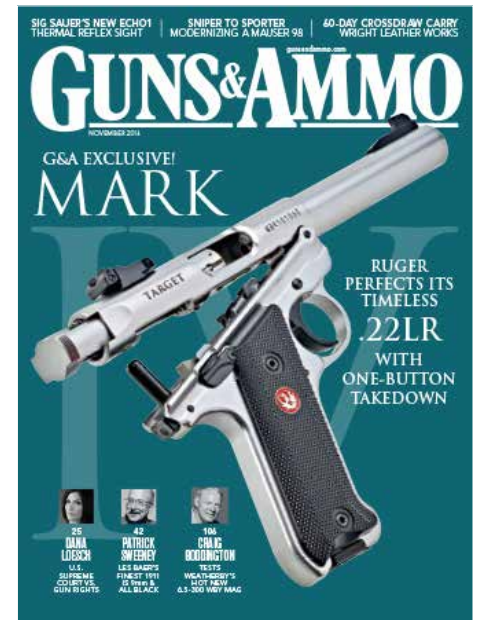




# GUNS & AMMO

## 2017 MEDIA KIT

[gunsandammo.com](http://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](http://gunsandammomag.com)) and on TV (Guns & Ammo TV, Guns & Ammo Classics and Personal Defense TV). For the most effective campaigns, savvy marketers leverage the strength of the brand across the entire Guns & Ammo media platform.



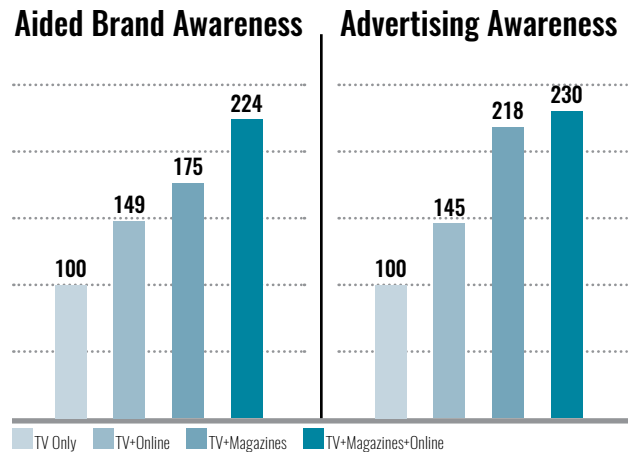
### Take Advantage of this diverse, active and influential consumer by leveraging the synergies of the Guns & Ammo brand

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 conducted from 2003 through 2007 include:

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

### Cumulative Effects of Different Media Combinations

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



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



Circulation	386,190
Frequency	Monthly
Total Audience	10,139,000
Male/Female (%)	87/13
Median Age	40.8
Average Household Income	\$79,100

### Shooting and the American Consumer\*

While mainstream marketers often misrepresent the shooting enthusiast and the media that serves them as niche, or as having undesirable connotations, the reality is that these consumers represent a powerful and deep cross-section of American consumers. Key facts 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 2016 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: 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; AAM, June 2016; MRI, Spring 2016.

