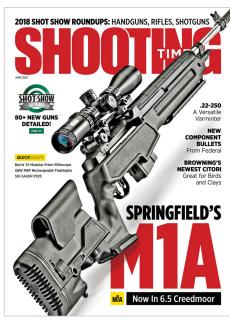




SHOOTINES 2019 MEDIA KIT

shootingtimes.com



SHOOT TIMES!

Shooting Times serves an extremely active group of dedicated, technically savvy shooting and hunting enthusiasts who form a core group of opinion-leaders and purchase-influencers in the shooting sports community. *Shooting Times* devotees are avid "information gatherers" and rely on on shooting times.com and our popular special interest publications, including the annual *Complete Book of the Model 1911*, for the most current news and shooting sports information.







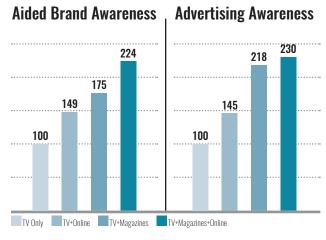
Take Advantage of this diverse, active and influential consumer by leveraging the synergies of the Shooting Times brand

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:

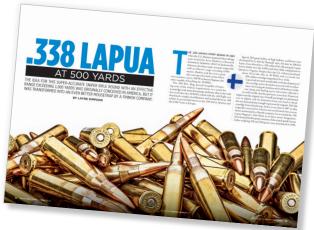
- •Three media were better than two, and two media were better than one in generating results.
- The combination of TV and magazines provided more response (versus TV alone) than did TV plus online.
- Print was the most effective in driving online traffic and that traffic increased considerably when 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	161,287
Frequency	Monthly
Total Audience	1,774,157
Male/Female (%)	86/14
Median Age	46.7
Average Household Income	\$88,400

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 2017 (Audience, Age and M/F). Data derived from Prototype developed by Douglas Jones Group. Prototype development occurs only one time/year. Most recent Accelara subscriber study (HHI). 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 2018 AAM.



MARCH 2019

Dangerous Game

Classic Big-Game Cartridges and Guns

APRIL 2019

Accuracy

Tips for Optimal Accuracy plus Reviews of Cartridges and Firearms

MAY 2019

Gun Care / Gear / Gunsmithing

Accessories for Gun Maintenance; D-I-Y Gunsmithing, and Other New Gear

JUNE 2019

Shot Show Review

New Handguns, Rifles, Shotguns, and Ammunition

JULY 2019

Optics

New Scopes and Binoculars

AUGUST 2019

Rifles

New Bolt Actions, ARs, and Other Rifles

Closing Date

November 7, 2018

On Newsstand

January 8, 2019

Closing Date

December 13, 2018

On Newsstand

February 12, 2019

Closing Date

January 18, 2019

On Newsstand

March 19, 2019

Closing Date

February 19, 2019

On Newsstand

April 16, 2019

Closing Date

March 26, 2019

On Newsstand

May 21, 2019

Closing Date

April 22, 2019

On Newsstand

June 18, 2019

SEPTEMBER 2019

Hunting, Small Game

Rimfire Firearms, Shotguns, and Cartridge Reports

OCTOBER 2019

Hunting, Big Game

Centerfire Cartridges and Firearms

NOVEMBER 2019

Handloading

Cartridge Reports and Reloading Tips plus Reviews of New Guns

DEC. 2019 / JAN. 2020

Defense

Firearms for Personal Protection

FEBRUARY 2020

Handguns

New Auto Pistols and Revolvers

Closing Date

May 17, 2019

On Newsstand

July 16, 2019

Closing Date

June 17, 2019

On Newsstand

August 13, 2019

Closing Date

July 22, 2019

On Newsstand

September 17, 2019

Closing Date

September 10, 2019

On Newsstand

November 5, 2019

Closing Date

October 4, 2019

On Newsstand

December 3, 2019

Print Audience	1,774,157	Median Age	46.7
Average Household Income	\$88,400	Married	79%
Average Net Worth	\$599,000	Attended College	70%
Men/Women %	86/14		

68% being to a Gun Club or Organization

86% of readers recommend or advise others on the purchase of Firearms, Ammunition or releated Equipment in the last 12 months

