

# 2011 MEDIA KIT

RATE CARD #26

# GunDigest

WWW.GUNDIGEST.COM



TARGET  
THE MOST  
INFLUENTIAL  
AND ACTIVE  
GUN-BUYING  
AND  
SHOOTING  
AUDIENCE!

## Our Average Reader...

- SHOOTS 4,369 ROUNDS OF AMMO ANNUALLY!
- PURCHASED 5.3 NEW GUNS IN THE PAST 12 MONTHS!
- SPENDS \$2,927 ANNUALLY ON GUN COLLECTING!

**IN DEPTH! HARD-HITTING! TIMELY!**



# Gun Digest

**Delivers smart, affluent opinion leaders**

Our readers are considered by friends, family and others in their communities, as the gun experts. Others respect their opinions and perspectives. When your advertising influences our readers, they will influence the buying decisions of dozens of additional customers!

**\$81,335 AVERAGE HOUSEHOLD INCOME!**

## Education

- More than 50% have attended college or technical school
- 15% hold master's or doctoral degrees!



## OCCUPATION

Professional .....	31.2%
Managerial .....	16.2%
Industrial.....	16.2%
Proprietor/self-employed	13.9%
Technical .....	9.8%
Other.....	12.7%

## HOUSEHOLD INCOME

\$500,000 or more.....	8%
\$250,000-\$500,000 .....	1.2%
\$100,000-\$250,000 .....	25.9%
\$75,000-\$100,000 .....	14.7%
Other.....	57.4%

## EDUCATION

Doctoral degree .....	6.4%
Master's degree .....	9.3%
Post-graduate study.....	7.4%
Graduated college .....	20.2%
Attended college .....	15.8%
Graduated technical.....	10.4%
Attended technical .....	4.6%
Graduated high school..	22.0%
Other .....	4.0%

# Gun Digest

## READERS BUY ...then they buy more!

*Gun Digest the Magazine* subscribers are incredibly active gun collectors and shooters. Whether target shooting, hunting or reloading, our readers have the disposable income to spend heavily on their No.# 1 hobby! Witness...

### Need more ammo?

#### Ammo Purchases

(Average per subscriber in last 12 months)

Rimfire cartridges .....	1,911
Centerfire cartridges .....	753
Handgun cartridges .....	896
Shotgun slugs .....	57
Shotgun shells .....	752
<b>Total .....</b>	<b>4,369</b>



### 76% SPENT MONEY WITH GUN DIGEST MAGAZINE ADVERTISERS

#### Amount spent with advertisers

Average per subscriber: \$1,576

Total all subscribers: \$92,607,01

#### Amount spent on gun collecting

Average per subscriber: \$2,927

Total all subscribers: \$172,013,930

### Need more guns?

#### Gun Purchases

(% of subscribers in last 12 months)

20 or more guns .....	3.9%
10-19 guns .....	15%
4-9 guns .....	30.9%
1-3 guns .....	38.3%



## PROFESSIONAL

# EDITORIAL PACKAGE

### More reader involvement, more bang for your buck!

## The Versatile Shotgun

When I began my hunting career in the fall of 1972, I had but one shotgun, a hand-me-down 410-gauge shot gun by the good folks at Remington-Union. It was a real old-school, continental, upland, pheasant and waterfowl model. It was a real old-school, continental, upland, pheasant and waterfowl model. It was a real old-school, continental, upland, pheasant and waterfowl model.

For waterfowl, the 410-gauge is the only one that is practical. There's a higher-velocity round of 410s for birds in the back, and a higher-velocity round of 410s for birds in the back, and a higher-velocity round of 410s for birds in the back.

The versatility of the shotgun is what makes it so popular. It can be used for a wide variety of purposes, from hunting to home defense.

Today, it is not uncommon for a man to be both a hunter and a shooter. The versatility of the shotgun makes it a perfect choice for both.



A 410-gauge shotgun. In a similar vein, a 410-gauge, waterfowl gun is a better choice than a 410-gauge, upland gun. The latter is a better choice than a 410-gauge, upland gun.

shotgun can open the hunting season. It can be used for a wide variety of purposes, from hunting to home defense.

