



Published for more than 65 years, **Shotgun News** is the oldest InterMedia

Outdoors brand - and the world's largest gun sales publication. The SGN audience of firearms fanciers devour more than 4,000 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, Shotgun News - both in print and online - provides the best and most active consumers of guns and gun products anywhere.



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Shotgun News: Key Facts

Circulation:	89,708
Frequency:	36x/Year
Total Audience:	302,579
Male/Female (%):	89/11
Shotgunnews.com	
Average UVs/Month:	85,000
Average PVs/Month:	293,000
Average Time-on-Site:	5:02

Shotgun News 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:

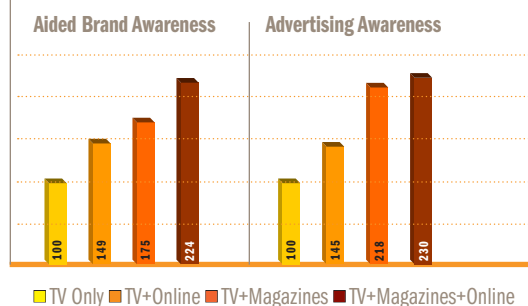
- 43% of U.S. households own firearms, representing over 200 million guns.
- 20 million individuals take part in competitive shooting in the United States - and the 2012 Summer Olympics featured 15 different shooting events for both men and women.
- Over 1.4 million Americans used firearms in their line 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 Shotgun News 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 and Fishing: Bright Stars in the American Economy, The Congressional Sportsmen's Foundation, 2012; Dynamic Logic/Millward Brown CrossMedia Research, 2004-2007; AAM, June 2014; Shotgun News Subscriber Study, Accelara Research, 2012.

Shotgun News 2015 Demographic Highlights



		% Comp
Total Audience	302,579	
Male		99%
Female		1
Median Age		56.6%
Children in Household		18.6
Married		74
Attended College		77
Professional/Management		47%
Craftsman/Tradesman		10
Average Household Income	\$97,600	
Average Household Net Worth	\$534,900	
Rifles bought in last 12 months	3.35	
Pistols bought in last 12 months	3.28	
Shotguns bought in last 12 months	1.1	
Intend to buy rifles, parts and accessories in next 12 months		88%
Intend to buy AR-15s, parts and accessories in next 12 months		59
Intend to buy pistols, parts and accessories in next 12 months		84
Intend to buy shotguns in next 12 months		50
Intend to buy optics in next 12 months		89
Intend to buy ammunition in next 12 months		95
Intend to buy handloading equipment and supplies in next 12 months		62
Intend to buy gunsmithing tools and supplies		51
Days spent shooting in last 12 months	28	
Involved as an amateur or professional gunsmith		69%
Accessorize/repair AR-15s		71
Accessories/repair M1911s		57
Accessorize/repair AK47s		40
Reload Own Ammunition		59
Bought an item based on an advertisement or article in SGN		94%
Mean expenditure from SGN in last 12 months	\$538	
People advised on firearms/outdoor products in last 12 months	15	
Owns/Leases 1+SUV or Pick-up Truck		73%
Owns/Leases 1+ ATV		21

Sources: Shotgun News Subscriber Study, Accelara Research, 2013.

Shotgun News 2015 Editorial Calendar, Closing & On Sale Dates



Author	1st Issue	10th Issue	20th Issue
Peter Kokalis			Feature—Historic & Contemporary Arms
David Fortier		Feature—Contemporary Guns & Optics	In-depth Gun Reviews
Paul Scarlata	Column—Ammo History		Feature—Historical Arms
Reid Coffield		Feature, Column—Ask the Gunsmith	
Tom Gaylord			Column—Airguns
James Tarr	Feature—Contemporary Guns	Column—Pistols	
Steven Matthews			Feature—Gunsmithing
Clayton E. Cramer	Column—Politics		
Vin Suprynowicz		Column—Politics	
Knox Report	Column—Politics	Column—Politics	Column—Politics
SGN Staff		Product Previews	

