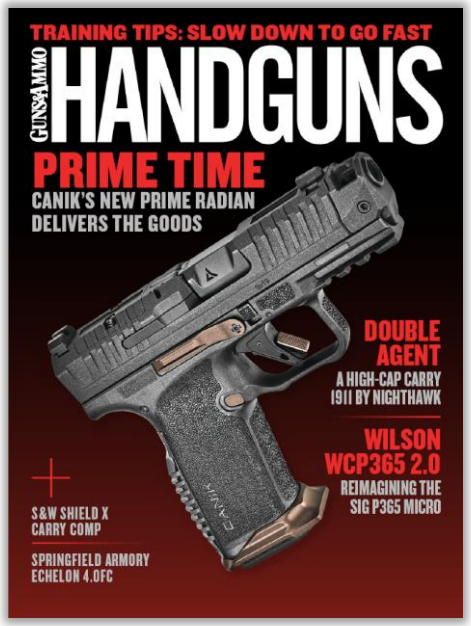
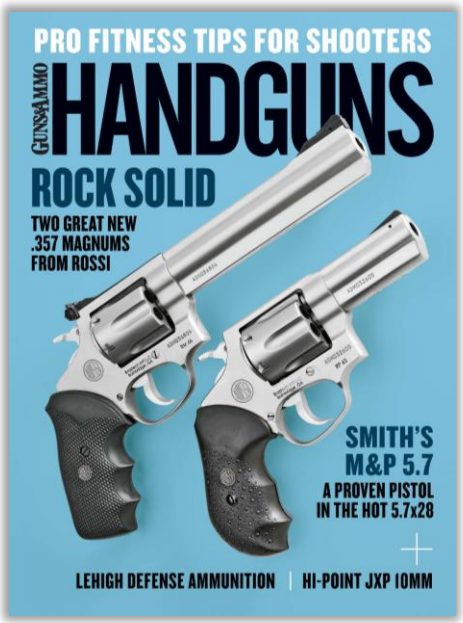
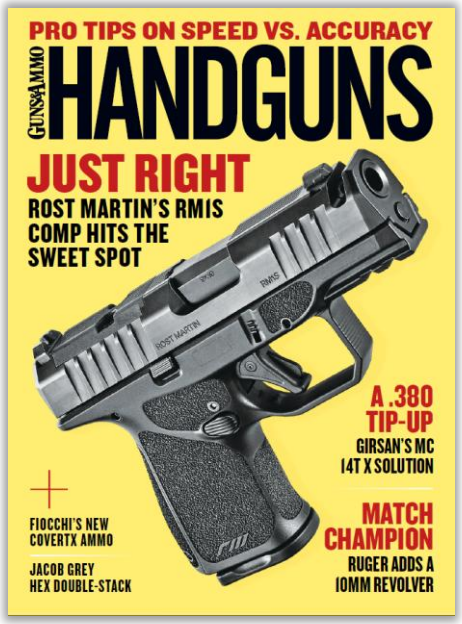






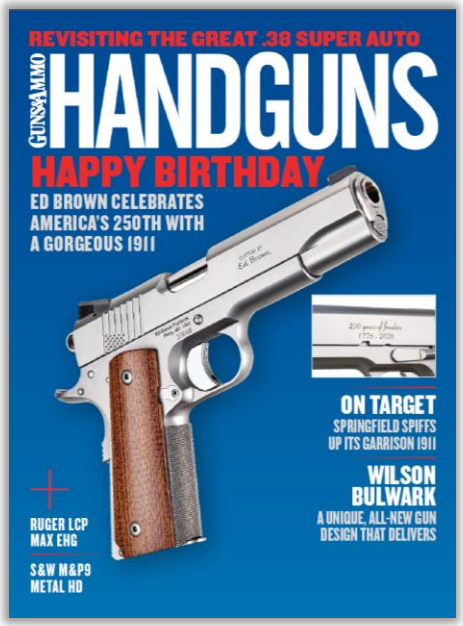




GUNS&AMMO HANDGUNS

2027 MEDIA KIT

handgunsmag.com



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.







