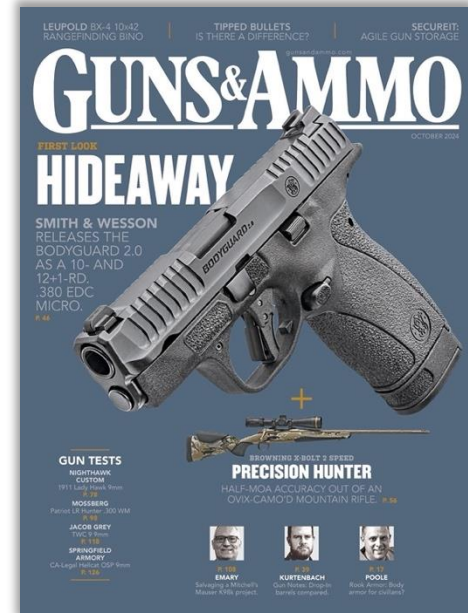


GUNS&AMMO

2025 MEDIA KIT

gunsandammo.com



GUNS&AMMO

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).

For the most effective campaigns, savvy marketers leverage the strength of the brand across the entire Guns & Ammo media platform.



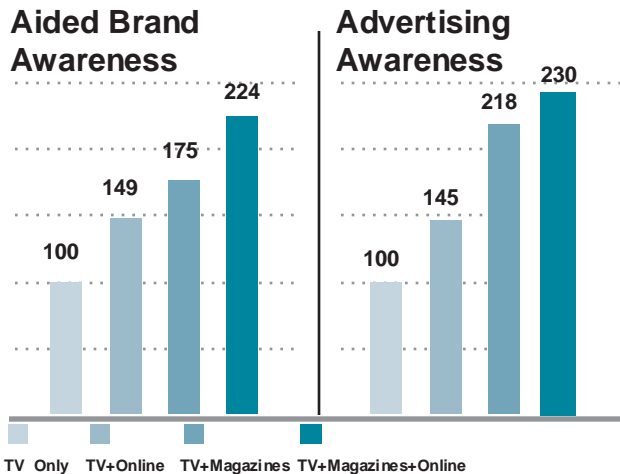
Take Advantage of this Diverse, Active and Influential Consumer by Leveraging the Synergies of the Guns & Ammo Brand

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

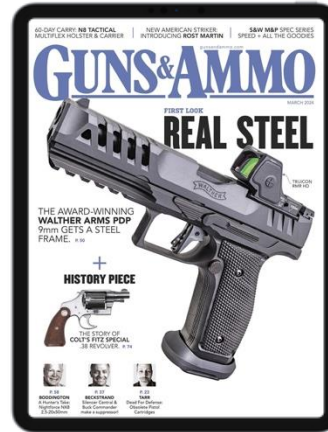
- Three media were better than two, and two media were better than one in generating results.
- The combination of TV and magazines provided more response (versus TV alone) than did TV plus online.
- Print was most effective in driving online traffic – and that traffic increased considerably when URLs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

Cumulative Effects of Different Media

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



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



GUNS & AMMO: KEY BRAND FACTS

| | |
|----------------------------------|------------------|
| Circulation: | 292,276 |
| Frequency: | 12x/Year |
| Total Audience: | 5,407,106 |
| Average Household Income: | \$100,776 |

Shooting and the American Consumer

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

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

Sources:

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

| | |
|---------------------------------|------------------|
| Total Audience | 5,407,106 |
| Average Household Income | \$100,776 |
| Average Net Worth | \$687,000 |
| Men/Women % | 79/21 |
| Median Age | 47 |

| | |
|--|------------|
| Subscribed to G&A for 10+ Years | 25% |
| Satisfied with the Content of G&A | 92% |
| Have Read all of the Past 5 Issues of G&A | 86% |
| Pass Along Issues to Family/Friends | 47% |
| Belong to a Gun Club or 2A Organization | 46% |

97% OWN A HANDGUN

- 75% Revolvers Centerfire
- 76% Striker-fired Semiauto Centerfire Pistol
- 75% Double/Single-Action Semiauto Centerfire Pistol
- 70% Semiauto Rimfire
- 61% 1911 Semiauto Centerfire Pistol
- 52% Revolver Rimfire

