

(HIDDEN) CARRY RIG
SNEAKY PETE HOLSTER

MADE FOR AMERICA
JR CARBINES 9mm FLAG GUN

WINCHESTER'S
TRAIN & DEFEND

GUNS&AMMO

JULY 2015

SHOOTOUT HOW DO THEY STACK UP?

9 SINGLE STACK 9mm POLYMER FRAME PISTOLS vs. GLOCK'S NEW G43

8,000+ ROUNDS 3 SHOOTERS 3 DAYS



S&W M&P9 Shield



Beretta BU9 Nano



Ruger LC9s Pro

Taurus 709 SLIM

Taurus 709 SLIM



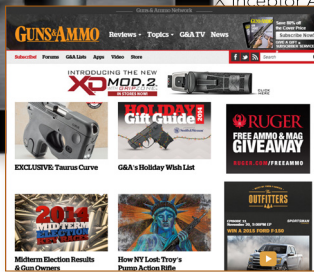
Springfield XD3.3

gunsandammo.com USA \$4.99



0 70989 34805 9

STIC
UTURE?
X Inceptor Ammunition



Guns & Ammo is the preeminent, most-respected media brand in the firearms field. G&A

covers the complete spectrum of firearms, accessories and related products *and* it reaches more enthusiast-consumers than any other content provider in the category - in print (Guns & Ammo magazine), online (gunsandammomag.com) and on TV (Guns & Ammo TV, Guns & Ammo Classics and Personal Defense TV). For the most effective campaigns, savvy marketers leverage the strength of the brand across the entire Guns & Ammo media platform.

**OUTDOOR
SPORTSMAN
GROUP**

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Guns & Ammo: Key Facts

Circulation:	396,281
Frequency:	Monthly
Total Audience:	10,754,000
Male/Female (%):	85/15
Median Age:	39.6
Average HHI:	\$102,000

Gunsandammo.com

Average UVs/Month:	1,129,000
Average PVs/Month:	6,963,000

Guns & Ammo readers and web site visitors represent a powerful and deep cross-section of American consumers. Key facts you may not have 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.

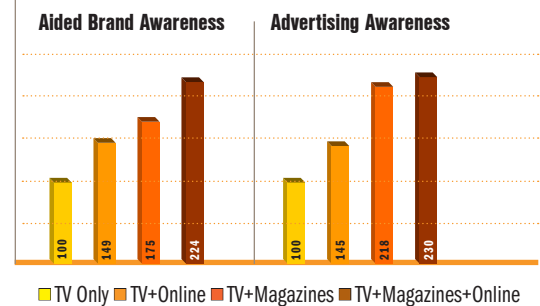
Take Advantage of this diverse, active and influential consumer by leveraging the synergies of the Guns & Ammo brand

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 conducted from 2003 through 2007 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 Combinations

Pre/Post Point Change (Index vs. TV Alone)



Note: Results reflect the impact of different media combinations expresses as an index with TV as the base medium

Sources: 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; AAM, June 2015; MRI, Spring 2015.



Guns & Ammo Magazine 2016 Demographic Highlights

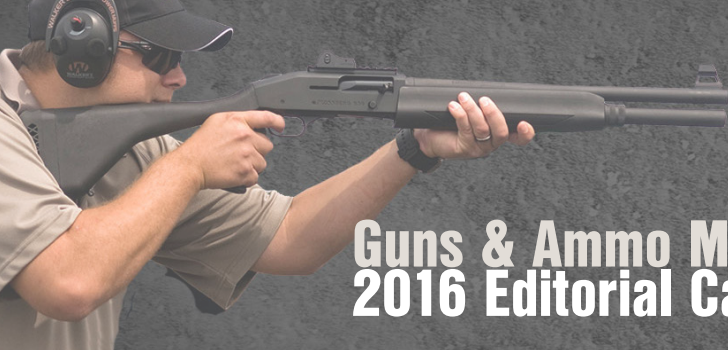
		% Comp
Total Audience	10,754,000	
Male		85%
Female		15
Median Age	39.6	
Children in Household		20%
Married		71
Attended College		69
Professional/Management		40%
Craftsman/Tradesman		28
Military/Law Enforcement		11
Average Household Income	\$102,000	
Average Household Net Worth	\$687,000	
Belong to a Gun Club or Organization		57%
Own a Handgun		92%
Revolvers Centerfire		74
Automatic Pistols Centerfire		60
Automatic Pistols Rimfire		53
Pistols (semi-auto)		57
Single Shot Centerfire		21
Bolt Action		28
Own a Shotgun		87%
Pump Action		67
Semi-automatic		43
Single Shot		36
Side by Side		29
Over and Under		25
Own a Rifle		86%
Bolt Action Centerfire		71
Semi-automatic Centerfire		46
Lever Action Centerfire		47
Single Shot		31
Pump Action		15

(continued)



