





# FIREARMS NEWS®

Published for more than 68 years, *Firearms News* (formerly *Shotgun News*) is the oldest Outdoor Sportsman Group brand and the world's largest gun sales publication. The FAN audience of firearms fanciers devours thousands of pages of advertising a year in search of the biggest and best bargains on the most interesting contemporary, vintage and antique guns and accessories. For dealers, auctioneers and private sellers, *Firearms News*—both in print and online—provides the best and most active consumers of guns and gun products anywhere.



<b>Circulation:</b>	<b>71,833</b>
<b>Frequency:</b>	<b>12x/Year</b>
<b>Total Audience:</b>	<b>790,000</b>
<b>Average Household Income:</b>	<b>\$127,292</b>

## 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%**

[illegible]

- In 2024, **32% of Americans (107MM people) reported that they personally own a firearm**
- Firearm ownership increased by +6.7% in the United States between 2017 and 2023
- During that same time period, Hispanic ownership increased by +33.3% and women increased by +13.6%
- Estimates show that **82.9MM people owning at least one firearm in 2023**, with 43% of households owning at least one firearm
- Self-reported gun ownership increased by 28% from 1994 to 2023
- Based on NICS (National Instant Criminal Background Check System) background data and manufacturing records, it's estimated that there is a total of **500 million civilian owned firearms in the U.S.**

- 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
- 74% of Americans approve of recreational shooting
- 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

# FIREARMS NEWS

GUN SALES, REVIEWS & 2A INFORMATION

JANUARY 2025

**JAMES TARR REVIEWS  
PATRIOT ORDNANCE FACTORY'S**

## P-15 BASE RIFLE

**A SOLID  
FOUNDATION**

**CANIK'S SFx  
RIVAL-S PISTOL**

**SPRINGFIELD ARMORY'S  
ECHELON  
COMPACT PISTOL**

**MISCELLANEOUS  
GREATNESS**  
PART 7 PRODUCTS  
FROM AIMPOINT,  
BROWNELLS,  
MEPROLIGHT,  
SAFARILAND,  
SILENCERO, AND  
STREAMLIGHT

**MIDWEST  
INDUSTRIES'  
LIGHTWEIGHT AR**  
THIS SUB-SIX-POUND  
16-INCH LIGHTWEIGHT  
IS ONE TO CONSIDER!

**■ CARRYING CONCEALED  
IN-HAND CARRY**

**■ THROUGH THE LOOKING GLASS  
SPURS S RD-2022K T-2 AND  
MAGNIFIER MOUNT**

**■ IFA COLLECTING  
SPITFIRE SUBMACHINE GUN**

**■ MUSINGS FROM THE  
IMMIGRANT BUNKER  
BOLSHIEVYK  
BOTTLENECK:  
7.62X25 TOKAREV**

**■ THE WAR GUNS  
CECHEN VOR 53  
MACHINE GUN**

**■ IN RUSSIAN  
TONES  
SILENCER  
CENTRAIS  
BANISH 02**

**■ CODREAU'S  
CORNER  
DONALD TRUMP  
AND REPUBLICANS  
OWE GUN OWNERS,  
AND IT'S TIME  
TO COLLECT**

**■ POLITICS  
SOCIAL MEDIA  
CENSORSHIP  
IS BRINGING  
PRINT BACK**





<b>Circulation</b>	<b>71,833</b>	<b>Male / Female %</b>	<b>66 / 34</b>
<b>Total Audience</b>	<b>790,000</b>	<b>Median Age</b>	<b>55</b>
<b>Average Household Income</b>	<b>\$127,292</b>	<b>Top Management</b>	<b>5% / 132 Index</b>
<b>Average Household Net Worth</b>	<b>\$666,601</b>	<b>College Educated</b>	<b>66% / 107 Index</b>

- Sources: 2025 MRI Spring Doublebase, AAM Statement 6 Months Ending June 2025.  
- Firearms News Publishers Estimate Based on the Following: Firearms Owners (Handguns, Rifles, Shotguns), MRI Magazine Quintiles I-III (Reading 1.5+ Magazines on a Monthly Basis)

## HUNTING / TARGET SHOOTING

- Any Hunting Last 12 Months — **11% (360 Index)**
- Spent \$100+ on Hunting Clothing — **6% (366 Index)**
- Super Influential Hunting Consumers — **2% (346 Index)**
- Influential Hunting Consumers — **5% (372 Index)**
- My Family/Friends Often Ask/Trust My Advice on Hunting — **10% (217 Index)**
- I Have a Great Deal of Knowledge/Experience in Hunting — **18% (280 Index)**
- Target Shooting Last 12 Months — **10% (217 Index)**