92% OWN A RIFLE/MUZZLELOADER

- 72% Semiautomatic Rimfire
- 71% AR-style Semiautomatic Centerfire
- 69% Bolt Action Centerfire
- 53% Bolt Action Rimfire
- 50% Lever Action Centerfire
- 30% Muzzleloader

83% OWN A SHOTGUN

- 67% Pump Action
- 43% Semi-Automatic
- 36% Single Shot
- 29% Side by Side
- 25% Over and Under



HUNTING

- 79% participated in Hunting in the last 12 months
- 53% hunted with a Bow or Crossbow in the last 12 months
- Spend an average of \$233 annually on Hunting Apparel

WHAT THEY HUNT...

- 62% Big Game
- 58% Small Game
- 51% Varmints
- 35% Upland Game Birds
- 22% Water Fowl

VEHICLES

- 55% own/lease Pick-up Truck/s
- 43% own/lease Sport/Utility Vehicle/s
- 8% own/lease Vans
- 91% are primarily responsible for Vehicle Maintenance
- 82% purchased motor oil in the last 12 months



| Issue | Ad Space Close/Materials Due | Newsstand on Sale |
|----------------|------------------------------|-------------------|
| February 2025 | 11/1/24 | 1/2/25 |
| March 2025 | 12/7/24 | 2/6/25 |
| April 2025 | 1/5/25 | 3/5/25 |
| May 2025 | 2/5/25 | 4/2/25 |
| June 2025 | 3/12/25 | 5/7/25 |
| July 2025 | 4/8/25 | 6/4/25 |
| August 2025 | 5/10/25 | 7/9/25 |
| September 2025 | 6/10/25 | 8/6/25 |
| October 2025 | 7/8/25 | 9/3/25 |
| November 2025 | 8/5/25 | 10/1/25 |
| December 2025 | 9/10/25 | 11/5/25 |
| January 2026 | 10/4/25 | 12/3/25 |



| 4-Color | 1x | 3x | 6x | 9x | 12x |
|-----------|----------|----------|----------|----------|----------|
| Full Page | \$43,832 | \$42,514 | \$41,196 | \$39,889 | \$38,582 |
| 2/3 Page | \$35,945 | \$34,889 | \$33,809 | \$32,719 | \$31,627 |
| 1/2 Page | \$29,206 | \$28,355 | \$27,445 | \$26,593 | \$25,707 |
| 1/3 Page | \$24,706 | \$23,968 | \$23,229 | \$22,491 | \$21,751 |
| 1/4 Page | \$20,672 | \$20,058 | \$19,433 | \$18,820 | \$18,183 |
| 1/6 Page | \$17,308 | \$16,774 | \$16,262 | \$15,751 | \$15,194 |

| 2-Color | 1x | 3x | 6x | 9x | 12x |
|-----------|----------|----------|----------|----------|----------|
| Full Page | \$33,479 | \$32,479 | \$31,469 | \$30,467 | \$29,445 |
| 2/3 Page | \$26,751 | \$25,956 | \$25,150 | \$24,331 | \$23,547 |
| 1/2 Page | \$21,274 | \$20,638 | \$19,991 | \$19,365 | \$18,728 |
| 1/3 Page | \$16,455 | \$15,978 | \$15,467 | \$14,990 | \$14,490 |
| 1/4 Page | \$13,727 | \$13,297 | \$12,899 | \$12,467 | \$12,080 |
| 1/6 Page | \$11,444 | \$11,080 | \$10,762 | \$10,386 | \$10,069 |

| B&W | 1x | 3x | 6x | 9x | 12x |
|-----------|----------|----------|----------|----------|----------|
| Full Page | \$26,775 | \$25,979 | \$25,172 | \$24,354 | \$23,559 |
| 2/3 Page | \$20,854 | \$20,218 | \$19,615 | \$18,978 | \$18,365 |
| 1/2 Page | \$16,455 | \$15,978 | \$15,467 | \$14,990 | \$14,490 |
| 1/3 Page | \$12,353 | \$11,978 | \$11,615 | \$11,240 | \$10,876 |
| 1/4 Page | \$9,603 | \$9,308 | \$9,012 | \$8,761 | \$8,455 |
| 1/6 Page | \$6,852 | \$6,649 | \$6,455 | \$6,250 | \$6,046 |

| Covers | 1x | 3x | 6x | 9x | 12x |
|----------|----------|----------|----------|----------|----------|
| Covers 4 | \$56,970 | \$55,276 | \$53,572 | \$51,856 | \$50,140 |
| Covers 2 | \$50,401 | \$48,912 | \$47,378 | \$45,867 | \$44,379 |
| Covers 3 | \$48,208 | \$46,787 | \$45,333 | \$43,877 | \$42,446 |