Guns & Ammo Magazine 2016 Demographic Highlights

	% Comp
Participated in Hunting, Past 12 Months	79%
Big Game	62
Small Game	58
Varmints	51
Upland Game Birds	35
Water Fowl	22
Exotic Game	3
Other	5
Hunted with a Bow or Crossbow, Past 12 Months	53%
Average Amount Spent on Hunting Apparel in an Average Year	\$233
Household Owns/Leases Pick-up Truck	55%
Household Owns/Leases Sport/Utility Vehicle	43
Household Owns/Leases Vans	8
Purchased Motor Oil in the, Past 12 Months	82%
Primarily Responsible for Vehicle Maintenance	91



Guns & Ammo Magazine 2016 Editorial Calendar, Closing & On Sale Dates

January:

Guns of the Future; Hunting Coyotes; Using Chrono Data)

Closing Date: October 11, 2015

On Sale: December 6, 2015

February:

Head2Head: Testing Guns & Optics of Wal-Mart; Range Bags

Closing Date: November 3, 2015

On Sale: January 5, 2016

March:

Best of SHOT Show; Equipment & Skills to Improve Accuracy

Closing Date: December 2, 2015

On Sale: February 2, 2016

April:

Leather vs. Kydex; Trail Guns for Trekking; AR Alternatives

Closing Date: December 31, 2015

On Sale: March 1, 2016

May:

Top 10 Turkey Guns & Ammo; 2016 Gearing Up for Competition

Closing Date: February 8, 2016

On Sale: April 5, 2016

June:

The Defensive Pistol Issue; Prairie Dog Tune-Up; Mil-Spec Optics

Closing Date: March 8, 2016

On Sale: May 3, 2016

July:

Hunting Alaska; The Designs of John M. Browning; Barbeque Builds

Closing Date: April 11, 2016

On Sale: June 7, 2016

August:

Replicas: Guns Inspired by other Guns; Skill-Building Practice

Closing Date: May 5, 2016

On Sale: July 5, 2016

September:

Elk Rifles & Glass; Defensive Ammo Shootoff; Skeet & Trap

Closing Date: June 6, 2016

On Sale: August 2, 2016

October:

Guns & Gear for Whitetail Hunting; Keeping Your AR Running

Closing Date: July 11, 2016

On Sale: September 6, 2016

November:

Upland Shotguns; How To Teach Rimfires; Red Dot Defense

Closing Date: August 8, 2016

On Sale: October 4, 2016

December:

Guns & Ammo of the Year Awards; Reload NOW!; ARs vs. AKs

Closing Date: September 2, 2016

On Sale: November 1, 2016

January 2017:

The Christmas Wish Issue; At-Home Laser Training; Bullet B.C.s

Closing Date: October 6, 2016

On Sale: December 6, 2016



Guns & Ammo Magazine 2016 General Advertising Rates

Effective January 1, 2016

4-Color	1 x	3 x	6 x	9 x	12 x
Full Page	\$40,919	\$39,688	\$38,458	\$37,238	\$36,018
2/3 Page	33,556	32,570	31,562	30,544	29,525
1/2 Page	27,265	26,470	25,621	24,825	23,998
1/3 Page	23,064	22,375	21,685	20,996	20,305
1/4 Page	19,298	18,725	18,141	17,569	16,974
1/6 Page	16,158	15,659	15,181	14,704	14,184
2-Color	1 x	3 x	6 x	9 x	12 x
Full Page	\$31,254	\$30,320	\$29,377	\$28,442	\$27,488
2/3 Page	24,973	24,231	23,478	22,714	21,982
1/2 Page	19,860	19,266	18,662	18,078	17,483
1/3 Page	15,361	14,916	14,439	13,994	13,527
1/4 Page	12,815	12,413	12,042	11,638	11,277
1/6 Page	10,683	10,344	10,047	9,696	9,400
B&W	1 x	3 x	6 x	9 x	12 x
Full Page	\$24,995	\$24,252	\$23,499	\$22,735	\$21,993
2/3 Page	19,468	18,874	18,311	17,717	17,144
1/2 Page	15,361	14,916	14,439	13,994	13,527
1/3 Page	11,532	11,182	10,843	10,493	10,153
1/4 Page	8,965	8,689	8,413	8,179	7,893
1/6 Page	6,397	6,207	6,026	5,835	5,644
Covers	1 x	3 x	6 x	9 x	12 x
Covers 4	\$53,183	\$51,602	\$50,011	\$48,409	\$46,807
Covers 2	47,051	45,661	44,229	42,818	41,429
Covers 3	45,004	43,677	42,320	40,961	39,625



