









FIREARMS NEWS®

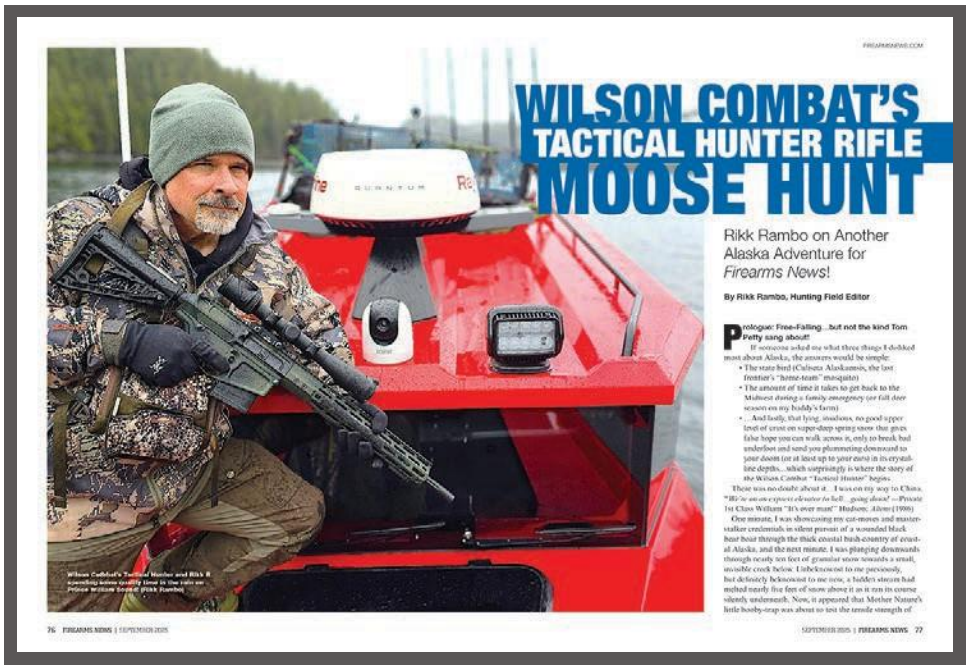
2027 MEDIA KIT

firearmsnews.com



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.





FIREARMS NEWS: KEY BRAND FACTS

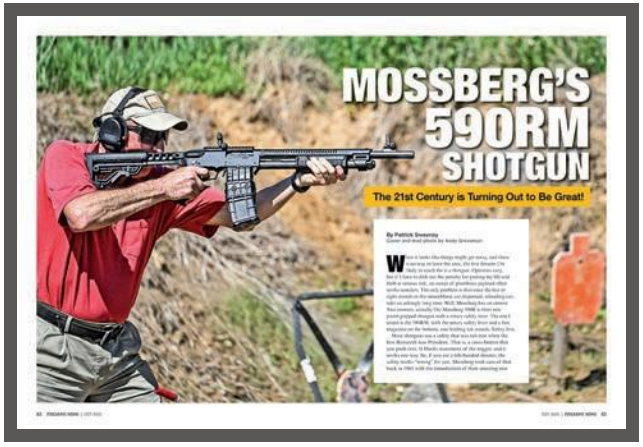
Circulation:	**68,715**
Frequency:	**12x/Year**
Total Audience:	**764,500**
Average Household Income:	**$134,103**

- *Sources: 2026 MRI Spring Doublebase, AAM Statement 6 Months Ending June 2026*
- 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)*

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 AND THE AMERICAN CONSUMER

- 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.**

Source: Ammo.com July 16th 2025

- 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

National Shooting Sports Foundation, March 2025





Circulation	**69,500**	**Male / Female %**	**65/35**
Total Audience	**764,500**	**Median Age**	**54**
Average Household Income	**$134,103**	**Top Management**	**5% / 132 Index**
		College Educated	**66% / 107 Idex**