GUNS&AMMO HANDGUNS

At a Glance

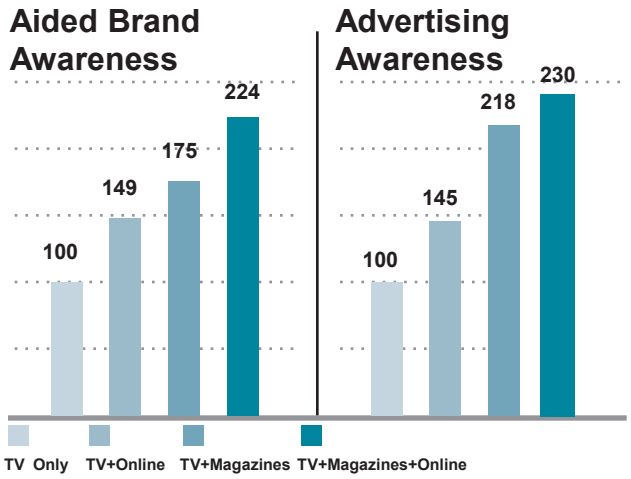
Take Advantage of this Diverse, Active and Influential Consumer by Leveraging the Synergies of the Guns & Ammo Brand

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:

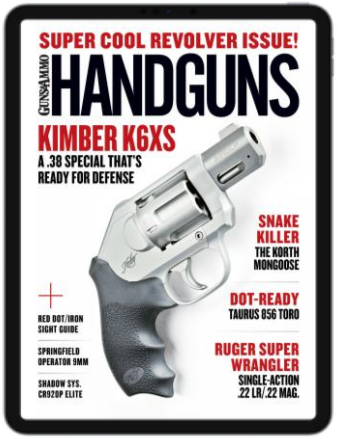
- Three media were better than two, and two media were better than one in generating results.
- The combination of TV and magazines provided more response (versus TV alone) than did TV plus online.
- Print was most effective in driving online traffic – and that traffic increased considerably when URLs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

Cumulative Effects of Different Media

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







HANDGUNS: KEY BRAND FACTS

Circulation:	**84,918**
Frequency:	**Bi-monthly**
Total Audience:	**950,290**
Average Household Income:	**$135,166**

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:

- 2012 Accelara media research.
- 2020 subscriber study.
- 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.
- Circulation, June 2026 AAM.
- MRI Doublebase 2026 (Audience).
- Demos based on Guns & Ammo Magazine.

GUNS&AMMO HANDGUNS

Meet the Readers

Total Audience	**950,290**
Average Household Income	**$135,166**
Men/Women %	**64/36**
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%**

HANDGUNS

- 98% own a Handgun
- 72% own Revolvers Centerfire
- 77% own Pistols (semi-auto)
- 60% own 1911 Semi-Automatic Pistols Centerfire
- 49% own Revolver Rimfire

SHOTGUNS

- 78% own a Shotgun
- 61% own a Pump Action
- 35% own a Semi-Automatic
- 31% own a Single Shot
- 23% own a Side by Side
- 18% own a Over and Under



RIFLES

- 85% own a Rifle
- 71% own an AR-Style Semi-Automatic Centerfire
- 71% own a Semi-Automatic Rimfire
- 60% own a Bolt Action Centerfire
- 46% own a Bolt Action Rimfire

WHAT THEY HUNT

- 43% Small Game
- 38% Big Game
- 38% Varmints
- 32% Upland Birds
- 14% Water Fowl
- 5% Exotic Game
- 5% Other



AMMUNITION

- 44% of reload own ammunition
- The average reader purchases 946 rounds of factory loaded ammo annually

VEHICLES

- 46% own/leases 1+ Sport/Utility Vehicle

Sources: 2026 MRI Doublebase; 2008 & 2020 Guns & Ammo Subscriber Studies, MRI Market Solutions. AAM June 2026.