Guns & Ammo Magazine 2016 Industry Advertising Rates

Effective January 1, 2016

4-Color	1 x	3 x	6 x	9 x	12 x
Full Page	\$33,970	\$32,941	\$31,943	\$30,926	\$29,896
2/3 Page	27,859	27,021	26,183	25,345	24,528
1/2 Page	22,639	21,950	21,272	20,592	19,913
1/3 Page	19,150	18,566	18,003	17,431	16,868
1/4 Page	16,009	15,563	15,054	14,577	14,088
1/6 Page	13,378	13,017	12,603	12,200	11,766
2-Color	1 x	3 x	6 x	9 x	12 x
Full Page	\$25,918	\$25,165	\$24,358	\$23,606	\$22,809
2/3 Page	20,730	20,125	19,489	18,862	18,237
1/2 Page	16,486	15,988	15,489	15,001	14,492
1/3 Page	12,741	12,381	11,998	11,606	11,224
1/4 Page	10,631	10,323	10,004	9,676	9,358
1/6 Page	8,859	8,593	8,329	8,063	7,787
B&W	1 x	3 x	6 x	9 x	12 x
Full Page	\$20,730	\$20,147	\$19,489	\$18,874	\$18,247
2/3 Page	16,179	15,669	15,203	14,704	14,216
1/2 Page	12,741	12,381	11,998	11,606	11,224
1/3 Page	9,558	9,283	8,996	8,699	8,403
1/4 Page	7,426	7,236	7,002	6,768	6,535
1/6 Page	5,315	5,166	4,997	4,848	4,678
Covers	1 x	3 x	6 x	9 x	12 x
Cover 4	\$44,155	\$42,818	\$41,513	\$40,186	\$38,851
Cover 2	39,063	37,896	36,739	35,550	34,383
Cover 3	37,376	36,241	35,126	34,013	32,878



Guns & Ammo Magazine 2016 Mail Order Advertising Rates

Effective January 1, 2016

4-Color	1 x	3 x	6 x	9 x	12 x
Full Page	\$28,644	\$27,785	\$26,925	\$26,077	\$25,207
2/3 Page	23,499	22,788	22,077	21,366	20,677
1/2 Page	19,096	18,513	17,940	17,357	16,816
1/3 Page	16,168	15,659	15,193	14,694	14,216
1/4 Page	13,516	13,103	12,699	12,296	11,892
2-Color	1 x	3 x	6 x	9 x	12 x
Full Page	\$21,865	\$21,208	\$20,560	\$19,903	\$19,245
2/3 Page	17,495	16,953	16,422	15,914	15,373
1/2 Page	13,887	13,495	13,071	12,646	12,232
1/3 Page	10,757	10,439	10,121	9,803	9,464
1/4 Page	8,965	8,689	8,413	8,179	7,893
B&W	1 x	3 x	6 x	9 x	12 x
Full Page	\$17,505	\$16,964	\$16,434	\$15,924	\$15,393
2/3 Page	13,633	13,219	12,815	12,391	11,998
1/2 Page	10,757	10,439	10,121	9,803	9,464
1/3 Page	8,063	7,808	7,607	7,342	7,086
1/4 Page	6,281	6,089	5,899	5,719	5,527
1/6 Page	4,488	4,350	4,222	4,085	3,947
1/12 Page	2,430	2,356	2,270	2,206	2,132
1 Inch	987	965	933	913	881



Guns & Ammo Magazine 2016 Vehicle Aftermarket Advertising Rates

Effective January 1, 2016

4-Color	1 x	3 x	6 x	9 x	12 x
Full Page	\$28,644	\$27,785	\$26,925	\$26,077	\$25,207
2/3 Page	23,499	22,788	22,077	21,366	20,677
1/2 Page	19,096	18,513	17,940	17,357	16,816
1/3 Page	16,168	15,659	15,193	14,694	14,216
1/4 Page	13,516	13,103	12,699	12,296	11,892

B&W	1 x	3 x	6 x	9 x	12 x
Full Page	\$17,505	\$16,964	\$16,434	\$15,924	\$15,393
2/3 Page	13,633	13,219	12,815	12,391	11,998
1/2 Page	10,757	10,439	10,121	9,803	9,464
1/3 Page	8,063	7,808	7,607	7,342	7,086
1/4 Page	6,281	6,089	5,899	5,719	5,527
1/6 Page	4,488	4,350	4,222	4,085	3,947
1/12 Page	2,430	2,356	2,270	2,206	2,132
1 Inch	987	965	933	913	881

2-Color	1 x	3 x	6 x	9 x	12 x
Full Page	\$21,865	\$21,208	\$20,560	\$19,903	\$19,245
2/3 Page	17,495	16,953	16,422	15,914	15,373
1/2 Page	13,887	13,495	13,071	12,646	12,232
1/3 Page	10,757	10,439	10,121	9,803	9,464
1/4 Page	8,965	8,689	8,413	8,179	7,893



Guns & Ammo Magazine 2016 Sportsmen's Directory Advertising Rates

Effective January 1, 2016

4-Color	1 x	3 x	6 x	9 x	12 x
1 Inch	\$923	\$902	\$891	\$881	\$849
2 Inches	1,846	1,814	1,772	1,719	1,666
1/12 Page	2,324	2,218	2,186	2,154	2,122
3 Inches	2,769	2,684	2,642	2,578	2,536
4 Inches	3,713	3,585	3,511	3,448	3,342

2-Color	1 x	3 x	6 x	9 x	12 x
1 Inch	\$764	\$732	\$721	\$700	\$690
2 Inches	1,549	1,517	1,464	1,433	1,401
1/12 Page	1,931	1,878	1,846	1,804	1,740
3 Inches	2,292	2,238	2,186	2,154	2,112
4 Inches	3,077	2,981	2,928	2,864	2,790

B&W	1 x	3 x	6 x	9 x	12 x
1 Inch	\$584	\$573	\$562	\$541	\$530
2 Inches	1,157	1,135	1,103	1,071	1,039
1/12 Page	1,453	1,401	1,369	1,337	1,315
3 Inches	1,729	1,666	1,645	1,613	1,581
4 Inches	2,324	2,238	2,196	2,154	2,112

2016 Classified Advertising Rates

Per Word Classified, Prepaid and Noncommissionable

Minimum number of words	15.5
Minimum Rate	248
Additional Word Rate	17
Photograph/Illustration.	280



Guns & Ammo Digital Advertising Opportunities

Guns & Ammo online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on the shooting sports presented with engaging video content, slide shows, access to the sport-shooters community and more.