Typical Advertising Sizes and Mechanical Specifications:

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

1. Two Page Spread

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

2. Two Page 1/2 Horizontal

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

3. Full Page

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

4. Two-Third Vertical

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

5. Two-Third Horizontal

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

6. One-Half Vertical

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

7. One-Half Horizontal

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

8. One-Third Vertical Non-

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

9. One-Third Square

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

10. One-Third Horizontal

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

11. One-Quarter Vertical

Non-Bleed: 3.375 x 4.75

12. One-Quarter Horizontal

Non-Bleed: 4.375 x 3.625

13. One-Sixth Vertical

Non-Bleed: 2.125 x 4.75

14. One-Sixth Horizontal

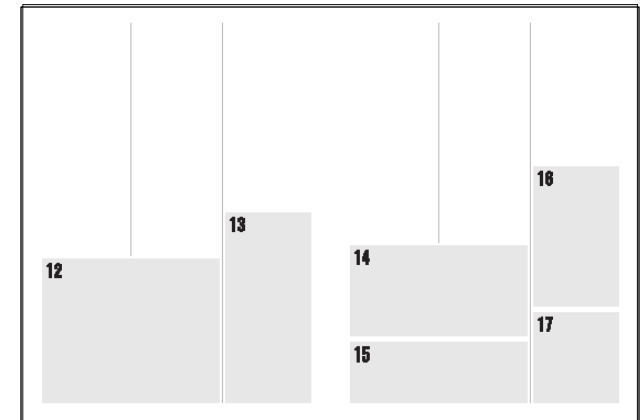
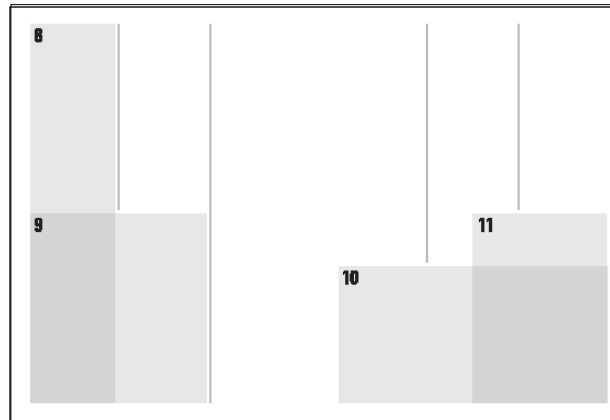
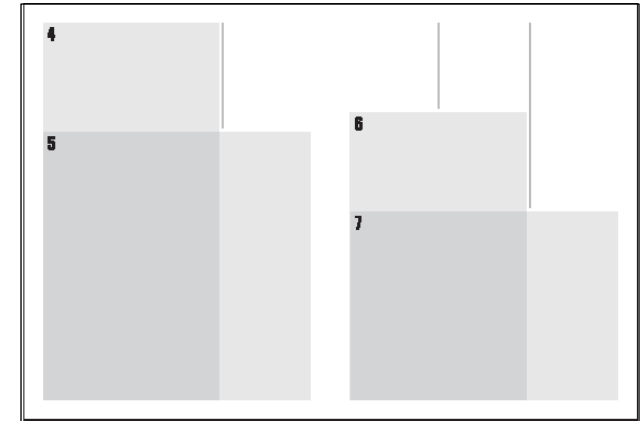
Non-Bleed: 4.375 x 2.25

15. One-Eighth Horizontal

Non-Bleed: 4.375 x 1.5

16. One-Eighth Page

Non-Bleed: 2.125 x 3.5



17. One-Twelfth Page

Non-Bleed: 2.125 x 2.25

18. One Inch Banner

Non-Bleed: 6.75 x 1

19. Two Inch Banner

Non-Bleed: 6.75 x 2

20. Eight Inch Vertical

Non-Bleed: 2.125 x 8

21. Seven Inch Vertical

Non-Bleed: 2.125 x 7

22. Six Inch Vertical

Non-Bleed: 2.125 x 6

23. One Inch 2-Column

Non-Bleed: 4.375 x 1

24. One Inch Vertical

Non-Bleed: 2.125 x 1

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

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

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

Trim — The edge of the page.