Shotgun News 2015 Editorial Calendar, Closing & On Sale Dates



	January			February		
	<i>Issue 1</i>	<i>Issue 2</i>	<i>Issue 3</i>	<i>Issue 4</i>	<i>Issue 5</i>	<i>Issue 6</i>
On Sale	1/6/15	1/13/15	1/20/15	2/3/15	2/17/15	2/24/15
Ad Close	12/1/14	12/8/14	12/15/14	12/29/14	1/5/15	1/12/15
	March			April		
	<i>Issue 7</i>	<i>Issue 8</i>	<i>Issue 9</i>	<i>Issue 10</i>	<i>Issue 11</i>	<i>Issue 12</i>
On Sale	3/3/15	3/10/15	3/17/15	4/7/15	4/14/15	4/21/15
Ad Close	1/26/15	2/2/15	2/9/15	3/2/15	3/9/15	3/16/15
	May			Treasury	June	
	<i>Issue 13</i>	<i>Issue 14</i>	<i>Issue 15</i>		<i>Issue 16</i>	<i>Issue 17</i>
On Sale	5/5/15	5/12/15	5/19/15	5/26/15	6/2/15	6/16/15
Ad Close	3/30/15	4/6/15	4/13/15	4/20/15	4/27/15	5/11/15
	June (continued)	July			August	
	<i>Issue 18</i>	<i>Issue 19</i>	<i>Issue 20</i>	<i>Issue 21</i>	<i>Issue 22</i>	<i>Issue 23</i>
On Sale	6/23/15	7/7/15	7/14/15	7/21/15	8/4/15	8/11/15
Ad Close	5/18/15	6/1/15	6/8/15	6/15/15	6/26/15	7/6/15
	August (continued)	September			October	
	<i>Issue 24</i>	<i>Issue 25</i>	<i>Issue 26</i>	<i>Issue 27</i>	<i>Issue 28</i>	<i>Issue 29</i>
On Sale	8/18/15	9/1/15	9/8/15	9/15/15	10/6/15	10/13/15
Ad Close	7/13/15	7/27/15	8/3/15	8/10/15	8/31/15	9/4/15
	October (continued)	November			December	
	<i>Issue 30</i>	<i>Issue 31</i>	<i>Issue 32</i>	<i>Issue 33</i>	<i>Issue 34</i>	<i>Issue 35</i>
On Sale	10/20/15	11/3/15	11/10/15	11/17/15	12/1/15	12/8/15
Ad Close	9/14/15	9/28/15	10/5/15	10/9/15	10/26/15	11/2/15
	December (continued)					
	<i>Issue 36</i>					
On Sale	12/22/15					
Ad Close	11/16/15					

Shotgun News 2015 Color Advertising Rates

SHOTGUN NEWS

Effective January 1, 2015

	1 x	3 x	6 x	12 x	18 x	24 x	36 x
Cover 1	\$7,844	\$7,615	\$7,375	\$7,140	\$6,823	\$6,275	\$5,569
Cover 4	7,668	7,442	7,207	6,976	6,668	6,134	5,443
Full-page	5,510	5,349	5,181	5,013	4,795	4,409	3,914
3-Column	3,044	2,955	2,863	2,771	2,649	2,435	2,162
Half-page	2,605	2,527	2,450	2,370	2,268	2,084	1,849
2-Column	1,607	1,559	1,514	1,462	1,400	1,285	1,140
Third-page	1,492	1,452	1,405	1,360	1,299	1,194	1,061
Fifth-page	926	901	870	843	806	739	656

Issuance and Closing Dates

Shotgun News is published three times a month, with subscribers receiving their copies on or around the 1st, 10th and 20th. Close date is approximately 30 days before the issue date, unless that date falls on a weekend or holiday. In those cases, the issue will be closed on the last business day before the weekend or holiday. Close date for the perfect-bound issues (1/20, 3/20, 4/20, 7/20, 9/20 and 11/20) is approximately 40 days before issue date. Check the current on-sale and closing table for details.

Closing dates are firm. Ads that are received too late for the current issue will be run in the following issue unless we are instructed otherwise. When new copy or change of copy is not received by closing date, copy run in a previous issue will be substituted.

