


>> RELOADING CAN PAY OFF FOR YOU! <<

RIFLESHOOTER

SEVEN HEAVEN

REMINGTON'S SHORT-ACTION GETS A MAJOR UPGRADE



LONG-RANGE CHAMPS
T/C AND MOSSBERG CHASSIS GUNS, PLUS A CARBON-BARREL NOSLER

.300 HAM'R
A NEW AR-15 HUNTING CARTRIDGE AND RIFLE FROM WILSON COMBAT

+
• HI-POINT 10MM CARBINE
• SIERRA'S GAMECHANGER
• THE NEW .375 SOCOM

>> MIGHTY MITES: THE SUPER-COOL .17s <<

RIFLESHOOTER

LONG-RANGE HAWKEYE

RUGER'S VERSATILE, CAPABLE RIFLE CAN GO THE DISTANCE



SIG'S TREAD
AN AR-15 THAT'S BIG ON FEATURES & LOW ON PRICE

.300 PRC
HOW DOES HORNADY'S NEW ROUND STACK UP?

WIN'S TWINS
A LOOK AT THE .264 AND .338 WINCHESTER MAGS.


+
• FEDERAL BERGER HYBRID HUNTER AMMO
• SAVAGE MSR LONG RANGE

>> DOES SECTIONAL DENSITY MATTER? <<

RIFLESHOOTER

TO THE MAX!

BROWNING UNVEILS THE X-BOLT MAX LONG RANGE



BRAVO COMPANY
BUILD THE BEST AR-15 WITH THE BEST PARTS

444 MARLIN
A GREAT LEVER ACTION MAKES A COMEBACK

+
• CZ MODEL 527 222 REM.
• SIG S&W ELECTRO OPTICS
• SHAW'S NEW MARK X

WINCHESTER'S .350 LEGEND

>> AN EXPERT'S TAKE ON IRON SIGHTS <<

RIFLESHOOTER

BIG GAME RIFLE ROUNDUP 2019



A-TIP
HORNADY'S CUTTING-EDGE MATCH BULLET

WILDCAT
WINCHESTER'S NEW SEMIAUTO RIFLE


RIFLE REPORTS
MOSSBERG PATRIOT PREDATOR
SAVAGE 110 APEX HUNTER XP

>> SPECIAL RIFLE SECTION <<

RIFLESHOOTER

FINNLIGHT II

SAKO'S GREAT LIGHTWEIGHT RIFLE GETS EVEN BETTER



MARLIN TEXAN
A PRIMO LEVER GUN WITH CURB APPEAL

THE .375
STILL ENOUGH GUN FOR BIG, BAD BUFFS

+
• .348 WIN. VS. .358 WIN.
• ALLIANT'S TEMP-BUSTING RELOADER POWDERS
• CMMG 6.5 GRENDL

MOMENTUM
FRANCHI'S FIRST RIFLE

RIFLESHOOTER

2020 MEDIA KIT


rifleshootermag.com

>> PRACTICAL DEER-BULLET ADVICE <<

RIFLESHOOTER

VALKYRIE

SAVAGE'S 110 PRAIRIE HUNTER—A VERSATILE AND ACCURATE .224



RIFLE BALANCE
FINDING THE SWEET SPOT, AND WHY IT MATTERS

WILSON'S PROTECTOR
HIGH-END AR-15 FEATURES AT A REASONABLE PRICE

+
• BERGER HUNTING AMMO • DAVIDSON'S MOSSBERG 464 • VINTAGE/AVORI GUNPOWDER
• REMINGTON M700 MAGPUL • BROWNELLS AR-150 LIPPER

RIFLESHOOTER

Rifleshooter, the No. 1 rifle-only media brand in the country, provides the most informed, expert coverage on all rifle products, including detailed range and field tests, reviews, evaluations, gunsmithing advice, accessorizing information and accuracy-optimizing tips. The RifleShooter audience is also kept abreast of the most pressing gun-oriented legislative issues. Advertisers looking for proactive opinion-leaders should look no further than Petersen's RifleShooter.