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

Terms and Conditions:

1. The publisher may reject any advertising for any reason at any time, even if previously acknowledged or accepted.

2. Cancellations or changes in advertising (including changes in insertion orders) will not be accepted by the publisher after the issue closing date.

3. Cancellations must be in writing, and none are considered accepted until confirmed in writing by the publisher.

4. Cancellation of a space contract by the advertiser or its agency will result in the forfeiture of position protection and/or the contract rate, if any. The rate on past and subsequent insertions will be adjusted to conform to the actual space used at current rates.

5. The publisher shall not be liable for any delay or failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, work stoppages, accidents, or other circumstances beyond the publisher's control. The liability of publisher, if any, for any act, error, or omission for which it may be held responsible at law or in equity shall not exceed the cost of the advertising space affected by the error. In no event shall publisher be liable for any indirect, consequential, punitive, special, or incidental damages, including, but not limited to, lost income or profits.

6. Advertiser and agency represent and warrant that they are authorized to publish the entire contents and subject matter of any advertisement in any issue or edition and that publication will not violate any law or infringe upon any right of any party or result in any claims against publisher. In consideration of the publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify, defend and hold harmless KSE Sportsman Media, Inc. its affiliates officers, agents and employees against any and all losses and expenses (including legal fees) arising from or relating to (a) a breach or misrepresentation of the foregoing representations and warranties, and/or (b) the publication or contents of the advertisement including, without limitation, claims or suits for defamation, libel, misappropriation, privacy or publicity rights, copyright or trademark infringement, plagiarism, and from any and all similar claims now known or hereafter devised or created.

7. No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies or the terms and conditions stated herein will be binding on the publisher and to the extent inconsistent with the terms herein, these terms and conditions shall govern and supersede any such conditions.

8. The publisher has the continuing right to adjust its rate schedule and will regard the failure of an order to correspond to the rate schedule as a clerical error and will, without further communication, invoice the advertiser based on rates in effect at that time.

9. The publisher will hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Please be advised that there is no "sequential liability" to the publisher. Payment is due upon receipt of invoice. All payments must be in United States currency. Advertiser and/or its advertising agency are jointly and severally liable for all costs, fees and expenses (including attorney or collection agency fees) incurred in connection with the collection of all monies due.

10. The forwarding of an order is construed as an acceptance of all the publisher's rates and conditions in effect at that time.

11. This agreement shall be governed by and construed in accordance with the laws of the State of Colorado without regard to conflict of laws provisions. Any action or proceeding arising out of or relating to this agreement or publisher's publication of the advertising shall be brought in the courts of record in the State of Colorado.

General Production Information:

Production Manager
Guns & Ammo
2 News Plaza
Peoria, IL 61614
309-679-5079
connie.mendoza@outdoorsg.com

- **Trim Size:** 7¾-in. wide x 10½-in. high
- **Non-Bleed:** ½-in. inside trim. Non-bleed ads should have all elements within this measurement.
- **Bleed:** 1/8-in. outside the trim. Elements that “bleed off” trimmed page should extend at least 1/8-in. beyond trim.
- **Trim:** The edge of the page.
- **Safety:** ¼-in. inside of the trim edge on all four sides for a total ½-in. safety both vertically and horizontally. All image and text not intended to bleed should be within this measurement.