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
<ul style="list-style-type: none"> <li>• PRS Rifles and Optics</li> <li>• Hunting Elk</li> <li>• Semiauto Sub-Guns</li> </ul>	<ul style="list-style-type: none"> <li>• Blue Collar Guns &amp; Optics</li> <li>• Snubbie Revolvers</li> <li>• Range Bags</li> </ul>	<ul style="list-style-type: none"> <li>• Best of SHOT Show</li> <li>• Equipment &amp; Skills to Improve Reliability</li> </ul>	<ul style="list-style-type: none"> <li>• Striker-Fire Shootout</li> <li>• Holsters</li> <li>• Spring Turkey Guns and Ammo</li> </ul>	<ul style="list-style-type: none"> <li>• Securing Guns in Vehicles</li> <li>• Gearing Up for Pistol Competition</li> </ul>	<ul style="list-style-type: none"> <li>• The Defensive Pistol Issue</li> <li>• Lever Gun Hog Hunting</li> <li>• Target Systems</li> </ul>	<ul style="list-style-type: none"> <li>• Start Reloading!</li> <li>• Video Tech for the Range</li> <li>• Designs by John Browning</li> </ul>
<p><b>Closing Date</b> October 6, 2016</p> <p><b>On Newsstand</b> December 6, 2016</p>	<p><b>Closing Date</b> November 2, 2016</p> <p><b>On Newsstand</b> January 3, 2017</p>	<p><b>Closing Date</b> December 8, 2016</p> <p><b>On Newsstand</b> February 7, 2017</p>	<p><b>Closing Date</b> January 6</p> <p><b>On Newsstand</b> March 7</p>	<p><b>Closing Date</b> February 6</p> <p><b>On Newsstand</b> April 4</p>	<p><b>Closing Date</b> March 7</p> <p><b>On Newsstand</b> May 2</p>	<p><b>Closing Date</b> April 10</p> <p><b>On Newsstand</b> June 6</p>
AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY 2018	
<ul style="list-style-type: none"> <li>• Modern Cowboy Guns</li> <li>• Deep Concealment Techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Gunsmithing @ Home</li> <li>• Carry Ammo Test</li> <li>• New Trap Guns</li> </ul>	<ul style="list-style-type: none"> <li>• Guns &amp; Ammo for Whitetail Hunting</li> <li>• How to Use Slings</li> </ul>	<ul style="list-style-type: none"> <li>• Slug Gun Accuracy</li> <li>• How To Teach Pistol Shooting</li> <li>• Mini RDS</li> </ul>	<ul style="list-style-type: none"> <li>• Guns &amp; Ammo of the Year Awards</li> <li>• Guns Made for Women</li> <li>• Fun with Blackpowder Firearms</li> </ul>	<ul style="list-style-type: none"> <li>• The Law Enforcement Issue</li> <li>• AR Magazine Roundup</li> </ul>	
<p><b>Closing Date</b> May 8</p> <p><b>On Newsstand</b> July 4</p>	<p><b>Closing Date</b> June 5</p> <p><b>On Newsstand</b> August 1</p>	<p><b>Closing Date</b> July 10</p> <p><b>On Newsstand</b> September 5</p>	<p><b>Closing Date</b> August 7</p> <p><b>On Newsstand</b> October 3</p>	<p><b>Closing Date</b> September 12</p> <p><b>On Newsstand</b> November 7</p>	<p><b>Closing Date</b> October 13</p> <p><b>On Newsstand</b> December 12</p>	

	% Comp
Total Audience	10,139,000
Men	87%
Women	13
Median Age	40.8
Children in Household	46%
Married	51
Attended College	50
Professional/Management	40%
Craftsman/Tradesman	28
Military/Law Enforcement	11
Average Household Income	\$79,100
Average Household Net Worth	\$687,000
Belong to a Gun Club or Organization	57%
Own a Handgun	92%
Revolvers Centerfire	74
Automatic Pistols Centerfire	60
Automatic Pistols Rimfire	53
Pistols (semi-auto)	57
Single Shot Centerfire	21
Bolt Action	28
Own a Shotgun	87%
Pump Action	67
Semi-automatic	43
Single Shot	36
Side by Side	29
Over and Under	25

	% Comp
Own a Rifle	86%
Bolt Action Centerfire	71
Semi-automatic Centerfire	46
Lever Action Centerfire	47
Single Shot	31
Pump Action	15
Participated in Hunting, Past 12 Months	79%
Big Game	62%
Small Game	58
Varmints	51
Upland Game Birds	35
Water Fowl	22
Exotic Game	3
Other	5
Hunted with a Bow or Crossbow, Past 12 Months	53%
Average Amount Spent on Hunting Apparel in an Average Year	\$233
Household Owns/Leases Pick-up Truck	55%
Household Owns/Leases Sport/Utility Vehicle	43
Household Owns/Leases Vans	8
Purchased Motor Oil in the, Past 12 Months	82%
Primarily Responsible for Vehicle Maintenance	91

