320x100 320x50	\$7 \$5	✓	
Medium Rectangle	320x250	\$10	✓	
TABLET			\$35	
Medium Rectangle	300x250	\$10		✓
Half Page	300x600	\$12		✓
Leaderboard	728x90	\$8		✓
VIDEO				
Pre-Roll		\$25		
Interstitial/In-Stream		\$15		
NATIVE				
Custom Content		\$5,000	Flat Rate	
Editorial Sponsorships		\$4,000	Flat Rate	
E-Commerce Widget		\$25		
E-MAIL				
E-Newsletter		Contact Your Sales Representative For More Details		
E-Blast		\$150		

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

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

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

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

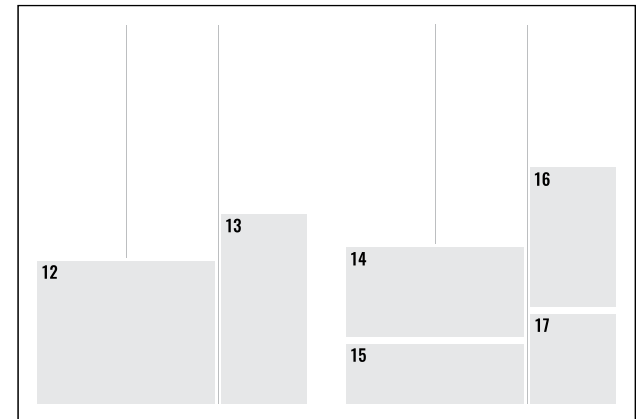
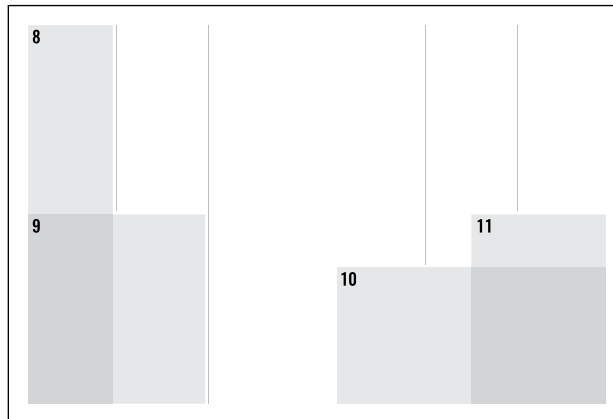
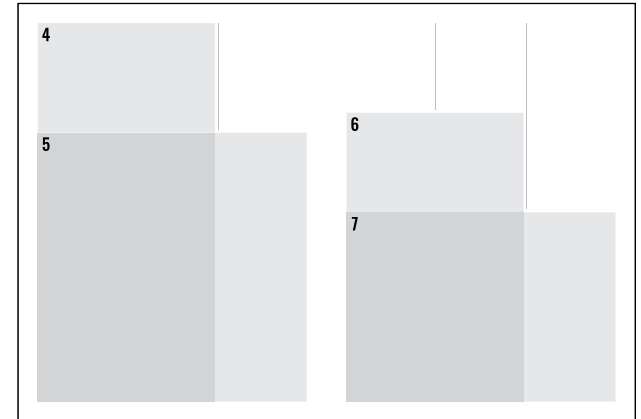
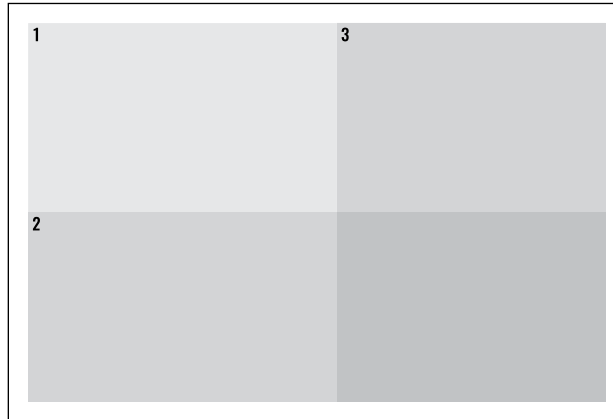
Non-Bleed: 4.375 x 2.25

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:

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.



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, 2016, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
149,986	14,462	164,448	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	141,250	4,852	146,102	1,521		1,521	147,623	18,514	132	18,646	161,285	4,984	166,269
Mar	143,867	4,793	148,660	1,521		1,521	150,181	15,856	150	16,006	161,244	4,943	166,187
Apr	144,670	4,553	149,223	1,521		1,521	150,744	12,093	118	12,211	158,284	4,671	162,955
May	142,462	4,733	147,195	1,521		1,521	148,716	11,131	124	11,255	155,114	4,857	159,971
Jun	143,470	7,674	151,144	1,521		1,521	152,665	14,012	183	14,195	159,003	7,857	166,860
Average	143,144	5,321	148,465	1,521		1,521	149,986	14,321	141	14,462	158,986	5,462	164,448

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	143,144	5,321	148,465	90.3
Total Paid Subscriptions	143,144	5,321	148,465	90.3
Verified Subscriptions				
Individual Use	1,521		1,521	0.9
Total Verified Subscriptions	1,521		1,521	0.9
Total Paid & Verified Subscriptions	144,665	5,321	149,986	91.2
Single Copy Sales				
Single Issue	14,321	141	14,462	8.8
Total Single Copy Sales	14,321	141	14,462	8.8
Total Paid & Verified Circulation	158,986	5,462	164,448	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2015	None Claimed	160,550	160,550		
12/31/2014	None Claimed	167,134	167,134		
12/31/2013	None Claimed	171,008	171,008		

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PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$23.98		
Average Subscription Price Annualized (3)		\$12.36	
Average Subscription Price per Copy		\$1.03	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2015

(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
Individual Use			
Ordered/Payment Not Received	1,521		1,521
Total Individual Use	1,521		1,521

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: 2,859

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 233

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.

SHOOTING TIMES, published by Outdoor Sportsman Group - Integrated Media • 1040 Sixth Avenue 12th Floor • New York, NY 10018

CARTER VONASEK	CHRIS AGNES
Planning Director	Publisher
P: 212.852.6682 • F: 212.302.4472 • URL: www.shootingtimes.com	
Established: 1962	AAM Member since: 1967