WHAT THEY OWN 96% OWN A HANDGUN

- 78% Revolvers Centerfire
- 55% Automatic Pistols Centerfire
- 53% Automatic Pistols Rimfire

91% OWN A SHOTGUN

- 64% Pump Action
- 45% Semi-Automatic
- 35% Single Shot

99% OWN A RIFLE

- 78% Bolt-Action Centerfire
- 54% Lever-Action Centerfire
- 47% Semi-Automatic Centerfire

50% OWN AN AIRGUN

96% OWN A SCOPE

- 99% own a Rifle Scope
- 41% own a Handgun Scope
- 16% own a Shotgun Scope
- 7.7 Average number of scopes readers own

WHAT THEY HUNT...

- 69% Big Game
- 64% Small Game
- 57% Varmints
- 50% Upland Birds

The average reader spends \$205 on hunting apparel annually

AMMUNITION

- 78% of readers reload own ammunition
- 89% reload ammunition for Rifle
- 89% reload ammunition for Target Shooting
- 84% reload ammunition for Handgun
- 78% reload ammunition for Hunting
- 1,931; the average number of rounds reloaded in the last year

VEHICLES

- 58% own/lease 1+ Pick Up Truck(s)
- 39% own/lease 1+ Sport Utility Vehicle
- 16% owns/lease 1+ Van
- 69% own/lease Domestic Only
- 22% own/lease Import and Domestic
- 41% or readers are personally responsible for Maintaining Vehicle(s)
- 83% change own Motor Oil
- 38% purchase Aftermarket Auto Accessories for Vehicles in the last 12 months

DIY

• 65% of readers have performed DIY project in the last year

2019 Shooting Times Magazine

ISSUE	THEME	AD SPACE CLOSE/ Materials due	NEWSSTAND ON SALE	
MARCH	Dangerous Game	11/7/18	1/8/19	
APRIL	Accuracy	12/13/18	2/12/19	
MAY	Gun Care/Gunsmithing/Gear	1/18/19	3/19/19	
JUNE	SHOT Show Review	2/19/19	4/16/19	
JULY	Optics	3/26/19	5/21/19	
AUGUST	Rifles	4/22/19	6/18/19	
SEPTEMBER	Hunting, Small Game	5/17/19	7/16/19	
OCTOBER	Hunting, Big Game	6/17/19	8/13/19	
NOVEMBER	Handloading	7/22/19	9/17/19	
DECEMBER/JANUARY 2020	Defense	9/10/19	11/5/19	
FEBRUARY 2020	Handguns	10/4/19	12/3/19	







