

FIREARMS NEWS®

2025 MEDIA KIT

firearmsnews.com



FIREARMS NEWS[®]

Published for more than 67 years, *Firearms News* (formerly *Shotgun News*) is the oldest Outdoor Sportsman Group brand and the world's largest gun sales publication. The FAN audience of firearms fanciers devours thousands of pages of advertising a year in search of the biggest and best bargains on the most interesting contemporary, vintage and antique guns and accessories. For dealers, auctioneers and private sellers, *Firearms News*—both in print and online—provides the best and most active consumers of guns and gun products anywhere.

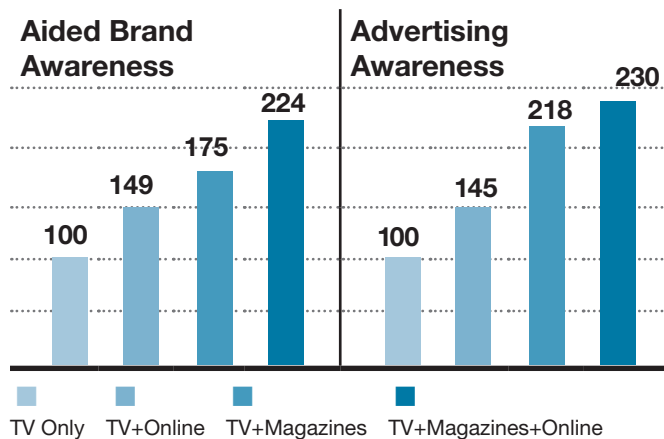


Take Advantage of this Diverse, Active and Influential Consumer by Leveraging the Synergies of the *Firearms News* Brand

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 include:

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

Cumulative Effects of Different Media Pre/Post Point Change (Index vs. TV Alone)



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



FIREARMS NEWS: KEY BRAND FACTS

Circulation:	76,297
Frequency:	12x/Year
Total Audience:	839,267
Average Household Income:	\$99,537

Shooting and the American Consumer

Firearms News readers and web site visitors represent a powerful and deep cross-section of American consumers. Key facts you may not know about this influential market include:

- 43% of U.S. households own firearms, representing over 200 million guns.
- 20 million individuals take part in competitive shooting in the United States—and the 2012 Summer Olympics featured 15 different shooting events for both men and women.
- Over 1.4 million Americans used firearms in their line of work—including law enforcement and military personnel.
- The U.S. firearms industry includes approximately 200 companies employing about 15,000 individuals with annual revenues in excess of \$2 billion.

Sources:

- 2012 Accelara media research.
- 2020 subscriber study.
- Hunting in America: Hunting and Fishing: Bright Stars in the American Economy, The Congressional Sportsmen's Foundation, 2012; Dynamic Logic/Millward Brown CrossMedia Research, 2004-2007.
- Circulation, June 2022 AAM.
- MRI Doublebase 2022 (Audience).
- Demos based on Guns & Ammo Magazine.

Issue	Ad Space Close/Materials Due	Newsstand on Sale
January	11/6/24	1/7/25
February	12/5/24	2/4/25
March	1/3/25	3/4/25
April	2/3/25	4/1/25
May	3/11/25	5/6/25
Treasury	3/25/25	5/20/25
June	4/7/25	6/3/25
July	5/2/25	7/1/25
August	6/9/25	8/5/25
September	7/7/25	9/2/25
October	8/11/25	10/7/25
November	9/9/25	11/4/25
December	10/3/25	12/2/25



PRODUCT SHOWCASE | SEPTEMBER 2024

HEY MIDWESTERN GUN OWNERS! CONVERT YOUR 5.56 AR-15 AND DO SOME DEER HUNTING WITH BEAR CREEK ARSENAL 450 BUSHMASTER UPPERS!

Bear Creek Arsenal has a wide variety of drop-in upper in 450 Bushmaster, which will convert any AR-15 to this hard-hitting straight-wall cartridge. Rifle barrel lengths available in 16-18 inch lengths. Side-charger models also available (recommended by Editor-in-Chief Vincent D'Antonio for true stand usage). Prices start at only \$234.41 and include the full carrier group. Go to BearCreekArsenal.com for more information.

TRADITIONS OUTFITTER G3 SINGLE-SHOT RIFLE LINE IN 360 BUCKHAMMER!

