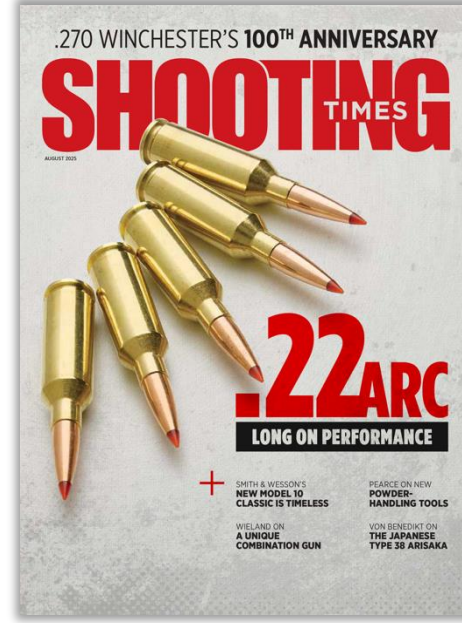
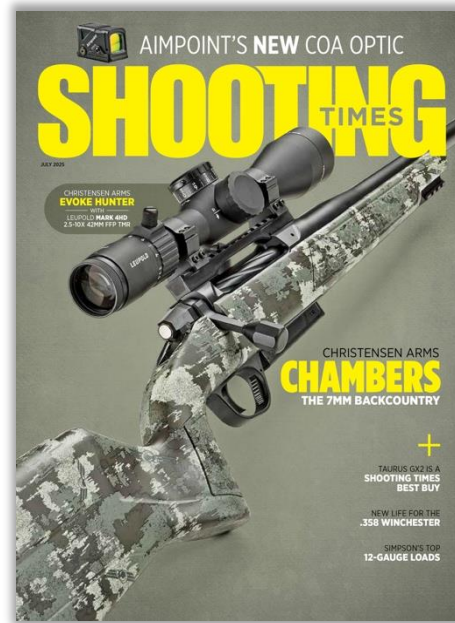




SHOOTING TIMES

2026 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 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 Guns & Ammo Brand

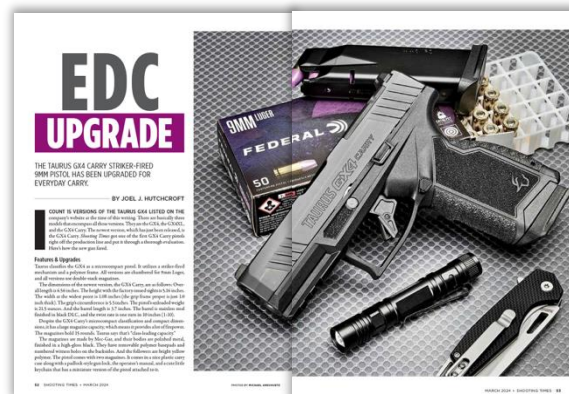
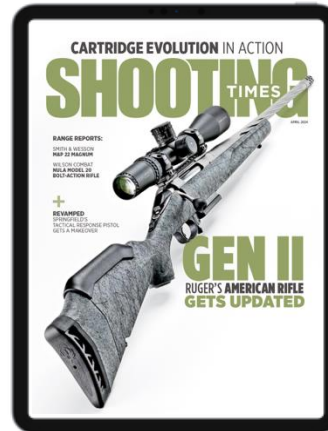
Independent Research by Dynamic Logic and Millward Brown confirmed that the most effective approach to driving consumer 'purchase intent' is to rely on media synergy to best drive results. Key revelations from 32 studies include:

- 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 most effective in driving online traffic – and that traffic increased considerably when URLs were included in advertising and marketing messages.

Ads in Magazines are in a more synergistic environment ...

- 57% of adults 18-49 says **ads fit well with the content**, more than other media
 - Ads in Magazines Fit Well with the Content – 57%
 - Ads on Ad-Supported TV Fit Well with the Content – 46%
 - Digital Ads Fit Well with the Content – 41%

Source: MRI-Simmons Multi-Media Engagement Study



SHOOTING TIMES: KEY BRAND FACTS

Circulation:	128,727
Frequency:	Monthly
Total Audience:	1,416,000
Average Household Income:	\$127,292

Shooting and the American Consumer

Guns & Ammo readers and web site visitors represent a powerful and deep cross-section of American consumers. Key facts you may not know about this influential market include:

- In 2024, 32% of Americans (107MM people) reported that they personally own a firearm.
- Estimates show that 82.9MM people owning at least one firearm in 2023, with 43% of households owning at least one firearm.
- More than 52.7MM people engage in sport and target shooting in the United States, separately, the National Shooting Sports Foundation (NSSF) reports that over 20MM people participate in target shooting regularly.
- Target shooting contributes nearly \$17 billion in annual retail sales to the U.S. economy.
- The sports gun market is expected to reach \$2.57 billion in 2025, and the shooting and gun accessories market is expected to grow to \$8.74 billion in 2025.