GUNS & AMMO HANDGUNS

2027 Ad Close & On-Sale Dates

Issue	Ad Space Close/Materials Due	Newsstand on Sale
April/May	11/24/26	2/2/27
June/July	2/1/27	4/6/27
August/September	3/29/27	6/1/27
October/November	6/1/27	8/3/27
December/January	8/2/27	10/5/27
February/March	10/1/27	12/7/27







GUNS&AMMO HANDGUNS

2027 Advertising Rates

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

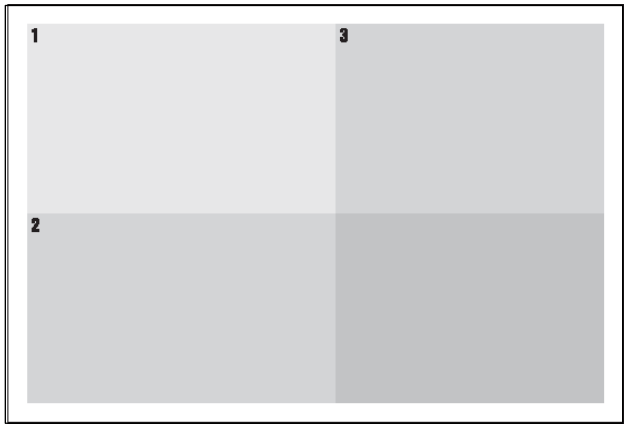
12.One-Quarter Horizontal
Non-Bleed: 4.375 x 3.625

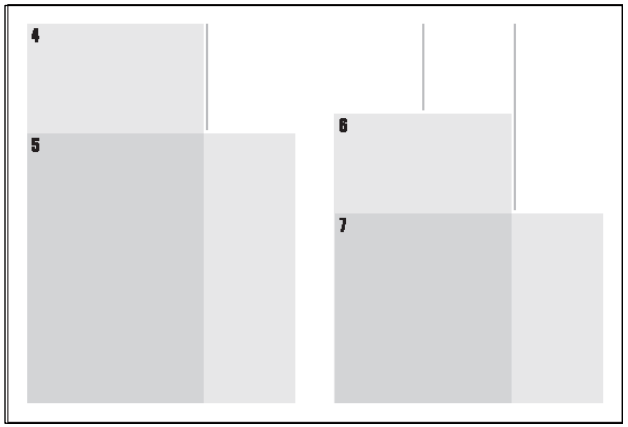
13.One-Sixth Vertical
Non-Bleed: 2.125 x 4.75

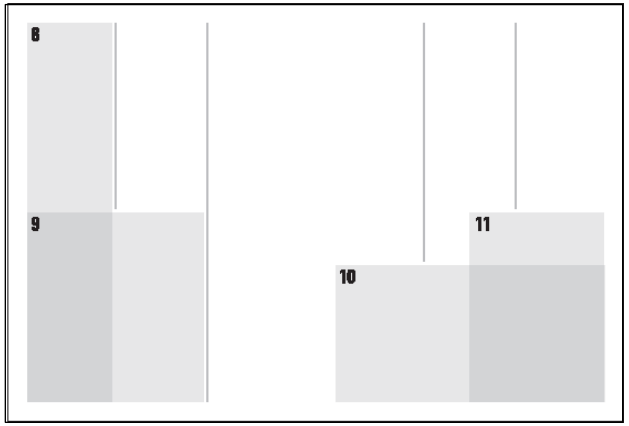
14.One-Sixth Horizontal
Non-Bleed: 4.375 x 2.25

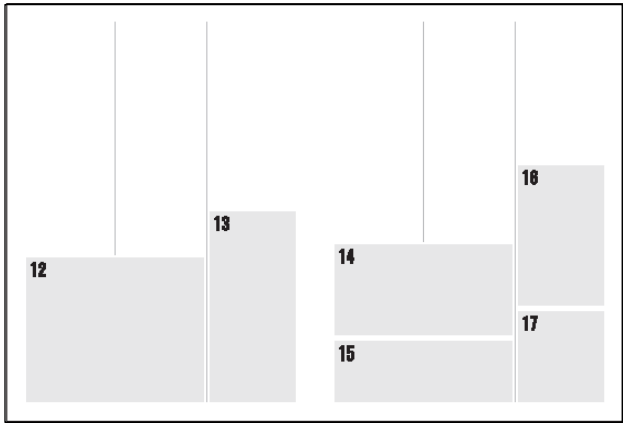
15.One-Eighth Horizontal
Non-Bleed: 4.375 x 1.5

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.