Traditions® Performance Firearms is pleased to announce the release of their popular Outfitter G3 single-shot rifle line in 360 Buckhammer. This caliber will be available in both the standard and all-new Pro Series models. The Outfitter G3 is the perfect choice with whitetail and large game hunting. With a 22-inch Chromoly Steel barrel, it is lightweight and accurate. Custom calibers including 360 Buckhammer come with a 20-fovea for quick detection of your firearm and a muzzle brake for recoil reduction. The new Pro Series line also features an adjustable cheek piece and adjustable length of pull. Traditions® Outfitter G3 in 360 Buckhammer has an MSRP of \$609.95 to \$749.95 depending on features. For more details visit TraditionsFirearms.com.

INSPECT YOUR BARRELS THE MODERN WAY WITH LYMAN'S BORECAM!

Lyman's Borecam 2.0 telescope takes barrel inspection to a whole new level! The wireless Borecam 2.0 produces its own WiFi signal which sends super clean and detailed images directly to your phone. No wires or monitors to get in the way during use. Carefully inspect your barrels for wear, throat erosion, lead marks and other rifling damage, as well as copper or lead fouling. The Borecam 2.0 will fit 22-caliber and larger barrels and is now equipped with a longer 30" and .450 are available for iOS and Android phones and tablets. MSRP: \$199.99. Additional information at LymanProducts.com. Look for Gunsmithing Field Editor Gus Norcross' review in an upcoming issue.



Print Audience	852,346	Attended College	86%
Average Household Income	\$99,537	Subscribed 4+ Years	61%
Men/Women %	85/15	Pass Along Past Issues	45%
Median Age	47	Management Occupation	39%

WHAT THEY OWN

- 97% own a Handgun
- 95% own a Rifle
- 95% own a Shotgun
- 69% of readers are involved as an Amateur or Professional Gunsmith
- 71% accessorize/repair AR-15s
- 57% accessorize/repair M1911s
- 40% accessorize/repair AK47's

VEHICLES

- 73% own/lease 1+ SUV or Pick-up truck
- 21% own/lease 1+ ATV

IN THE NEXT 12 MONTHS...

- 89% intend to buy Optics
- 88% intend to buy Rifles, Parts & Accessories
- 84% intend to buy Pistols, Parts & Accessories
- 62% intend to buy Handloading Equipment & Supplies
- 59% intend to buy AR-15's, Parts & Accessories
- 51% intend to buy Gunsmithing Tools & Accessories
- 50% intend to buy Shotguns

AMMUNITION

- 95% intend to buy Ammunition
- 59% reload own Ammunition



4-Color	1x	3x	6x	12x
Full Page	\$6,020	\$5,844	\$5,661	\$5,477
2/3 Page	\$3,612	\$3,507	\$3,397	\$3,286
1/2 Page	\$3,010	\$2,922	\$2,831	\$2,739
1/3 Page	\$2,408	\$2,337	\$2,265	\$2,191
1/4 Page	\$2,006	\$1,949	\$1,887	\$1,825
1/6 Page	\$1,204	\$1,169	\$1,132	\$1,096



SIG SAUER'S MCX REGULATOR RIFLE

Classic Meets Modern

By Patrick Sawyer

It wasn't until people who live in states that have more restrictive gun laws... I didn't see any gunner... I don't know how much it is... I don't know how much it is... I don't know how much it is...



By the way, the SIG MCX Regulator was the only rifle... and the other was... and the other was...

32 FIREARMS NEWS | SEPTEMBER 2024

RUGER AMERICAN STANDARD GEN II

Is This the Modern Lightweight Hunting Rifle You Have Been Waiting For?

By David M. Foster, Executive Editor

I still think my rifle club has been better... I still think my rifle club has been better... I still think my rifle club has been better... I still think my rifle club has been better... I still think my rifle club has been better...



People love Ruger's American Standard Gen II... People love Ruger's American Standard Gen II... People love Ruger's American Standard Gen II... People love Ruger's American Standard Gen II... People love Ruger's American Standard Gen II...

32 FIREARMS NEWS | SEPTEMBER 2024

CRACKING THE CODE ON THE ULTIMATE CARRY GUN?

Shadow Systems' CR20 9mm Pistol

By James Ter

It's a little bit of the old Shadow Systems City CR20 pistol... It's a little bit of the old Shadow Systems City CR20 pistol... It's a little bit of the old Shadow Systems City CR20 pistol... It's a little bit of the old Shadow Systems City CR20 pistol... It's a little bit of the old Shadow Systems City CR20 pistol...