### 2017 Guns & Ammo Magazine

Issue	Ad Space Close/Materials Due	Mailed to Subscribers	Newsstand on Sale
January 2017	10/6/16	11/23/16	12/6/16
February 2017	11/2/16	12/22/16	1/3/17
March 2017	12/8/16	1/25/17	2/7/17
April 2017	1/6/17	2/22/17	3/7/17
May 2017	2/6/17	3/22/17	4/4/17
June 2017	3/7/17	4/19/17	5/2/17
July 2017	4/10/17	5/26/17	6/6/17
August 2017	5/8/17	6/21/17	7/4/17
September 2017	6/5/17	7/19/17	8/1/17
October 2017	7/10/17	8/23/17	9/5/17
November 2017	8/7/17	9/20/17	10/3/17
December 2017	9/12/17	10/25/17	11/7/17
January 2018	10/13/17	11/29/17	12/12/17



Effective January 1, 2017

4-Color	1x	3x	6x	9x	12x
Full Page	\$40,919	\$39,688	\$38,458	\$37,238	\$36,018
2/3 Page	33,556	32,570	31,562	30,544	29,525
1/2 Page	27,265	26,470	25,621	24,825	23,998
1/3 Page	23,064	22,375	21,685	20,996	20,305
1/4 Page	19,298	18,725	18,141	17,569	16,974
1/6 Page	16,158	15,659	15,181	14,704	14,184

2-Color	1x	3x	6x	9x	12x
Full Page	\$31,254	\$30,320	\$29,377	\$28,442	\$27,488
2/3 Page	24,973	24,231	23,478	22,714	21,982
1/2 Page	19,860	19,266	18,662	18,078	17,483
1/3 Page	15,361	14,916	14,439	13,994	13,527
1/4 Page	12,815	12,413	12,042	11,638	11,277
1/6 Page	10,683	10,344	10,047	9,696	9,400

B&W	1x	3x	6x	9x	12x
Full Page	\$24,995	\$24,252	\$23,499	\$22,735	\$21,993
2/3 Page	19,468	18,874	18,311	17,717	17,144
1/2 Page	15,361	14,916	14,439	13,994	13,527
1/3 Page	11,532	11,182	10,843	10,493	10,153
1/4 Page	8,965	8,689	8,413	8,179	7,893
1/6 Page	6,397	6,207	6,026	5,835	5,644

Covers	1x	3x	6x	9x	12x
Covers 4	\$53,183	\$51,602	\$50,011	\$48,409	\$46,807
Covers 2	47,051	45,661	44,229	42,818	41,429
Covers 3	45,004	43,677	42,320	40,961	39,625

Effective January 1, 2017

4-Color	1x	3x	6x	9x	12x
Full Page	\$33,970	\$32,941	\$31,943	\$30,926	\$29,896
2/3 Page	27,859	27,021	26,183	25,345	24,528
1/2 Page	22,639	21,950	21,272	20,592	19,913
1/3 Page	19,150	18,566	18,003	17,431	16,868
1/4 Page	16,009	15,563	15,054	14,577	14,088
1/6 Page	13,378	13,017	12,603	12,200	11,766

2-Color	1x	3x	6x	9x	12x
Full Page	\$25,918	\$25,165	\$24,358	\$23,606	\$22,809
2/3 Page	20,730	20,125	19,489	18,862	18,237
1/2 Page	16,486	15,988	15,489	15,001	14,492
1/3 Page	12,741	12,381	11,998	11,606	11,224
1/4 Page	10,631	10,323	10,004	9,676	9,358
1/6 Page	8,859	8,593	8,329	8,063	7,787

B&W	1x	3x	6x	9x	12x
Full Page	\$20,730	\$20,147	\$19,489	\$18,874	\$18,247
2/3 Page	16,179	15,669	15,203	14,704	14,216
1/2 Page	12,741	12,381	11,998	11,606	11,224
1/3 Page	9,558	9,283	8,996	8,699	8,403
1/4 Page	7,426	7,236	7,002	6,768	6,535
1/6 Page	5,315	5,166	4,997	4,848	4,678

Covers	1x	3x	6x	9x	12x
Cover 4	\$44,155	\$42,818	\$41,513	\$40,186	\$38,851
Cover 2	39,063	37,896	36,739	35,550	34,383
Cover 3	37,376	36,241	35,126	34,013	32,878