Sizes

Front Page	5.625" x 8.25"
Full Page	9.5" x 11.5"
One-half Page	9.5" x 5.625"
Three Columns:	5.5" x 11.5"
Two Columns:	3.75" x 11.5"
One-third Page	5.5" x 5.62"
One-fifth Page	3.75" x 5.625"

Shotgun News 2015 Black & White Advertising Rates

SHOTGUN NEWS

Effective January 1, 2015

Unit	Inches	1 x	3 x	18 x	36 x
Full-page	58	\$2,242	\$2,096	\$1,943	\$1,763
4-Column	46	1,982	1,853	1,718	1,558
3-Column	35	1,500	1,402	1,301	1,180
Half-page	28	1,251	1,170	1,084	983
2-Column	23	1,094	1,023	949	861
Third-page	20	928	868	806	730
Quarter-page	15	683	639	592	537
1-Column	12	579	541	502	455
Eighth-page	8	421	394	366	332
1-Column inch	1	64	60	56	50

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Shotgun News is built on five 1.75 inch columns 11.5 inches tall. The sizes listed above are some of the most commonly used, but advertisers can submit almost any size that will fit on a page, provided it conforms to standard column widths and is in an increment of ½ inch in height. Contact your sales representative for pricing of other sizes.

Shotgun News 2015 Black & White Advertising Rates

SHOTGUN NEWS

Effective January 1, 2015

Frequency	1 x	3 x	18 x	36 x	
Column Inches					
1	64	60	56	50	
1.5	94	87	80	74	
2	118	111	102	94	
2.5	149	139	131	116	
3	175	164	151	138	
3.5	214	201	185	168	
4	236	221	205	186	
4.5	266	248	231	209	
5	285	266	246	223	
5.5	313	293	272	246	
6	344	322	299	270	
6.5	373	349	323	293	
7	393	367	340	309	
7.5	421	394	366	332	
8	431	404	374	340	
8.5	461	431	400	363	
9	491	460	426	387	
9.5	511	477	443	401	
10	521	487	451	410	
10.5	549	514	477	433	
11	561	524	485	441	
1-Column	11.5	579	541	502	455
	12	589	551	511	464
	12.5	619	578	537	487
	13	629	588	545	494
	13.5	658	615	571	518
	14	667	625	579	525
Quarter-page	14.5	683	639	592	537
	15	697	652	605	548
	15.5	720	673	625	566
	16	743	696	645	585
	16.5	773	723	670	608
	17	801	750	695	630
	17.5	831	777	720	653
	18	850	794	737	669

Shotgun News 2015 Black & White Advertising Rates

SHOTGUN NEWS

Effective January 1, 2015

	Frequency	1 x	3 x	18 x	36 x
Column Inches					
	18.5	875	820	760	689
	19	902	844	781	709
Third-page	19.5	928	868	806	730
	20	948	885	821	746
	20.5	972	909	843	764
	21	998	932	864	784
	21.5	1,020	955	885	803
	22	1,045	978	907	821
	22.5	1,076	1,006	932	847
2-Columns	23	1,094	1,023	949	861
	23.5	1,114	1,042	966	877
	24	1,134	1,060	983	892
	24.5	1,154	1,079	1,000	908
	25	1,174	1,097	1,018	922
	25.5	1,193	1,114	1,033	938
	26	1,203	1,124	1,043	946
	26.5	1,213	1,133	1,050	954
	27	1,221	1,143	1,059	961
Half-page	27.5	1,251	1,170	1,084	983
	28	1,261	1,178	1,093	992
	28.5	1,279	1,197	1,109	1,006
	29	1,279	1,197	1,110	1,006
	29.5	1,289	1,207	1,119	1,015
	30	1,301	1,215	1,127	1,023
	30.5	1,314	1,228	1,139	1,033
	31	1,325	1,240	1,149	1,043
	31.5	1,338	1,251	1,160	1,053
	32	1,368	1,279	1,186	1,076
	32.5	1,396	1,306	1,211	1,099
	33	1,415	1,324	1,227	1,113
	33.5	1,443	1,349	1,251	1,136
	34	1,472	1,376	1,275	1,157
3-Columns	34.5	1,500	1,402	1,301	1,180
	35	1,520	1,422	1,318	1,195
	35.5	1,548	1,447	1,342	1,218