Effective January 1, 2019

2/3 Page 13,189 12,796 12,075 11,364 1/2 Page 11,287 10,960 10,337 9,736 1/3 Page 9,911 9,616 9,080 8,546 1/4 Page 7,365 7,146 6,742 6,349 1/6 Page 5,683 5,519 5,202 4,895 2-Color 1 x 3 x 6 x 11 x 1 Page \$12,598 \$11,933 \$11,201 \$10,666 2/3 Page 9,725 9,211 8,655 8,239 1/2 Page 8,523 8,064 7,573 7,212 1/3 Page 7,037 6,665 6,261 5,955 1/4 Page 5,256 4,983 4,676 4,448 1/4 Page 4,064 3,847 3,606 3,442 1 Page \$9,899 \$9,834 \$9,365 \$8,556 2/3 Page 7,507 7,453 7,103 6,480 1/2 Page 6,272 6,228 5,934 5,420 1/3 Page 4,818 4,785 4,557 4,163 <	4-Color	1 x	3 x	6 x	11 x
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1/3 Page 9,911 9,616 9,080 8,546 1/4 Page 7,365 7,146 6,742 6,349 1/6 Page 5,683 5,519 5,202 4,895 2-Color 1x 3x 6x 11x 1 Page \$12,598 \$11,933 \$11,201 \$10,666 2/3 Page 9,725 9,211 8,655 8,239 1/2 Page 8,523 8,064 7,573 7,212 1/3 Page 7,037 6,665 6,261 5,955 1/4 Page 5,256 4,983 4,676 4,448 1/6 Page 4,064 3,847 3,606 3,442 8&W 1x 3x 6x 11x 1 Page \$9,899 \$9,834 \$9,365 \$8,556 2/3 Page 7,507 7,453 7,103 6,480 1/2 Page 6,272 6,228 5,934 5,420 1/3 Page 4,818 4,785 4,557 4,163 1/4 Page 3,606 3,583 3,409 3,115 1/6	2/3 Page	13,189	12,796	12,075	11,364
1/4 Page 7,365 7,146 6,742 6,349 1/6 Page 5,683 5,519 5,202 4,895 2-Color 1x 3x 6x 11x 1 Page \$12,598 \$11,933 \$11,201 \$10,666 2/3 Page 9,725 9,211 8,655 8,239 1/2 Page 8,523 8,064 7,573 7,212 1/3 Page 7,037 6,665 6,261 5,955 1/4 Page 5,256 4,983 4,676 4,448 1/6 Page 4,064 3,847 3,606 3,442 B&W 1x 3x 6x 11x 1 Page \$9,899 \$9,834 \$9,365 \$8,556 2/3 Page 7,507 7,453 7,103 6,480 1/2 Page 6,272 6,228 5,934 5,420 1/3 Page 4,818 4,785 4,557 4,163 1/4 Page 3,606 3,583 3,409 3,115 1/6 Page 2,775 2,754 2,622 2,404 Inc	1/2 Page	11,287	10,960	10,337	9,736
1/6 Page 5,683 5,519 5,202 4,895 2-Color 1 x 3 x 6 x 11 x 1 Page \$12,598 \$11,933 \$11,201 \$10,666 2/3 Page 9,725 9,211 8,655 8,239 1/2 Page 8,523 8,064 7,573 7,212 1/3 Page 7,037 6,665 6,261 5,955 1/4 Page 5,256 4,983 4,676 4,448 1/6 Page 4,064 3,847 3,606 3,442 B&W 1 x 3 x 6 x 11 x 1 Page \$9,899 \$9,834 \$9,365 \$8,556 2/3 Page 7,507 7,453 7,103 6,480 1/2 Page 6,272 6,228 5,934 5,420 1/3 Page 4,818 4,785 4,557 4,163 1/4 Page 3,606 3,583 3,409 3,115 1/6 Page 2,775 2,754 2,622 2,404	1/3 Page	9,911	9,616	9,080	8,546
2-Color 1 x 3 x 6 x 11 x 1 Page \$12,598 \$11,933 \$11,201 \$10,666 2/3 Page 9,725 9,211 8,655 8,239 1/2 Page 8,523 8,064 7,573 7,212 1/3 Page 7,037 6,665 6,261 5,955 1/4 Page 5,256 4,983 4,676 4,448 1/6 Page 4,064 3,847 3,606 3,442 8&W 1 x 3 x 6 x 11 x 1 Page \$9,899 \$9,834 \$9,365 \$8,556 2/3 Page 7,507 7,453 7,103 6,480 1/2 Page 6,272 6,228 5,934 5,420 1/3 Page 4,818 4,785 4,557 4,163 1/4 Page 3,606 3,583 3,409 3,115 1/6 Page 2,775 2,754 2,622 2,404 Inch 666 656 633 569	1/4 Page	7,365	7,146	6,742	6,349
1 Page \$12,598 \$11,933 \$11,201 \$10,666 2/3 Page 9,725 9,211 8,655 8,239 1/2 Page 8,523 8,064 7,573 7,212 1/3 Page 7,037 6,665 6,261 5,955 1/4 Page 5,256 4,983 4,676 4,448 1/6 Page 4,064 3,847 3,606 3,442 B&W 1 x 3 x 6 x 11 x 1 Page \$9,899 \$9,834 \$9,365 \$8,556 2/3 Page 7,507 7,453 7,103 6,480 1/2 Page 6,272 6,228 5,934 5,420 1/3 Page 4,818 4,785 4,557 4,163 1/4 Page 3,606 3,583 3,409 3,115 1/6 Page 2,775 2,754 2,622 2,404 Inch 666 656 633 569 Covers 1 x 3 x 6 x 11 x Cover 3 17,144 16,631 15,768 14,916 Cover	1/6 Page	5,683	5,519	5,202	4,895
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1/3 Page 4,818 4,785 4,557 4,163 1/4 Page 3,606 3,583 3,409 3,115 1/6 Page 2,775 2,754 2,622 2,404 Inch 666 656 633 569 Covers 1 x 3 x 6 x 11 x Cover 2 \$17,921 \$17,385 \$16,489 \$15,593 Cover 3 17,144 16,631 15,768 14,916 Cover 4 20,259 19,647 18,632 17,625 Centerfold 1 x 3 x 6 x 11 x	2/3 Page	7,507	7,453	7,103	6,480
1/4 Page 3,606 3,583 3,409 3,115 1/6 Page 2,775 2,754 2,622 2,404 Inch 666 656 633 569 Covers 1 x 3 x 6 x 11 x Cover 2 \$17,921 \$17,385 \$16,489 \$15,593 Cover 3 17,144 16,631 15,768 14,916 Cover 4 20,259 19,647 18,632 17,625 Centerfold 1 x 3 x 6 x 11 x	1/2 Page	6,272	6,228	5,934	5,420
1/6 Page 2,775 2,754 2,622 2,404 Inch 666 656 633 569 Covers 1 x 3 x 6 x 11 x Cover 2 \$17,921 \$17,385 \$16,489 \$15,593 Cover 3 17,144 16,631 15,768 14,916 Cover 4 20,259 19,647 18,632 17,625 Centerfold 1 x 3 x 6 x 11 x	1/3 Page	4,818	4,785	4,557	4,163
Covers 1 x 3 x 6 x 11 x Cover 2 \$17,921 \$17,385 \$16,489 \$15,593 Cover 3 17,144 16,631 15,768 14,916 Cover 4 20,259 19,647 18,632 17,625 Centerfold 1 x 3 x 6 x 11 x	1/4 Page	3,606	3,583	3,409	3,115
Covers 1 x 3 x 6 x 11 x Cover 2 \$17,921 \$17,385 \$16,489 \$15,593 Cover 3 17,144 16,631 15,768 14,916 Cover 4 20,259 19,647 18,632 17,625 Centerfold 1 x 3 x 6 x 11 x	1/6 Page	2,775	2,754	2,622	2,404
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Cover 3 17,144 16,631 15,768 14,916 Cover 4 20,259 19,647 18,632 17,625 Centerfold 1 x 3 x 6 x 11 x	Covers	1 x	3 x	6 x	11 x
Cover 4 20,259 19,647 18,632 17,625 Centerfold 1 x 3 x 6 x 11 x	Cover 2	\$17,921	\$17,385	\$16,489	\$15,593
Centerfold 1 x 3 x 6 x 11 x	COVEL Z			15 700	14.010
		17,144	16,631	15,768	14,916
\$16,675 \$15,791 \$14,818 \$14,118	Cover 3 Cover 4				
	Cover 3 Cover 4	20,259	19,647	18,632	17,625