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

Advertising File Requirements:

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

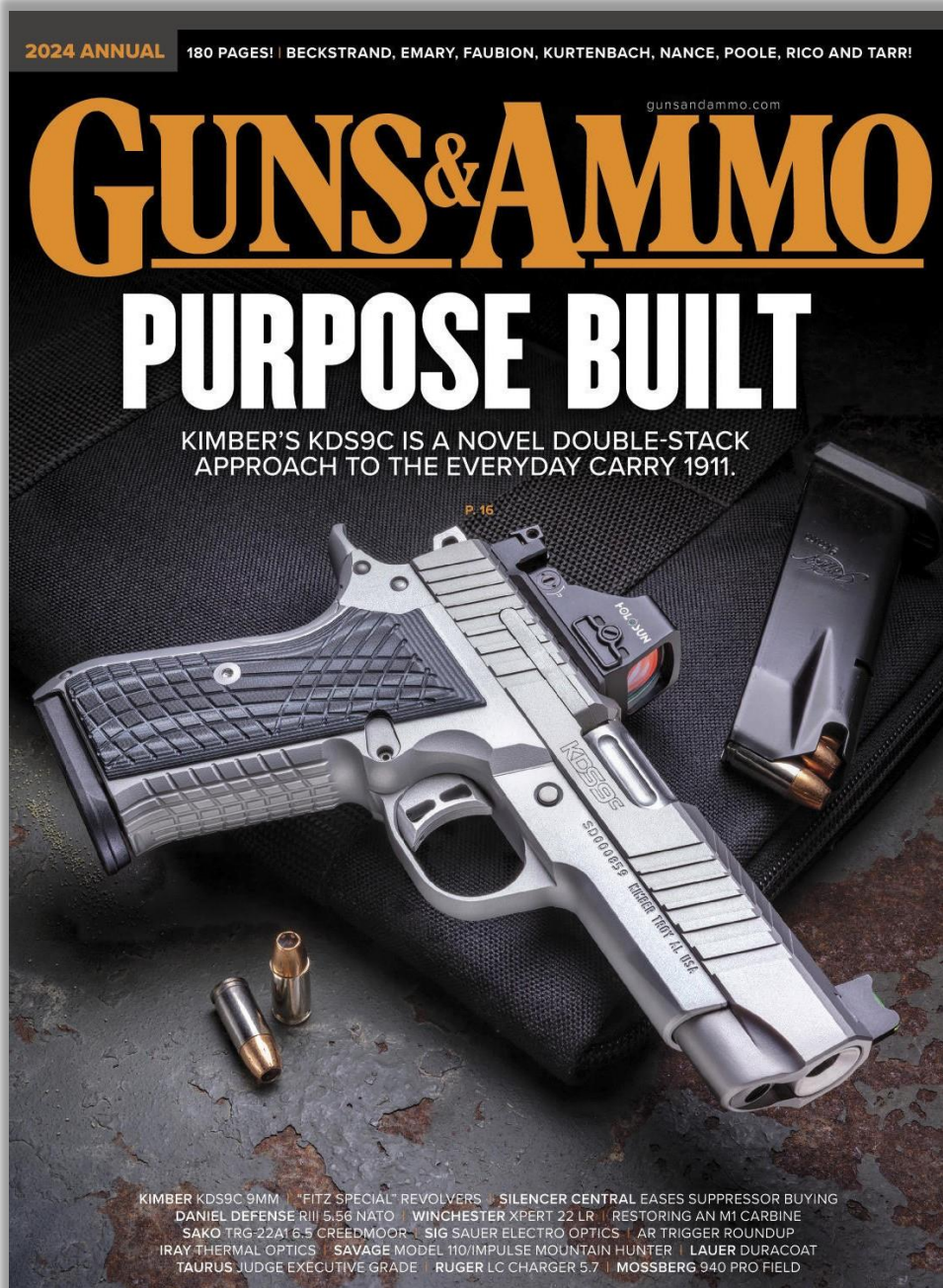
- All fonts embedded.
- Page geometry defined and consistent (trim, bleed, and media/ art boxes).
- Correct color space for all elements (CMYK or grayscale). Spot colors converted to CMYK.
- Color and grayscale image resolution between 266 and 300 ppi at 100% placement.
- Bitmap image resolution between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

Advertising File Submission:

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

<https://osg.sendmyad.com>





Guns & Ammo Annual

Distribution: 210,000

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

Closing Date:
On-Sale Dates:

8/5/25
10/8/25 & 1/1/26

4-Color Page:
1/2 Page:
1/3 Page:
1/4 Page:

\$8,937
\$4,469
\$3,089
\$2,179

**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: 11/30/24
On-Sale: 2/6/25 & 6/4/25**

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: 12/13/24
On-Sale: 2/20/25**

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

MODEL 1911



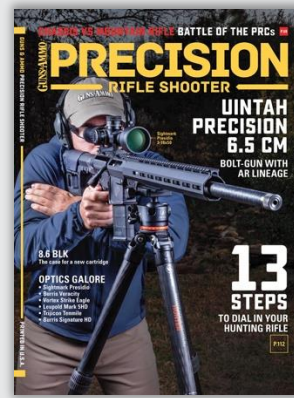
Distribution: 90,000

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: 12/28/24
On-Sale: 3/5/25**

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: 1/12/25
On-Sale: 3/19/25**

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

**THE ARMORY LIFE
#1**



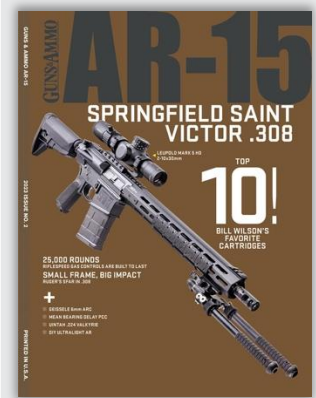
Distribution: 250,000

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

**Ad Close: 1/28/25
On-Sale 4/6/25**

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

**BOOK OF AR-15
#2**



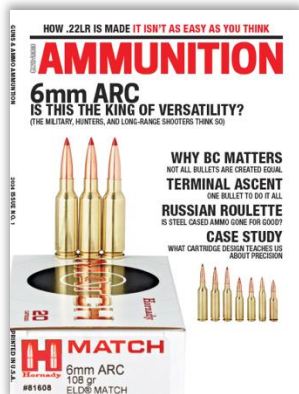
Distribution: 180,000

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: 1/29/25
On-Sale: 4/2/25**

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: 2/12/25
On-Sale: 4/16/25

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

RIMFIRE



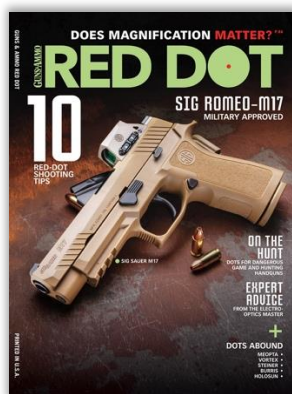
Distribution: 90,000

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: 3/5/25
On-Sale: 5/7/25

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: 3/5/25
On-Sale: 5/7/25

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

Guns & Ammo TREASURY



Distribution: 90,000

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

Ad Close: 3/20/25
On-Sale: 5/16/25

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

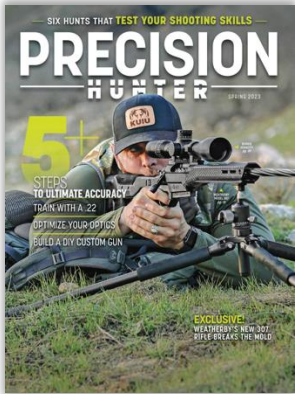
A lifestyle publication for the next generation of firearms enthusiast. Edgy, topical, relevant, timely and diverse defines every issue.