Guns & Ammo Online: Vital Statistics

Monthly Avg.

Unique Visitors	1,129,000
Pageviews	6,963,000
Traffic from Mobile Device	43%
Traffic from Tablet	15%

Guns & Ammo e-Newsletter

Subscribers

2x/week Distribution	200,000
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Source: Google Analytics, September 1, 2014 - August 31, 2015.

- Site Skin
- 728 x 90 Leaderboard
- 300 x 250 Rectangle

Guns & Ammo e-Newsletter

Guns & Ammo Mobile

Content Targeted Ads

The collage illustrates the digital advertising opportunities across different platforms and content types. It includes:

- Desktop Website:** Shows the main navigation, a featured article titled "Best States for Concealed Carry 2014", and various banner and sidebar ads.
- Mobile Website:** Shows the responsive design of the website on a smartphone, highlighting the "Best States for Concealed Carry 2014" article.
- Tablet Website:** Shows the website layout on a tablet, with a focus on content-targeted ads.
- Advertisements:** Includes a "FREE AMMO" offer, a "COLT 1991" advertisement, and a "StealthGear" ad.
- Content:** Features articles like "The Carbine Compromise" and "10 Best Ballistics Apps".



Guns & Ammo Digital Advertising Rates

Outdoor Sportsman Group Digital

Network offers marketers the ability to develop highly-targeted campaigns that are fully integrated with any combination of multimedia assets – including OSG magazines, television programming, mobile and events.

These advertising opportunities give your products and services high-profile exposure to 80+million American Sportsmen – and drive results!

Display Advertising Units: The OSG network utilizes the Internet Advertising Bureau's (www.iab.net) standard display units as well as several custom creative options.

Streaming Video: Delivers your brand's video messaging (or TV spot) to a captive audience via:

- :15 or :30 pre-roll

- Embedded in custom Superheader ad

E-Mail Newsletters: Sent directly to opt-in subscribers, with advertisements appearing within the most current information and content on Sportsmen's preferred passion – whether it is hunting, fishing or shooting.

- Custom e-blasts (with exclusive content about your brand) are also available.

Custom Creative: High-profile and engaging ad units that best position your brand and surround the most relevant content across OSG websites.

Targeting: Increase your hyper-focused marketing efforts by targeting consumers most likely to purchase - we deliver potential buyers to your home page, specific product pages, e-commerce site or retail location.

- Available with geographic, contextual or section targeting.

- Sponsorships available for specific sections of content and specific stories – please inquire.

Online Ad Specs: Comprehensive technical advertising creative specifications are available by clicking [here](#).

OSG Online Properties Complement and Support the Most Effective Multi-Media Marketing Programs

Online User Demographics

Male: (%)	76.7	Unique Visitors per Month (MM)	6.6
Median Age:	43.0	Page Views per Month (MM)	35.1
Age 18-49: (%)	45.4	Average Time Spent (minutes)	10.2
Age 35-64: (%)	55.0	Average Page Views/Visit	5.3
Average HHI:	\$77,000	Researched Product Online (%)	85.1
Fish (Index)	254	Brought Product Online (%)	85.0
Hunt (Index)	425	Camp (Index)	157

Sources: Google Analytics Sept-Aug 2015 monthly average; Digital User Survey, TouchPoint Research June 2014 (demographics, activities); ComScore July 2014 (median age).

Advertising Rates & Positions

All online advertising is sold on a cost-per-thousand (CPM) basis, unless otherwise noted.

Site Placement	Advertising Unit	Net CPM
Leaderboard	728 x 90	\$10
Medium Rectangle	300 x 250	12
Sticky-Medium Rectangle	300 x 250	10
Half-Page	300 x 600	14
Roadblock	300 x 250; 728 x 90	20
Targeting	Geographic, Section, Contextual	CPM plus \$2
Mobile	320 x 50 / 300 x 50	5

Custom Creative

Site Placement	Advertising Unit	Net CPM
Video Pre-Roll: 15 / 30 Seconds	640 x 480	\$20/30
Superheader	1020 x 90 > 1020 x 415	35 with video/25
Site Skin	1400 x 800	25
Interstitial (pre-)	600 x 400	25
E-Commerce Widget	Custom, with product integration	25

E-Mail Newsletters & Custom E-Blasts

Site Placement	Advertising Unit	Net CPM
E-Mail Newsletter (by brand)	728 x 90, 300 x 250	Flat fee; see p. 5
Custom E-Blast	600 x 800	50

Outdoors Sportsman Group Digital Network also offers customized packages, beyond standard sizes and placements, that satisfy the specific needs and objectives of our clients. For more information, please contact your local sales rep or email: david.grant@outdoorsg.com.