## AUTOMOTIVE

- Owns ATV/UTV — **10% (182 Index)**
- Owns Utility ATV — **4% (180 Index)**
- Owns Sport ATV — **3% (195 Index)**
- Owns/Leases Pickup — **34% (150 Index)**
- Owns/Leases 2-Door Truck — **12% (156 Index)**
- Purpose of Pickup Truck: Personal Hauling — **23% (163 Index)**
- Very Likely Intends to Purchase Pickup Truck — **4% (114 Index)**
- Owns Full Size SUV — **7% (136 Index)**
- Super Influential Automobile Consumers — **4% (182 Index)**
- Influential Automobile Consumers — **11% (191 Index)**
- I Have a Great Deal of Knowledge/Experience on Automobiles — **30% (171 Index)**
- My Family Friends Often Ask/Trust my Advice on Automobiles — **20% (166 Index)**

- Sources: 2025 MRI Spring Doublebase  
- Firearms News Publishers Estimate Based on the Following: Firearms Owners (Handguns, Rifles, Shotguns), MRI Magazine Quintiles I-III (Reading 1.5+ Magazines on a Monthly Basis)



Issue	Ad Space Close/Materials Due	Newsstand on Sale
January	11/5/25	1/6/26
February	12/4/25	2/3/26
March	1/2/26	3/3/26
April	2/9/26	4/7/26
May	3/10/26	5/5/26
<b>Treasury</b>	<b>3/24/26</b>	<b>5/19/26</b>
June	4/6/26	6/2/26
July	5/8/26	7/7/26
August	6/9/26	8/4/26
September	7/7/26	9/1/26
October	8/10/26	10/6/26
November	9/8/26	11/3/26
December	10/5/26	12/1/26

\*Dates subject to change.



**SMITH & WESSON'S  
SW22 VICTORY  
TARGET MODEL PISTOL**

A Performance Center-Enhanced .22 LR Handgun; for the Squirrel Killer in All of Us! By Vincent L. DelRea, Editor-in-Chief

**T**he fall, I love this time of year. If it were up to me, I would have six months of fall, four months of spring, one month of winter, and one month of summer. The leaves changing color is one of the most beautiful sites in nature, the birds start going away, and the cooler temperatures allow one to put on those awesome "woody" style clothes that just make you want to go explore outside.

Although I became a deer hunter later in life, I have been a small game hunter since the mid-1970s. The first animal I ever saw was a black bird my maternal grandfather killed in his backyard, sometime around 1972. He used a J.C. Higgins single-shot .22 LR rifle (the tool to sleep a



**50 FIREARMS NEWS | SEPTEMBER 2025**



**THE SAVAGE  
110 ULTRALIGHT  
ELITE RIFLE**

Float Like a Butterfly... By Patrick Sweeney

**Y**ou know the one. (If you don't, it's... using like a bat" that describes the grace of Muhammad Ali.) I was at a private range, excited by a Precision Rifle Series (PRS) competition, when he happened in comment, "I'm getting kind of tired of handling these kinds of fire-fest rifle around the range." It was to be expected. The impulse to hold to win happens in any competition, and PRS is no exception. So, you have brightly beards, mounting optics, and effective suppressors in chaotic stacks, because that's what it takes to deliver 25 MOA at 1,000 yards distance. And rifle closing in on being pushed, to further dampen mood. Not what you want for hunting, except for the 25 MOA. So,

**h**ow do you get as much of the benefits of PRS technology as you can, without needing a wheeled mount to hold it to the hunting stand? Why, that's easy: the Savage 110 Ultralight Elite.

**A Right out of the box the Savage 110 Ultralight Elite is well under 40 pounds and has a blow-off trigger.** (Patrick Sweeney)

**While the Savage 110 Ultralight Elite is only a right-handed rifle, it will still have appeal to righties.** (Patrick Sweeney)



**84 FIREARMS NEWS | SEPTEMBER 2025**

4-Color	1x	3x	6x	12x
Full Page	\$6,020	\$5,844	\$5,661	\$5,477
2/3 Page	\$3,612	\$3,507	\$3,397	\$3,286
1/2 Page	\$3,010	\$2,922	\$2,831	\$2,739
1/3 Page	\$2,408	\$2,337	\$2,265	\$2,191
1/4 Page	\$2,006	\$1,949	\$1,887	\$1,825
1/6 Page	\$1,204	\$1,169	\$1,132	\$1,096

**MB47, CLASSIC AK MEETS MODERNITY**  
A Collaboration Between Century Arms and Sharps Brothers

Century Arms' collaboration with Sharps Brothers is a true testament to the enduring appeal of the AK-47. It is an all-American collaboration, one that is as much about the past as it is about the future. The MB47 is a modern take on the classic AK-47, one that is as much about the past as it is about the future. The MB47 is a modern take on the classic AK-47, one that is as much about the past as it is about the future. The MB47 is a modern take on the classic AK-47, one that is as much about the past as it is about the future.