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

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

2025 Shooting Special Interest Publications

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: 4/10/25
On-Sale: 6/13/25

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: 5/2/25
On-Sale: 7/9/25

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

BE READY: SURVIVAL GUNS



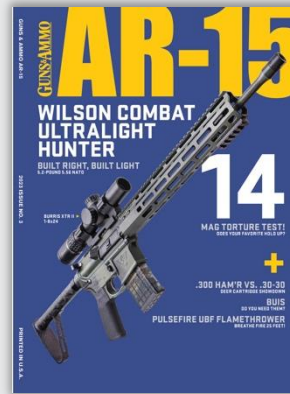
Distribution: 90,000

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

Ad Close: 5/2/25
On-Sale: 7/9/25

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: 5/31/25
On-Sale: 8/6/25

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

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: 6/28/25
On-Sale: 9/3/25

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

PISTOL CARBINE



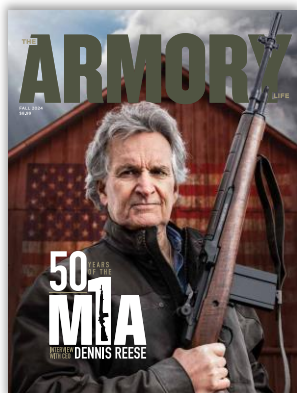
Distribution: 90,000

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: 7/8/25
On-Sale: 9/10/25

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: 7/8/25
On-Sale: 9/14/25**

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

SUPPRESSOR



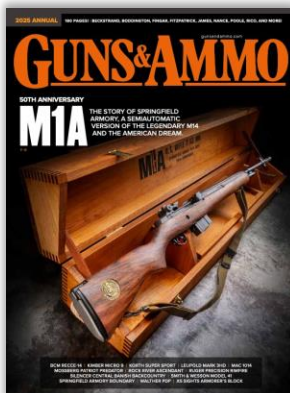
Distribution: 90,000

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: 7/29/25
On-Sale: 10/1/25**

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

2025 ANNUAL



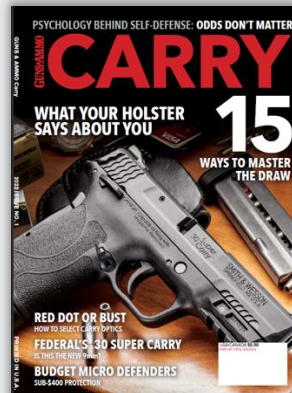
Distribution: 210,000

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

**Ad Close: 8/5/25
On-Sale: 10/8/26 & 1/1/26**

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: 9/3/25
On-Sale: 11/5/25**

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

**THE ARMORY LIFE
#4**



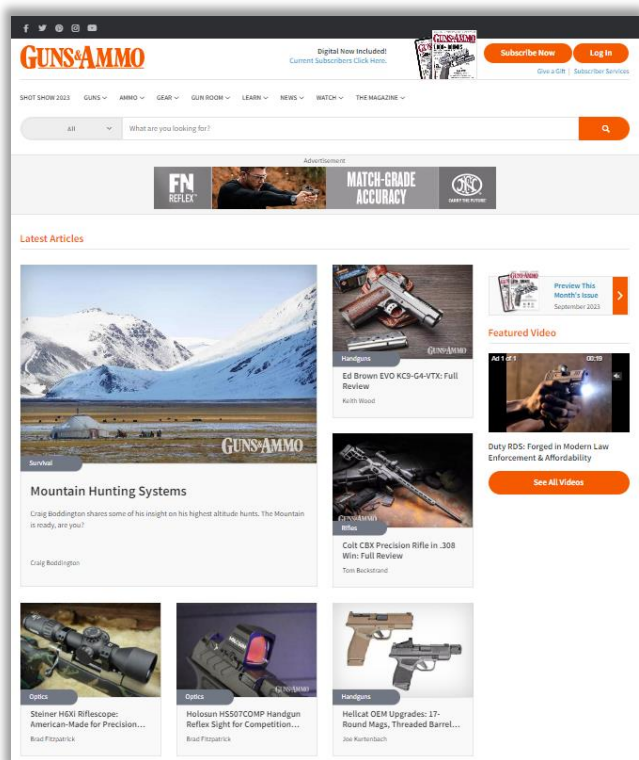
Distribution: 250,000

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

**Ad Close: 9/29/25
On-Sale: 12/7/25**

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

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.



381K
AVG. MONTHLY UNIQUES

8.7MM
ANNUAL PAGEVIEWS

Male (%) 85%

Average Time Spent 1:52

Pages Per Session 1.27

Traffic From Mobile/Tablet 71%

eNewsletter Subscribers 90,508

Social Media Followers 1,072,777

Read Article, Go Online for More Info 86%



Publisher's Statement

6 months ended June 30, 2024, Subject to Audit

[Learn more about this media property at auditedmedia.com](https://www.auditedmedia.com)



Annual Frequency: 12 times/year

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 - Integrated Media

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

| Total Paid & Verified Subscriptions | Single Copy Sales | Total Circulation | Rate Base | Variance to Rate Base |
|-------------------------------------|-------------------|-------------------|--------------|-----------------------|
| 292,276 | 7,732 | 300,008 | None Claimed | |

