

ARE YOU READY FOR A RED-DOT SIGHT?

GUN&AMMO **HANDGUNS**

METAL 2.0
S&W'S NEW METAL-FRAME M&P



SHADOW SYSTEMS
THE ALL-NEW FOUNDATION

ROCK ISLAND AL22
SPRINGFIELD XD-M ELITE 10MM
TAURUS GX4 XL

SIG CUSTOM WORKS P320



5 EASY WAYS TO SECURE YOUR GUNS

GUN&AMMO **HANDGUNS**

FN TIMES 10
NEW 10MM FROM FN REALLY DELIVERS



SIG P365 XMACRO
A GREAT GUN GETS BIGGER

S&W'S NEW EQUALIZER

WALTHER PDP F-SERIES



COLT ANACONDA .44 MAGNUM
STOEGER STR-9SC OPTIC READY
STREAMLIGHT TLR-6 SUB

EXPERT ADVICE ON CARRY POSITIONS

GUN&AMMO **HANDGUNS**

ROCK ON!
ROCK ISLAND'S 5.0 CHANGES THE RULES



RUGER'S NEW .380
EASY HANDLING, EASY SHOOTING


SIG'S BIG 320-XTEN
MAYBE THE BEST 10MM OUT THERE

FN 509 CC EDGE | RUGER MK IV 22/45 LITE | XS CLOCK SIGHT PUSHER

PRO FITNESS TIPS FOR SHOOTERS

GUN&AMMO **HANDGUNS**

ROCK SOLID
TWO GREAT NEW .357 MAGNUMS FROM ROSSI



SMITH'S M&P 5.7
A PROVEN PISTOL IN THE HOT 5.7x28

LEHIGH DEFENSE AMMUNITION | HI-POINT JXP 10MM

3 KEY FLASHLIGHT SHOOTING TECHNIQUES

GUN&AMMO **HANDGUNS**

SEEING DOUBLE
SPRINGFIELD'S NEW PRODIGY DOUBLE-STACK 1911—IN 2 DIFFERENT SIZES



SIG P322
A 20-1 RIMFIRE THAT'S READY FOR ANYTHING

TACTICAL TAURUS UPSIZES ITS EXCELLENT G3

AND MORE!
- ED BROWN MP-F4
- MOSSBERG MC2c OPTIC READY



GUN&AMMO **HANDGUNS**


2025 MEDIA KIT

handgunsmag.com

SUPER COOL REVOLVER ISSUE!

GUN&AMMO **HANDGUNS**

KIMBER K6XS
A .38 SPECIAL THAT'S READY FOR DEFENSE



SNAKE KILLER
THE KORTH MONGOOSE

DOT-READY
TAURUS 956 TORO

RUGER SUPER WRANGLER
SINGLE-ACTION .22 LR/.22 MAG.

RED DOT/IRON SIGHT GUIDE
SPRINGFIELD OPERATOR 9MM
SHADOW SYS. CR920P ELITE

GUNS&AMMO **HANDGUNS**

HANDGUNS is dedicated to the handgun enthusiast. Its core mission is to emphasize the proper use and selection of handguns for self-defense and concealed carry. For marketers, Handguns represents a super-efficient buy for anything from esoteric shooting supplies to pickup trucks and SUVs... and everything in between.



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

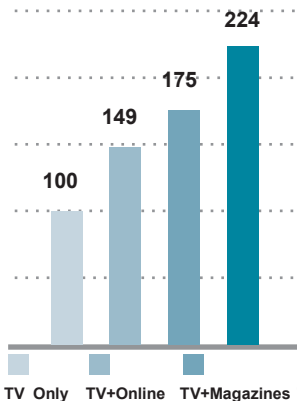
Independent Research by Dynamic Logic and Millward Brown confirmed that the most effective approach to driving consumer 'purchase intent' is to rely on media synergy to best drive results. Key revelations from 32 studies include:

- 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.