RIFLESHOOTER MEDIA KIT

At A Glance

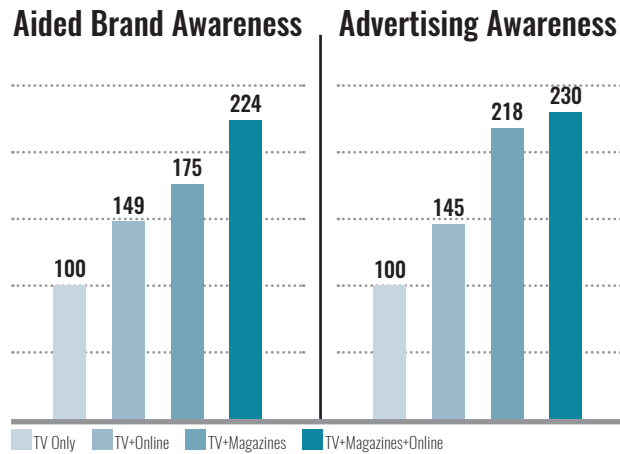
Take advantage of this diverse, active and influential consumer by leveraging the synergies of the RifleShooter brand

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	55,903
Frequency	Bi-monthly
Total Audience	614,933
Male/Female (%)	86/14
Median Age	46.3
Average Household Income	\$91,100

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: MRI, Doublebase 2018 (Audience, Age and M/F). Data derived from Prototype developed by Douglas Jones Group. Prototype development occurs only one time/year. Most recent Accelera subscriber study (HHI), Hunting in America: Hunting and Fishing: Bright Stars in the American Economy, The Congressional Sportsmen's Foundation, 2019; Dynamic Logic/Millward Brown CrossMedia Research, 2004-2007. Circulation, June 2019 AAM.

MARCH / APRIL 2020

Reloading Guide:

The latest in new equipment, components and resources.

Closing Date

November 6, 2019

On Newsstand

January 14, 2020

MAY / JUNE 2020

Gearing Up For Precision Rifle:

Guns, ammo, optics and accessories for long-range competition or plinking.

Closing Date

January 3, 2020

On Newsstand

March 10, 2020

JULY / AUGUST 2020

Hunting Rifle Prep:

Gear and skills to get you ready for hunting season.

Closing Date

March 10, 2020

On Newsstand

May 12, 2020

SEP. / OCT. 2020

Big Game Rifle Guide:

All the hot new centerfire rifles, with our exclusive price-ranked chart listing available calibers.

Closing Date

May 8, 2020

On Newsstand

July 14, 2020

NOV./DEC. 2020

Big Game Optics Guide:

New riflescopes for fall hunts.

Closing Date

July 13, 2020

On Newsstand

September 15, 2020

JAN./FEB. 2021

Rifle Care Guide:

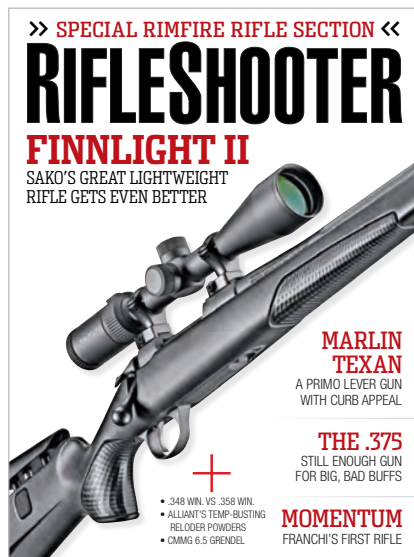
Special section on gun cleaning, with expert advice and the latest tools and chemicals.

Closing Date

September 15, 2020

On Newsstand

November 17, 2020



DEPARTMENTS

Lands & Grooves: A reader-favorite mash-up of news, classic guns, caliber comparisons, hands-on product reviews and more.

All That Brass: Reloading tips, tactics and product reviews for handloaders of all levels

Tactical Technology: The latest on modern military-style firearms, optics and ammo

Last Page: Craig Boddington's musings on guns, ammunition, optics and other topics.