Shotgun News 2015 Black & White Advertising Rates

SHOTGUN NEWS

Effective January 1, 2015

Frequency	1 x	3 x	18 x	36 x
Column Inches				
36	1,577	1,474	1,366	1,240
36.5	1,603	1,499	1,389	1,260
37	1,628	1,523	1,412	1,281
37.5	1,637	1,530	1,419	1,287
38	1,661	1,554	1,440	1,306
38.5	1,686	1,577	1,462	1,326
39	1,711	1,600	1,483	1,346
39.5	1,731	1,618	1,500	1,361
40	1,749	1,637	1,517	1,376
40.5	1,769	1,654	1,533	1,390
41	1,788	1,672	1,550	1,406
41.5	1,816	1,698	1,574	1,429
42	1,832	1,714	1,588	1,440
42.5	1,847	1,728	1,601	1,453
43	1,863	1,742	1,615	1,464
43.5	1,881	1,759	1,631	1,479
44	1,900	1,776	1,647	1,494
44.5	1,918	1,795	1,664	1,509
45	1,937	1,812	1,679	1,524
45.5	1,960	1,833	1,699	1,541
4-Columns				
46	1,982	1,853	1,718	1,558
46.5	2,004	1,874	1,738	1,577
47	2,012	1,881	1,745	1,583
47.5	2,022	1,891	1,753	1,590
48	2,032	1,900	1,762	1,598
48.5	2,041	1,908	1,769	1,605
49	2,051	1,918	1,778	1,612
49.5	2,069	1,936	1,795	1,628
50	2,088	1,953	1,810	1,642
50.5	2,106	1,970	1,826	1,657
51	2,126	1,988	1,843	1,672
51.5	2,133	1,994	1,849	1,678
52	2,140	2,001	1,854	1,684
52.5	2,148	2,008	1,862	1,688
53	2,150	2,011	1,864	1,691

Shotgun News 2015 Black & White Advertising Rates



Effective January 1, 2015

	Frequency	1 x	3 x	18 x	36 x
Column Inches					
	53.5	2,166	2,025	1,877	1,704
	54	2,182	2,041	1,891	1,716
	54.5	2,197	2,055	1,906	1,728
	55	2,213	2,069	1,918	1,741
	55.5	2,229	2,085	1,933	1,753
	56	2,232	2,088	1,936	1,755
	56.5	2,236	2,091	1,937	1,758
	57	2,239	2,093	1,940	1,760
Full-page	57.5	2,242	2,096	1,943	1,763

Rate Summary	1 x	3 x	18 x	36 x
Column Inches				
1	64	60	56	50
8	389	364	338	307
12	536	500	464	421
15	632	591	547	496
20	858	803	745	675
23	1,012	946	878	796
28	1,157	1,082	1,003	909
35	1,387	1,296	1,203	1,091
46	1,833	1,713	1,588	1,441

Shotgun News Digital Advertising Rates

SHOTGUN NEWS

InterMedia Outdoors Digital Network

offers marketers the ability to develop highly-targeted campaigns that are fully integrated with any combination of multi-media assets – including IMO 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 IMO 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 IMO websites.

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

- Available with geographic, contextual or section targeting.

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

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

Online User Demographics

Male: (%)	76.7	Unique Visitors per Month (MM)	2.5
Median Age:	43.0	Page Views per Month (MM)	14.3
Age 18-49: (%)	45.4	Average Time Spent (minutes)	10.25
Age 35-64: (%)	55.0	Average Page Views/Visit	11.0
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 7/1/2012-6/30/13; ComScore July 2013 (demographics); MRI 2013 Doublebase (income, activities)

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	10

Custom Creative

Site Placement	Advertising Unit	Net CPM
Video Pre-Roll: 15 / 30 Seconds	300 x 300	\$20/30
Superheader	970 x 90 > 970 x 415	35 with video/25
Site Skin	1400 x 800	25
Interstitial (pre-)	600 x 400	25
Monthly Forums Sponsor	Logo with Forums ROS 300 x 250; 728 x 90	13
E-Commerce Widget	Custom, with product integration	25

E-Mail Newsletters & Custom E-Blasts

Site Placement	Advertising Unit	Net CPM
E-Mail Newsletter	728 x 90, 300 x 250	15
Custom E-Blast	600 x 800	100

InterMedia Outdoors 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@imoutdoors.com.