Shadow Systems' CR20 9mm Pistol... Shadow Systems' CR20 9mm Pistol... Shadow Systems' CR20 9mm Pistol... Shadow Systems' CR20 9mm Pistol... Shadow Systems' CR20 9mm Pistol...

32 FIREARMS NEWS | SEPTEMBER 2024

Black & White	1x	3x	6x	12x
Full Page	\$2,450	\$2,290	\$2,123	\$1,926
1/2 Page	\$1,367	\$1,278	\$1,185	\$1,074
2-Column	\$1,195	\$1,117	\$1,037	\$941
1/3 Page	\$1,014	\$948	\$881	\$798
1/4 Page	\$747	\$698	\$647	\$587
1/6 Page	\$460	\$431	\$400	\$363

Typical Advertising Sizes and Mechanical Specifications:

Trim Size: 7-3/4 w x 10-1/2 h

1. Two Page Spread

Non-Bleed: 14.5 x 9.5
Bleed: 15.75 x 10.75
Trim: 15.5 x 10.5
Safety: 15 x 10

2. Two Page 1/2 Horizontal

Non-Bleed: 14.5 x 4.75
Bleed: 15.75 x 5.5
Trim: 15.5 x 5.25
Safety: 15 x 4.75

3. Full Page

Non-Bleed: 6.75 x 9.5
Bleed: 8 x 10.75
Trim: 7.75 x 10.5
Safety: 7.25 x 10

4. Two-Third Vertical

Non-Bleed: 4.375 x 9.5
Bleed: 5.25 x 10.75
Trim: 5 x 10.5
Safety: 4.5 x 10

5. Two-Third Horizontal

Non-Bleed: 6.75 x 6.75
Bleed: 8 x 7.125
Trim: 7.75 x 6.875
Safety: 7.25 x 6.375

6. One-Half Vertical

Non-Bleed: 4.375 x 7.25
Bleed: 5.25 x 8
Trim: 5 x 7.75
Safety: 4.5 x 7.25

7. One-Half Horizontal

Non-Bleed: 6.75 x 4.75
Bleed: 8 x 5.5
Trim: 7.75 x 5.25
Safety: 7.25 x 4.75

8. One-Third Vertical

Non-Bleed: 2.125 x 9.5
Bleed: 2.875 x 10.75
Trim: 2.625 x 10.5
Safety: 2.125 x 10