Effective January 1, 2017

4-Color	1x	3x	6x	9x	12x
Full Page	\$28,644	\$27,785	\$26,925	\$26,077	\$25,207
2/3 Page	23,499	22,788	22,077	21,366	20,677
1/2 Page	19,096	18,513	17,940	17,357	16,816
1/3 Page	16,168	15,659	15,193	14,694	14,216
1/4 Page	13,516	13,103	12,699	12,296	11,892

2-Color	1x	3x	6x	9x	12x
Full Page	\$21,865	\$21,208	\$20,560	\$19,903	\$19,245
2/3 Page	17,495	16,953	16,422	15,914	15,373
1/2 Page	13,887	13,495	13,071	12,646	12,232
1/3 Page	10,757	10,439	10,121	9,803	9,464
1/4 Page	8,965	8,689	8,413	8,179	7,893

B&W	1x	3x	6x	9x	12x
Full Page	\$17,505	\$16,964	\$16,434	\$15,924	\$15,393
2/3 Page	13,633	13,219	12,815	12,391	11,998
1/2 Page	10,757	10,439	10,121	9,803	9,464
1/3 Page	8,063	7,808	7,607	7,342	7,086
1/4 Page	6,281	6,089	5,899	5,719	5,527
1/6 Page	4,488	4,350	4,222	4,085	3,947
1/12 Page	2,430	2,356	2,270	2,206	2,132
1 Inch	987	965	933	913	881

Effective January 1, 2017

4-Color	1x	3x	6x	9x	12x
Full Page	\$28,644	\$27,785	\$26,925	\$26,077	\$25,207
2/3 Page	23,499	22,788	22,077	21,366	20,677
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1/4 Page	6,281	6,089	5,899	5,719	5,527
1/6 Page	4,488	4,350	4,222	4,085	3,947
1/12 Page	2,430	2,356	2,270	2,206	2,132
1 Inch	987	965	933	913	881

Effective January 1, 2017

4-Color	1x	3x	6x	9x	12x
1 Inch	\$923	\$902	\$891	\$881	\$849
2 Inches	1,846	1,814	1,772	1,719	1,666
1/12 Page	2,324	2,218	2,186	2,154	2,122
3 Inches	2,769	2,684	2,642	2,578	2,536
4 Inches	3,713	3,585	3,511	3,448	3,342

2-Color	1x	3x	6x	9x	12x
1 Inch	\$764	\$732	\$721	\$700	\$690
2 Inches	1,549	1,517	1,464	1,433	1,401
1/12 Page	1,931	1,878	1,846	1,804	1,740
3 Inches	2,292	2,238	2,186	2,154	2,112
4 Inches	3,077	2,981	2,928	2,864	2,790

B&W	1x	3x	6x	9x	12x
1 Inch	\$584	\$573	\$562	\$541	\$530
2 Inches	1,157	1,135	1,103	1,071	1,039
1/12 Page	1,453	1,401	1,369	1,337	1,315
3 Inches	1,729	1,666	1,645	1,613	1,581
4 Inches	2,324	2,238	2,196	2,154	2,112