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

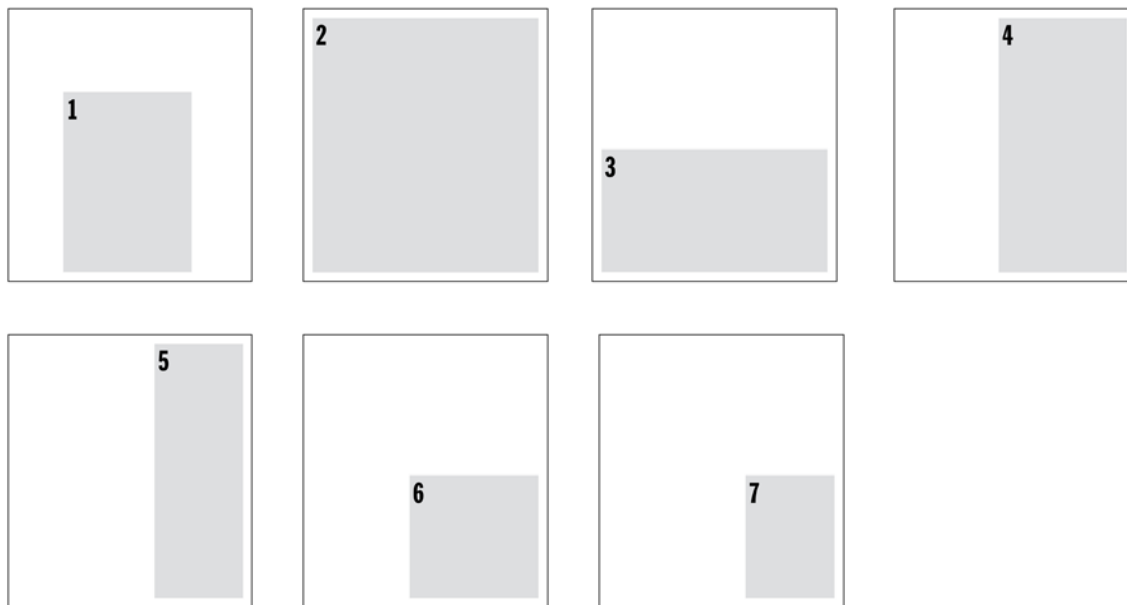
Shotgun News 2015 Mechanical Specifications & File Uploading Procedures



Advertising Sizes and Mechanical Specifications:

Trim Size: 10 w x 12 h

Sizes for *Four-Color* Advertisements Only



A SWOP-standard proof, pulled from the supplied file, must be submitted with each 4-color ad.

Non-Bleed: SGN is a non-bleed publication. Build all ads as non-bleed.

1. Front Cover

Non Bleed: 5.625 x 8.25

2. Full Page

Non Bleed: 9.5 x 11.5

3. Half Page

Non Bleed: 9.5 x 5.625

4. Three-Column Full

Non Bleed: 5.5 x 11.5

5. Two-Column Full

Non Bleed: 3.75 x 11.5

6. Third Page Square

Non Bleed: 5.5 x 5.625

7. One-Fifth

Non Bleed: 3.75 x 5.625

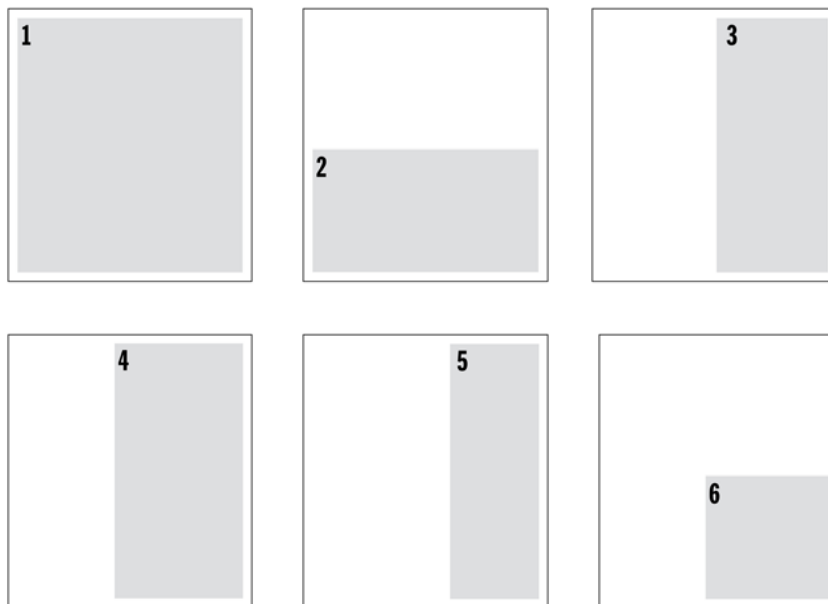
Shotgun News 2015 Mechanical Specifications & File Uploading Procedures

SHOTGUN NEWS

Typical Advertising Sizes and Mechanical Specifications:

Trim Size: 10 w x 12 h

Sizes for *Black & White* Advertisements Only



Non-Bleed: SGN is a non-bleed publication. Build all ads as non-bleed.

