

HOW TO FIX MALFUNCTIONS—FAST!

GUNS&AMMO HANDGUNS

4.0 COMPACT

SPRINGFIELD'S NEWEST ECHELON IS A GREAT ALL-AROUND PISTOL



MIGHTY MICRO
S&W REDESIGNS THE BODYGUARD

NIGHT MOVES
CZ UPDATES ITS P-09 WITH THE NOCTURNE

KIMBER MAKO
CARBON COMPACT

RUGER SR1911
LIGHTWEIGHT

STOGER STR-9
COMBAT X

PRO TIPS ON PROPER USE OF COVER

GUNS&AMMO HANDGUNS

RUGER RXM

AN AMERICAN-MADE ALTERNATIVE TO THE GLOCK 19



WALTHER PDP PRO-E
A STEP ABOVE THE ORIGINAL

1911 AOS
SPRINGFIELD'S NEW RED DOT SYSTEM

COLT KODIAK
.44 MAGNUM

KIMBER KDS9C RAIL

STREAMLIGHT
TLR-1 HL-X USB

CONCEALED CARRY: WHY CONSISTENCY RULES

GUNS&AMMO HANDGUNS

DOUBLE UP!

KIMBER'S NEW 2K11 IS TOTALLY WORTH THE WAIT



PRODIGY COMPACT
SPRINGFIELD'S 1911 PRODIGY 3.5

TAURUS GX2
AFFORDABLE, RELIABLE ENTRY-LEVEL PISTOL

KOBRA CARRY
ED BROWN'S TWO-CALIBER SOLUTION

COLT VIPER .357

NIGHTHAWK
FIRE HAWK 10MM

S&W SHIELD PLUS
CARRY COMP

COMPETE WITH WHAT YOU CARRY!

GUNS&AMMO HANDGUNS

THE LEGEND

ALL HAIL THE RETURN OF THE WALTHER PP, THE PPK'S BIG BROTHER



MODEL 10 NO-LOCK
S&W'S ICONIC .38 REVOLVER

HK CC9
A NEW MICRO 9MM ENTERS THE FRAY

WILSON D77
PROJECT I


NIGHTHAWK SINGLE-STACK
SAND HAWK

PRO TIPS ON RELOADING A REVOLVER

GUNS&AMMO HANDGUNS

CARRY COMP

SMITH & WESSON UPS ITS M&P 9MM PISTOL GAME



BERSA 1911
A QUALITY PISTOL MADE IN THE USA

TAURUS 10
A NEW DA/SA OPTION FOR 10MM AUTO FANS

A SUPER 92
LANGDON TACTICAL'S TAKE ON BERETTA'S 92

ROCK ISLAND RIA 5.0E

RUGER MAX-9 4-INCH

SIG P226-XFIVE LEGION

WALTHER PDP COMPACT STEEL FRAME

GUNS&AMMO HANDGUNS

2026 MEDIA KIT

handgunsmag.com

2025 NEW HOLSTER GUIDE

GUNS&AMMO HANDGUNS

COOL CANIK

THE NEW METE MC9 PRIME HAS WHAT IT TAKES



S&W'S .32 H&R
A HANDY NEW C&W REVOLVER

MORE REVIEWS

- STOGER STR-9 THINLINE
- KIMBER CDS9 CLASSIC
- CZ SHADOW 2 CARRY
- TAURUS 650

ED BROWN'S NEW OPTICS EVO 9MMs

CMP BRINGS BACK SURPLUS 1911 SALES

GUNS&AMMO **HANDGUNS**

HANDGUNS is dedicated to the handgun enthusiast. Its core mission is to emphasize the proper use and selection of handguns for self-defense and concealed carry. For marketers, Handguns represents a super-efficient buy for anything from esoteric shooting supplies to pickup trucks and SUVs... and everything in between.