- *Sources: 2026 MRI Spring Doublebase, AAM Statement 6 Months Ending June 2026.*
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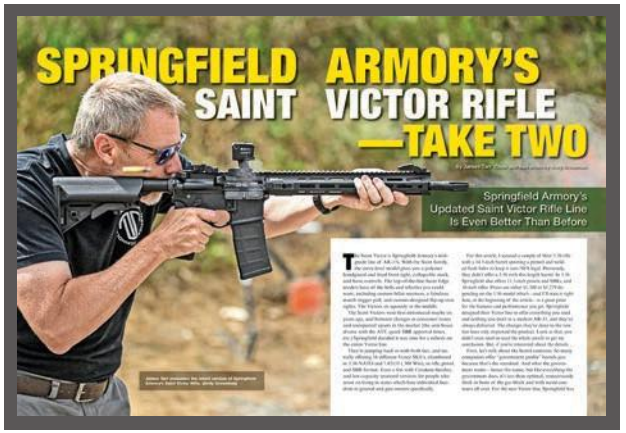
HUNTING / TARGET SHOOTING

- 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: 2026 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)*







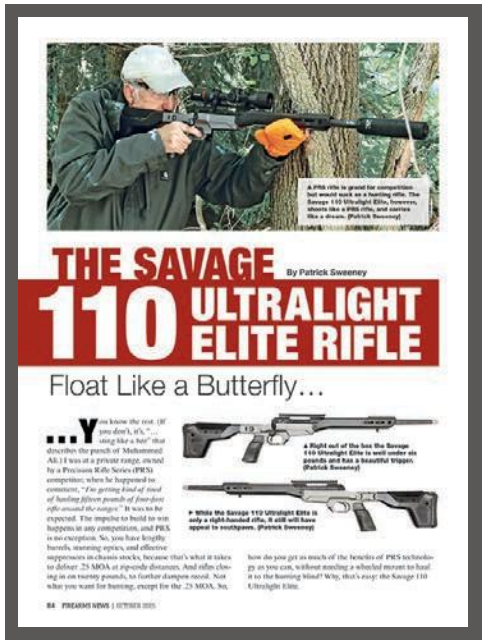
FIREARMS NEWS®

2027 Ad Close & On-Sale Dates

Issue	Ad Space Close/Materials Due	Newsstand on Sale
January	11/4/26	1/5/27
February	12/3/26	2/2/27
March	12/31/26	3/2/27
April	2/8/27	4/6/27
May	3/9/27	5/4/27
Treasury	**3/23/27**	**5/18/27**
June	4/5/27	6/1/27
July	5/10/27	7/6/27
August	6/9/27	8/3/27
September	7/12/27	9/7/27
October	8/9/27	10/5/27
November	9/7/27	11/227
December	10/8/27	12/7/27

*Dates subject to change.





