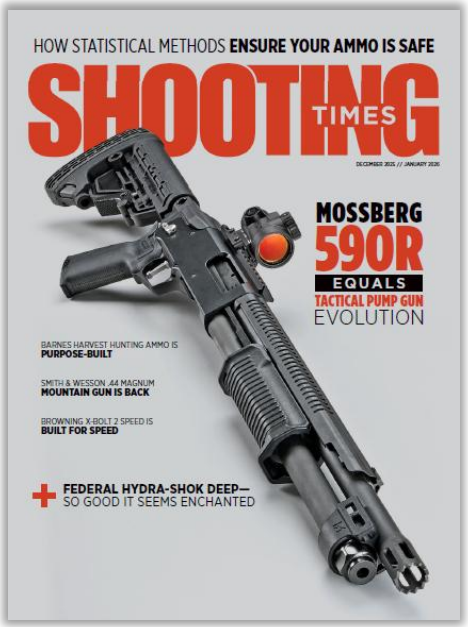
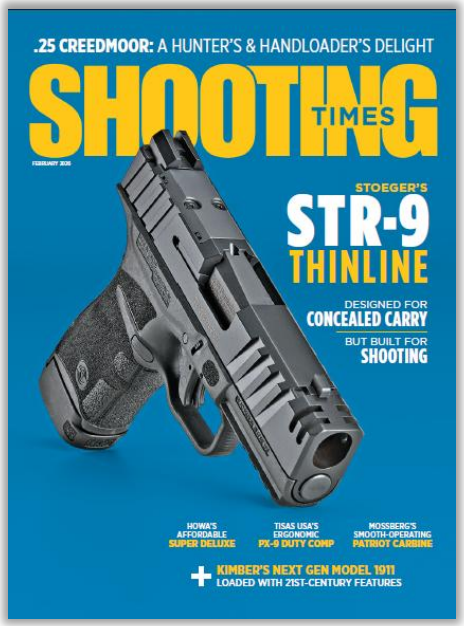
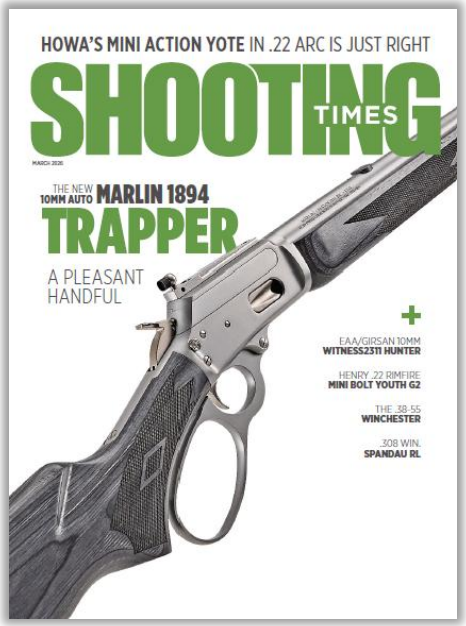
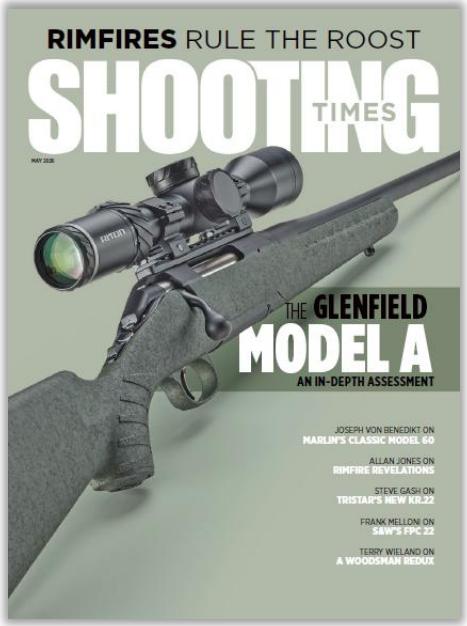