GUNS&AMMO HANDGUNS

File Uploading & Mechanical Specs.

General Production Information:

Production Manager
Handguns
2 News Plaza
Peoria, IL 61614
309-679-5085
Kathryn.McGlothlen@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



OUTDOOR SPORTSMAN GROUP®

2027 Shooting Special Interest Publications

RIMFIRE



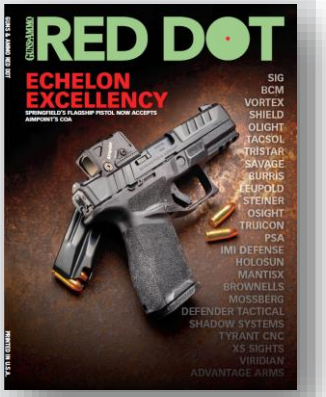
Distribution: 90,000

Rimfire magazine features articles on the world's most popular and affordable type of firearms. Subjects to include rifles, pistols, optics and ammo reviews, training tips and good old-fashioned shooting fun.

Ad Close: 3/2/27
On-Sale: 5/4/27

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

RED DOT



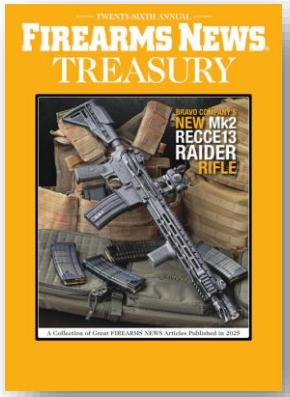
Distribution: 90,000

Learn the advantages of equipping your carry, competition and hunting firearm with a rugged and reliable red-dot sight. Also serves as a great new shooter training tool.

Ad Close: 3/2/27
On-Sale: 5/4/27

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

Guns & Ammo TREASURY



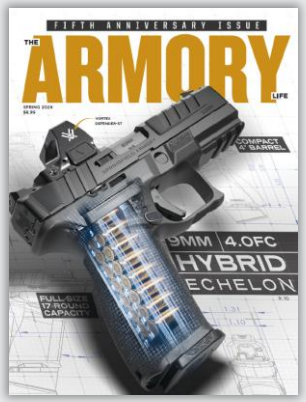
Distribution: 90,000

The Guns & Ammo 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

THE ARMORY LIFE #2



Distribution: 250,000

A lifestyle publication for the next generation of firearms enthusiast. Edgy, topical, relevant, timely and diverse defines every issue.

Ad Close: 3/25/27
On-Sale: 6/1/27

2-Page Spread: $8,570
Full Page: $4,820
1/2 Page: $2,678
1/4 Page: $1,339

*Dates subject to change.

OUTDOOR SPORTSMAN GROUP®

2027 Shooting Special Interest Publications

PRECISION HUNTER



Distribution: 45,000

Precision Hunter takes "in the field" accuracy to a new level by focusing on the latest advancements in rifles, ammo and optics and the hottest tips and techniques to make you a better big game shot.

Ad Close: 3/16/27
On-Sale: 5/18/27

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

CARRY #1



Distribution: 90,000

More firearms are purchased for concealed carry than any other task. With stories ranging from pistols and ammo to holsters and skills, you will learn what works and why — from experts in the field.

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

BE READY: SURVIVAL GUNS



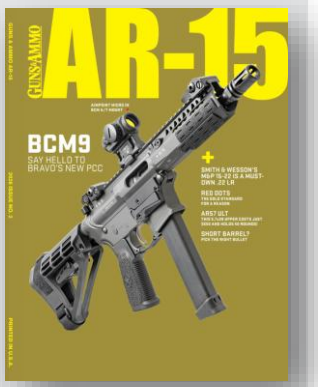
Distribution: 90,000

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

BOOK OF AR-15 #2



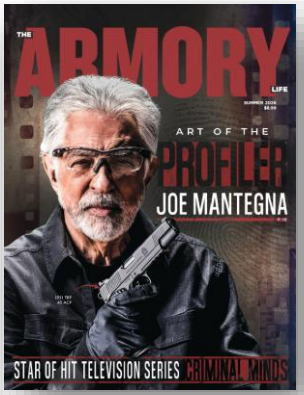
Distribution: 180,000

An engaging compilation of articles about the modern AR platform. From new firearms to must-have accessories, ammunition to aftermarket innovations, AR-15 covers it all.