Take Advantage of this Diverse, Active and Influential Consumer by Leveraging the Synergies of the 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:

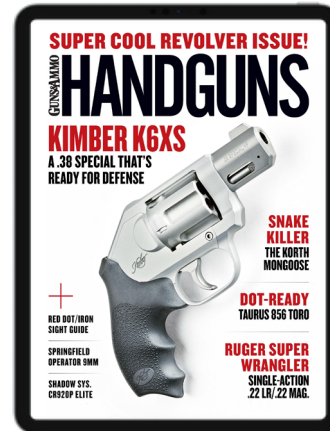
- Three media were better than two, and two media were better than one in generating results.
- The combination of TV and magazines provided more response (versus TV alone) than did TV plus online.
- Print was most effective in driving online traffic – and that traffic increased considerably when URLs 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%

Sources:

MRI-Simmons Multi-Media Engagement Study



HANDGUNS: KEY BRAND FACTS

Circulation:	88,650
Frequency:	6X
Total Audience:	975,150
Average Household Income:	\$128,467

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:

- 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 2012 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:

2025 MRI Spring Doublebase, AAM Statement 6 Months Ending June 2025

Handguns Publishers Estimate Based on the Following: Handgun Owners, MRI Magazine Quintiles I-III (Reading 1.5+ Magazines on a Monthly Basis)

Total Audience	975,000
Average Household Income	\$128,467
Average Household Net Worth	\$659,415
Men/Female %	65/35
Median Age	54

Subscribed for 4+ Years	48%
Pass Along Issues to Family/Friends	45%
Belong to a Gun Club or 2A Organization	47%
Went Hunting in Last Year	57%
Performed DIY Project(s) in Last Year	82%

HUNTING/TARGET SHOOTING

- Any Hunting Last 12 Months – 11%/358 Index
- Spent \$100+ on Hunting Clothing – 7%/392 Index
- Influential Hunting Consumers – 5%/375 Index
- I Have a Great Deal of Knowledge/ Experience in Hunting – 18%/285 Index
- My Family/Friends Often Ask/Trust My Advice on Hunting – 10%/214 Index



AUTOMOTIVE

- Owns ATV/UTV – 10%/185 Index
- Owns Utility ATV – 4%/181 Index
- Owns Sport ATV – 3%/196 Index
- Owns/Leases Pickup – 35%/153 Index
- Owns/Leases 2-Door Truck – 12%/158 Index
- Purpose of Pickup Truck: Personal Hauling – 24%/165 Index
- Owns Full Size SUV – 7%/139 Index
- Very Likely to Purchase Influential SUV – 6%/107 Index
- Very Likely to Purchase Truck – 4%/115 Index
- Super Automobile Consumers – 5%/202 Index



Source: 2025 MRI Spring Doublebase

Handguns Publishers Estimate Based on the Following: Handgun Owners, MRI Magazine Quintiles I-III (Reading 1.5+ Magazines on a Monthly Basis)

Issue	Ad Space Close/Materials Due	Newsstand on Sale
April/May	12/04/25	2/10/26
June/July	2/09/26	4/14/26
August/September	4/13/26	6/16/26
October/November	6/08/26	8/11/26
December/January	8/10/26	10/13/26
February/March	10/05/26	12/08/26



4-Color	1 x	3 x	6 x	9 x
Page	\$10,792	\$10,477	\$10,149	\$9,821
2/3 Page	\$8,615	\$8,381	\$8,112	\$7,842
1/2 Page	\$6,999	\$6,801	\$6,590	\$6,367
1/3 Page	\$5,923	\$5,760	\$5,572	\$5,408
1/4 Page	\$4,975	\$4,811	\$4,670	\$4,518
1/6 Page	\$4,167	\$4,026	\$3,909	\$3,792

2-Color	1x	3 x	6 x	9 x
Page	\$8,427	\$8,148	\$7,902	\$7,667
2/3 Page	\$6,731	\$6,531	\$6,321	\$6,134
1/2 Page	\$5,478	\$5,313	\$5,140	\$4,988
1/3 Page	\$4,378	\$4,249	\$4,121	\$3,980
1/4 Page	\$3,687	\$3,594	\$3,477	\$3,383
1/6 Page	\$3,102	\$3,043	\$2,938	\$2,869