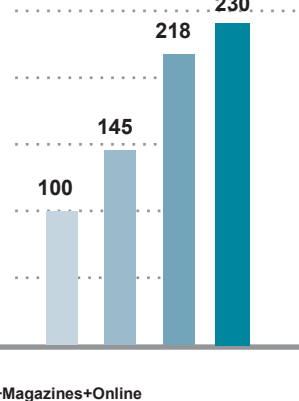
Cumulative Effects of Different Media

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

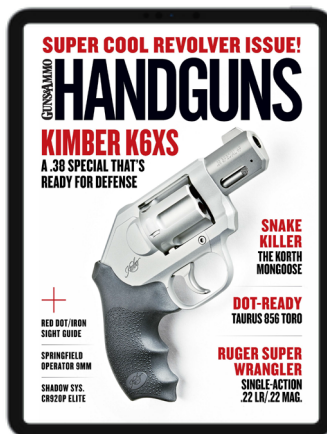
Aided Brand Awareness



Advertising Awareness



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



HANDGUNS: KEY BRAND FACTS

Circulation:	88,823
Frequency:	Bi-monthly
Total Audience:	1,168,277
Average Household Income:	\$111,420

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	1,168,277
Average Household Income	\$111,420
Average Net Worth	\$687,000
Men/Women %	89/11
Median Age	47

Subscribed for 4+ Years	48%
Pass Along Issues to Family/Friends	45%
Belong to a Gun Club or 2A Organization	47%
Went Hunting in Last Year	57%
Performed DIY Project(s) in Last Year	82%

HANDGUNS

- 98% own a Handgun
- 72% own Revolvers Centerfire
- 77% own Pistols (semi-auto)
- 60% own 1911 Semi-Automatic Pistols Centerfire
- 49% own Revolver Rimfire

SHOTGUNS

- 78% own a Shotgun
- 61% own a Pump Action
- 35% own a Semi-Automatic
- 31% own a Single Shot
- 23% own a Side by Side
- 18% own a Over and Under

RIFLES

- 85% own a Rifle
- 71% own an AR-Style Semi-Automatic Centerfire
- 71% own a Semi-Automatic Rimfire
- 60% own a Bolt Action Centerfire
- 46% own a Bolt Action Rimfire



WHAT THEY HUNT

- 43% Small Game
- 38% Big Game
- 38% Varmints
- 32% Upland Birds
- 14% Water Fowl
- 5% Exotic Game
- 5% Other

AMMUNITION

- 44% of reload own ammunition
- The average reader purchases 946 rounds of factory loaded ammo annually

VEHICLES

- 46% own/leases 1+ Sport/Utility Vehicle



Issue	Ad Space Close/Materials Due	Newsstand on Sale
April/May	12/4/24	2/11/25
June/July	2/10/25	4/15/25
August/September	4/14/25	6/17/25
October/November	6/09/25	8/12/25
December/January	8/11/25	10/14/25
February/March	10/3/25	12/09/25



4-Color	1 x	3 x	6 x	9 x
Page	\$10,792	\$10,477	\$10,149	\$9,821
2/3 Page	\$8,615	\$8,381	\$8,112	\$7,842
1/2 Page	\$6,999	\$6,801	\$6,590	\$6,367
1/3 Page	\$5,923	\$5,760	\$5,572	\$5,408
1/4 Page	\$4,975	\$4,811	\$4,670	\$4,518
1/6 Page	\$4,167	\$4,026	\$3,909	\$3,792

2-Color	1x	3 x	6 x	9 x
Page	\$8,427	\$8,148	\$7,902	\$7,667
2/3 Page	\$6,731	\$6,531	\$6,321	\$6,134
1/2 Page	\$5,478	\$5,313	\$5,140	\$4,988
1/3 Page	\$4,378	\$4,249	\$4,121	\$3,980
1/4 Page	\$3,687	\$3,594	\$3,477	\$3,383
1/6 Page	\$3,102	\$3,043	\$2,938	\$2,869

B&W	1x	3 x	6 x	9 x
Page	\$6,731	\$6,531	\$6,321	\$6,134
2/3 Page	\$5,126	\$4,975	\$4,811	\$4,670
1/2 Page	\$4,039	\$3,923	\$3,804	\$3,675
1/3 Page	\$3,031	\$2,938	\$2,844	\$2,763
1/4 Page	\$2,352	\$2,283	\$2,224	\$2,142
1/6 Page	\$1,698	\$1,627	\$1,581	\$1,546
1/12 Page	\$913	\$878	\$843	\$808
1 Inch	\$387	\$375	\$351	\$340