## 2017 Classified Advertising Rates


Per Word Classified, Prepaid and Noncommissionable

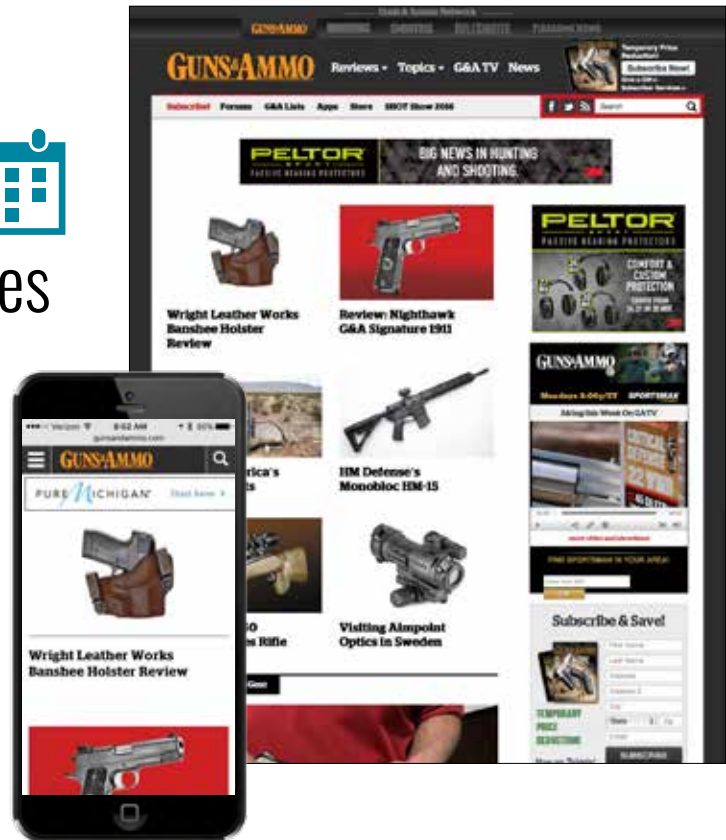
Minimum number of words	15.5
Minimum Rate	\$248
Additional Word Rate	17
Photograph/Illustration.	280



**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, Guns & Ammo Classics and Personal Defense TV). For the most effective campaigns, savvy marketers leverage the strength of the brand across the entire Guns & Ammo media platform.

1.190MM   
Average Monthly Uniques

35.7   
Median Age



**At A Glance**

Average HHI	\$86,900
Male (%)	92%
Annual Page Views	60,042,089
Average Time Spent	1:55
Pages Per Session	3.2
Traffic From Mobile/Tablet Devices	62%
eNewsletter Subscribers	185,000
Social Media Followers	309,464

Source: Site Traffic and Gender Skew based on Google Analytics data August 2015 – July 2016. MRI Doublebase 2015: Income and Age for Websites reflects the audience for Guns & Ammo combined with 1+ hours of internet usage the prior day.

IDEAL FOR ACTIVATION AND CONVERSION

Reach Your Target Audience with Visually Engaging Display Ads.

**IMPROVED PERFORMANCE**

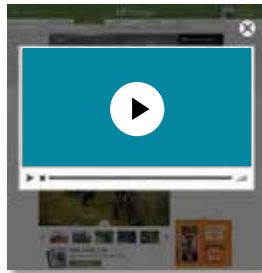
OSG Network CTR performs 50% better than standard industry benchmarks.

OSG Network

.21 CTR

Standard Industry Benchmarks

.14 CTR



**VIDEO**

Pre Roll (:15 or :30 sec)  
Interstitial  
In-Stream

1400x200 (Super Header)

1400x500 (Super Header Expanded)

970x250 (Billboard)

300x600 (Half Page)

300x250 (medium rectangle)

728x90 (Leaderboard)



**MOBILE / TABLET**

Desktop Road Block	970x250	300x600	300x250 (optional)	
Desktop Takeover	970x250	300x600	300x250	728x90
Mobile Takeover	320x100	320x50 (optional)	300x250	
Tablet Takeover	300x600	300x250	728x90	

Outdoor Channel:

Desktop Only	728x90	300x600	300x250	
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World Fishing Network:

Desktop/Mobile	728x90	300x250	300x100	
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Source: Google Benchmarks January-July 2016

Contact your ad sales representative or visit <http://www.outdoorsg.com/advertise/> for more information