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

Bleed: 5.125 x 5.5 Trim: 5 x 5.25 Safety: 4.5 x 4.75

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-Ouarter 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

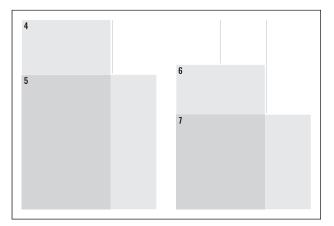
Non-Bleed: 4.375 x 1.5

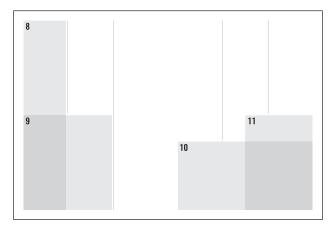
Non-Bleed: 2.125 x 3.5

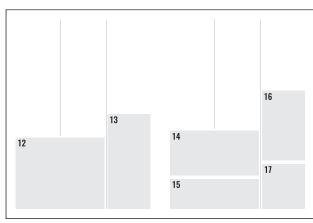
Non-Bleed: 4.375 x 4.75

10. One-Third Horizontal

16. One-Eighth Page







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 Shooting Times 2 News Plaza Peoria, IL 61614 309-679-5073 terry.boyer@outdoorsg.com

Trim Size- 73/4-in. wide x 101/2-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

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.