Print Audience	614,933	Median Age	46.3
Average Household Income	\$91,100	Married	75%
Average Net Worth	\$532,000	Have Children	25%
Men/Women %	86/14	Attended College	67%

66% of readers belong to a Gun Club

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

WHAT THEY OWN

87% OWN A HANDGUN

- 66% Revolvers Centerfire
- 45% Automatic Pistols Centerfire
- 42% Automatic Pistols Rimfire

92% 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

VEHICLE

- 64% owns/lease 1+ Pick Up Truck(s)
- 38% owns/lease 1+ Sport Utility Vehicle
- 13% owns/lease 1+ Van
- 71% own/lease Domestic Only
- 19% owns/leases Import and Domestic
- 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

Source: MRI, 2018 Doublebase: 2008 Subscriber Study, MRI Market Solutions.

2020 RifleShooter Magazine

ISSUE	THEME	AD SPACE CLOSE/ MATERIALS DUE	NEWSSTAND ON SALE
MARCH/APRIL	Reloading Guide	11/6/19	1/14/20
MAY/JUNE	Gearing Up for Precision Rifle	1/3/20	3/10/20
JULY/AUGUST	Hunting Rifle Prep	3/10/20	5/12/20
SEPTEMBER/OCTOBER	Big Game Rifle Guide	5/8/20	7/14/20
NOVEMBER/DECEMBER	Big Game Optics Guide	7/13/20	9/15/20
JANUARY/FEBRUARY '21	Rifle Care Guide	9/15/20	11/17/20



RIFLESHOOTER *MEDIA KIT*

2020 General Advertising Rates

Effective January 1, 2020

4-Color	1 x	3 x	6 x	9 x	12 x
1 Page	\$5,726	\$5,561	\$5,386	\$5,059	\$4,742
2/3 Page	4,577	4,458	4,326	4,054	3,803
1/2 Page	3,726	3,616	3,507	3,289	3,082
1/3 Page	3,157	3,080	2,972	2,775	2,622
1/4 Page	2,644	2,556	2,491	2,328	2,186
1/6 Page	2,218	2,141	2,076	1,956	1,814

2-Color	1x	3 x	6 x	9 x	12 x
1 Page	\$4,481	\$4,349	\$4,207	\$3,945	\$3,715
2/3 Page	3,497	3,388	3,278	3,082	2,885
1/2 Page	2,763	2,677	2,611	2,437	2,285
1/3 Page	2,163	2,067	2,021	1,913	1,781
1/4 Page	1,780	1,716	1,683	1,585	1,476
1/6 Page	1,464	1,442	1,409	1,301	1,212

B&W	1,409	3 x	6 x	9 x	12 x
1 Page	\$3,573	\$3,486	\$3,375	\$3,169	\$2,961
2/3 Page	2,732	2,644	2,556	2,404	2,262
1/2 Page	2,163	2,087	2,021	1,913	1,781
1/3 Page	1,617	1,573	1,518	1,420	1,334
1/4 Page	1,267	1,224	1,179	1,103	1,038
1/6 Page	895	874	842	787	732
1/12 Page	458	458	458	458	458
Inch	207	197	197	185	152

Covers	197	3 x	6 x	9 x	12 x
Cover 2	6,588	\$6,381	\$6,195	\$5,825	\$5,453
Cover 3	6,305	6,119	5,933	5,562	5,212
Cover 4	\$7,462	7,234	7,004	6,579	6,162