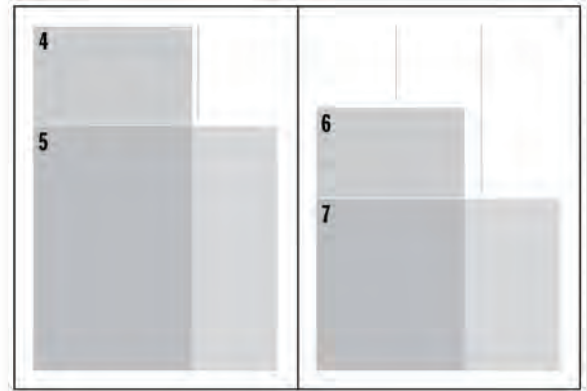
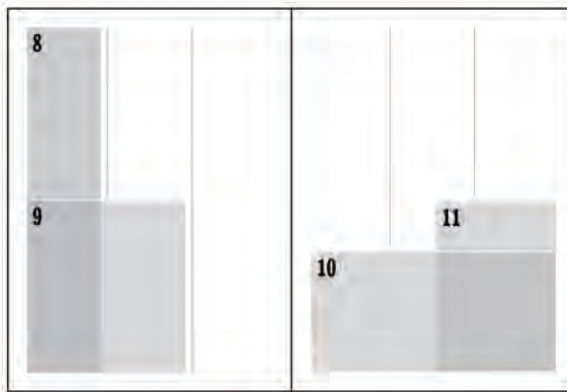
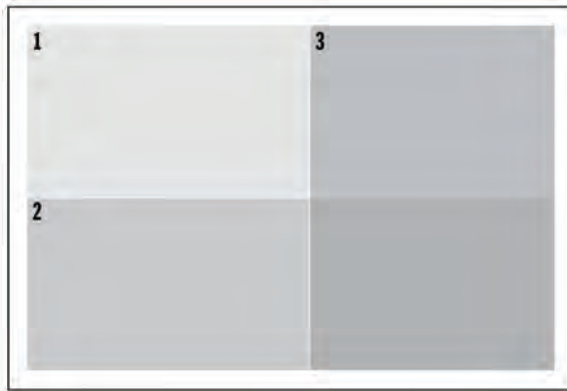
Terms : **ROS:** Run-of-site (on a specific website). **ROC:** Run-of-category (hunt, fish, shoot). **RON:** Run-of-network (all OSG websites).



Guns & Ammo Magazine 2016 Contract & Copy Regulations

Typical Advertising Sizes and Mechanical Specifications:

Trim Size: 7 ³/₄ w x 10 ¹/₂ h



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.

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 One-Half 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



Guns & Ammo Magazine 2016 Contract & Copy Regulations

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 InterMedia Outdoors, 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.

(continued)



Guns & Ammo Magazine 2016 Contract & Copy Regulations

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 Georgia 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 Georgia.

Digital Advertising Requirements:

For advertisements prepared in InDesign and QuarkXPress, place the page layout document and all images (InDesign: use Package – Quark: use Collect for Output) in one folder. Collect all the fonts, both screen and printer, used in the document and place them in a folder labeled “fonts” inside the document folder. It's critical that you supply all fonts used, even such common ones as Times and Helvetica. Different versions of fonts with the same name from the same foundry may have different metrics or kerning pairs, and these differences can cause type to reflow. We will use your fonts exclusively for your ad.

Media:

Files can be sent via advertising materials portal*, CD, or by email (must not exceed 5MB in size).

*Upon completion of your upload to our advertising materials portal, please contact your InterMedia advertising materials manager right away to inform us that your files are ready for us to download. Additionally, we will require a fax copy of the ad for preliminary proofing purposes. If your ad is color, we will require an acceptable color proof be shipped to us at the earliest date possible.

Advertising Materials Portal:

InterMedia Outdoors maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files. The IMO Portal is a simple way to transmit large files over the internet. However, content proofs are still required for electronically submitted ads (see Proof Policy below for requirements). Please contact your InterMedia advertising materials manager upon upload to the portal.

Portal URL: <http://imo.sendmyad.com>

Proofs:

A content proof should be submitted with every ad. All proofs should be at 100%. Proofs of full-page ads should include registration marks. For color ads a properly calibrated, SWOP-certified proof with color bar should be included for guidance on press. A list of SWOP-certified systems is available at: <http://swop.org/certification.html#cert>. For ads submitted via email or via the advertising materials portal, a low resolution PDF or JPEG file is acceptable in lieu of a hardcopy proof. The PDF or JPEG file should be clearly labeled “Proof” to differentiate it from the high resolution ad file.

Fonts:

We can only accept OpenType or PostScript Type 1 fonts. If TrueType fonts are used, they must be converted to outline in Illustrator or a similar program, or embedded within a PDF. Type must not have styles (bold, italic, etc.) applied in the page layout program. The actual (bold or italic) font must be selected.