FIREARMS NEWS®

2027 Advertising Rates

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





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

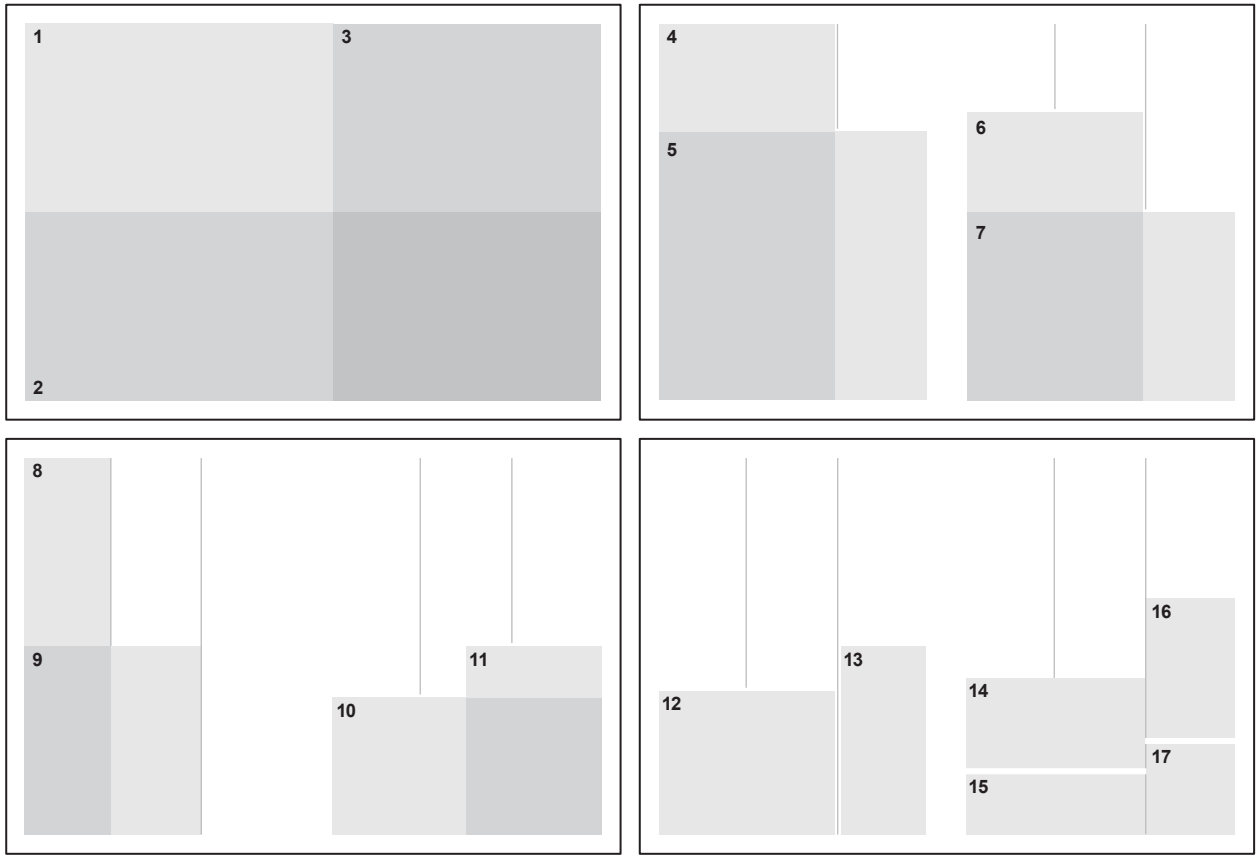
10. One-Third Horizontal
Non-Bleed: 6.75 x 3.375
Bleed: 8 x 4.125
Trim: 7.75 x 3.875
Safety: 7.25 x 3.625

11. One-Quarter Vertical
Non-Bleed: 3.375 x 4.75

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



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.

FIREARMS NEWS

File Uploading & Mechanical Specs.

General Production Information:

Production Manager
Firearms News
2 News Plaza, 3rd Floor
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 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://osg.sendmyad.com







FIREARMS NEWS

2027 *Firearms News* Special Interest Publications



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: 3/23/27
On-Sale: 5/18/27

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





*Dates subject to change.



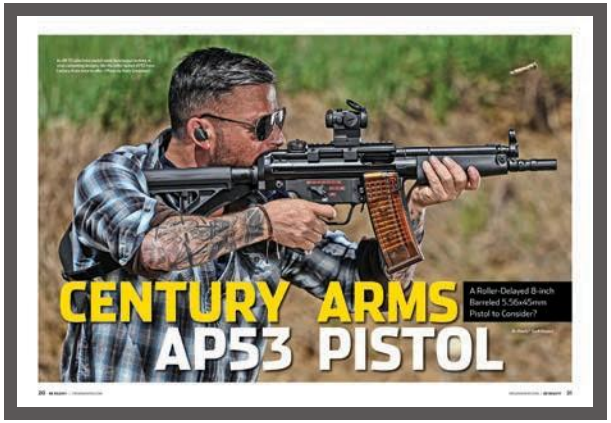
BE READY! SURVIVAL GUNS

Distribution: 90,000

The ultimate resource for information on the firearms that will help you stay alive when most others don't.