**IMPROVED PERFORMANCE**

IDEAL FOR BRAND RECOGNITION AND RECALL

*Native Advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.*

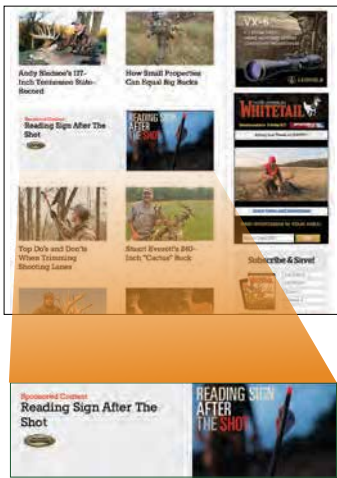
18%

Higher Lift In Purchase Intent

25%

More Engagement

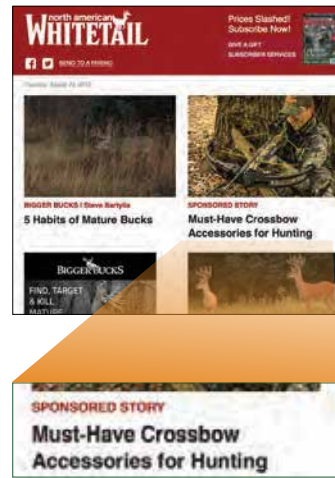
Native Ads



Your Content



E-Newsletter



eCommerce Widget



Content to be shared across social.

**PACKAGES**

**Custom Content**

Your brand is associated with original custom content created for you by OSG writers.

- Story Creation
- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- Reporting
- 30 day run

**Editorial Sponsorships**

Your brand is associated with original content created by OSG writers.

- In Stream ROS Ads
- eNewsletter placement
- 100% SOV banners all devices
- Reporting
- 30 day run

**E-Commerce Widget**

Your products are seamlessly displayed within highly relevant content and linked directly to your store.

- You provide 6-10 products
- Widget is responsive and automatically adapts across all devices

Source: Polar 2016



**FISHING**



**HUNTING**



**SHOOTING**

**OVER 1 MILLION**

*Outdoor Sports Enthusiasts receive one or more OSG branded newsletters per month.*

eNewsletter:

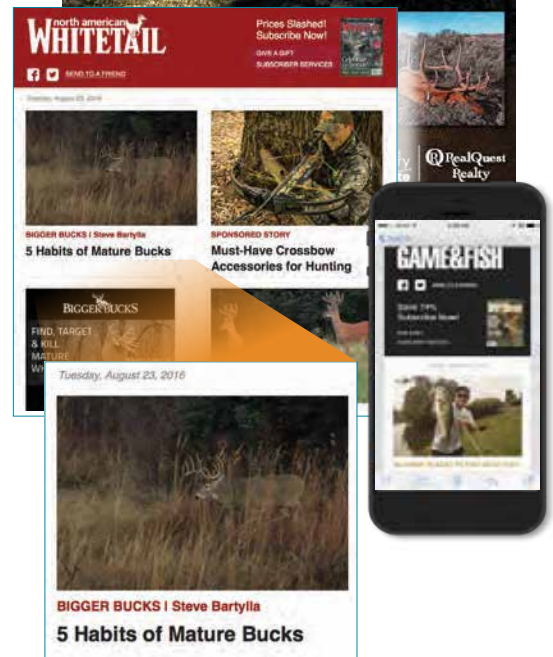
- (1) 300x250 ad surrounding the content area
- Reporting

High Impact Package Includes:

- (2) 300x250 ads surrounding content area
- Integration with Native Campaign to promote your sponsored content
- Reporting

eBlast:

- Connect with our 3rd party opt-in subscribers at 100% share of voice.
- Deliver a message directly to the OSG audience
- Reporting



**HIGH IMPACT**



Unit	Size	CPM	HIGH IMPACT	
			Road Block CPM	Takeover CPM
<b>DESKTOP</b>			\$26	\$65
Superheader Expanded	1400x500	\$30		✓
Superheader	1400x200	\$25		✓
Billboard	970x250	\$14	✓	✓
Half Page	300x600	\$12	✓	✓
Medium Rectangle	300x250	\$10	✓	✓
Leaderboard	728x90	\$8		✓
<b>MOBILE</b>			\$28	
Mobile Leaderboard	320x100 320x50	\$7 \$5	✓	
Medium Rectangle	320x250	\$10	✓	
<b>TABLET</b>				\$35
Medium Rectangle	300x250	\$10		✓
Half Page	300x600	\$12		✓
Leaderboard	728x90	\$8		✓
<b>ALL DISPLAY</b>				
Pre-Roll		\$25		
Interstitial/In-Stream		\$15		
<b>NATIVE</b>				
Custom Content		\$5,000 Flat Rate		
Editorial Sponsorships		\$4,000 Flat Rate		
E-Commerce Widget		\$25		
<b>E-MAIL</b>				
E-Newsletter		Contact Your Sales Representative For More Details		
E-Blast		\$150		

