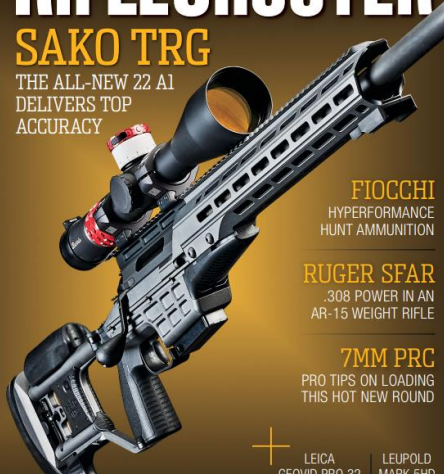


>> IS THE 7MM REM. MAG. REALLY DYING? <<

RIFLESHOOTER

SAKO TRG

THE ALL-NEW 22 A1 DELIVERS TOP ACCURACY



FIOCCHI
HYPERFORMANCE HUNT AMMUNITION

RUGER SFAR
.308 POWER IN AN AR-15 WEIGHT RIFLE

7MM PRC
PRO TIPS ON LOADING THIS HOT NEW ROUND


+ LEICA GEOVID PRO 32 | LEUPOLD MARK 5HD

>> CLASH: .350 LEGEND vs. .360 BUCKHAMMER <<

RIFLESHOOTER

COOLEST CARBINE

RUGER'S LIGHT, HANDY 5.7x28



MODERN MARVEL
CHRISTENSEN ARMS' CUTTING-EDGE MHR

A REAL EXPERT
WINCHESTER'S .22 XPRT BOLT ACTION


+ SPRINGFIELD 9MM CARBINE | POF-USA TOMBSTONE

>> WHAT'S THE BEST BULLET DIAMETER? <<

RIFLESHOOTER

GO LONG

MOSSBERG'S PATRIOT LR TACTICAL REACHES OUT



CLASSIC SAVAGE
A SEXY NEW 110 WITH A TWIST

HUNT-READY
WILSON COMBAT'S ULTRALIGHT AR-15

+ GETTING INTO HANDLOADING | 270 WSM VS 6.8 WESTERN

>> LIGHT .30 CALIBERS THAT GET IT DONE <<

RIFLESHOOTER

BIG GAME RIFLE ROUNDUP 2023

CHECK OUT MORE THAN 30 NEW GUNS—PLUS OUR EXCLUSIVE PRICE CHART



HOWA HERA H7
A CHASSIS LONG-RANGE RIFLE WORTH THE MONEY


MARLIN 336
THE RETURN OF A GREAT .30-30 LEVER ACTION

>> IS THE .270 WINCHESTER STILL LEGIT? <<

RIFLESHOOTER

A LEGEND

FRANCHI'S MOMENTUM ELITE IN .350 LEGEND HAS THE GOODS



TAKEDOWN
TACSOL'S X-RING VR BREAKS DOWN EASY AND SHOOTS GREAT

7MM MAGIC
HORNADY'S 7MM PRC HITS THE SWEET SPOT

SIG CROSS
ALL-NEW PBR MODEL

+ CHRISTENSEN RIDGELINE FFT | COPPER BULLET RELOADING TIPS

RIFLESHOOTER

2025 MEDIA KIT

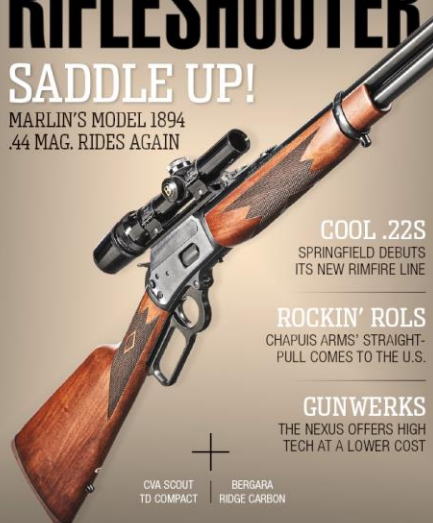
rifleshootermag.com

>> TOP PICKS FOR BLACK BEAR CARTRIDGES <<

RIFLESHOOTER

SADDLE UP!

MARLIN'S MODEL 1894 .44 MAG. RIDES AGAIN



COOL .22S
SPRINGFIELD DEBUTS ITS NEW RIMFIRE LINE

ROCKIN' ROLS
CHAPUIS ARMS' STRAIGHT-PULL COMES TO THE U.S.