Ad Close: 5/3/27
On-Sale: 7/6/27

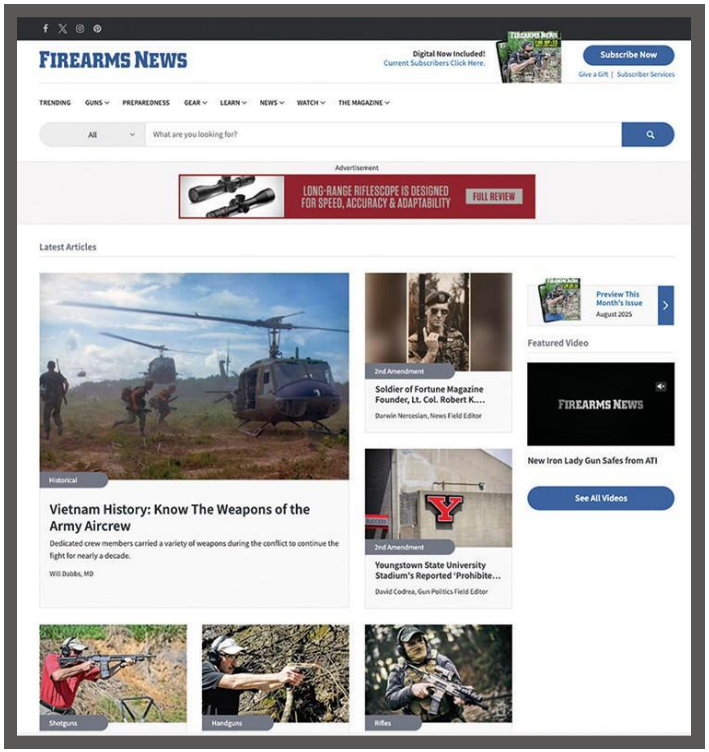
Full Page: $3,748
1/2 Page: $2,062
1/3 Page: $1,489
1/4 Page: $1,124





*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

218,561

MONTHLY UNIQUE WEBSITE VISITORS

4,081,487

ANNUAL PAGE VIEWS

Male (%)	**76%**
Average Time Spent	**1m 35s**
Pages Per Session	**1m 6s**
Traffic From Mobile/Tablet	**76%**
eNewsletter Subscribers	**34,043**
Social Media Followers	**1,146,618**

Sources: Google Analytics 4: September 2025 – August 2026
Social Followers – Sprout Social: As of August 2026.
Email Subscribers – Whatcounts Email Sending: As of September 2026.

FIREARMS NEWS®

Alliance for Audited Media
TRANSACT WITH TRUST

Publisher's Statement

6 months ended June 30, 2026, Subject to Audit

Learn more about this media property at auditedmedia.com

FIREARMS NEWS

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
66,917	2,583	69,500	None Claimed	

TOTAL CIRCULATION BY ISSUE

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	65,843	762	66,605	139		139	65,982	762	66,744	2,787	17	2,804	68,769	779	69,548
Feb	66,577	762	67,339	135		135	66,712	762	67,474	2,173	3	2,176	68,885	765	69,650
Mar	67,079	765	67,844	133		133	67,212	765	67,977	2,288	10	2,298	69,500	775	70,275
Apr	66,408	810	67,218	133		133	66,541	810	67,351	2,572	8	2,580	69,113	818	69,931
May	65,475	802	66,277	131		131	65,606	802	66,408	3,134	3	3,137	68,740	805	69,545
Jun	64,656	768	65,424	129		129	64,785	768	65,553	2,500		2,500	67,285	768	68,053
Average	**66,006**	**778**	**66,784**	**133**		**133**	**66,139**	**778**	**66,917**	**2,576**	**7**	**2,583**	**68,715**	**785**	**69,500**

PRICE

	Suggested Retail Prices (1)
Single Copy	$9.99
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: 6,571

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