B&W	1x	3 x	6 x	9 x
Page	\$6,731	\$6,531	\$6,321	\$6,134
2/3 Page	\$5,126	\$4,975	\$4,811	\$4,670
1/2 Page	\$4,039	\$3,923	\$3,804	\$3,675
1/3 Page	\$3,031	\$2,938	\$2,844	\$2,763
1/4 Page	\$2,352	\$2,283	\$2,224	\$2,142
1/6 Page	\$1,698	\$1,627	\$1,581	\$1,546
1/12 Page	\$913	\$878	\$843	\$808
1 Inch	\$387	\$375	\$351	\$340

Covers	1x	3 x	6 x	9 x
Cover 4	\$14,011	\$13,613	\$13,180	\$12,770
Cover 3	\$11,857	\$11,518	\$11,167	\$10,814
Cover 2	\$12,396	\$12,021	\$11,659	\$11,284



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

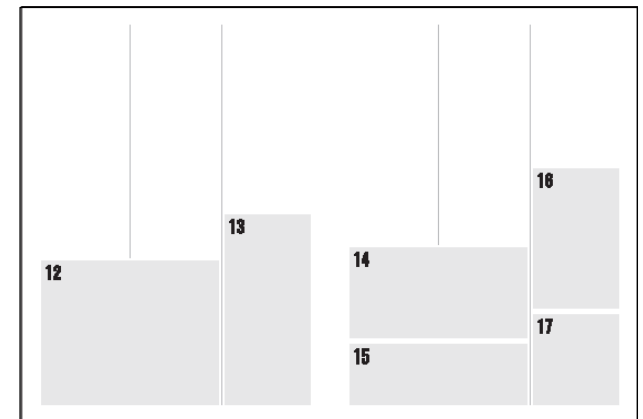
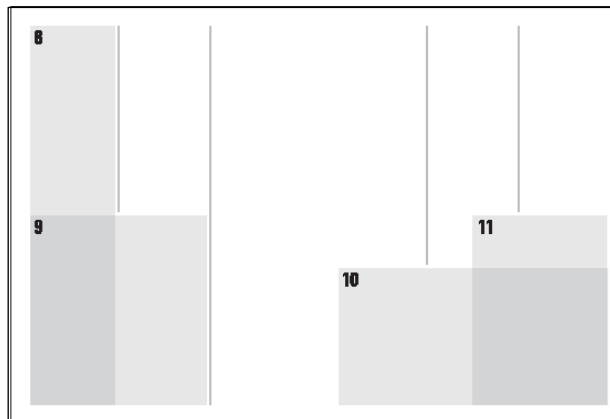
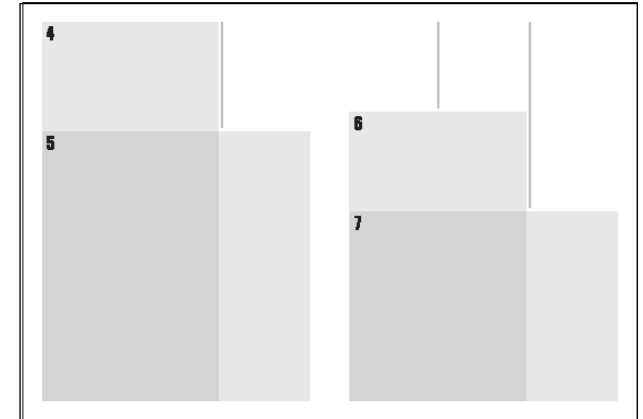
Non-Bleed: 4.375 x 2.25

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
Petersen's HUNTING
2 News Plaza
Peoria, IL 61614
309-679-5088
elizabeth.carey@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%.