GUNWERKS
THE NEXUS OFFERS HIGH TECH AT A LOWER COST

+ CVA SCOUT TD COMPACT | BERGARA RIDGE CARBON

RIFLESHOOTER

RifleShooter, the No. 1 rifle-only media brand in the country, provides the most informed, expert coverage on rifles of all types—including detailed range and field tests. RifleShooter's coverage also focuses on evaluations of ammunition and optics, along with handloading tips and techniques, cartridge-selection advice, shooting skills and rifle accuracy-optimizing tips. Advertisers looking for proactive consumers should look no further than RifleShooter.



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

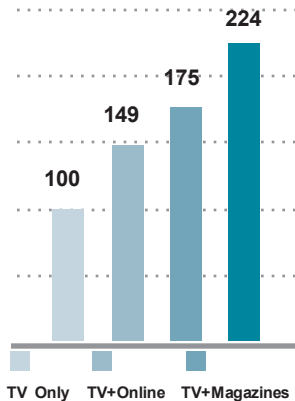
Independent Research by Dynamic Logic and Millward Brown confirmed that the most effective approach to driving consumer 'purchase intent' is to rely on media synergy to best drive results. Key revelations from 32 studies include:

- 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.

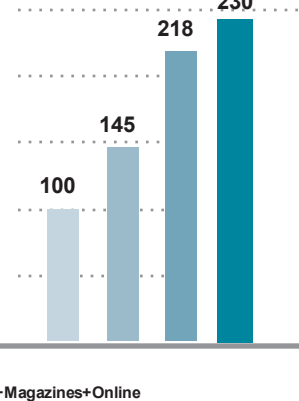
Cumulative Effects of Different Media

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

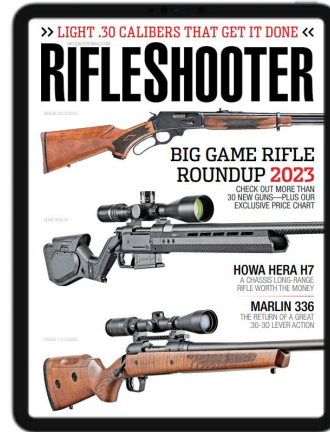
Aided Brand Awareness



Advertising Awareness



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



RIFLESHOOTER: KEY BRAND FACTS

Circulation:	46,033
Frequency:	Bi-Monthly
Total Audience:	599,676
Average Household Income:	\$109,171

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	599,676	Median Age	47
Average Household Income	\$109,171	Pass Along Issues to Friends/Family	48%
Average Net Worth	\$532,000	Attended at Least Some College	89%
Men/Women %	85/15	Professional or Middle/Upper Management	47%

54% of readers **belong to a Gun Club**

87% of readers **recommend or advise others** on the purchase of Firearms, Ammunition or Related Equipment

WHAT THEY OWN

97% OWN A HANDGUN

- 77% Revolvers Centerfire
- 69% Automatic Pistols Centerfire
- 74% Automatic Pistols Rimfire

93% OWN A SHOTGUN

- 68% Pump Action
- 50% Semi-Automatic
- 38% Single Shot

98% OWN A RIFLE

- 87% Bolt-Action Centerfire
- 52% Lever-Action Centerfire
- 42% Semi-Automatic Centerfire

42% OWN AN AIRGUN

97% OWN A SCOPE

- The average Rifleshooter reader owns **8.5** scopes
- 99% own a Rifle scope
- 33% own a Handgun scope
- 18% own a Shotgun scope

WHAT THEY HUNT

- 82% participate in Big Game Hunting
- 70% participate in Small Game Hunting
- 67% participate in Varmint Hunting
- 48% participate in Upland Game Bird Hunting

AMMUNITION

- 74% reload own ammunition
- 92% use reloaded ammunition for Rifle
- 87% use reloaded ammunition for Target Shooting
- 87% use reloaded ammunition for Handgun
- 67% use reloaded ammunition for Hunting
- 1,397; average number rounds reloaded annually

VEHICLES

- 64% owns/lease 1+ Pick Up Truck(s)
- 38% owns/lease 1+ Sport Utility Vehicle
- 71% own/lease Domestic Only
- 47% of readers are personally responsible for maintaining vehicle(s)
- 84% of readers change own Motor Oil annually
- 45% of readers purchased Aftermarket Auto Accessories annually

DIY

- **66%** of readers or other household members did household improvements in Last 12 months