(continued)



Guns & Ammo Magazine 2016 Contract & Copy Regulations

Document Setup:

For full-page ads, your document page size should match the magazine page size. Please include trim marks with 1/8" offset. Bleeds should extend 1/8" beyond trim. Two-page ads must be created as two individual pages, not one double-size page. Maximum one ad per document.

Images:

Photographic:

Should be saved in TIFF or EPS format, not JPEG, and must not contain extra channels. The color space should be CMYK or Grayscale. The maximum ink coverage (C+Y+M+K) should be no more than 300%. The effective resolution of images should be between 240 and 400 dpi. Images should not contain embedded transfer functions or halftone screens. Do not use ICC profiles or other color management.

Linework:

Should be saved as a bitmap TIFF. Should have an effective resolution of 1200 to 2400 dpi.

Vector (EPS logos, etc.):

Images must be embedded, not linked. Fonts must be converted to outline (preferred) or embedded within the EPS. Do not place EPS files inside of EPS files.

Colors:

No RGB or Pantone. Must be CMYK. Total ink coverage must not exceed 300%. (Exception: if you have paid for a fifth color in your ad it must be a Pantone set to Spot.)

Specifications for Business Reply Mail & Full-Page Advertising Inserts:

Quantity:

Please call the Production Manager 309-679-5079 for amount for specific months.

Minimum Dimensions:

3 7/8" deep; 5" from backbone (fold) to face (outside edge); 3 1/2" flap on high-folio side. These measurements yield an overall (unfolded) size of 12 1/8" wide by 3 7/8" deep. Deliver cards folded.

Maximum Dimensions:

11" deep; 8" from backbone (fold) to face (outside edge); 4" flap on high-folio side. These measurements yield an overall (unfolded) size of 8" wide by 11" deep. Deliver cards folded.

Trim & Lap:

Absolute minimum lap is 3/8". Lap should be on low-folio side. Issues will jog to the foot; therefore, 1/8" will be trimmed off the foot of all supplied inserts. No trim at gutter (backbone). Final magazine size is 7 3/4" wide by 10 1/2" deep.

Live Matter:

Keep vital advertising material (type, logos, and important parts of photos) 1/2" from final trim.

Perforation:

Perforation must be 60% paper, 40% hole. (If holes are too large, the cards may tear apart during binding). Make sure your printer is aware of this specification.

(continued)



Guns & Ammo Magazine 2016 Contract & Copy Regulations

Porosity Specs:

Inserts are fed by vacuum grippers. Insert stock should not be too porous for proper feeding. Stock with excessive porosity will cause two or more inserts to be picked up at one time (causing a premature depletion of supply); or it may fail to pick up an insert at all. Our printer uses the Gurley Porosity Tester. It should take at least 25 seconds to force 100ccs of air through the stock, using the Gurley Tester. Your insert stock should be Gurley specified and be guaranteed to meet the above minimum specifications.

Deadline:

Insertion order committing space must be at our office by closing date for a specific issue to allow time for proper pagination, for postal requirements, and for press information, etc. Inserts must be delivered by no later than the 20th of the month.

Shipping & Packing:

Please advise your printer to follow the specs above. Ship to: Account Manager - Guns & Ammo, Quad Graphics, Hartford Plant, 1900 West Sumner Street, Hartford, WI 53027. Blueline sample of insert must be provided to the Production Manager for approval prior to printing.

Postal Requirements:

The U.S. Postal Service requires that any business reply mail be at least .007 inches thick (7-point stock). To get card rate, return portion of card should be at least 3 ½" by 5", but not exceed 4 ¼" by 6". All business reply mail must comply with postal specifications.

Mailing / Miscellaneous:

Send all advertising materials to:

Connie Mendoza, Senior Production Director
2 News Plaza, 2nd Floor
Peoria, IL 61614
309-679-5088
connie.mendoza@outdoorsg.com

Audited by the Alliance for Audited Media.

MAGAZINE

Publisher's Statement

6 months ended June 30, 2015

Subject to Audit

Field Served: Features information on current production of sporting arms and their use, as well as technical and semi-technical articles on reloading, black powder and collector's arms.

Published by Outdoor Sportsman Group

Frequency: 12 times/year

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid					
Print	342,214	86.4			
Digital Issue	14,716	3.7			
Total Paid Subscriptions	356,930	90.1			
Verified					
Print	2,662	0.7			
Total Verified Subscriptions	2,662	0.7			
Total Paid & Verified Subscriptions	359,592	90.8			
Single Copy Sales					
Print	36,251	9.1			
Digital Issue	438	0.1			
Total Single Copy Sales	36,689	9.2			
Total Paid & Verified Circulation	396,281	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$19.94		
Average Subscription Price Annualized (12 issue frequency)		\$11.04	
Average Subscription Price per Copy		\$0.92	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2014.