Sources:

- 2025 MRI Spring Doublebase, AAM Statement 6 Months Ending June 2025.
- Shooting Times Publishers Estimate Based on the Following: People Participating in Target Shooting, Hunting With Handguns, Rifle, Shotgun, MRI Magazine Quintiles I-III (Reading 1.5+ Magazines on a Monthly Basis).
- Ammo.com July 16th 2025
- National Shooting Sports Foundation, March 2025

Total Audience	1,416,000
Average Household Income	\$125,497
Average Net Worth	\$599,647
Men/Women %	74/26
Median Age	49

Hunting/Target Shooting

- Any Hunting Last 12 Months – 41%/1314 Index
- Spent \$100+ on Hunting Clothing – 16%/907 Index
- Influential Hunting Consumers – 13%/917 Index
- I Have a Great Deal of Knowledge/Experience in Hunting – 37%/592 Index
- My Family/Friends Often Ask/Trust My Advice on Hunting – 24%/512 Index

Automotive

- Owns ATV/UTV – 13%/245 Index
- Owns Utility ATV – 5%/225 Index
- Owns Sport ATV – 5%/283 Index
- Owns/Leases Pickup – 34%/150 Index
- Owns/Leases 2-Door Truck – 12%/156 Index
- Purpose of Pickup Truck: Personal Hauling – 24%/167 Index
- Owns Full Size SUV – 7%/148 Index
- Super Influential Automobile Consumers – 6%/281 Index

Land Owners/DIY

- Lot Size 1+ Acres – 19%/164 Index
- Owns Utility ATV – 11%/195 Index
- Agrees Completely I Enjoy DIY Projects – 38/128 Index

Sources: 2025 MRI Spring Doublebase, AAM Statement 6 Months Ending June 2025
Shootingtimes Publishers Estimate Based on the Following: People Participating in Target Shooting, Hunting With Handguns, Rifle, Shotgun, MRI Magazine Quintiles I-III (Reading 1.5+ Magazines on a Monthly Basis)

Issue	Ad Space Close/Materials Due	Newsstand on Sale
March	11/12/25	1/13/26
April	12/17/25	2/17/26
May	1/26/26	3/24/26
June / July	3/10/26	5/5/26
August / September	5/8/26	7/7/26
October / November	7/7/26	9/1/26
December / January	9/8/26	11/3/26
February	10/12/26	12/8/26



4-Color	1 x	3 x	6 x	12 x	18 x	24 x	30 x	36 x	48 x
1Page	\$16,691	\$16,200	\$15,288	\$14,386	\$14,174	\$13,848	\$13,521	\$13,180	\$13,099
2/3 Page	\$14,128	\$13,707	\$12,935	\$12,173	\$11,999	\$11,730	\$11,447	\$11,154	\$11,085
1/2 Page	\$12,091	\$11,740	\$11,073	\$10,429	\$10,276	\$10,032	\$9,797	\$9,552	\$9,493
1/3 Page	\$10,617	\$10,301	\$9,726	\$9,154	\$9,024	\$8,815	\$8,604	\$8,393	\$8,335
1/4 Page	\$7,889	\$7,655	\$7,222	\$6,801	\$6,696	\$6,544	\$6,392	\$6,227	\$6,192
1/6 Page	\$6,088	\$5,912	\$5,572	\$5,244	\$5,175	\$5,058	\$4,928	\$4,811	\$4,775

2-Color	1 x	3 x	6 x	12 x	18 x	24 x	30 x	36 x	48 x
1Page	\$13,495	\$12,783	\$11,999	\$11,425	\$11,284	\$11,203	\$10,921	\$10,652	\$10,594
2/3 Page	\$10,417	\$9,867	\$9,271	\$8,826	\$8,721	\$8,650	\$8,439	\$8,229	\$8,182
1/2 Page	\$9,130	\$8,638	\$8,112	\$7,725	\$7,632	\$7,573	\$7,386	\$7,210	\$7,164
1/3 Page	\$7,538	\$7,140	\$6,707	\$6,379	\$6,310	\$6,262	\$6,110	\$5,958	\$5,923
1/4 Page	\$5,630	\$5,338	\$5,009	\$4,765	\$4,718	\$4,670	\$4,565	\$4,448	\$4,424
1/6 Page	\$4,353	\$4,121	\$3,863	\$3,687	\$3,640	\$3,616	\$3,523	\$3,442	\$3,418