Covers	1x	3 x	6 x	9 x
Cover 4	\$14,011	\$13,613	\$13,180	\$12,770
Cover 3	\$11,857	\$11,518	\$11,167	\$10,814
Cover 2	\$12,396	\$12,021	\$11,659	\$11,284



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

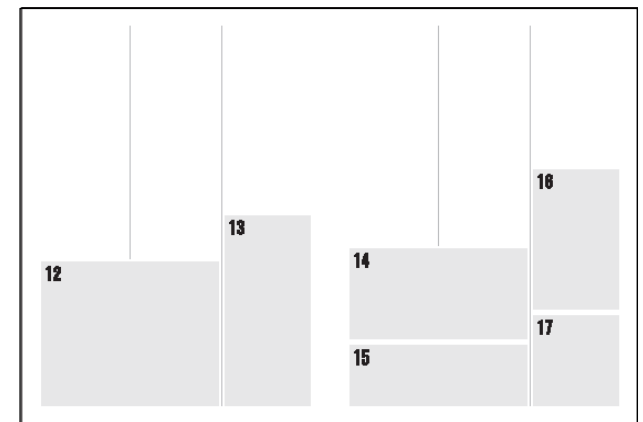
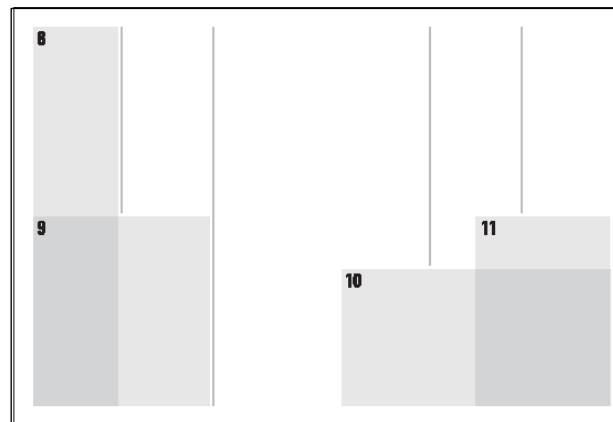
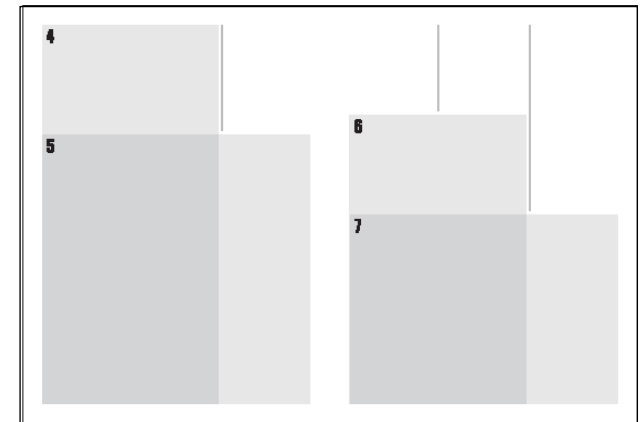
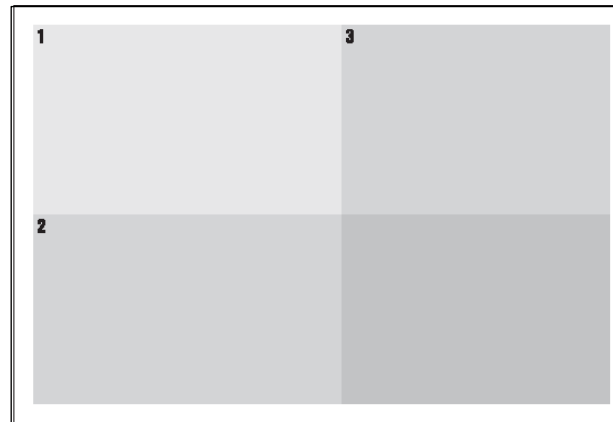
Non-Bleed: 4.375 x 2.25

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
Handguns
2 News Plaza
Peoria, IL 61614
309-679-5085
Kathryn.McGlothlen@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>