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## COLUMNS

Gun Digest the Magazine features great new columns from North America's top firearms writers in every issue. The columns include:

- Editor's Shot** by Kevin Michalowski
- Readers Range** (letters)
- Firearms Update** by Brian McCombie
- Field Gun Review** by M.D. Johnson
- New Products**
- Spent Casings** (rifle tech) by Walt Hampton
- Blasts from the Past** (guns of history) by Dan Shideler
- Before You Buy** by Scott Freigh
- On Handguns** by Dave Workman
- Precision Marksmanship** (rifle shooting) by Dave Morelli
- Gunsmithing** by Kevin Muramatsu
- Collector's Corner** (military) by Phillip Peterson
- Performance Handloading** by Walt Hampton
- Trends of Values**
- NRA Update**
- Calendar of Events**
- Shooters Bookshelf**
- Sleepers** (future collectibles) by Dan Shideler

## NEW PRODUCTS FOR 2010

- Accurate Intimidator 223 REM**  
Accurate Arms, Inc. presents the action rifle and pistol that meet specific AR-15 and function requirements. Accuracy game line ranges from first shot to 1000 yds. In MOA, based in preference to an AR-15, barrel, and caliber.
- Nikon M-223 Riflescope for AR**  
The new line of riflescopes will deliver superior optical performance, and enhanced for the 223 Rem-UMC rifle. The new line of riflescopes will deliver superior optical performance, and enhanced for the 223 Rem-UMC rifle.
- Bond Arms Self-Defense Knife**  
Bond Arms, Inc. has introduced the most available hand-held knife in the world. It has been designed to look like a pocket knife, but it's a self-defense knife.
- Improved Rear Sight, Safety and Slide Stop**  
The CTCT slide stop is available in stainless steel, blue or black. It's a "carry-over" design with a standard size of .199 for the slide stop.

## FEATURE ARTICLES

Each issue of Gun Digest the Magazine includes several full-color features from top shooting writers and firearms experts. Articles help readers shoot better, examine famous firearms and their makers, and analyze news and trends in the gun world.

## California: Lawsuit Against Glock Dismissed

A lawsuit filed by the Orange County Superior Court Judge dismissed a lawsuit brought by a retired Los Angeles police officer, who sued the gun manufacturer Glock, after his three-year-old son shot himself.

## Judge: Sheriff Violated 1st Amendment Rights by Denying Carry Permit

PAUL DORR, of Chocoma, Iowa, filed a lawsuit against the Sheriff of Chocoma County, Iowa, for denying him a carry permit. The lawsuit was filed in the Iowa District Court.

## TRENDS OF VALUE

### Handguns

RUPERTUS JACOB

Model	MSRP	Street Price
Smith & Wesson .38 S&W	\$129	\$119
Smith & Wesson .38 S&W	\$149	\$139
Smith & Wesson .38 S&W	\$169	\$159
Smith & Wesson .38 S&W	\$189	\$179
Smith & Wesson .38 S&W	\$209	\$199
Smith & Wesson .38 S&W	\$229	\$219
Smith & Wesson .38 S&W	\$249	\$239
Smith & Wesson .38 S&W	\$269	\$259
Smith & Wesson .38 S&W	\$289	\$279
Smith & Wesson .38 S&W	\$309	\$299
Smith & Wesson .38 S&W	\$329	\$319
Smith & Wesson .38 S&W	\$349	\$339
Smith & Wesson .38 S&W	\$369	\$359
Smith & Wesson .38 S&W	\$389	\$379
Smith & Wesson .38 S&W	\$409	\$399
Smith & Wesson .38 S&W	\$429	\$419
Smith & Wesson .38 S&W	\$449	\$439
Smith & Wesson .38 S&W	\$469	\$459
Smith & Wesson .38 S&W	\$489	\$479
Smith & Wesson .38 S&W	\$509	\$499
Smith & Wesson .38 S&W	\$529	\$519
Smith & Wesson .38 S&W	\$549	\$539
Smith & Wesson .38 S&W	\$569	\$559
Smith & Wesson .38 S&W	\$589	\$579
Smith & Wesson .38 S&W	\$609	\$599
Smith & Wesson .38 S&W	\$629	\$619
Smith & Wesson .38 S&W	\$649	\$639
Smith & Wesson .38 S&W	\$669	\$659
Smith & Wesson .38 S&W	\$689	\$679
Smith & Wesson .38 S&W	\$709	\$699
Smith & Wesson .38 S&W	\$729	\$719
Smith & Wesson .38 S&W	\$749	\$739
Smith & Wesson .38 S&W	\$769	\$759
Smith & Wesson .38 S&W	\$789	\$779
Smith & Wesson .38 S&W	\$809	\$799
Smith & Wesson .38 S&W	\$829	\$819
Smith & Wesson .38 S&W	\$849	\$839
Smith & Wesson .38 S&W	\$869	\$859
Smith & Wesson .38 S&W	\$889	\$879
Smith & Wesson .38 S&W	\$909	\$899
Smith & Wesson .38 S&W	\$929	\$919
Smith & Wesson .38 S&W	\$949	\$939
Smith & Wesson .38 S&W	\$969	\$959
Smith & Wesson .38 S&W	\$989	\$979
Smith & Wesson .38 S&W	\$1009	\$999