Ad Close: 6/1/27
On-Sale: 8/3/27

Full Page: $6,442
1/2 Page: $3,373
1/3 Page: $2,351
1/4 Page: $2,137

THE ARMORY LIFE #3



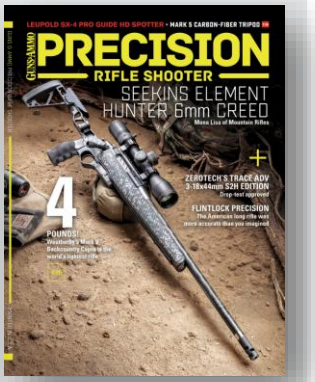
Distribution: 250,000

A lifestyle publication for the next generation of firearms enthusiast. Edgy, topical, relevant, timely and diverse defines every issue.

Ad Close: 7/1/27
On-Sale: 9/7/27

2-Page Spread: $8,570
Full Page: $4,820
1/2 Page: $2,678
1/4 Page: $1,339

PRECISION RIFLE SHOOTER #2



Distribution: 90,000

The ultimate guide for the long-range shooting enthusiast, covering the vanguard in precision rifles, long-range optics and extended-range ammunition.

Ad Close: 6/29/27
On-Sale: 8/31/27

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

*Dates subject to change.

OUTDOOR SPORTSMAN GROUP®

2027 Shooting Special Interest Publications

PISTOL CARBINE



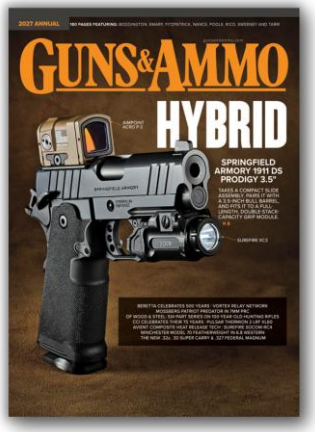
Distribution: 90,000

Celebrating the unique and exciting class of firearms known as pistol-caliber carbines (PCCs). from Glock mags. From competition to home-defense, PCC is jammed with pistol-caliber ammo, optics, firearms, and tactics.

Ad Close: 7/5/27
On-Sale: 9/7/27

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

2027 ANNUAL



Distribution: 210,000

The Guns & Ammo Annual is the most comprehensive guide to the shooting sports ever produced.

Ad Close: 8/2/27
On-Sale: 10/5/27

Full Page: $8,937
1/2 Page: $4,469
1/3 Page: $3,089
1/4 Page: $2,179

CARRY #2



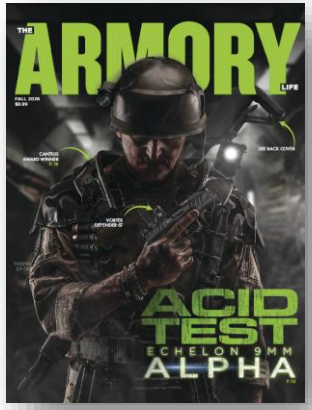
Distribution: 90,000

More firearms are purchased for concealed carry than any other task. With stories ranging from pistols and ammo to holsters and skills, you will learn what works and why — from experts in the field.