4-Color	1 x	3 x	6 x	9 x	12 x
1 Page	\$6,134	\$5,957	\$5,769	\$5,419	\$5,080
2/3 Page	\$4,903	\$4,775	\$4,634	\$4,343	\$4,074
1/2 Page	\$3,991	\$3,873	\$3,757	\$3,523	\$3,301
1/3 Page	\$3,382	\$3,299	\$3,184	\$2,973	\$2,809
1/4 Page	\$2,832	\$2,738	\$2,668	\$2,494	\$2,342
1/6 Page	\$2,376	\$2,293	\$2,224	\$2,095	\$1,943

2-Color	1x	3 x	6 x	9 x	12 x
1 Page	\$4,800	\$4,659	\$4,507	\$4,226	\$3,980
2/3 Page	\$3,746	\$3,629	\$3,511	\$3,301	\$3,090
1/2 Page	\$2,960	\$2,868	\$2,797	\$2,611	\$2,448
1/3 Page	\$2,317	\$2,214	\$2,165	\$2,049	\$1,908
1/4 Page	\$1,907	\$1,838	\$1,803	\$1,698	\$1,581
1/6 Page	\$1,568	\$1,545	\$1,509	\$1,394	\$1,298

B&W	1 x	3 x	6 x	9 x	12 x
1 Page	\$3,827	\$3,734	\$3,615	\$3,395	\$3,172
2/3 Page	\$2,927	\$2,832	\$2,738	\$2,575	\$2,423
1/2 Page	\$2,317	\$2,236	\$2,165	\$2,049	\$1,908
1/3 Page	\$1,732	\$1,685	\$1,626	\$1,521	\$1,429
1/4 Page	\$1,357	\$1,311	\$1,263	\$1,182	\$1,112
1/6 Page	\$959	\$936	\$902	\$843	\$784
1/12 Page	\$491	\$491	\$491	\$491	\$491
Inch	\$222	\$211	\$211	\$198	\$163

Covers	1 x	3 x	6 x	9 x	12 x
Cover 2	\$7,057	\$6,835	\$6,636	\$6,240	\$5,841
Cover 3	\$6,754	\$6,555	\$6,355	\$5,958	\$5,583
Cover 4	\$7,993	\$7,749	\$7,503	\$7,047	\$6,601



ISSUE	AD SPACE CLOSE/ MATERIALS DUE	NEWSSTAND ON SALE
MARCH/APRIL	11/5/24	1/7/25
MAY/JUNE	12/31/24	3/4/25
JULY/AUGUST	3/4/25	5/6/25
SEPTEMBER/OCTOBER	5/7/25	7/8/25
NOVEMBER/DECEMBER	7/8/25	9/9/25
JANUARY / FEBRUARY	9/9/25	11/11/25