Publisher's Statement

6 months ended June 30, 2018, Subject to Audit

SHOOTING

Annual Frequency: 12 times/yea

Field Served: Gun enthusiasts, hunters, shooters and collectors.

Published by Outdoor Sportsman Group - Integrated Media

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION							
Total							
Paid & Verified	Single	Total	Rate	Variance			
Subscriptions	CopySales	Circulation	Base	to Rate Base			
149.908	11.379	161.287	None Claimed				

TOTAL CIRCULATION BY ISSUE Paid Subscriptions Verified Subscriptions Total Single Copy Sales Total Total Paid & Verified Total Total Total Total Paid Verified Paid & Verified Paid & Verified Digital Digital Digital Single Copy Paid & Verified Circulation Sales Issue Print Issue Subscriptions Print Issue Subscriptions Subscriptions Print Issue Circulation - Print - Digital Issue Circulation Feb 146,119 3,960 150,079 304 304 150,383 11,171 11,205 157,594 3,994 161,588 Mar 144,186 3,868 148,054 304 304 148.358 12,239 63 12.302 156,729 3,931 160.660 304 146,022 158,487 Apr 141,653 4,065 145,718 304 12,416 49 12,465 154,373 4,114 2,800 151.983 160,119 May 145,409 3,774 149,183 2,800 11.910 57 11,967 3,831 163,950 145,787 4,209 149,996 2,800 2,800 152,796 157,466 4,284 161,750 Jun 8,879 75 8,954 Average 144,631 3,975 148,606 1,302 1,302 149,908 11,323 56 11,379 157,256 4,031 161,287

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION						
	Print	Digital Issue	Total	% of Circulation		
Paid Subscriptions						
Individual Subscriptions	144,631	3,975	148,606	92.1		
Total Paid Subscriptions	144,631	3,975	148,606	92.1		
Verified Subscriptions						
Public Place	998		998	0.6		
Individual Use	304		304	0.2		
Total Verified Subscriptions	1,302		1,302	0.8		
Total Paid & Verified Subscriptions	145,933	3,975	149,908	92.9		
Single Copy Sales						
Single Issue	11,323	56	11,379	7.1		
Total Single Copy Sales	11,323	56	11,379	7.1		
Total Paid & Verified Circulation	157,256	4,031	161,287	100.0		

			PRICES			
Digital					Average	e Price(2)
Issue	Total	% of Circulation		Suggested		Gross
				Retail Prices (1)	Net	(Optional)
3,975	148,606	92.1	Average Single Copy	\$4.99		
3,975	148,606	92.1	Subscription	\$23.98		
			Average Subscription Price Annualized (3)		\$11.28	
	998	0.6	Average Subscription Price per Copy		\$0.94	
	304	0.2		-		
	1 302	0.8				

(1) For statement period

(2) Represents subscriptions for the 12 month period ended December 31, 2017

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

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period			Publisher's		Percentage
Ended	Rate Base	Audit Report	Statements	Difference	of Difference
12/31/2016	None Claimed	161,908	162,558	-650	-0.4
12/31/2015	None Claimed	160,550	160,550		
12/31/2014	None Claimed	167,134	167,134		

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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

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ADDITIONAL ANALYSIS OF VERIFIED Print Digital Issue Total Public Place Fitness/Recreational Facilities 57 57 Specialty Locations/Retail 941 941 Total Public Place Copies 998 998 Individual Use Ordered/Payment Not Received 304 304 Total Individual Use Copies 304 304

RATE BASE

None Claimed

NOTES

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

Post-Expire Copies: The following average number of copies were served to subscribers post expiration pending renewal and are included in Paid Subscriptions: 4,602

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 236

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.

SHOOTING TIMES, published by Outdoor Sportsman Group - Integrated Media * 1040 Sixth Avenue 12th Floor * New York, NY 10018

CARTER VONASEK MIKE SCHOBY Planning Director Publisher

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Established: 1962 AAM Member since: 1967