9. One-Third Square

Non-Bleed: 4.375 x 4.75
Bleed: 5.125 x 5.5
Trim: 5 x 5.25
Safety: 4.5 x 4.75

10. One-Third Horizontal

Non-Bleed: 6.75 x 3.375
Bleed: 8 x 4.125
Trim: 7.75 x 3.875
Safety: 7.25 x 3.625

11. One-Quarter Vertical

Non-Bleed: 3.375 x 4.75

12. One-Quarter Horizontal

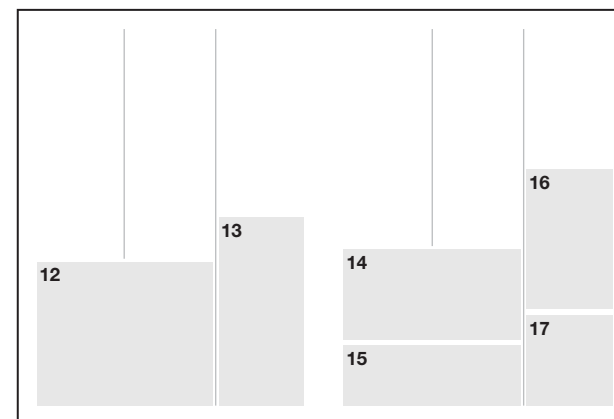
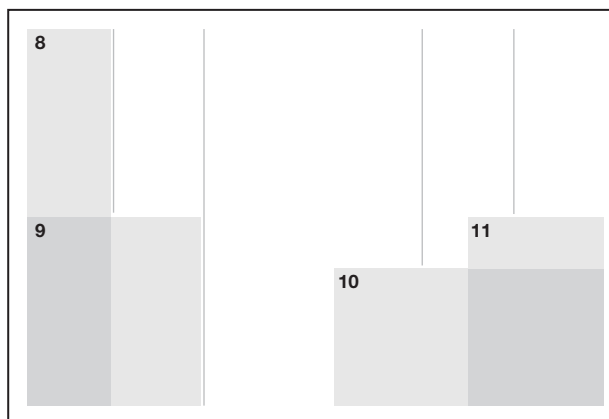
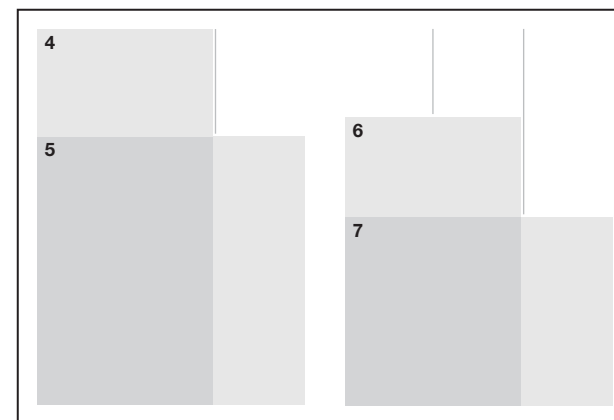
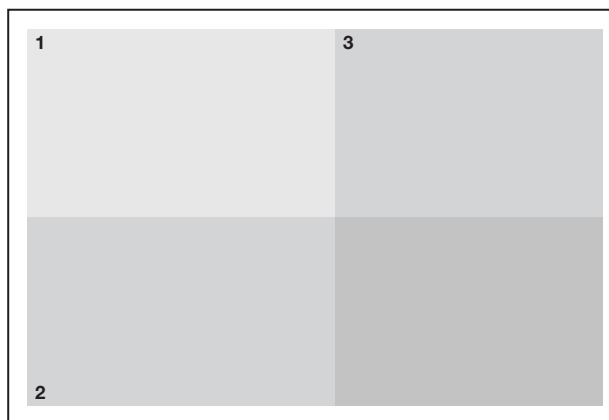
Non-Bleed: 4.375 x 3.625

13. One-Sixth Vertical

Non-Bleed: 2.125 x 4.75

14. One-Sixth Horizontal

Non-Bleed: 4.375 x 2.25



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

Non-Bleed — 1/2" inside trim. Non-bleed ads should have all elements within this measurement.

Bleed — 1/8" outside the trim. Elements that "bleed" off trimmed page should extend at least 1/8" beyond trim.

Trim — The edge of the page.

Safety — 1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement.

Terms and Conditions:

1. The publisher may reject any advertising for any reason at any time, even if previously acknowledged or accepted.
2. Cancellations or changes in advertising (including changes in insertion orders) will not be accepted by the publisher after the issue closing date.
3. Cancellations must be in writing, and none are considered accepted until confirmed in writing by the publisher.
4. Cancellation of a space contract by the advertiser or its agency will result in the forfeiture of position protection and/or the contract rate, if any. The rate on past and subsequent insertions will be adjusted to conform to the actual space used at current rates.
5. The publisher shall not be liable for any delay or failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, work stoppages, accidents, or other circumstances beyond the publisher's control. The liability of publisher, if any, for any act, error, or omission for which it may be held responsible at law or in equity shall not exceed the cost of the advertising space affected by the error. In no event shall publisher be liable for any indirect, consequential, punitive, special, or incidental damages, including, but not limited to, lost income or profits.
6. Advertiser and agency represent and warrant that they are authorized to publish the entire contents and subject matter of any advertisement in any issue or edition and that publication will not violate any law or infringe upon any right of any party or result in any claims against publisher. In consideration of the publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify, defend and hold harmless KSE Sportsman Media, Inc. its affiliates officers, agents and employees against any and all losses and expenses (including legal fees) arising from or relating to (a) a breach or misrepresentation of the foregoing representations and warranties, and/or (b) the publication or contents of the advertisement including, without limitation, claims or suits for defamation, libel, misappropriation, privacy or publicity rights, copyright or trademark infringement, plagiarism, and from any and all similar claims now known or hereafter devised or created.
7. No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies or the terms and conditions stated herein will be binding on the publisher and to the extent inconsistent with the terms herein, these terms and conditions shall govern and supersede any such conditions.
8. The publisher has the continuing right to adjust its rate schedule and will regard the failure of an order to correspond to the rate schedule as a clerical error and will, without further communication, invoice the advertiser based on rates in effect at that time.
9. The publisher will hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Please be advised that there is no "sequential liability" to the publisher. Payment is due upon receipt of invoice. All payments must be in United States currency. Advertiser and/or its advertising agency are jointly and severally liable for all costs, fees and expenses (including attorney or collection agency fees) incurred in connection with the collection of all monies due.
10. The forwarding of an order is construed as an acceptance of all the publisher's rates and conditions in effect at that time.
11. This agreement shall be governed by and construed in accordance with the laws of the State of Colorado without regard to conflict of laws provisions. Any action or proceeding arising out of or relating to this agreement or publisher's publication of the advertising shall be brought in the courts of record in the State of Colorado.