**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



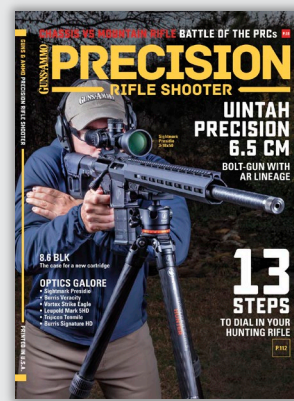
Distribution: 90,000

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**



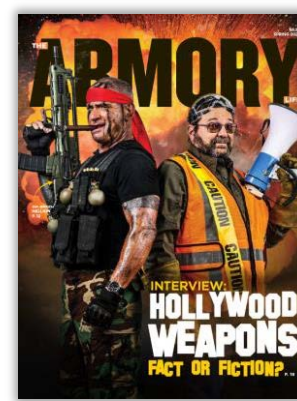
Distribution: 90,000

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**



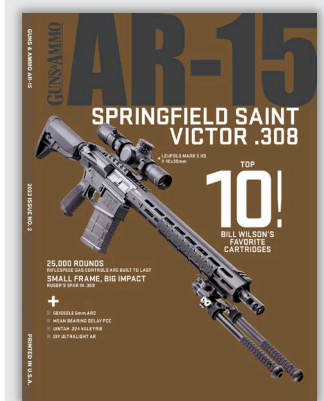
Distribution: 250,000

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**



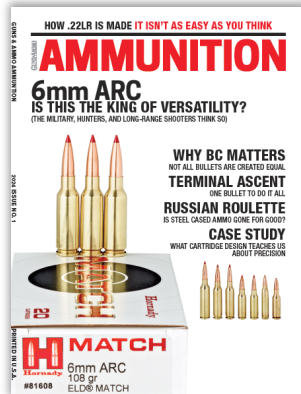
Distribution: 180,000

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

**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: 6/13/24

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**



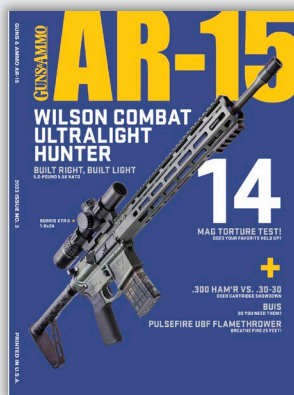
Distribution: 90,000

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



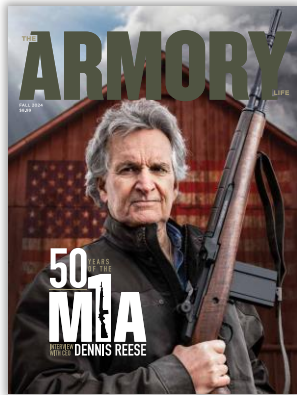
Distribution: 90,000

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



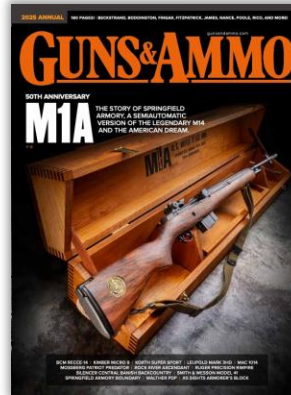
Distribution: 90,000

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



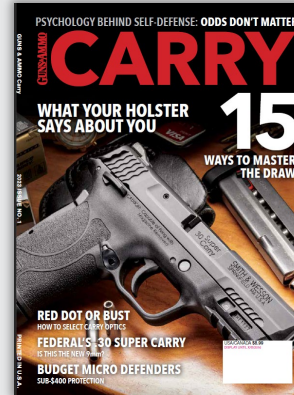
Distribution: 210,000

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**



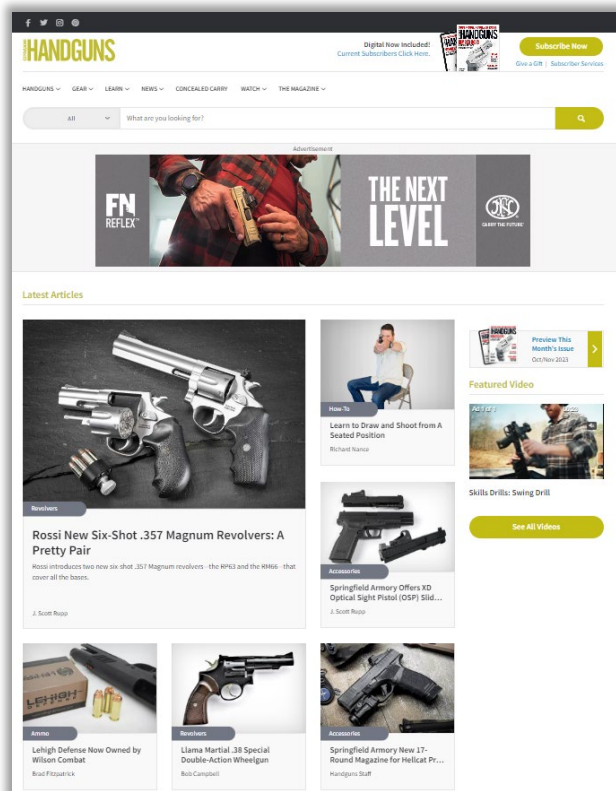
Distribution: 250,000

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

Handguns is America's only small-arms media property dedicated to the all-around handgun enthusiast, in print, on TV, and online. Its core mission is to emphasize the proper use and selection of handguns for self-defense and sport shooting.



91K

AVG. MONTHLY UNIQUES
UP 15% YEAR-OVER-YEAR!

3MM

ANNUAL PAGEVIEWS
UP 26% YEAR-OVER-YEAR!

Male (%) 81%

Average Time Spent 2:01

Pages Per Session 1.26

Traffic From Mobile/Tablet 70%

eNewsletter Subscribers 32,000

Social Media Followers 157,540

Read Article, Go Online for More Info 86%

Publisher's Statement

6 months ended June 30, 2024, Subject to Audit

Annual Frequency: 6 times/year

Field Served: Magazine dealing with aspects of the one-hand gun for both beginners and advanced enthusiasts. Topics include personal defense, law enforcement, hunting, match competition, handgun history and more. Evaluates new guns, ammunition and related gear the average shooter can afford.