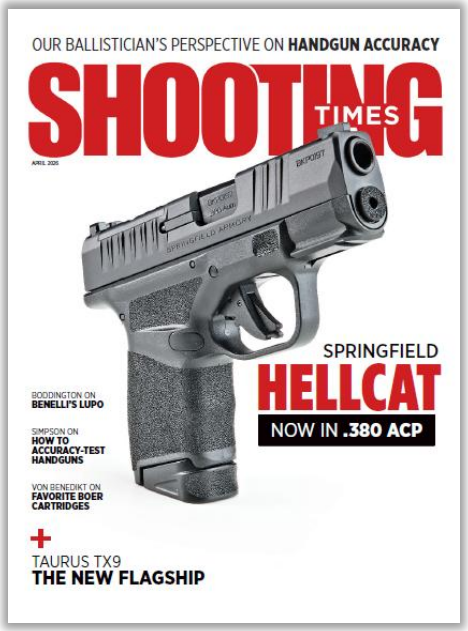




SHOOTING TIMES

2027 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.







SHOOTING TIMES

At a Glance

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

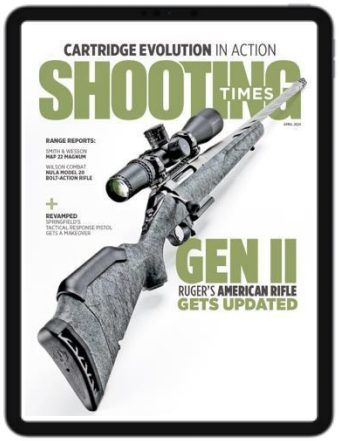
Independent Research by Dynamic Logic and Millward Brown confirmed that the most effective approach to driving consumer 'purchase intent' is to rely on media synergy to best drive results. Key revelations from 32 studies include:

- 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.

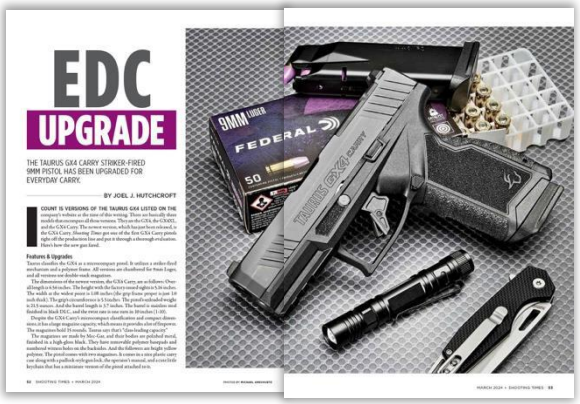
Ads in Magazines are in a more synergistic environment …

- 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:	**115,222**
Frequency:	**8x per year**
Total Audience:	**1,278,552**
Average Household Income:	**$130,871**

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:

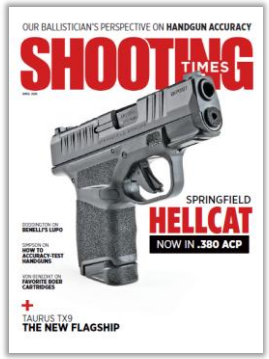
- In 2024, 32% of Americans (107MM people) reported that they personally own a firearm.
- Estimates show that 82.9MM people owning at least one firearm in 2023, with 43% of households owning at least one firearm.
- More than 52.7MM people engage in sport and target shooting in the United States, separately, 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:

- 2026 MRI Spring Doublebase, AAM Statement 6 Months Ending June 2026. 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

Meet the Readers

Total Audience	**1,4278,552**
Average Household Income	**$130,871**
Average Net Worth	**$599,647**
Men/Women %	**73/27**
Median Age	**48**

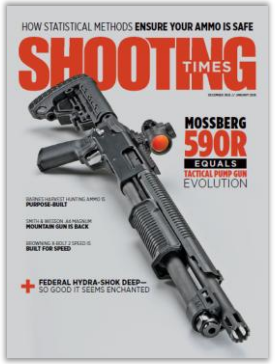


Land Owners/DIY

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

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

Sources: 2026 MRI Spring Doublebase, AAM Statement 6 Months Ending June 2006 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)

SHOOTING TIMES

2027 Ad Close & On-Sale Dates

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







SHOOTING TIMES

2027 Advertising Rates

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

SHOOTING TIMES

Ad Sizes & Mechanical Specs.