B&W	1 x	3 x	6 x	12 x	18 x	24 x	30 x	36 x	48 x
1Page	\$10,604	\$10,534	\$10,032	\$9,165	\$9,038	\$8,802	\$8,592	\$8,381	\$8,322
2/3 Page	\$8,041	\$7,984	\$7,609	\$6,941	\$6,860	\$6,671	\$6,509	\$6,357	\$6,310
1/2 Page	\$6,719	\$6,671	\$6,357	\$5,806	\$5,724	\$5,572	\$5,444	\$5,302	\$5,267
1/3 Page	\$5,161	\$5,126	\$4,881	\$4,459	\$4,402	\$4,284	\$4,179	\$4,086	\$4,050
1/4 Page	\$3,863	\$3,838	\$3,652	\$3,337	\$3,289	\$3,207	\$3,126	\$3,055	\$3,031
1/6 Page	\$2,973	\$2,950	\$2,809	\$2,575	\$2,540	\$2,469	\$2,412	\$2,352	\$2,342
Inch	\$713	\$703	\$678	\$610	\$610	\$585	\$574	\$561	\$561

Covers	1 x	3 x	6 x	12 x	18 x	24 x	30 x	36 x	48 x
Cover 2	\$19,197	\$18,623	\$17,663	\$16,703	\$16,318	\$15,931	\$15,544	\$15,169	\$15,065
Cover 3	\$18,365	\$17,815	\$16,891	\$15,978	\$15,603	\$15,240	\$14,878	\$14,503	\$14,409
Cover 4	\$21,701	\$21,046	\$19,959	\$18,880	\$18,448	\$18,002	\$17,582	\$17,136	\$17,032

Centerfold	1 x	3 x	6 x	12 x
	\$17,862	\$16,915	\$15,873	\$15,123

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 1/2 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

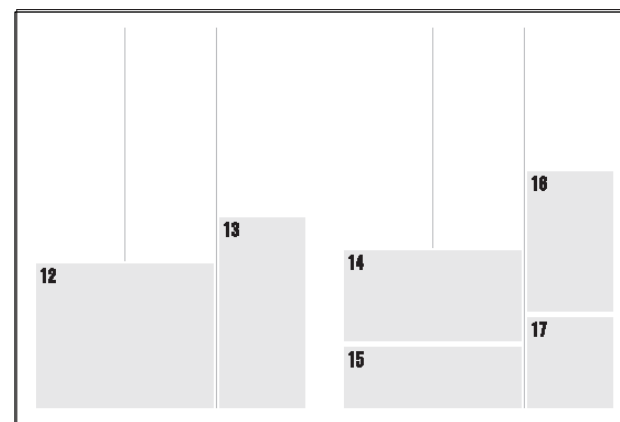
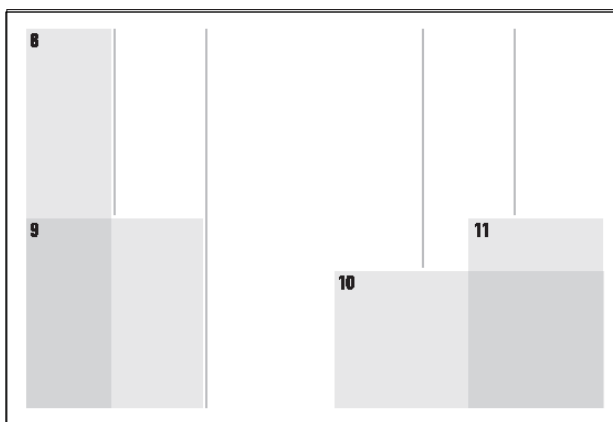
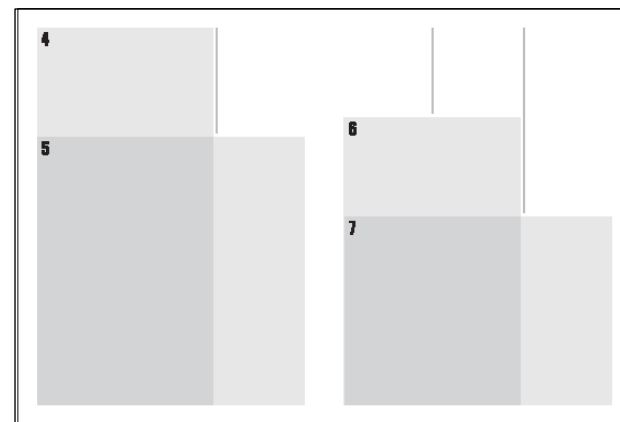
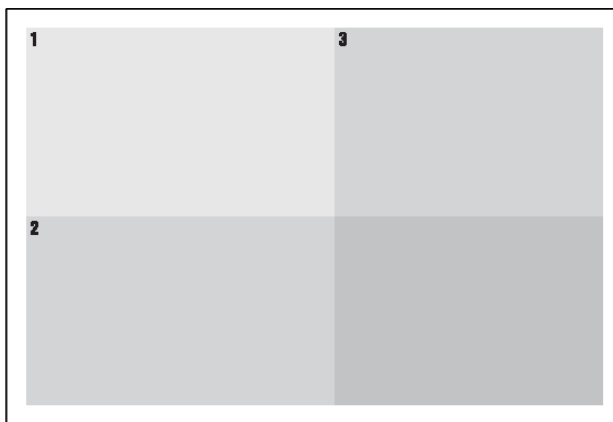
Non-Bleed: 4.375 x 2.25