General Production Information:

Production Manager
Firearms News
2 News Plaza, 3rd Floor
Peoria, IL 61614
309-679-5073
terry.boyer@outdoorsg.com

- **Trim Size:** 7 3/4-in. wide x 10 1/2-in. high.
- **Non-Bleed:** 1/2-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:** 1/4-in. inside of the trim edge on all four sides for a total 1/2-in. safety both vertically and horizontally. All images and text not intended to bleed should be within this measurement.

Please contact the production manager for specs, quantities, and delivery information for supplied inserts and cards.

Advertising File Requirements:

OSG requires that ads be submitted in PDF/X-1a format. Files must have:

- All fonts embedded.
- Page geometry defined and consistent (trim, bleed, and media/art boxes).
- Correct color space for all elements (CMYK or grayscale). Spot colors converted to CMYK.
- Color and grayscale image resolution between 266 and 300 ppi at 100% placement.
- Bitmap image resolution between 600 and 1200 ppi. Total ink coverage should not exceed 300%.

Advertising File Submission:

Outdoor Sportsman Group maintains an advertising materials portal to support advertisers in the quick and easy electronic delivery of digital ad files:

<https://osg.sendmyad.com>





Treasury

Distribution: 90,000

The *Firearms News Treasury* brings back all the best articles from the previous year in one place. Highlights from brand-new product releases to historical small arms reviews to gunsmithing stories.

Closing Date:

3/25/25

On-Sale Date:

5/20/25

4-Color Page:

\$3,748

1/2 Page:

\$2,062

1/3 Page:

\$1,489

**BOOK OF AR-15
#1**



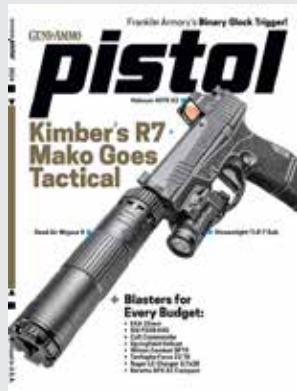
Distribution: 180,000

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

**Ad Close: 11/26/24
On-Sale: 2/4/25 & 6/3/25**

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

PISTOL



Distribution: 90,000

The most popular firearm in America is the pistol, and *Guns & Ammo PISTOL* is your source for exciting, and countless accessories to complement your favorite handgun.

**Ad Close: 12/11/24
On-Sale: 2/18/25**

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

**THE ARMORY LIFE
#1**



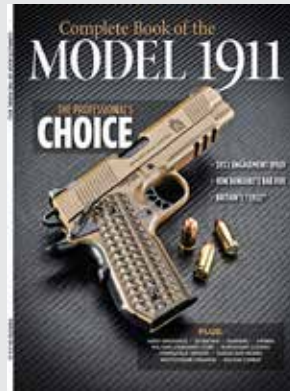
Distribution: 250,000

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

**Ad Close: 12/20/24
On-Sale 3/4/25**

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

MODEL 1911



Distribution: 90,000

The most comprehensive guide to the venerable handgun created by John M. Browning 100 years ago - reviewing all of the pistol's current variations and chamberings.

**Ad Close: 12/26/24
On-Sale: 3/4/25**

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

PRECISION RIFLE SHOOTER #1



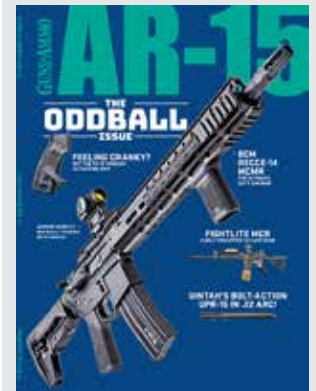
Distribution: 90,000

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

**Ad Close: 1/10/25
On-Sale: 3/18/25**

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

**BOOK OF AR-15
#2**



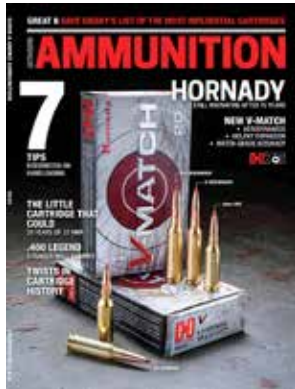
Distribution: 180,000

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

**Ad Close: 1/27/25
On-Sale: 4/1/25**

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

AMMUNITION



Distribution: 90,000

What do all firearms have in common? They use ammunition. From bullets to brass, powder to primers, you'll find these and so much more in *Guns & Ammo* **AMMUNITION**.