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
85,411	3,412	88,823	None Claimed	

TOTAL CIRCULATION BY ISSUE

Issue	Paid Subscriptions			Verified Subscriptions			Total Paid & Verified Subscriptions	Single Copy Sales			Total Paid & Verified Circulation - Print	Total Paid & Verified Circulation - Digital Issue	Total Paid & Verified Circulation
	Print	Digital Issue	Total Paid Subscriptions	Print	Digital Issue	Total Verified Subscriptions		Print	Digital Issue	Total Single Copy Sales			
Feb/Mar	81,110	560	81,670	3,216		3,216	84,886	3,832	45	3,877	88,158	605	88,763
Apr/May	81,427	508	81,935	3,808		3,808	85,743	3,399	50	3,449	88,634	558	89,192
Jun/Jul	74,848	547	75,395	10,211		10,211	85,606	2,881	29	2,910	87,940	576	88,516
Average	79,128	538	79,666	5,745		5,745	85,411	3,371	41	3,412	88,244	579	88,823

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
Paid Subscriptions				
Individual Subscriptions	79,128	538	79,666	89.7
Total Paid Subscriptions	79,128	538	79,666	89.7
Verified Subscriptions				
Public Place	5,512		5,512	6.2
Individual Use	233		233	0.3
Total Verified Subscriptions	5,745		5,745	6.5
Total Paid & Verified Subscriptions	84,873	538	85,411	96.2
Single Copy Sales				
Single Issue	3,371	41	3,412	3.8
Total Single Copy Sales	3,371	41	3,412	3.8
Total Paid & Verified Circulation	88,244	579	88,823	100.0

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2022	None Claimed	105,772	105,772		
12/31/2021	None Claimed	106,183	106,183		
12/31/2020	None Claimed	108,704	108,704		

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PRICES

	Suggested Retail Prices	Average Price(1)
Single Copy	\$6.99	
Subscription	\$23.94	
Average Subscription Price Annualized (2)		\$11.64
Average Subscription Price per Copy		\$1.94

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

(2) Based on the following issue per year frequency: 6

ADDITIONAL DATA IN AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

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