- 1. Full Page**
Non Bleed: 9.5 x 11.5
- 2. Half Page Horizontal**
Non Bleed: 9.5 x 5.625
- 2. Half Page Vertical**
Non Bleed: 5.625 x 9.5

- 4. Three-Column Full**
Non Bleed: 5.625 x 11.5
- 5. Two-Column Full**
Non Bleed: 3.75 x 11.5
- 6. Third Page Square**
Non Bleed: 5.625 x 5.625

There are over 120 other black and white sizes available; contact your sales representative for full details and more information.



Shotgun News 2015 Mechanical Specifications & File Uploading Procedures

SHOTGUN® NEWS

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

(continued)



Shotgun News 2015 Mechanical Specifications & File Uploading Procedures

SHOTGUN NEWS

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. The rights and obligations of the parties and all interpretation and performance of these services shall be governed in all respects by the laws of the State of Illinois, and any action arising from or related to these services shall be brought only in a court of competent jurisdiction situated in Peoria County, Illinois, and the parties hereby submit and consent to the exercise of personal jurisdiction over them by such courts for the purpose of any such action.

Digital Advertising Requirements:

All ads must be saved and submitted as high res PDF or EPS files. Make sure ALL fonts are embedded & color mode is CMYK or Grayscale and NOT RGB. Ads should be 300 dpi at 100% ad size. All transparencies need to be flatten.

FTP:

InterMedia Outdoors maintains an FTP site to support advertisers in the quick and easy electronic delivery of digital ad files. FTP 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 FTP.

Log on Credentials:

Host: ftp.InterMediaoutdoors.com

User ID: shotgunnews

Password: sgnp-ftp

Directory: (Leave this field blank)

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 FTP, 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:

All fonts must be embedded or converted to outline in the supplied PDF or EPS.

Document Setup:

For all ads, your document page size should match the ad size. All ads are non-bleed. Maximum one ad per document.

(continued)



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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 300 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 or Grayscale. Total ink coverage must not exceed 300%

Specifications for Business Reply Mail & Full-Page Advertising Inserts (saddle-stitched books only):

Quantity:

Please call the Production Manager 309 679-5073 for amount for specific months.

Minimum Dimensions:

4 1/8" deep; 5" from backbone (fold) to face (outside edge); 3 1/2" flap on low-folio side. These measurements yield an overall (unfolded) size of 8 1/2" wide by 4 1/8" deep. Deliver cards folded.

Maximum Dimensions:

11" deep; 8" from backbone (fold) to face (outside edge); 4" flap on low-folio side. These measurements yield an overall (unfolded) size of 12" wide by 11" deep. Deliver cards folded.

Trim & Lap:

Absolute minimum lap is 3/8". Lap should be on high-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 10" wide by 12" 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.

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.

(continued)



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SHOTGUN **NEWS**

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. Call for delivery dates.

Shipping & Packing:

Please advise your printer to follow the specs above. Ship to: Account Manager, Quad Graphics, N11896 Highway 175, Lomira, WI 53048. Blueline sample of insert must be provided to the Production Manager for approval prior to printing (address below).

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 and insert bluelines to:

Production Manager- Shotgun News
2 News Plaza, 2nd Floor
Peoria, IL 61614
309-679-5073
Terry.Boyer@imoutdoors.com

Audited by Audit Bureau of Circulation.



MAGAZINE

Publisher's Statement

6 months ended June 30, 2014

Subject to Audit

Field Served: Shooting/gun enthusiasts.

Published by InterMedia Outdoors, Inc.