OSG Digital Network offers customized packages, beyond standard sizes and placements, to satisfy the specific needs and objectives of our clients. Programmatic opportunities available.  
Go to <http://www.outdoorsg.com/marketing-solutions/digital/digital-ad-specs/> for digital specs

\*Rich Media: Standard Display: +\$2 for Rich Media, Data Layer, Targeting | High Impact: +\$2-\$8 for Rich Media - costs based on campaign

Contact your ad sales representative or visit <http://www.outdoorsg.com/advertise/> for more information



## 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 One-Half 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

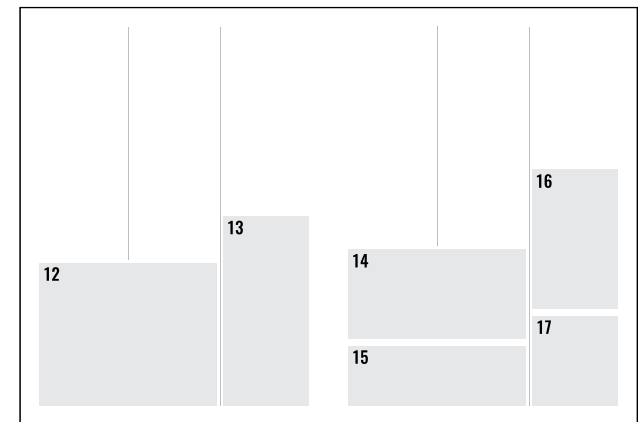
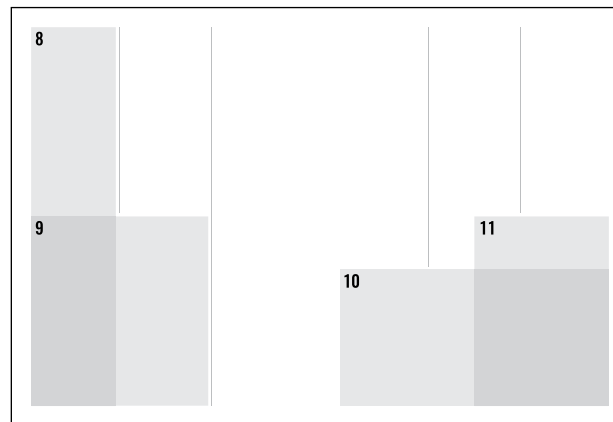
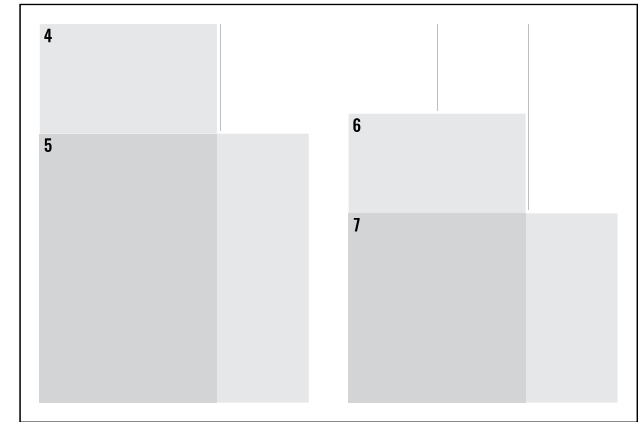
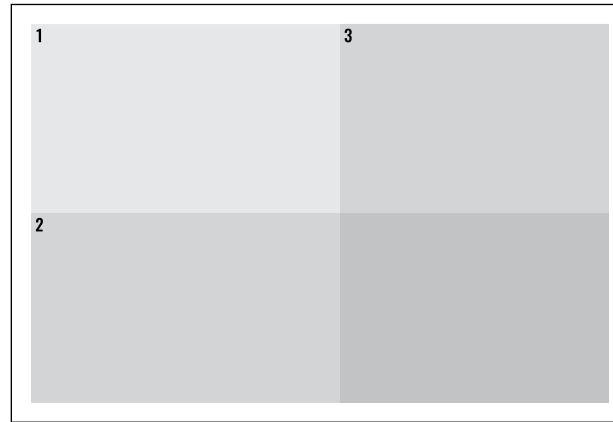
Non-Bleed: 4.375 x 2.25

### 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:

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- 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 Georgia 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 Georgia.