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

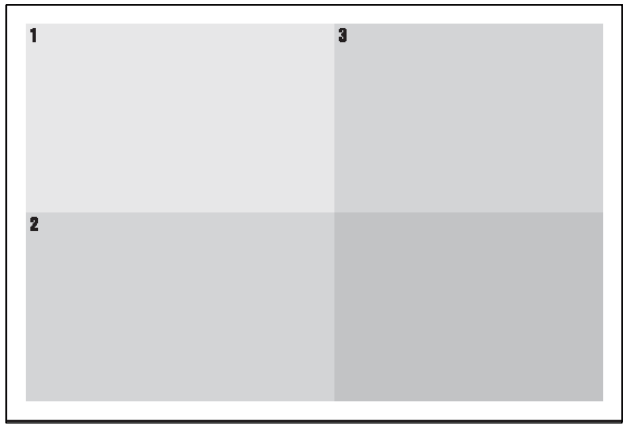
12. One-Quarter Horizontal
Non-Bleed: 4.375 x 3.625

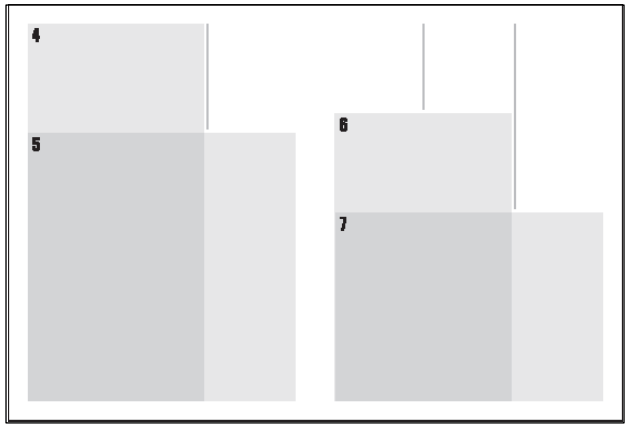
13. One-Sixth Vertical
Non-Bleed: 2.125 x 4.75

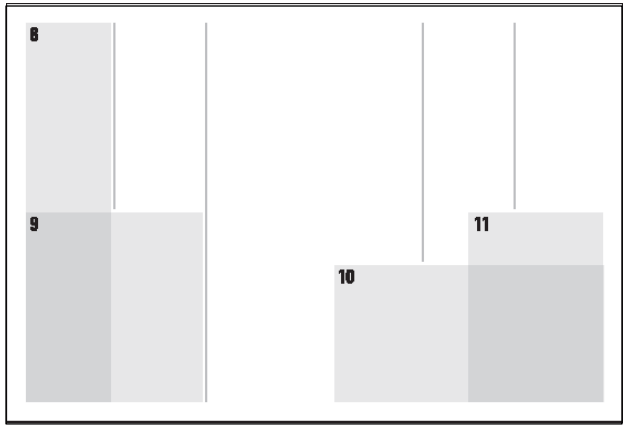
14. One-Sixth Horizontal
Non-Bleed: 4.375 x 2.25

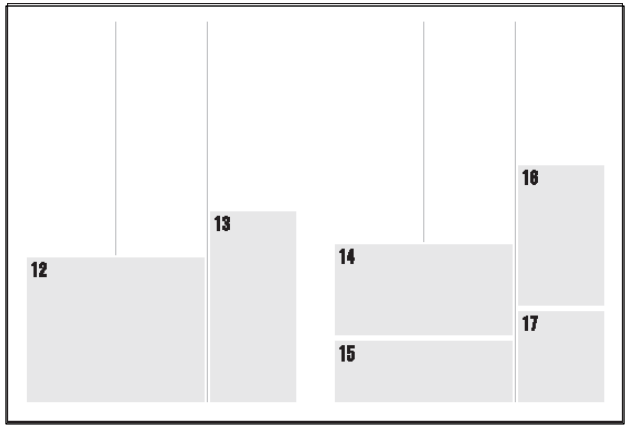
15. One-Eighth Horizontal
Non-Bleed: 4.375 x 1.5

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.