## NEW PRODUCTS

In every issue, we cover the best new firearms-related products. Whether you're interested in new guns, scopes, ammunition or other gear, you'll find it here.

## INDUSTRY NEWS

Each issue of Gun Digest the Magazine features the latest, most comprehensive industry news and legislative updates. This multifaceted, easy-to-read section provides the latest updates from the gun world.

## EXCLUSIVE PRICE GUIDE

Gun Digest the Magazine readers want pricing information, and we deliver. Each issue features the most comprehensive, up-to-date gun-pricing information available. We cover rifles, shotguns and handguns in every issue. Plus, we cover industry-wide pricing trends, chart the pricing history of individual firearms, showcase must-have firearms in our "Worth Watching" section, reveal some of the history behind the pricing of famous guns, and preview and report on prices realized at the world's top firearms auctions.

# GunDigest

RATE CARD #26

## DISPLAY ADVERTISING RATES

Note: Frequency based on consecutive issues.

BLACK & WHITE	1x	3x	6x	13x	26x
Full Page	\$1,960	\$1,760	\$1,620	\$1,458	\$1,290
2/3 Vertical	\$1,405	\$1,267	\$1,170	\$1,050	\$927
1/2 Horizontal	\$1,072	\$965	\$875	\$803	\$715
1/2 Island	\$1,185	\$1,066	\$975	\$891	\$794
1/3 Vertical	\$824	\$762	\$695	\$640	\$567
1/3 Square	\$824	\$762	\$695	\$640	\$567
1/4 Square	\$567	\$515	\$465	\$417	\$370
1/4 Horizontal	\$567	\$515	\$465	\$417	\$370
1/6 Horizontal	\$454	\$422	\$381	\$350	\$315
1/6 Vertical	\$454	\$422	\$381	\$350	\$315
3 in. x 1 col.	\$185	\$170	\$155	\$140	\$125
2 in. x 1 col.	\$130	\$118	\$108	\$98	\$88

FOUR-COLOR	1x	3x	6x	13x	26x
Full Page	\$2,645	\$2,442	\$2,395	\$2,145	\$2,030
2/3 Vertical	\$1,905	\$1,756	\$1,725	\$1,540	\$1,430
1/2 Horizontal	\$1,420	\$1,310	\$1,262	\$1,215	\$1,056
1/2 Vertical	\$1,420	\$1,310	\$1,262	\$1,215	\$1,056
1/2 Island	\$1,545	\$1,422	\$1,360	\$1,315	\$1,180
1/3 Vertical	\$1,050	\$994	\$927	\$870	\$795
1/3 Square	\$1,050	\$994	\$927	\$870	\$795
1/4 Square	\$740	\$685	\$628	\$587	\$541
1/4 Horizontal	\$740	\$685	\$628	\$587	\$541
1/4 Vertical	\$740	\$685	\$628	\$587	\$541
1/6 Horizontal	\$580	\$546	\$510	\$480	\$440
1/6 Vertical	\$580	\$546	\$510	\$480	\$440