### General Production Information:

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

**Trim Size:** 7<sup>3</sup>/<sub>4</sub>-in. wide x 10<sup>1</sup>/<sub>2</sub>-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 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:

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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:

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

[osg.sendmyad.com](http://osg.sendmyad.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

## Publisher's Statement

6 months ended June 30, 2016, Subject to Audit

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
345,066	41,124	386,190	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	322,163	14,759	336,922	2,857		2,857	339,779	58,952	586	59,538	383,972	15,345	399,317
Feb	332,396	14,377	346,773	2,857		2,857	349,630	36,248	453	36,701	371,501	14,830	386,331
Mar	329,687	14,432	344,119	2,857		2,857	346,976	40,770	369	41,139	373,314	14,801	388,115
Apr	326,651	14,414	341,065	2,857		2,857	343,922	34,654	275	34,929	364,162	14,689	378,851
May	325,777	14,367	340,144	2,857		2,857	343,001	40,585	301	40,886	369,219	14,668	383,887
Jun	330,239	13,993	344,232	2,857		2,857	347,089	33,188	361	33,549	366,284	14,354	380,638
<b>Average</b>	<b>327,819</b>	<b>14,390</b>	<b>342,209</b>	<b>2,857</b>		<b>2,857</b>	<b>345,066</b>	<b>40,733</b>	<b>391</b>	<b>41,124</b>	<b>371,409</b>	<b>14,781</b>	<b>386,190</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	Digital Issue	Total	% of Circulation
<b>Paid Subscriptions</b>				
Individual Subscriptions	327,819	14,390	342,209	88.6
<b>Total Paid Subscriptions</b>	<b>327,819</b>	<b>14,390</b>	<b>342,209</b>	<b>88.6</b>
<b>Verified Subscriptions</b>				
Individual Use	2,857		2,857	0.7
<b>Total Verified Subscriptions</b>	<b>2,857</b>		<b>2,857</b>	<b>0.7</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>330,676</b>	<b>14,390</b>	<b>345,066</b>	<b>89.4</b>
<b>Single Copy Sales</b>				
Single Issue	40,733	391	41,124	10.6
<b>Total Single Copy Sales</b>	<b>40,733</b>	<b>391</b>	<b>41,124</b>	<b>10.6</b>
<b>Total Paid &amp; Verified Circulation</b>	<b>371,409</b>	<b>14,781</b>	<b>386,190</b>	<b>100.0</b>

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2015	None Claimed	387,893	387,893		
12/31/2014	None Claimed	410,998	410,998		
12/31/2013	None Claimed	420,577	420,577		

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

### PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$19.94		
Average Subscription Price Annualized (3)		\$11.40	
Average Subscription Price per Copy		\$0.95	

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2015

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

**ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER**

Circulation by Regional, Metro & Demographic Editions  
Geographic Data  
Analysis of New & Renewal Paid Individual Subscriptions  
Trend Analysis

**ADDITIONAL ANALYSIS OF VERIFIED**

	Print	Digital Issue	Total
<b>Individual Use</b>			
Ordered/Payment Not Received	2,857		2,857
<b>Total Individual Use</b>	<b>2,857</b>		<b>2,857</b>

**RATE BASE**

None Claimed.

**NOTES**

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 1,109

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.

GUNS & AMMO, published by Outdoor Sportsman Group - Integrated Media • 1040 Sixth Avenue 12th Floor • New York, NY 10018

PETER N. WATT  
VP, Consumer Marketing

CHRIS AGNES  
Publisher

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Established: 1959

AAM Member since: 1959