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

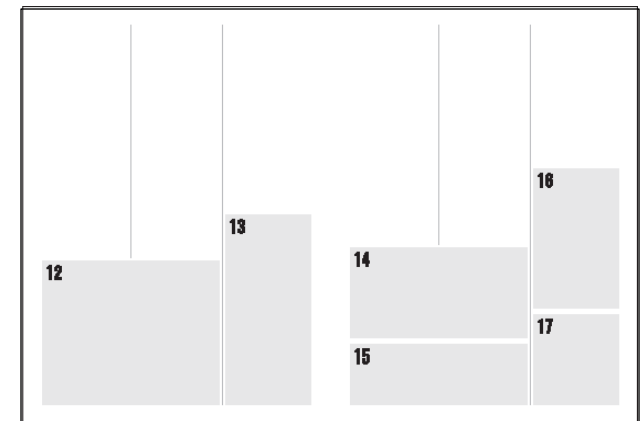
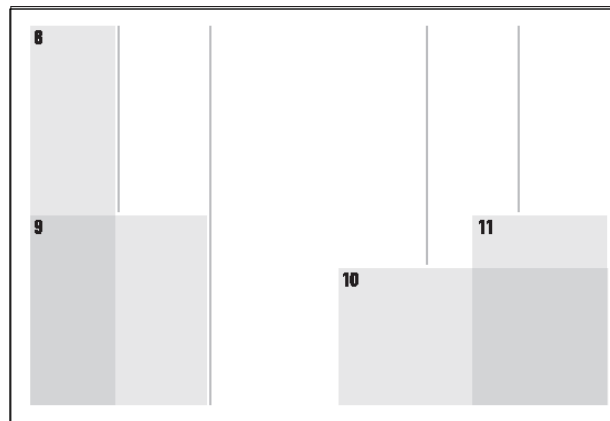
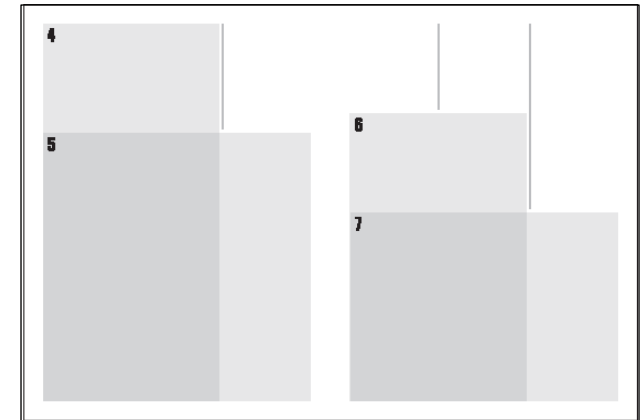
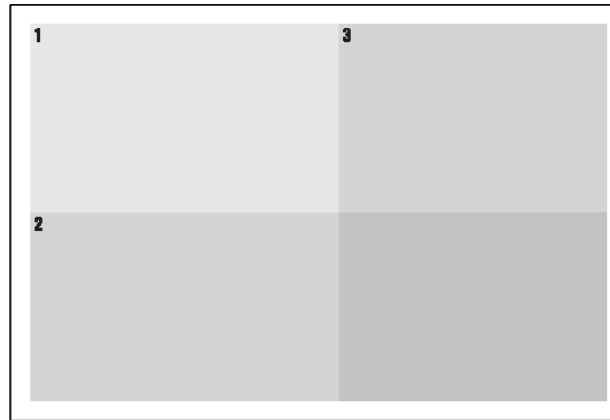
Non-Bleed: 4.375 x 2.25

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
RifleShooter
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



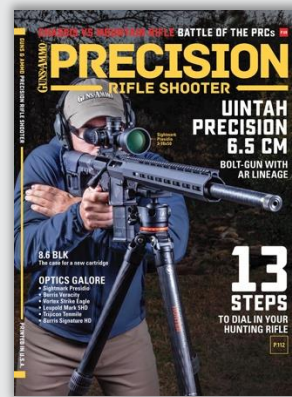
Distribution: 90,000

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**



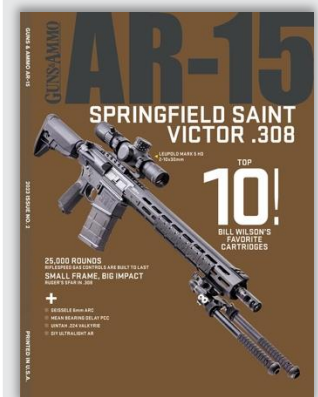
Distribution: 250,000

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**



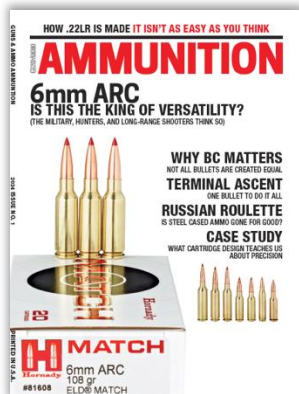
Distribution: 180,000

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

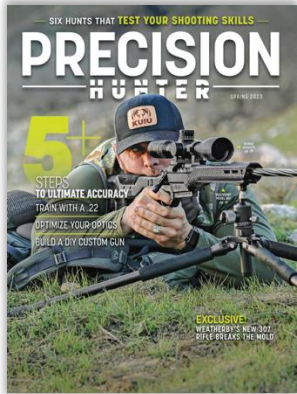
A lifestyle publication for the next generation of firearms enthusiast. Edgy, topical, relevant, timely and diverse defines every issue.