SHOOTING TIMES

File Uploading & Mechanical Specs.

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:

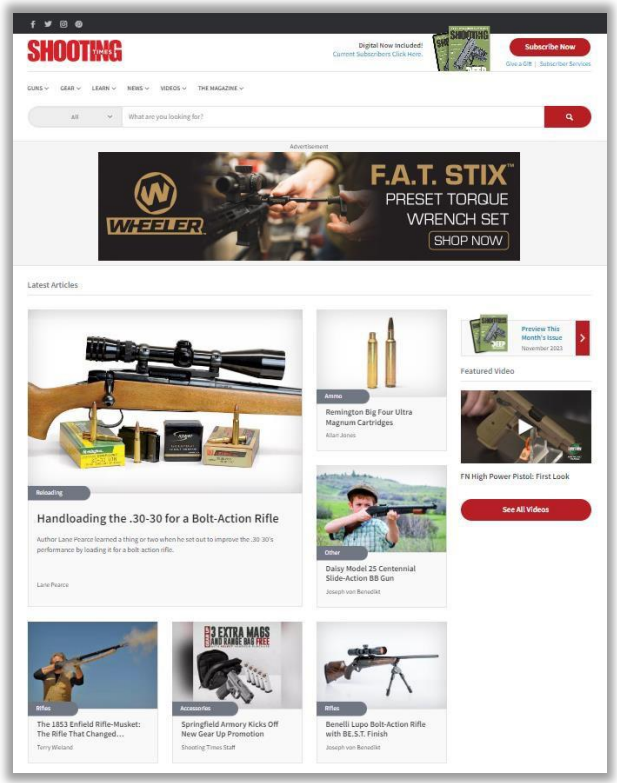
https://osg.sendmyad.com







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.



145.3K

AVG. MONTHLY UNIQUES

2.8MM

ANNUAL PAGEVIEWS

Male (%)	78%
Average Time Spent	2:09
Pages Per Session	1.3
Traffic From Mobile/Tablet	68%
eNewsletter Subscribers	37,092
Social Media Followers	595,569

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

Alliance for Audited Media
TRANSACT WITH TRUST

SHOOTING TIMES

Annual Frequency: 9 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, 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
113,434	2,798	116,232	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	89,666	1,029	90,695	22,591		22,591	113,286	2,419	15	2,434	114,676	1,044	115,720
Mar	102,800	972	103,772	9,437		9,437	113,209	3,336	6	3,342	115,573	978	116,551
Apr	103,387	992	104,379	9,413		9,413	113,792	2,504	4	2,508	115,304	996	116,300
May	103,070	1,016	104,086	9,362		9,362	113,448	2,899	8	2,907	115,331	1,024	116,355
Average	**99,731**	**1,002**	**100,733**	**12,701**		**12,701**	**113,434**	**2,790**	**8**	**2,798**	**115,222**	**1,010**	**116,232**

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	99,731	1,002	100,733	86.7
Total Paid Subscriptions	**99,731**	**1,002**	**100,733**	**86.7**
Verified Subscriptions				
Public Place	12,405		12,405	10.7
Individual Use	296		296	0.3
Total Verified Subscriptions	**12,701**		**12,701**	**10.9**
Total Paid & Verified Subscriptions	**112,432**	**1,002**	**113,434**	**97.6**
Single Copy Sales				
Single Issue	2,790	8	2,798	2.4
Total Single Copy Sales	**2,790**	**8**	**2,798**	**2.4**
Total Paid & Verified Circulation	**115,222**	**1,010**	**116,232**	**100.0**

PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	$7.99	
Subscription	$28.94	
Average Subscription Price Annualized (2)		$10.71
Average Subscription Price per Copy		$1.19

(1) Represents subscriptions for the 6 month period ended June 30, 2026
(2) Based on the following issue per year frequency: 9

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	131,899	131,899		
12/31/2022	None Claimed	154,983	154,983		
12/31/2021	None Claimed	155,225	155,225		

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

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

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