TOTAL CIRCULATION BY ISSUE

| Issue | Paid Subscriptions | | | Verified Subscriptions | | | Total Paid & Verified Subscriptions | Single Copy Sales | | | Total Paid & Verified Circulation - Print | Total Paid & Verified Circulation - Digital Issue | Total Paid & Verified Circulation |
|----------------|--------------------|---------------|--------------------------|------------------------|---------------|------------------------------|-------------------------------------|-------------------|---------------|-------------------------|---|---|-----------------------------------|
| | Print | Digital Issue | Total Paid Subscriptions | Print | Digital Issue | Total Verified Subscriptions | | Print | Digital Issue | Total Single Copy Sales | | | |
| Jan | 240,895 | 1,471 | 242,366 | 50,825 | | 50,825 | 293,191 | 8,508 | 40 | 8,548 | 300,228 | 1,511 | 301,739 |
| Feb | 245,545 | 1,669 | 247,214 | 40,684 | | 40,684 | 287,898 | 7,952 | 87 | 8,039 | 294,181 | 1,756 | 295,937 |
| Mar | 249,170 | 1,617 | 250,787 | 43,314 | | 43,314 | 294,101 | 7,519 | 11 | 7,530 | 300,008 | 1,628 | 301,631 |
| Apr | 245,782 | 1,594 | 247,376 | 47,610 | | 47,610 | 294,986 | 8,194 | 55 | 8,249 | 301,586 | 1,649 | 303,235 |
| May | 242,990 | 1,624 | 244,614 | 47,374 | | 47,374 | 291,988 | 7,159 | 88 | 7,247 | 297,523 | 1,712 | 299,235 |
| Jun | 241,014 | 1,477 | 242,491 | 49,002 | | 49,002 | 291,493 | 6,755 | 25 | 6,780 | 296,771 | 1,502 | 298,273 |
| Average | 244,233 | 1,575 | 245,808 | 46,468 | | 46,468 | 292,276 | 7,681 | 51 | 7,732 | 298,382 | 1,626 | 300,008 |

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

| | Print | Digital Issue | Total | % of Circulation |
|--|----------------|---------------|----------------|------------------|
| Paid Subscriptions | | | | |
| Individual Subscriptions | 241,445 | 1,575 | 243,020 | 81.0 |
| Membership | 2,788 | | 2,788 | 0.9 |
| Total Paid Subscriptions | 244,233 | 1,575 | 245,808 | 81.9 |
| Verified Subscriptions | | | | |
| Public Place | 45,827 | | 45,827 | 15.3 |
| Individual Use | 641 | | 641 | 0.2 |
| Total Verified Subscriptions | 46,468 | | 46,468 | 15.5 |
| Total Paid & Verified Subscriptions | 290,701 | 1,575 | 292,276 | 97.4 |
| Single Copy Sales | | | | |
| Single Issue | 7,681 | 51 | 7,732 | 2.6 |
| Total Single Copy Sales | 7,681 | 51 | 7,732 | 2.6 |
| Total Paid & Verified Circulation | 298,382 | 1,626 | 300,008 | 100.0 |

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

| Audit Period Ended | Rate Base | Audit Report | Publisher's Statements | Difference | Percentage of Difference |
|--------------------|--------------|--------------|------------------------|------------|--------------------------|
| 12/31/2021 | None Claimed | 367,796 | 367,796 | | |
| 12/31/2020 | None Claimed | 372,123 | 372,123 | | |
| 12/31/2019 | None Claimed | 364,963 | 364,963 | | |

Visit [auditedmedia.com](https://www.auditedmedia.com) Media Intelligence Center for audit reports

PRICES

| | Suggested Retail Prices | Average Price(1) |
|---|-------------------------|------------------|
| Single Copy | \$5.00 | |
| Subscription | \$24.99 | |
| Average Subscription Price Annualized (2) | | \$12.36 |
| Average Subscription Price per Copy | | \$1.03 |

(1) Represents subscriptions for the 6 month period ended June 30, 2024

(2) Based on the following issue per year frequency: 12