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

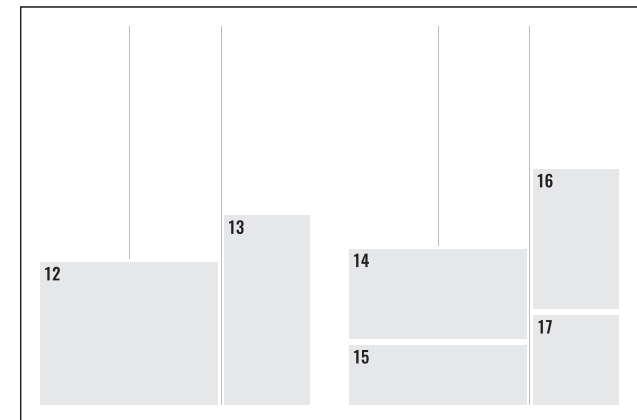
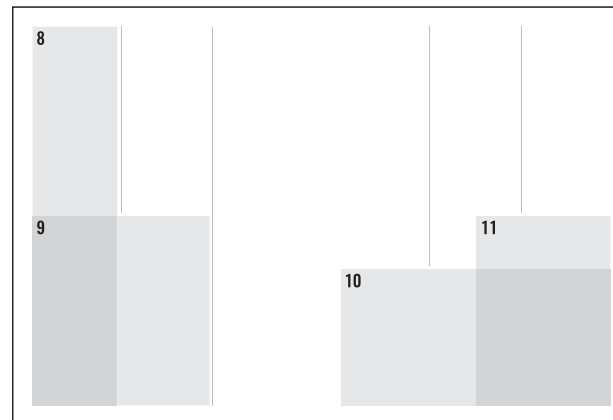
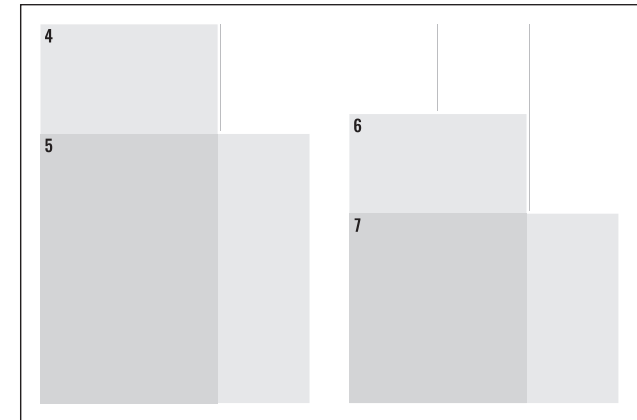
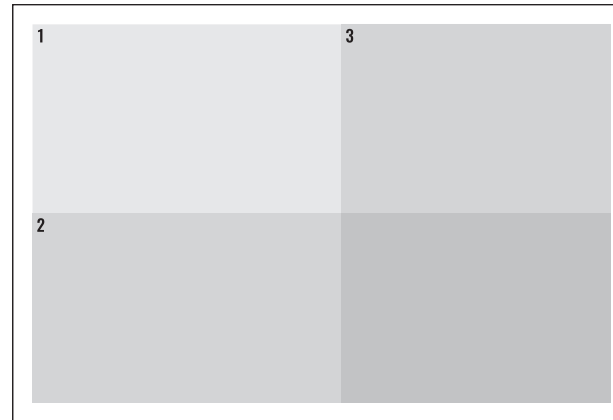
Non-Bleed: 4.375 x 2.25

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

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

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• ⅛-in. outside the trim. Elements that “bleed off” trimmed page should extend at least ⅛-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>

Once at the home page you can sign up as a new user or sign into your existing account. The ad portal will do a general check for correct ad size, font embedding, and image resolution per OSG's general ad submission guidelines.

Proofs supplied by the advertiser for color guidance will be forwarded to press.



AR-15 ISSUE 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.

Closing Date: 11/26/2019
On-Sale Dates: 2/4/20 & 6/2/20

4-Color Page: \$5,995
1/2 Page: \$3,149
1/3 Page: \$2,195
1/4 Page: \$1,995

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.

Closing Date: 12/26/2019
On-Sale Dates: 3/3/2020

4-Color Page: \$3,499
1/2 Page: \$1,925
1/3 Page: \$1,390
1/4 Page: \$1,049

PRECISION RIFLE SHOOTER ISSUE 1



Distribution: 95,000

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

Spring Closing Date: 1/17/2020
On-Sale Dates: 3/24/2020

4-Color Page: \$3,499
1/2 Page: \$1,925
1/3 Page: \$1,390
1/4 Page: \$1,049

AR-15 ISSUE 2



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.

Closing Date: 2/3/2020
On-Sale Dates: 4/7/2020

4-Color Page: \$3,499
1/2 Page: \$1,925
1/3 Page: \$1,390
1/4 Page: \$1,049

RED DOT



Distribution: 90,000

An entire issue dedicated to red-dot-equipped firearms. 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.