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL ISSUE

Issue	Paid Subscriptions			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	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales			
Jan.	343,826	14,759	358,585	2,662	2,662	361,247	40,169	391	40,560	386,657	15,150	401,807
Feb.	351,201	14,634	365,835	2,662	2,662	368,497	30,784	589	31,373	384,647	15,223	399,870
Mar.	344,796	14,594	359,390	2,662	2,662	362,052	36,081	390	36,471	383,539	14,984	398,523
Apr.	340,553	14,420	354,973	2,662	2,662	357,635	45,530	430	45,960	388,745	14,850	403,595
May	338,268	14,915	353,183	2,662	2,662	355,845	31,522	421	31,943	372,452	15,336	387,788
June	334,639	14,973	349,612	2,662	2,662	352,274	33,417	407	33,824	370,718	15,380	386,098

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2010	%	2011	%	2012	%	2013	%	2014	%
Subscriptions:										
Paid	358,926	88.8	330,687	87.4	339,993	86.7	369,770	87.9	370,783	90.2
Verified	N/A		N/A		N/A		1,300	0.3	2,207	0.6
Total Paid & Verified Subscriptions	358,926	88.8	330,687	87.4	339,993	86.7	371,070	88.2	372,990	90.8
Single Copy Sales	45,224	11.2	47,694	12.6	52,129	13.3	49,507	11.8	38,009	9.2
Total Paid & Verified Circulation	404,150	100.0	378,381	100.0	392,122	100.0	420,577	100.0	410,999	100.0
Year Over Year Percent of Change		-2.4		-6.4		3.6		7.3		-2.3
Avg. Annualized Subscription Price	\$10.84		\$10.55		\$10.48		\$10.55		\$10.92	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation

	Print Average for Period	Digital Issue Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*	342,214	14,716	356,930	90.1
TOTAL PAID SUBSCRIPTIONS	342,214	14,716	356,930	90.1
VERIFIED SUBSCRIPTIONS				
Individual Use (See Par. 6B)	2,662		2,662	0.7
TOTAL VERIFIED SUBSCRIPTIONS	2,662		2,662	0.7
TOTAL PAID & VERIFIED SUBSCRIPTIONS	344,876	14,716	359,592	90.8
SINGLE COPY SALES				
Single Issue Sales	36,251	438	36,689	9.2
TOTAL SINGLE COPY SALES	36,251	438	36,689	9.2
TOTAL PAID & VERIFIED CIRCULATION	381,127	15,154	396,281	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

None

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

	Individually Requested	Individual Use Other	Total Individual Use Copies
Verified Subscriptions: Individual Use	2,662		2,662

7. GEOGRAPHIC DATA for the January 2015 issue

Total paid & verified circulation of this issue was 1.4% greater than the total average paid & verified circulation.

