

You're on target to reach  
America's top gun buyers  
in Gun Digest!

**GunDigest**  
WE KNOW GUNS SO YOU KNOW GUNS THE MAGAZINE



AMERICA'S MOST AUTHORITATIVE GUIDE TO THE LATEST  
**GUNS, AMMO & SHOOTING GEAR** FOR MORE THAN 70 YEARS.

Print advertising | **page 3**

Online advertising | **page 6**

Video advertising | **page 8**



Use the F+W Outdoors  
Group to your advantage



## Your advertising message will reach & impact America's top gun owner in *Gun Digest*

When you place your advertising message in *Gun Digest*, your message will reach an audience of gun owners and shooting enthusiasts that person-for-person spends more on guns, ammo and gear than any other gun-focused publication. Your message is delivered to the most lucrative audience of gun buyers that have the discretionary income to purchase products like those you sell right away. The *Gun Digest* reader\*:

**41.8** average number of firearms owned

**\$117,940** average household income

**\$4,430** average amount spent on guns, ammo & gear yearly

Our print circulation is focused on top gun owners that are looking to buy. This targeted circulation is affordable for any marketing budget because its focus is on the most lucrative consumers of guns, ammo and gear. You don't pay for a lot of readers that can only dream about owning your products. This is why you get a better return on your advertising when you invest your marketing dollars in *Gun Digest*.

By placing your advertising message in *Gun Digest*, you'll reach and influence America's most active gun buying audience.

\* Publisher readership survey



**✕**  
 Whether it is a rifle, handgun, shotgun, airgun or muzzleloader that's cutting edge, collectible or historic, if has to do with shooting, it can be found in *Gun Digest*.





## 18 Issues in 2016 to Reach Top Shooters

### 12 Monthly Issues

Every issue of *Gun Digest* features reviews of the latest handguns, shotguns and rifles, as well as coverage of the gear and accessories necessary to safe, fun shooting such as ammunition, optics, hand-loading, tactical equipment and more. Articles also teach the skills necessary to become a better shooter, spotlight great places around the country to shoot and profile the people and events that make the gun-owning culture a vital and fascinating part of our American heritage.

### 4 Quarterly Topic Reviews

Each quarterly report covers a topic that our readership finds valuable and has expressed a desire for more information than a regular issue delivers. Because of this, our quarterly reports will have longer shelf-life and deliver more stories on the cover topic. The quarterlies will also contain our Quarterly Show & Auction Guides – the most comprehensive listing of guns shows and upcoming auction available anywhere.

### 2 Special Annual Issues

**Shooter's Gear Guide:** Coming in April, this annual publication is the most comprehensive listing of the newest guns, gear and shooting accessories that is going to hit store shelves in 2016.

**Concealed Carry:** This July issue covers one of the hottest topics in America right now as more people look to protect themselves and their families when away from their homes. This issue includes a thorough listing of the top concealable guns, holsters and gun-related gear.

## 2016 Print Publishing Schedule

### February | Predator Hunting Guns

+ On Sale: 02.02.2016 | Ad Close: 12.28.2016

### Spring Quarterly Report | Rimfires & Air Guns • Auction & Show Guide

+ On Sale: 02.23.2016 | Ad Close: 01.18.2016

### March | Home Defense

• *BONUS* distribution at spring Tulsa Gun Show  
 + On Sale: 03.15.2016 | Ad Close: 02.08.2016

### April | Big Guns & Dangerous Game

+ On Sale: 04.05.2016 | Ad Close: 02.29.2016

### Shooter's Guide | Annual Gear Guide

+ On Sale: 04.19.2016 | Ad Close: 03.14.2016

### May | AK Rifles

• *BONUS* distribution at NRA Show  
 + On Sale: 05.10.2016 | Ad Close: 04.04.2016

### Summer Quarterly Report | Ammo • Auction & Show Guide

+ On Sale: 05.31.2016 | Ad Close: 04.25.2016

### June | Long-Range Shooting

+ On Sale: 06.14.2016 | Ad Close: 05.09.2016

### July | AR Rifles

+ On Sale: 07.05.2016 | Ad Close: 05.30.2016

### Concealed Carry | CC Guns, Ammo & Gear

+ On Sale: 07.19.2016 | Ad Close: 06.13.2016

### August | Optics & Lasers

+ On Sale: 08.09.2016 | Ad Close: 07.01.2016

### Fall Quarterly Report | Shooting Skills • Auction & Show Guide

+ On Sale: 08.30.2016 | Ad Close: 07.25.2016

### September – Semi-Auto Handguns

+ On Sale: 09.20.2016 | Ad Close: 08.15.2016

### October | Hunting Guns

• *BONUS* distribution at Fall Tulsa Gun Show  
 + On Sale: 10.18.2016 | Ad Close: 09.12.2016