**J&C ARMAMENT BLACK WIDOW Mk.III**  
THE AR-15-LOWER COMPATIBLE PISTON-DRIVEN PDW FROM POLAND

Manufactured by a Relatively Small, Independent Company in Poland, the Black Widow Mk.III is a Gas Piston Operated PDW/SBR Compatible With AR-15 Lower Receivers and Accessories That Aims at Providing Versatility and Reliable Operation for Professional and Civilian Users Alike.

Black & White	1x	3x	6x	12x
Full Page	\$2,450	\$2,290	\$2,123	\$1,926
1/2 Page	\$1,367	\$1,278	\$1,185	\$1,074
2-Column	\$1,195	\$1,117	\$1,037	\$941
1/3 Page	\$1,014	\$948	\$881	\$798
1/4 Page	\$747	\$698	\$647	\$587
1/6 Page	\$460	\$431	\$400	\$363

## 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

Bleed: 4.125 x 5.5

Trim: 3.125 x 5.25

Safety: 2.875 x 4.75

### 12. One-Quarter Horizontal

Non-Bleed: 4.375 x 3.625

Bleed: 5.125 x 4.125

Trim: 4.125 x 3.875

Safety: 3.875 x 3.625

### 13. One-Sixth Vertical

Non-Bleed: 2.125 x 4.75

Bleed: 2.875 x 5.5

Trim: 2.625 x 5.25

Safety: 2.125 x 4.75

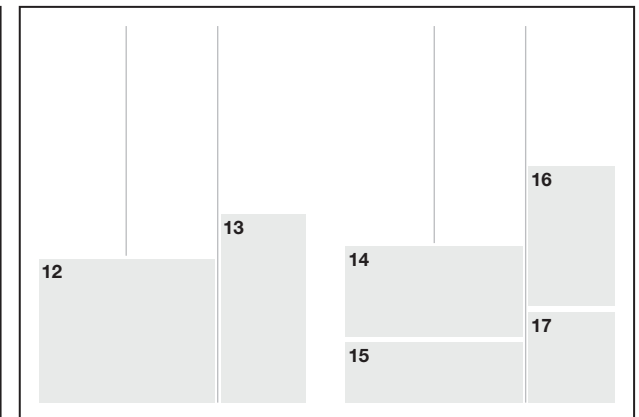
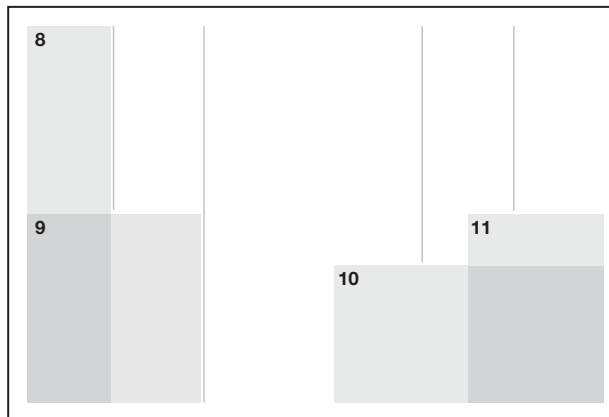
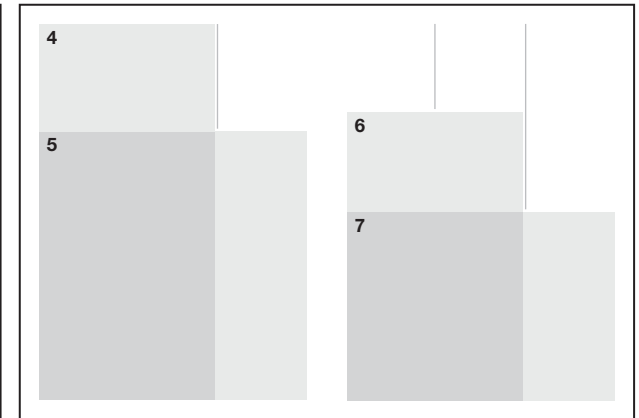
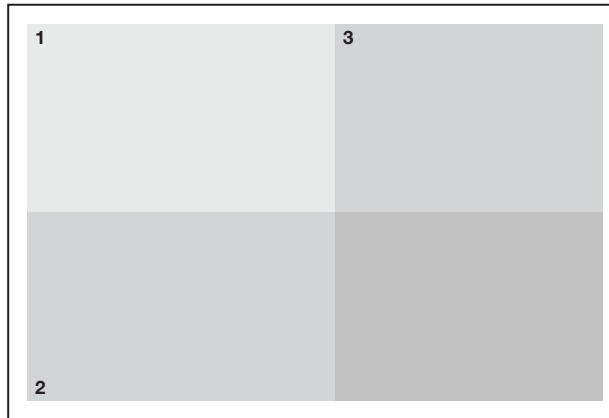
### 14. One-Sixth Horizontal