State	PAID SUBSCRIPTIONS			VERIFIED SUBSCRIPTIONS			SINGLE COPY SALES			Total Paid & Verified Circulation Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Total Verified Subscriptions	Total Paid & Verified Subscriptions	Print	Digital Issue	Total Single Copy Sales		
Alabama	5,414		5,414	43	43	5,457	598		598	6,055	6,055
Arizona	8,899		8,899	70	70	8,969	896		896	9,865	9,865
Arkansas	3,818		3,818	30	30	3,848	470		470	4,318	4,318
California	25,496		25,496	199	199	25,695	2,436		2,436	28,131	28,131
Colorado	7,327		7,327	58	58	7,385	1,137		1,137	8,522	8,522
Connecticut	3,323		3,323	26	26	3,349	60		60	3,409	3,409
Delaware	881		881	7	7	888	113		113	1,001	1,001
District of Columbia	57		57			57	13		13	70	70
Florida	18,504		18,504	146	146	18,650	2,224		2,224	20,874	20,874
Georgia	8,677		8,677	68	68	8,745	2,040		2,040	10,785	10,785
Idaho	3,212		3,212	25	25	3,237	198		198	3,435	3,435
Illinois	12,700		12,700	100	100	12,800	1,060		1,060	13,860	13,860
Indiana	9,076		9,076	71	71	9,147	925		925	10,072	10,072
Iowa	4,759		4,759	37	37	4,796	239		239	5,035	5,035
Kansas	4,772		4,772	38	38	4,810	483		483	5,293	5,293
Kentucky	5,688		5,688	45	45	5,733	691		691	6,424	6,424
Louisiana	4,393		4,393	35	35	4,428	423		423	4,851	4,851
Maine	2,063		2,063	16	16	2,079	24		24	2,103	2,103
Maryland	4,360		4,360	34	34	4,394	299		299	4,693	4,693
Massachusetts	3,879		3,879	31	31	3,910	1,174		1,174	5,084	5,084
Michigan	13,181		13,181	104	104	13,285	1,499		1,499	14,784	14,784
Minnesota	7,011		7,011	55	55	7,066	756		756	7,822	7,822
Mississippi	2,973		2,973	23	23	2,996	396		396	3,392	3,392
Missouri	9,621		9,621	76	76	9,697	944		944	10,641	10,641
Montana	2,803		2,803	22	22	2,825	284		284	3,109	3,109
Nebraska	2,739		2,739	22	22	2,761	218		218	2,979	2,979
Nevada	3,837		3,837	30	30	3,867	410		410	4,277	4,277
New Hampshire	2,107		2,107	17	17	2,124	37		37	2,161	2,161
New Jersey	4,905		4,905	39	39	4,944	491		491	5,435	5,435
New Mexico	2,799		2,799	22	22	2,821	343		343	3,164	3,164
New York	11,576		11,576	91	91	11,667	616		616	12,283	12,283
North Carolina	10,849		10,849	85	85	10,934	974		974	11,908	11,908
North Dakota	1,399		1,399	11	11	1,410	186		186	1,596	1,596
Ohio	16,345		16,345	129	129	16,474	3,272		3,272	19,746	19,746
Oklahoma	6,037		6,037	47	47	6,084	723		723	6,807	6,807
Oregon	6,189		6,189	49	49	6,238	543		543	6,781	6,781
Pennsylvania	17,463		17,463	137	137	17,600	1,334		1,334	18,934	18,934
Rhode Island	771		771	6	6	777	17		17	794	794
South Carolina	5,050		5,050	40	40	5,090	759		759	5,849	5,849
South Dakota	1,455		1,455	11	11	1,466	97		97	1,563	1,563
Tennessee	8,219		8,219	65	65	8,284	566		566	8,850	8,850
Texas	27,575		27,575	217	217	27,792	4,167		4,167	31,959	31,959
Utah	3,148		3,148	25	25	3,173	459		459	3,632	3,632
Vermont	1,082		1,082	9	9	1,091	23		23	1,114	1,114
Virginia	9,754		9,754	77	77	9,831	954		954	10,785	10,785
Washington	9,212		9,212	72	72	9,284	1,117		1,117	10,401	10,401
West Virginia	3,329		3,329	26	26	3,355	336		336	3,691	3,691
Wisconsin	7,895		7,895	62	62	7,957	671		671	8,628	8,628
Wyoming	1,770		1,770	14	14	1,784	163		163	1,947	1,947
TOTAL 48 CONTERMINOUS STATES	338,392		338,392	2,662	2,662	341,054	37,858		37,858	378,912	378,912
Alaska	1,430		1,430			1,430	299		299	1,729	1,729
Hawaii	730		730			730	19		19	749	749
TOTAL ALASKA & HAWAII	2,160		2,160			2,160	318		318	2,478	2,478
U.S. Unclassified		14,759	14,759			14,759		391	391	15,150	15,150
TOTAL UNITED STATES	340,552	14,759	355,311	2,662	2,662	357,973	38,176	391	38,567	381,390	396,540
Poss. & Other Areas	372		372			372				372	372
U.S. & POSS., etc.	340,924	14,759	355,683	2,662	2,662	358,345	38,176	391	38,567	381,762	396,912
Canada	1,482		1,482			1,482	1,792		1,792	3,274	3,274
International	1,227		1,227			1,227				1,227	1,227
Other Unclassified											
Military or Civilian Personnel Overseas	193		193			193	201		201	394	394
GRAND TOTAL	343,826	14,759	358,585	2,662	2,662	361,247	40,169	391	40,560	386,657	401,807

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2015

A. DURATION	%	C. CHANNELS	%
(a) One to six months (1 to 6 issues)	175 0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	121,642 99.4
(b) Seven to eleven months (7 to 11 issues).....	60 0.1	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	782 0.6
(c) Twelve months (12 issues).....	54,249 44.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None
(d) Thirteen to twenty-four months.....	60,467 49.4	(d) Subscriptions as part of membership in an organization	None
(e) Twenty-five months and more	7,473 6.1	Total Subscriptions Sold in Period	122,424 100.0
Total Subscriptions Sold in Period	122,424 100.0		
B. USE OF PREMIUMS			
(a) Ordered without premium	122,424 100.0		
(b) Ordered with material reprinted from branded editorial material.....	None		
(c) Ordered with other premiums	None		
Total Subscriptions Sold in Period	122,424 100.0		

9. EXPLANATORY

- (a) Suggested Retail Prices: No additional prices.
- (b) Average nonanalyzed nonpaid circulation for the 6 month period: 1,217 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 333 or 0.1% of average paid subscription circulation.
- (d) DESCRIPTION OF DIGITAL - The Digital Issue is identical to the print product in format and advertising content. The Digital Issue is available at www.amazon.com, www.barnesandnoble.com and www.itunes.com.
- (e) An average of 2,662 copies are included in Verified Individually requested that were served to subscribers that ordered the magazine for which payment was not received.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2014; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)
12-31-14	None Claimed	410,998	410,998		
12-31-13	None Claimed	420,577	420,577		
12-31-12	None Claimed	392,122	392,122		
12-31-11	None Claimed	378,380	378,380		
12-31-10	None Claimed	404,150	404,150		

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: Outdoor Sportsman Group

GUNS & AMMO, published by Outdoor Sportsman Group • 512 Seventh Avenue, 11th Floor • New York, NY 10018

PETER N. WATT

CHRIS AGNES

VP, Consumer Marketing

Publisher

P: 212.852.6682 • F: 212.302.4472 • URL: www.gunsandammomag.com

Established: 1959

AAM Member since: 1969

04-0395-0	Analyzed Issue Date	01/01/15
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	19.94
	Canadian Subscription Price	
	International Subscription Price	