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

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



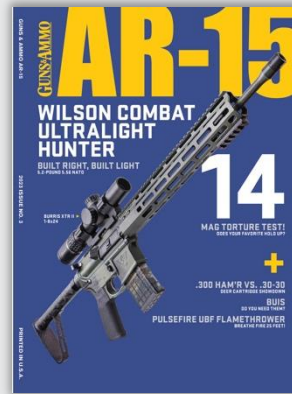
Distribution: 90,000

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



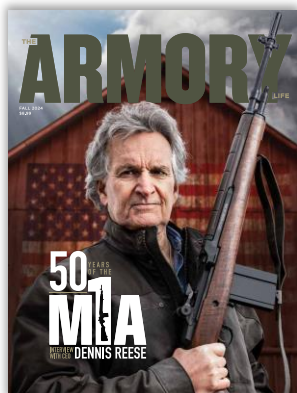
Distribution: 90,000

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



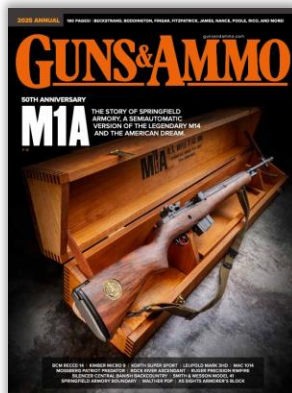
Distribution: 90,000

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



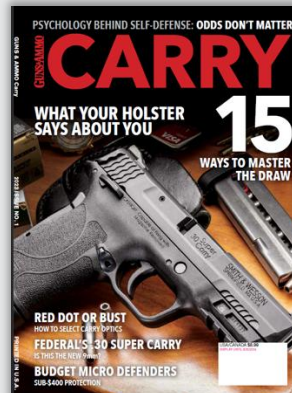
Distribution: 210,000

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**



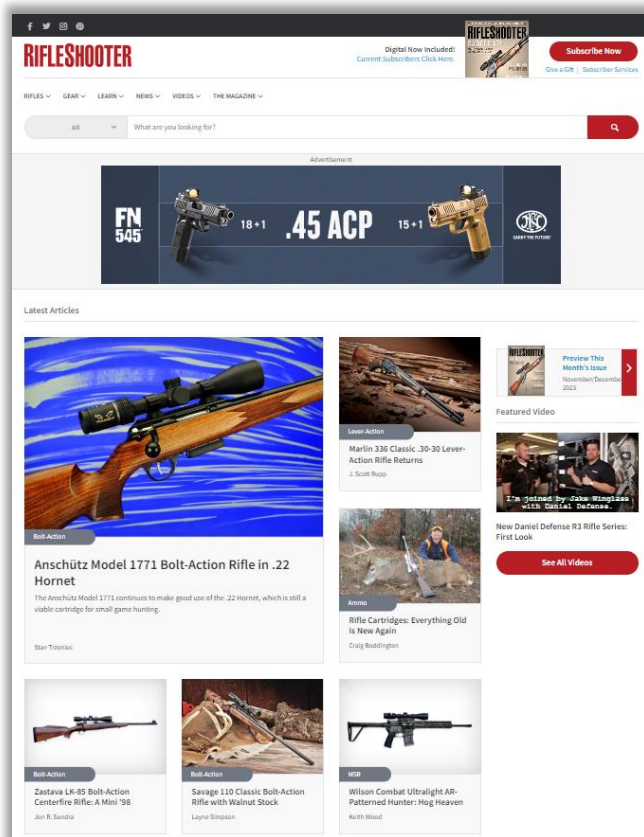
Distribution: 250,000

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

RifleShooter online adds a valuable dimension to the brand by bringing visitors the most up-to-date news and information on localized hunting and shooting, presented with engaging video content, extensive forecasts, gear reviews and access to the hunting and shooting community.



158K

AVG. MONTHLY UNIQUES
UP 38% YEAR-OVER-YEAR!

5M

ANNUAL PAGEVIEWS
UP 49% YEAR-OVER-YEAR!

Male (%) 85%

Average Time Spent 2:16

Pages Per Session 1.22

Traffic From Mobile/Tablet 72%

eNewsletter Subscribers 16,000

Social Media Followers 30,196

Publisher's Statement

6 months ended June 30, 2024, Subject to Audit

Annual Frequency: 6 times/year

Field Served: For the dedicated and serious rifle enthusiast.

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
42,354	3,679	46,033	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/Feb	36,328	275	36,603	5,243		5,243	41,571	275	41,846	4,003	9	4,012	45,574	284	45,858
Mar/Apr	36,131	297	36,428	6,666		6,666	42,797	297	43,094	3,580	25	3,605	46,377	322	46,699
May/Jun	34,245	260	34,505	7,619		7,619	41,864	260	42,124	3,406	15	3,421	45,270	275	45,545
Average	35,568	277	35,845	6,509		6,509	42,077	277	42,354	3,663	16	3,679	45,740	293	46,033

PRICE

	Suggested Retail Prices (1)
Single Copy	\$6.99
Subscription	\$23.94

(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: 3,882

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