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 Colorado 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 Colorado.

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:** 1/8-in. outside the trim. Elements that “bleed off” trimmed page should extend at least 1/8-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%.

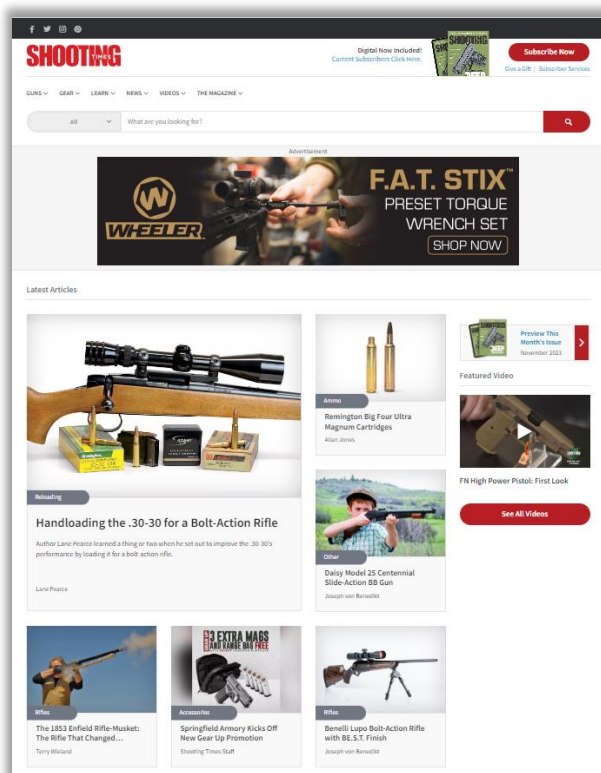
Advertising File Submission:

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>



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 for the most current news and shooting sports information.



144.7K
AVG. MONTHLY UNIQUES

2.6MM
ANNUAL PAGEVIEWS

Male (%) **79%**

Average Time Spent **2:40**

Pages Per Session **1.51**

Traffic From Mobile/Tablet **65%**

eNewsletter Subscribers **35,000**

Social Media Followers **606,210**

Social Media Engagement Rate **83%**

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, 2024, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
127,551	3,111	130,662	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	106,270	386	106,656	20,568		20,568	127,224	2,648	10	2,658	129,486	396	129,882
Mar	110,007	393	110,400	15,970		15,970	126,370	3,179	13	3,192	129,156	406	129,562
Apr	112,100	383	112,483	15,931		15,931	128,414	3,816	6	3,822	131,847	389	132,236
May	110,136	367	110,503	17,386		17,386	127,889	3,098	22	3,120	130,620	389	131,009
Jun	107,105	416	107,521	20,335		20,335	127,856	2,749	14	2,763	130,189	430	130,619
Average	109,124	389	109,513	18,038		18,038	127,551	3,098	13	3,111	130,260	402	130,662

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	109,124	389	109,513	83.8
Total Paid Subscriptions	109,124	389	109,513	83.8
Verified Subscriptions				
Public Place	17,886		17,886	13.7
Individual Use	152		152	0.1
Total Verified Subscriptions	18,038		18,038	13.8
Total Paid & Verified Subscriptions	127,162	389	127,551	97.6
Single Copy Sales				
Single Issue	3,098	13	3,111	2.4
Total Single Copy Sales	3,098	13	3,111	2.4
Total Paid & Verified Circulation	130,260	402	130,662	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2022	None Claimed	154,983	154,983		
12/31/2021	None Claimed	155,225	155,225		
12/31/2020	None Claimed	156,496	156,496		

Visit auditedmedia.com Media Intelligence Center for audit reports

PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$6.99	
Subscription	\$28.94	
Average Subscription Price Annualized (2)		\$12.96
Average Subscription Price per Copy		\$1.08

(1) Represents subscriptions for the 6 month period ended June 30, 2024

(2) Based on the following issue per year frequency: 12