Closing Date: 3/3/2020
On-Sale Dates: 5/5/2020

4-Color Page: \$3,499
1/2 Page: \$1,925
1/3 Page: \$1,390
1/4 Page: \$1,049

RIMFIRE ISSUE 1



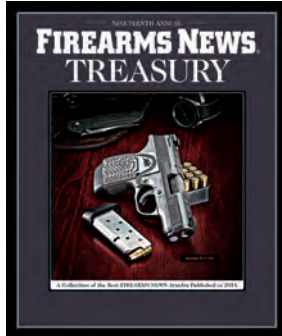
Distribution: 90,000

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.

Closing Date: 3/10/2020
On-Sale Dates: 5/12/2020

4-Color Page: \$3,499
1/2 Page: \$1,925
1/3 Page: \$1,390
1/4 Page: \$1,049

TREASURY



Distribution: 90,000

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

Closing Date:	3/23/2020
On-Sale Dates:	5/19/2020
4-Color Page:	\$3,499
1/2 Page:	\$1,925
1/3 Page:	\$1,390
1/4 Page:	\$1,049

MATCH



Distribution: 90,000

SIP focused on the competitive shooting lifestyle. Covers all major disciplines of shooting sports, from action pistol to long-range rifle to archery and clay target shooting.

Closing Date:	4/20/2020
On-Sale Dates:	6/23/2020
4-Color Page:	\$3,499
1/2 Page:	\$1,925
1/3 Page:	\$1,390
1/4 Page:	\$1,049

PRECISION RIFLE SHOOTER ISSUE 2



Distribution: 95,000

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

Fall Closing Date:	4/20/2020
On-Sale Dates:	6/23/2020
4-Color Page:	\$3,499
1/2 Page:	\$1,925
1/3 Page:	\$1,390
1/4 Page:	\$1,049

BE READY: SURVIVAL GUNS



Distribution: 85,000

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

Closing Date:	5/15/2020
On-Sale Dates:	7/21/2020
4-Color Page:	\$3,499
1/2 Page:	\$1,925
1/3 Page:	\$1,390
1/4 Page:	\$1,049

AR-15 ISSUE 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.

Closing Date:	6/1/2020
On-Sale Dates:	8/4/2020
4-Color Page:	\$3,499
1/2 Page:	\$1,925
1/3 Page:	\$1,390
1/4 Page:	\$1,049

PISTOL



Distribution: 80,000

PISTOL brings witty commentary to the politics, products and lifestyles surrounding the handgun culture.

Closing Date:	6/1/2020
On-Sale Dates:	8/4/2020
4-Color Page:	\$3,499
1/2 Page:	\$1,925
1/3 Page:	\$1,390
1/4 Page:	\$1,049

RETRO



Distribution: 80,000
RETRO showcases the beauty and allure of classic and vintage-inspired firearms. From modern takes on military classics to the most collectible war relics, RETRO has it.

Closing Date: 6/15/2020
On-Sale Dates: 8/18/2020

4-Color Page: \$3,499
1/2 Page: \$1,925
1/3 Page: \$1,390
1/4 Page: \$1,049

PRECISION RIFLE SHOOTER ISSUE 3



Distribution: 95,000
The ultimate guide for the long-range shooting enthusiast, covering the vanguard in precision rifles, long-range optics and extended-range ammunition.

Winter Closing Date: 6/29/2020
On-Sale Dates: 9/1/2020

4-Color Page: \$3,499
1/2 Page: \$1,925
1/3 Page: \$1,390
1/4 Page: \$1,049

RIMFIRE ISSUE 2



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.

Closing Date: 7/20/2020
On-Sale Dates: 9/22/2020

4-Color Page: \$3,499
1/2 Page: \$1,925
1/3 Page: \$1,390
1/4 Page: \$1,049

CARBINE



Distribution: 85,000
The definitive source for all things carbine, from semi-autos to single shots to lever actions.

Closing Date: 8/3/2020
On-Sale Dates: 10/6/2020

4-Color Page: \$3,499
1/2 Page: \$1,925
1/3 Page: \$1,390
1/4 Page: \$1,049

GUNS & AMMO ANNUAL



Distribution: 210,000
The *Guns & Ammo Annual* is the most comprehensive guide to the shooting sports ever produced.