Non-Bleed: 4.375 x 2.25

Bleed: 5.125 x 2.875

Trim: 4.125 x 2.625

Safety: 3.875 x 2.25



**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  
Firearms News  
2 News Plaza, 3rd Floor  
Peoria, IL 61614  
309-679-5073  
[terry.boyer@outdoorsg.com](mailto:terry.boyer@outdoorsg.com)

- **Trim Size:** 7 <sup>3</sup>/<sub>4</sub>-in. wide x 10 <sup>1</sup>/<sub>2</sub>-in. high.
- **Non-Bleed:** <sup>1</sup>/<sub>2</sub>-in. inside trim. Non-bleed ads should have all elements within this measurement.
- **Bleed:** <sup>1</sup>/<sub>8</sub>-in. outside the trim. Elements that "bleed off" trimmed page should extend at least <sup>1</sup>/<sub>8</sub>-in. beyond trim.
- **Trim:** The edge of the page.
- **Safety:** <sup>1</sup>/<sub>4</sub>-in. inside of the trim edge on all four sides for a total <sup>1</sup>/<sub>2</sub>-in. safety both vertically and horizontally. All images 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:**

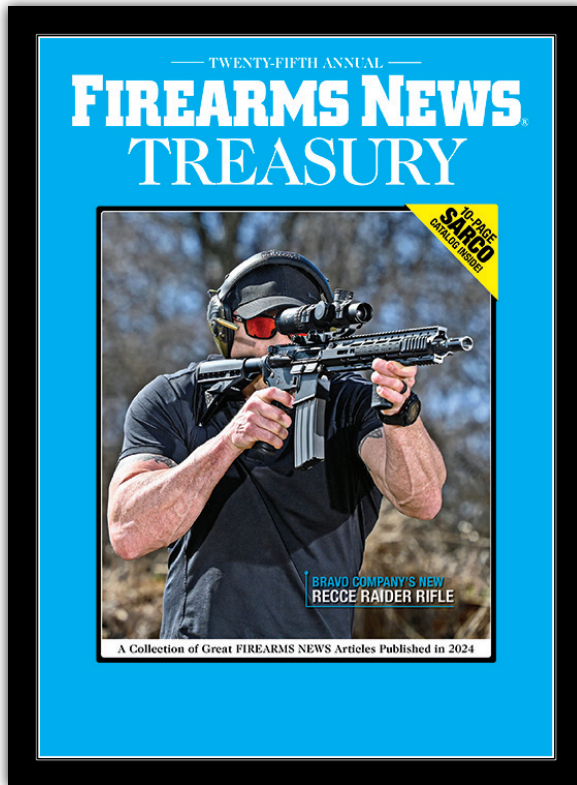
- All fonts embedded.
- Page geometry defined and consistent (trim, bleed, and media/art boxes).
- Correct color space for all elements (CMYK or grayscale). Spot colors converted to CMYK.
- Color and grayscale image resolution between 266 and 300 ppi at 100% placement.
- Bitmap image resolution between 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://osq.sendmyad.com>





### FIREARMS NEWS 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.

**Ad Close: 3/24/26  
On-Sale: 5/19/26**

Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124



\*Dates subject to change.