Ad Close: 8/30/27
On-Sale: 11/2/27

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

THE ARMORY LIFE #4



Distribution: 250,000

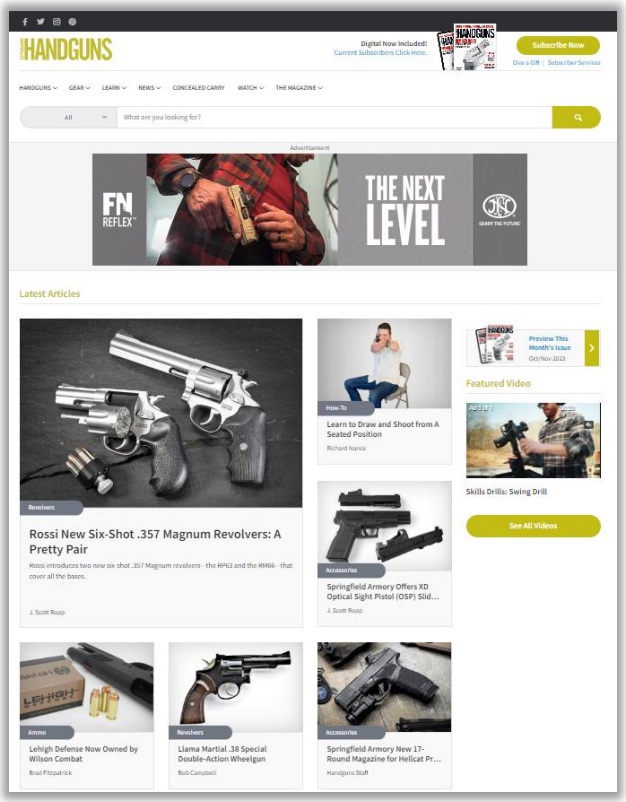
A lifestyle publication for the next generation of firearms enthusiast. Edgy, topical, relevant, timely and diverse defines every issue.

Ad Close: 9/29/27
On-Sale: 12/7/27

2-Page Spread: $8,570
Full Page: $4,820
1/2 Page: $2,678
1/4 Page: $1,339

*Dates subject to change.

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 the emphasize the proper use and selection of handguns for self-defense and sport shooting.



135K

AVG. MONTHLY UNIQUES

UP 15% YEAR-OVER-YEAR!

2.6MM

ANNUAL PAGEVIEWS

UP 26% YEAR-OVER-YEAR!

Male (%)	77%
Average Time Spent	1:27
Pages Per Session	1.4
Traffic From Mobile/Tablet	73%
eNewsletter Subscribers	30,800
Social Media Followers	154,914

Sources: Google Analytics data August 2025-July 2026. Exact Target as of July 2026. Social Followers or Likes as of July 2026.

Alliance for Audited Media
TRANSACT WITH TRUST

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

Publisher's Statement

6 months ended June 30, 2026, Subject to Audit

Learn more about this media property at auditedmedia.com

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single CopySales	Total Circulation	Rate Base	Variance to Rate Base
82,989	3,401	86,390	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	67,102	1,495	68,597	14,499		14,499	83,096	4,185	14	4,199	85,786	1,509	87,295
Apr/May	66,641	1,422	68,063	15,448		15,448	83,511	3,086	11	3,097	85,175	1,433	86,608
Jun/Jul	61,875	1,466	63,341	19,019		19,019	82,360	2,900	9	2,909	83,794	1,475	85,269
Average	**65,206**	**1,461**	**66,667**	**16,322**		**16,322**	**82,989**	**3,390**	**11**	**3,401**	**84,918**	**1,472**	**86,390**

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	65,206	1,461	66,667	77.2
Total Paid Subscriptions	**65,206**	**1,461**	**66,667**	**77.2**
Verified Subscriptions				
Public Place	16,193		16,193	18.7
Individual Use	129		129	0.1
Total Verified Subscriptions	**16,322**		**16,322**	**18.9**
Total Paid & Verified Subscriptions	**81,528**	**1,461**	**82,989**	**96.1**
Single Copy Sales				
Single Issue	3,390	11	3,401	3.9
Total Single Copy Sales	**3,390**	**11**	**3,401**	**3.9**
Total Paid & Verified Circulation	**84,918**	**1,472**	**86,390**	**100.0**

PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	$7.99	
Subscription	$23.94	
Average Subscription Price Annualized (2)		$12.12
Average Subscription Price per Copy		$2.02

(1) Represents subscriptions for the 6 month period ended June 30, 2026
(2) Based on the following issue per year frequency: 6

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2024	None Claimed	91,374	91,374		
12/31/2022	None Claimed	105,772	105,772		
12/31/2021	None Claimed	106,183	106,183		

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Rate Base by Issue
Circulation by Regional, Metro & Demographic Editions
Geographic Data
Trend Analysis