### November | Suppressors

+ On Sale: 11.18.2016 | Ad Close: 10.03.2016

### Winter Quarterly Report | Gear of the Year • Auction & Show Guide

+ On Sale: 11.29.2016 | Ad Close: 10.24.2016

### December | Reloading

+ On Sale: 12.20.2016 | Ad Close: 11.14.2016

### January | SHOT Show

• *BONUS* distribution at SHOT Show  
 + On Sale: 01.10.2017 | Ad Close: 12.05.2016

## 2016 display rates

### Display Advertising Rates | ALL ADS ARE 4 COLOR

Ad Size	1x	3x	6x	12x	18x
Page	\$2,645	\$2,445	\$2,395	\$2,145	\$2,030
2/3 Vertical	1,905	1,755	1,725	1,540	1,430
1/2 Island	1,545	1,425	1,360	1,315	1,180
1/2 H or V	1,420	1,310	1,260	1,215	1,055
1/3 Sq or V	1,050	995	930	870	795
1/4 Vertical	750	685	630	590	540

### Cover Advertising Rates

Ad Size	1x	3x	9x	12x	18x
Back	\$3,305	\$3,055	\$2,880	\$2,680	\$2,670
Inside Front	3,110	2,880	2,705	2,520	2,325
Inside Back	3,110	2,880	2,705	2,520	2,325

**Bleed Ads:** No additional charge.

**Guaranteed Position:** 15% additional.

**Supplied Inserts:** Accepted on a limited basis. Contact your F+W rep for details.

**Materials Due:** Day following ad close.

### Display Ad Dimensions:

Full Page: 7" x 10"

2/3 Vertical: 4.625" x 9.5"

1/2 Island: 4.625" x 7"

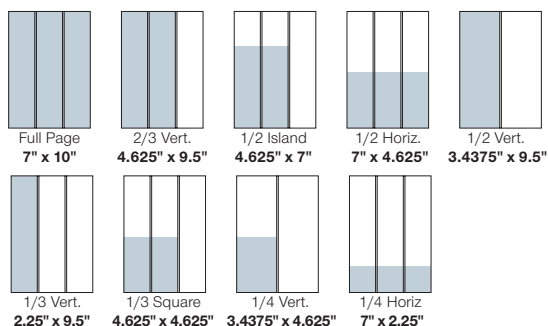
1/2 Horizontal: 7" x 4.625"

1/2 Vertical: 3.4375" x 9.5"

1/3 Vertical: 2.25" x 9.5"

1/3 Square: 4.625" x 4.625"

1/4 Vertical: 3.4375" x 4.625"



### Page size:

Trim Size: 7.75" x 10.5"

Live Area: 7" x 10"

Full-page Bleed: 8" x 10.75"

**General Conditions:** Cancellations must be made in writing and are not accepted after the published ad closing date. Publisher reserves the unrestricted right to reject any advertising at any time after receiving proofs of text and illustrations. Publisher holds advertiser and/or its agency jointly and separately liable for such monies as are due. Publisher shall not be liable for any costs or damages for failing to publish an ad. Position of ads is at the discretion of the publisher except when a specific position is expressly guaranteed in writing. Publisher is not responsible for insertion of incorrect pub set key codes. It is understood that, in consideration of the publication of advertisements, the advertiser and agency jointly and severally, will unconditionally indemnify and save that publisher, its agents, employees, and officers harmless on demand, from and against any and all loss, liability, and expense (including reasonable attorney fees) suffered or incurred by any reason of any claims, proceedings, or suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any other claims or suits based on contents or subject matter of advertisement. **Credit and Payment Terms:** All advertisers must have a credit application on file before any advertisement is published. Once credit is approved, payment terms are net 30 days/2% monthly late fee. **Agency Commission:** 15% commission to recognized advertising agencies on general advertising rates only. Commission forfeited if not paid within 30 days.

### AD SPECIFICATIONS

#### COMPLETE ADS:

- Preferred Format: PDF (PDF/X-1a)
- PDF 1.4 or 1.3

#### OTHER ACCEPTABLE FORMATS:

- Adobe InDesign CS3-CS6 (.indd). Make sure files are packaged with fonts and images included.
- Adobe Photoshop CS3-CS6 (.psd, .tif/.tiff or .jpg/jpeg or .eps). Include fonts for files that are unflattened.
- Adobe Illustrator CS3-CS6 (.ai or .eps). Include fonts, or create outlines of them.
- QuarkXPress 6.0 – 8.0 (.qxd) Include all fonts and images.

#### FORMATS THAT ARE NOT RECOMMENDED:

- Microsoft Word
- Microsoft Publisher
- Microsoft Excel
- Coral Draw
- Microsoft PowerPoint

NOTE: Any other formats should be approved prior to submission.