COVERS*	1x	3x	6x	13x	26x
Back	\$3,305	\$3,055	\$2,880	\$2,680	\$2,670
Inside Back	\$3,110	\$2,880	\$2,705	\$2,520	\$2,325
Inside Front	\$3,110	\$2,880	\$2,705	\$2,520	\$2,325

\* Call for availability

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## DISPLAY AD SIZES

**Full Page**  
7" x 10"

**2/3 Vertical**  
4.625" x 10"

**1/2 Horizontal**  
7" x 4.75"

**1/2 Island**  
4.625" x 7"

**1/3 Vertical**  
2.25" x 10"

**1/3 Square**  
4.625" x 4.75"

**1/4 Square**  
4.625" x 3.25"

**1/4 Horizontal**  
7" x 2.25"

**1/6 Horizontal**  
4.625" x 2.25"

**1/6 Vertical**  
2.25" x 4.75"

**3"**  
2.25" x 3"

**2"**  
2.25" x 2"

**4-COLOR ONLY**

**1/2 Vertical**  
3.4375" x 10"

**1/4 Vertical**  
3.4375" x 4.75"

## PAGE SIZE

Trim Size - 8" x 10.75"  
Live Area - 7" x 10"  
Full-page Bleed - 8.5" x 11.25"

## AD SUBMISSION

Accepted advertising file formats:

### Application Files (mac or PC):

Adobe Creative Suite v4 (*Illustrator, InDesign, Photoshop*)

QuarkXpress v8

PDF (*Version 9.0, PDFX-1a format or 300dpi resolution CMYK color format, fonts embedded*)

TIFF (*300dpi, CMYK, fonts embedded*)

EPS (*300dpi, CMYK, fonts embedded*)

**For Ad creation:** Word/Excel (*type used only*)

### Images:

Jpg, tiff, png, eps formats

300dpi minimum resolution for continuous tone

600dpi minimum resolution for line art

Any other formats not shown should be approved in advance by your sales representative.

### FTP Instructions:

If you are on a mac  
ftp.krause.com  
User ID: type the word  
"anonymous"  
Password: is your email  
Inbound folder. then look  
for folder of publication  
you are submitting for.

If your are on a PC  
ftp://ftp.krause.com

## CLASSIFIED ADVERTISING

Simply call (800) 942-0673 or visit [www.gundigest.com](http://www.gundigest.com)  
to place your classified ad!

888.457.2873



media

700 East State Street  
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# Gun Digest



## 2011 PUBLISHING SCHEDULE PUBLISHED BI-WEEKLY

COVER DATE	SPACE RESERVATION	MAIL DATE	COVER DATE	SPACE RESERVATION	MAIL DATE
February 14	December 28 (10)	January 14	August 15	June 30	July 15
February 28	January 13	January 28	September 12	July 28	August 12
March 14	January 27	February 11	■ October 10	August 25	September 9
March 28	February 10	February 25	October 24	September 8	September 23
■ April 11	February 24	March 11	November 7	September 22	October 7
April 25	March 10	March 25	November 21	October 6	October 21
■ May 9	March 24	April 8	■ December 5	October 20	November 4
May 23	April 7	April 22	December 19	November 3	November 18
June 6	April 21	May 8	January 2 (2012)	November 16	December 2
June 20	May 5	May 20	January 16 (2012)	December 1	December 16
July 4	May 19	June 3	■ January 30 (2012)	December 15	December 30
July 18	June 2	June 17			

■ **BONUS ISSUES TO INCLUDE BONUS DISTRIBUTION:**

April 11 (Tulsa, Knob Creek) | May 9 (NRA) | October 10 (National Gun Day) | December 5 (Tulsa) | January 30 (SHOT)

**Call TODAY to advertise in  
the World's Foremost Gun Authority!**

Toll-Free **888.457.2873**

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