### 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.

**Ad Close: 5/1/26  
On-Sale: 7/7/26**

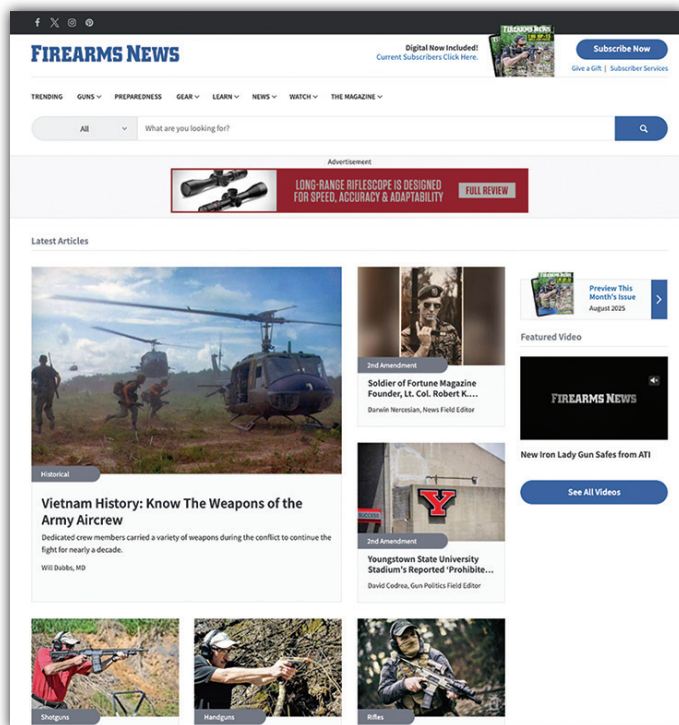
Full Page: \$3,748  
1/2 Page: \$2,062  
1/3 Page: \$1,489  
1/4 Page: \$1,124



\*Dates subject to change.



*Firearms News* audience of firearms fanciers devour thousands of pages of advertising a year in search of the biggest and best bargains on the most interesting contemporary, vintage, and antique guns and accessories. For dealers, auctioneers and private sellers, *Firearms News* and firearmsnews.com provide the best and most active consumers of guns and gun products anywhere.



**FIREARMSNEWS.COM**

**177,875**

MONTHLY UNIQUE  
WEBSITE VISITORS

**3,338,626**

ANNUAL PAGE VIEWS

**Male (%)** 79%

**Average Time Spent** 2m 33s

**Pages Per Session** 1m 57s

**Traffic From Mobile/Tablet** 73%

**eNewsletter Subscribers** 40,000

**Social Media Followers** 966,208

**BONUS: Engagement Rate** 81%

Sources: Google Analytics 4: September 2024 – August 2025

Social Followers – Sprout Social: As of August 2025.

Email Subscribers – Whatcounts Email Sending: As of August 2025.



**Publisher's Statement**  
**6 months ended June 30, 2025, Subject to Audit**  
[Learn more about this media property at auditedmedia.com](#)



**Annual Frequency:** 12 times/year  
**Field Served:** Shooting/gun enthusiasts.  
**Published by** Outdoor Sportsman Group - Integrated Media

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION				
Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
68,952	2,881	71,833	None Claimed	

TOTAL CIRCULATION BY ISSUE																
		Paid Subscriptions			Verified Subscriptions			Paid & Verified Subscriptions - Print	Paid & Verified Subscriptions - Digital Issue	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			
	Jan	65,123	493	65,616	4,135	589	4,724	69,258	1,082	70,340	2,705	18	2,723	71,963	1,100	73,063
	Feb	63,189	485	63,674	4,624	642	5,266	67,813	1,127	68,940	2,556	5	2,561	70,369	1,132	71,501
	Mar	63,019	480	63,499	4,623	624	5,247	67,642	1,104	68,746	2,478	10	2,488	70,120	1,114	71,234
	Apr	62,834	479	63,313	4,610	749	5,359	67,444	1,228	68,672	3,501	10	3,511	70,945	1,238	72,183
	May	62,762	478	63,240	4,578	658	5,236	67,340	1,136	68,476	3,000	4	3,004	70,340	1,140	71,480
	Jun	62,992	422	63,414	4,569	556	5,125	67,561	978	68,539	3,000		3,000	70,561	978	71,539
	Average	63,320	473	63,793	4,523	636	5,159	67,843	1,109	68,952	2,873	8	2,881	70,716	1,117	71,833

PRICE	
	Suggested Retail Prices (1)
Single Copy	\$8.99
Subscription	\$49.94

(1) For statement period

RATE BASE	
None Claimed	

**NOTES**  
**Post-Expire Copies:** The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 4,661  
**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 4  
**Included In Paid Circulation:** Included in paid circulation are copies obtained through:  
Individual Subscriptions  
Single Copy Sales  
**Included in Verified Circulation:** Included in verified circulation are copies distributed to:  
Individuals

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.  
Firearms News, published by Outdoor Sportsman Group - Integrated Media \* 1040 Sixth Avenue 12th Floor \* New York, NY 10018

CARTER VONASEK  
Planning Director  
P: 212.852.6686 \* URL: www.firearmsnews.com  
Established: 1946

CHRIS AGNES  
Publisher  
AAM Member since: 2003