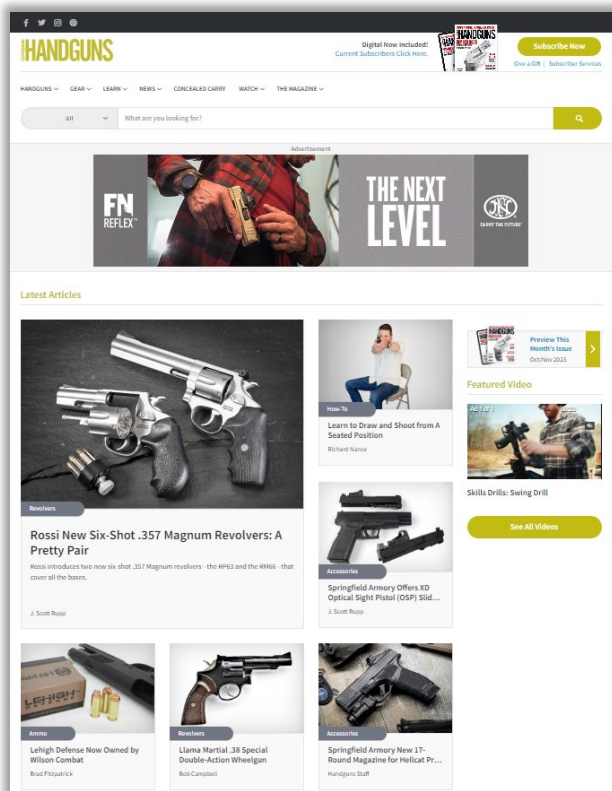
Advertising File Submission:

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>



Handguns is America's only small-arms media property dedicated to the all-around handgun enthusiast, in print, on TV, and online. Its core mission is to emphasize the proper use and selection of handguns for self-defense and sport shooting.



120,721

Monthly Unique Website Visitors

2,215,523

ANNUAL PAGEVIEWS

Male (%) 78%

Average Time Spent 2:05

Pages Per Session 1.53

Traffic From Mobile/Tablet 73%

eNewsletter Subscribers 29,000

Social Media Followers 156,707

Read Article, Go Online for More Info 86%

Publisher's Statement

6 months ended June 30, 2024, Subject to Audit

HANDGUNS

Annual Frequency: 6 times/year

Field Served: Magazine dealing with aspects of the one-hand gun for both beginners and advanced enthusiasts. Topics include personal defense, law enforcement, hunting, match competition, handgun history and more. Evaluates new guns, ammunition and related gear the average shooter can afford.

Published by Outdoor Sportsman Group - Integrated Media

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
85,411	3,412	88,823	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Feb/Mar	81,110	560	81,670	3,216		3,216	84,886	3,832	45	3,877	88,158	605	88,763
Apr/May	81,427	508	81,935	3,808		3,808	85,743	3,399	50	3,449	88,634	558	89,192
Jun/Jul	74,848	547	75,395	10,211		10,211	85,606	2,881	29	2,910	87,940	576	88,516
Average	79,128	538	79,666	5,745		5,745	85,411	3,371	41	3,412	88,244	579	88,823

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	79,128	538	79,666	89.7
Total Paid Subscriptions	79,128	538	79,666	89.7
Verified Subscriptions				
Public Place	5,512		5,512	6.2
Individual Use	233		233	0.3
Total Verified Subscriptions	5,745		5,745	6.5
Total Paid & Verified Subscriptions	84,873	538	85,411	96.2
Single Copy Sales				
Single Issue	3,371	41	3,412	3.8
Total Single Copy Sales	3,371	41	3,412	3.8
Total Paid & Verified Circulation	88,244	579	88,823	100.0

PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$6.99	
Subscription	\$23.94	
Average Subscription Price Annualized (2)		\$11.64
Average Subscription Price per Copy		\$1.94

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

(2) Based on the following issue per year frequency: 6

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Rate Base by Issue

Circulation by Regional, Metro & Demographic Editions

Geographic Data

Trend Analysis

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	105,772	105,772		
12/31/2021	None Claimed	106,183	106,183		
12/31/2020	None Claimed	108,704	108,704		

Visit auditedmedia.com Media Intelligence Center for audit reports