**Ad Close: 2/10/25
On-Sale: 4/15/25**

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

RIMFIRE



Distribution: 90,000

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

**Ad Close: 3/4/25
On-Sale: 5/6/25**

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

RED DOT



Distribution: 90,000

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

**Ad Close: 3/4/25
On-Sale: 5/6/25**

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

FIREARMS NEWS TREASURY



Distribution: 90,000

The *Firearms News Treasury* brings back all the best articles from the previous year in one place. Highlights from brand-new product releases to historical small arms reviews to gunsmithing stories.

**Ad Close: 3/25/25
On-Sale: 5/20/25**

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

THE ARMORY LIFE #2



Distribution: 250,000

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

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

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

**PRECISION
HUNTER**



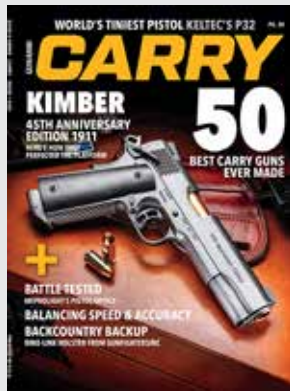
Distribution: 90,000

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

**Ad Close: 4/7/25
On-Sale: 6/10/25**

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

**CARRY
#1**



Distribution: 90,000

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

**Ad Close: 5/1/25
On-Sale: 7/8/25**

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

**BE READY:
SURVIVAL GUNS**



Distribution: 90,000

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

**Ad Close: 5/1/25
On-Sale: 7/8/25**

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

**BOOK OF AR-15
#3**



Distribution: 90,000

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

**Ad Close: 5/30/25
On-Sale: 8/5/25**

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

**THE ARMORY LIFE
#3**



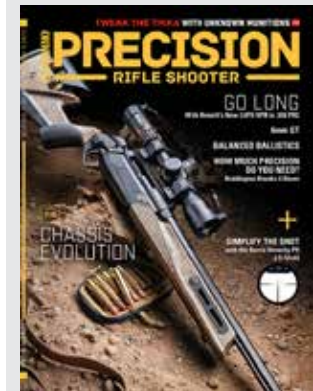
Distribution: 250,000

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

**Ad Close: 6/25/25
On-Sale: 9/2/25**

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

**PRECISION RIFLE
SHOOTER #2**



Distribution: 90,000

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

**Ad Close: 6/27/25
On-Sale: 9/2/25**

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

PISTOL CARBINE



Distribution: 90,000

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

**Ad Close: 7/7/25
On-Sale: 9/9/25**

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

SUPPRESSOR



Distribution: 90,000

The quietest firearm publication is back with a bang. From long-range precision to rimfires, hunting to home defense, we cover suppressors for all types of shooters and firearms.