Frequency: 36 times/year

1. TOTAL AVERAGE CIRCULATION

	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Rate Base	% Above or Below Rate Base
Print	77,017	-	77,017	11,542	88,559		
Digital	1,125	-	1,125	24	1,149		
Total Circulation	78,142	-	78,142	11,566	89,708	None Claimed	

2. PAID & VERIFIED CIRCULATION BY ISSUE

	Issue	Subscriptions			Single Copy Sales	Total Paid & Verified Circulation
		Paid	Verified	Total		
PRINT						
	Jan. 1	79,006	-	79,006	7,536	86,542
	10	79,110	-	79,110	9,628	88,738
	20	76,882	-	76,882	23,246	100,128
	Feb. 1	76,299	-	76,299	14,625	90,924
	10	76,209	-	76,209	8,907	85,116
	20	75,749	-	75,749	9,214	84,963
	Mar. 1	77,729	-	77,729	9,982	87,711
	10	78,140	-	78,140	11,787	89,927
	20	78,064	-	78,064	19,500	97,564
	Apr. 1	77,809	-	77,809	8,525	86,334
	10	77,726	-	77,726	11,222	88,948
	20	76,406	-	76,406	22,811	99,217
	May 1	76,622	-	76,622	11,608	88,230
	10	76,355	-	76,355	8,350	84,705
	20	75,043	-	75,043	12,717	87,760
	June 1	76,604	-	76,604	5,600	82,204
	10	76,969	-	76,969	5,800	82,769
	20	75,589	-	75,589	6,700	82,289

2. PAID & VERIFIED CIRCULATION BY ISSUE (Continued)

	Issue	Subscriptions			Single Copy Sales	Total Paid & Verified Circulation
		Paid	Verified	Total		
DIGITAL						
	Jan. 1	1,015	-	1,015	38	1,053
	10	1,015	-	1,015	12	1,027
	20	1,015	-	1,015	61	1,076
	Feb. 1	1,036	-	1,036	26	1,062
	10	1,036	-	1,036	19	1,055
	20	1,036	-	1,036	18	1,054
	Mar. 1	1,075	-	1,075	28	1,103
	10	1,075	-	1,075	25	1,100
	20	1,075	-	1,075	45	1,120
	Apr. 1	1,164	-	1,164	21	1,185
	10	1,164	-	1,164	19	1,183
	20	1,164	-	1,164	33	1,197
	May 1	1,222	-	1,222	21	1,243
	10	1,222	-	1,222	22	1,244
	20	1,222	-	1,222	19	1,241
	June 1	1,237	-	1,237	11	1,248
	10	1,237	-	1,237	9	1,246
	20	1,237	-	1,237	8	1,245
TOTAL						
	Jan. 1	80,021	-	80,021	7,574	87,595
	10	80,125	-	80,125	9,640	89,765
	20	77,897	-	77,897	23,307	101,204
	Feb. 1	77,335	-	77,335	14,651	91,986
	10	77,245	-	77,245	8,926	86,171
	20	76,785	-	76,785	9,232	86,017
	Mar. 1	78,804	-	78,804	10,010	88,814
	10	79,215	-	79,215	11,812	91,027
	20	79,139	-	79,139	19,545	98,684
	Apr. 1	78,973	-	78,973	8,546	87,519
	10	78,890	-	78,890	11,241	90,131
	20	77,570	-	77,570	22,844	100,414
	May 1	77,844	-	77,844	11,629	89,473
	10	77,577	-	77,577	8,372	85,949
	20	76,265	-	76,265	12,736	89,001
	June 1	77,841	-	77,841	5,611	83,452
	10	78,206	-	78,206	5,809	84,015
	20	76,826	-	76,826	6,708	83,534

Additional Information

PRICES

Annual Suggested Retail Price - Subscriptions \$34.95
Single Copy \$4.32

Included in paid circulation are copies obtained through Individual Subscriptions and Single Copy Sales.

Average nonanalyzed nonpaid circulation for the 6 month period 446 copies per issue.

Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 6,720 or 8.6% of average paid subscription circulation.

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: InterMedia Outdoors, Inc.

SHOTGUN NEWS, published by InterMedia Outdoors, Inc. • 512 Seventh Avenue, 11th Floor • New York, NY 10018

PETER N. WATT

BOB HUNNICUTT

Date Signed: July 30, 2014

VP, Consumer Marketing

Publisher

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

Established: 1946

AAM Member since: 2003