Closing Date: 8/10/2020
On-Sale Dates: 10/13/20 & Q1 21

4-Color Page: \$8,343
1/2 Page: \$4,172
1/3 Page: \$2,884
1/4 Page: \$2,034

REVOLVER

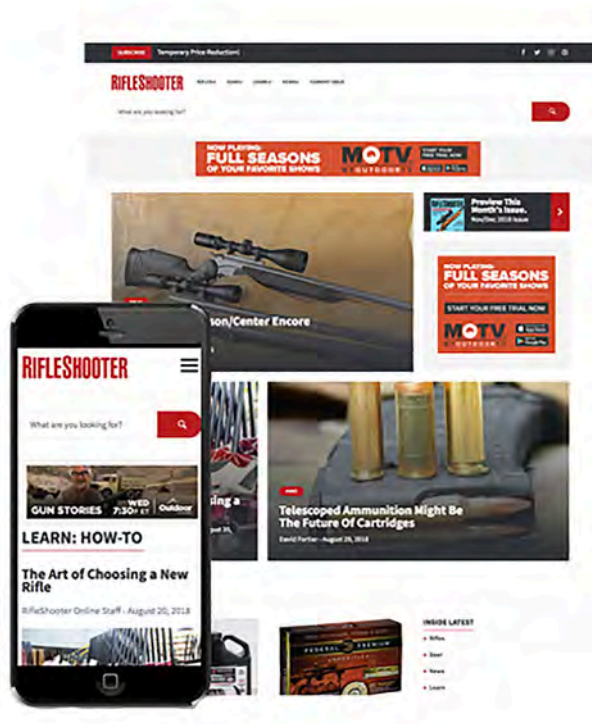


Distribution: 85,000
From modern marvels to the classics of the Old West, REVOLVER magazine is all about the wheelgun. With in-depth reviews ranging from .22s to the largest magnums and techniques on shooting, reloading and carrying, REVOLVER magazine covers it all.

Closing Date: 8/31/2020
On-Sale Dates: 11/3/2020

4-Color Page: \$3,499
1/2 Page: \$1,925
1/3 Page: \$1,390
1/4 Page: \$1,049

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.



169k

AVERAGE MONTHLY UNIQUES

A18-45
74%

DISTRIBUTION

Average HHI 60k+	58%
Male (%)	91%
Annual Page Views	2,268,688
Average Time Spent	3:04
Pages Per Session	1:4
Traffic From Mobile/Tablet	64%
eNewsletter Subscribers	52,903
Social Media Followers	27,862

Source- Site Traffic and Gender skew based on Google Analytics data October 2018-September 2019. Age and Income demographics from Salesforce Audience studio using audience profile data from Neustar and Eyeota, October 2019. E-Newsletter Subscribers from Exact Target for publications and What Counts for networks as of October 2019. Social Audience reflects Followers or Likes for OSG Social content on Facebook, Twitter, Instagram, and YouTube (where appropriate) as of October 2019.



RIFLESHOOTER

Publisher's Statement

6 months ended June 30, 2019, *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
47,745	8,158	55,903	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	43,958	1,999	45,957	1,805		1,805	45,763	1,999	47,762	7,437	15	7,452	53,200	2,014	55,214
Mar/Apr	44,083	1,926	46,009	1,795		1,795	45,878	1,926	47,804	8,168	33	8,201	54,046	1,959	56,005
May/June	44,016	1,871	45,887	1,781		1,781	45,797	1,871	47,668	8,779	41	8,820	54,576	1,912	56,488
Average	44,019	1,932	45,951	1,794		1,794	45,813	1,932	47,745	8,128	30	8,158	53,941	1,962	55,903

PRICE

	Suggested Retail Prices (1)
Average Single Copy	\$4.99
Subscription	\$19.94

(1) For statement period

RATE BASE

None Claimed

NOTES

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 228

Included in Paid Circulation:

- Individual Subscriptions
- School Subscriptions
- Single Copy Sales

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

- Individuals

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

Parent Company: KSE Sportsman Media, Inc.
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