**Ad Close: 8/4/25
On-Sale: 10/7/25**

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

2026 ANNUAL



Distribution: 210,000

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

**Ad Close: 8/4/25
On-Sale: 10/7/25 & 1/6/26**

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

**CARRY
#2**



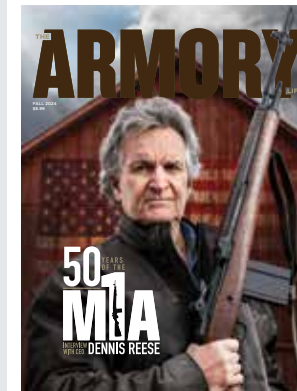
Distribution: 90,000

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

**Ad Close: 9/2/25
On-Sale: 11/4/25**

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

**THE ARMORY LIFE
#4**



Distribution: 250,000

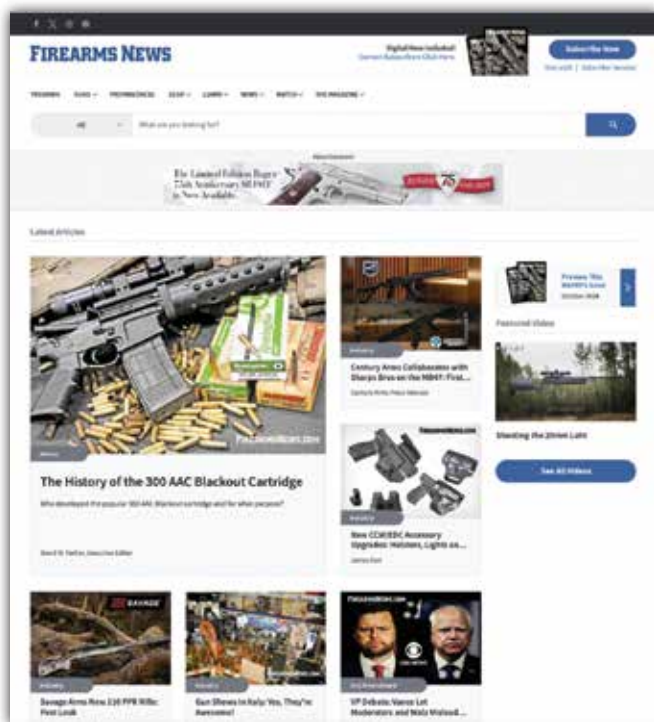
A lifestyle publication for the next generation of firearms enthusiast. Edgy, topical, relevant, timely and diverse defines every issue.

**Ad Close: 9/24/25
On-Sale: 12/2/25**

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

*Dates subject to change.

Firearms News 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, *Firearms News* and firearmsnews.com provide the best and most active consumers of guns and gun products anywhere.



**FIREARMSNEWS.COM
HAS EXPERIENCED
TREMENDOUS GROWTH**

239K
AVG. MONTHLY UNIQUES
(UP 94% YEAR-OVER-YEAR!)

4.8MM
ANNUAL PAGEVIEWS
(UP 99% YEAR-OVER-YEAR)

Male (%)	85%
Average Time Spent	1:52
Pages Per Session	1.27
Traffic From Mobile/Tablet	75%
eNewsletter Subscribers	37,000
Social Media Followers	920,409
Read Article, Go Online for More Info	86%
See Ad, Then go Online to Purchase	82%



Publisher's Statement

6 months ended June 30, 2024, Subject to Audit



Annual Frequency: 24 times/year
Field Served: Shooting/gun enthusiasts.
Published by: Outdoor Sportsman Group - Integrated Media

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
68,537	3,566	72,103	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Paid & Verified Subscriptions - Print	Paid & Verified Subscriptions - Digital Issue	Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions				Print	Digital Issue	Total Single Copy Sales			
Jan	68,034	193	68,227	110		110	68,144	193	68,337	3,182	555	3,737	71,326	748	72,074
Feb	67,012	166	67,178	1,602		1,602	68,614	166	68,780	3,225	620	3,845	71,839	786	72,625
Mar	66,965	168	67,133	1,602		1,602	68,567	168	68,735	3,323	378	3,701	71,890	546	72,436
Apr	66,615	187	66,802	1,598		1,598	68,213	187	68,400	2,983	404	3,387	71,196	591	71,787
May	67,017	178	67,195	1,587		1,587	68,604	178	68,782	2,534	380	2,914	71,138	558	71,696
Jun	66,424	180	66,604	1,581		1,581	68,005	180	68,185	3,500	306	3,806	71,505	486	71,991
Average	67,011	179	67,190	1,347		1,347	68,358	179	68,537	3,125	441	3,566	71,483	620	72,103

PRICE

	Suggested Retail Prices (1)
Single Copy	\$6.99
Subscription	\$49.94

(1) For statement period

RATE BASE

None Claimed

NOTES

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 3,950

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 6

Included In Paid Circulation: Included in paid circulation are copies obtained through:
 Individual Subscriptions
 Single Copy Sales

Included in Verified Circulation: Included in verified circulation are copies distributed to:
 Individuals

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

Parent Company: KSE Sportsman Media, Inc.
 Firearms News, published by Outdoor Sportsman Group - Integrated Media * 1040 Sixth Avenue 12th Floor * New York, NY 10018

CARTER VONASEK
 Planning Director
 P: 212.852.6686 * URL: www.firearmsnews.com
 Established: 1946

CHRIS AGNES
 Publisher
 AAM Member since: 2003