#### FOR AD CREATION:

##### Images:

- Raster or Continuous tone Artwork: .tif, .psd, .jpg, .eps, .png, 300ppi at 100% image size to be used.
- Vector or Line art: .ai or .eps

##### Text:

- Microsoft Word (.doc or .docx)
- Microsoft Excel (.xls or .xlsx)
- Text Edit (.txt)

#### COLOR MODE:

- CMYK color mode
- NOTE: RGB, lab, spot/Pantone and index colors will be converted to CMYK, some color shifts may occur.

#### TECHNICAL REQUIREMENTS:

- 300 ppi (pixels per inch) for raster or continuous tone artwork. 200 ppi will be acceptable for tabloids for raster or continuous tone.
- NOTE: Anything less than 300/200 ppi will result in poor print reproduction, the images will appear "fuzzy" on the printed product.
- 600 ppi for vector or line art created in Illustrator or Photoshop.
- NOTE: Any text layed out in a Photoshop document should be 600 ppi as well.
- 300 ppi will be acceptable for vector/line art for tabloids.
- All fonts need to be embedded
- Avoid Composite fonts
- Avoid using colored 6pt text
- Make sure any small text uses 100% K or 100% black ink
- Double check overprints and transparency
- Avoid using spot colors, when they are converted to CMYK.
- Do not exceed 280% ink density for enamel and 260% for newsprint stock.

#### FTP INSTRUCTIONS:

Directions on how to FTP files:

Mac and PC Users:

- Use an ftp client software like Filezilla, Transmit or Cyberduck, CuteFTP, ect.
- Host: ftp.krause.com
- User ID: anonymous
- Password: their email address
- Go to the Inbound folder and look for the publication folder.
- Drag and drop your file into the publication folder.
- Files should be zipped or compressed prior to upload for unlocked file formats (native apps).

Production Coordinator:

Vicky Koss **715.350.7113**

Vicky.Koss@fwcommunity.com

## 2016 classified rates

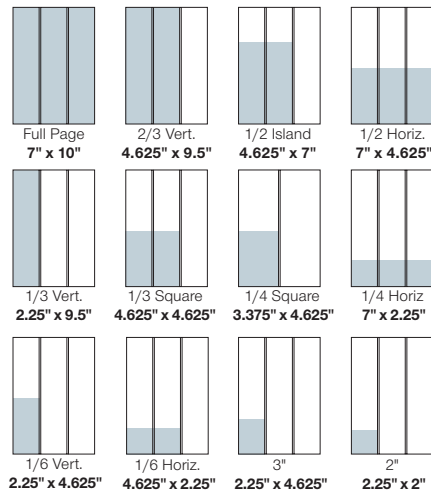
### Marketplace Classified Advertising Rates

Ad Size	1x	3x	9x	12x	18x
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 Island	1,185	1,066	975	891	794
1/2 Horiz.	1,072	965	875	803	715
1/3 Vert./Sq.	824	762	695	640	567
1/4 Sq.	567	515	465	417	370
1/6 Horiz./Vert	454	422	381	350	315
3 in. x 1 column	185	170	155	140	125
2 in. x 1 column	130	118	108	98	88

**Ad Material Deadline:** Materials due day following ad close.

### Classified Ad Dimensions:

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- 1/2 Island: 4.625" x 7"
- 1/2 Horizontal: 7" x 4.625"
- 1/3 Vertical: 2.25" x 9.5"
- 1/3 Square: 4.625" x 4.625"
- 1/4 Horizontal: 7" x 2.25"
- 1/6 Horizontal: 4.625" x 2.25"
- 1/6 Vertical: 2.25" x 4.625"
- 3" x 1 column: 2.25" x 3"
- 2" x 1 column: 2.25" x 2"



### Page size:

- Trim Size: 7.75" x 10.5"
- Live Area: 7" x 10"
- Full-page Bleed: 8 x 10.75"

### Ad Specifications and Accepted Advertising File Formats:

continuous tone and 600 dpi minimum resolution for line art.

## AD SPECIFICATIONS

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- PDF 1.4 or 1.3

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## 2016 online advertising rates

### GunDigest.com is the go-to destination for top gun enthusiasts

Gun sportsman look to GunDigest.com for the latest industry trends, product reviews and everything else about guns, ammo optics and related gear. It's a thriving site that is growing in traffic and reputation each month.

#### GunDigest.com web site

Unique visitors: **320,000+**

Page views: **700,000+**

#### GunDigest.com web site banner ad opportunities

+ Rectangle, 1st (300 x 250) \$20 CPM

+ Rectangle, 2nd (300 x 250) \$15 CPM

#### GunDigest.com Newsletters

When our readers aren't shooting or cleaning guns, they're reading about them. It's their passion. The weekly newsletters written by the staff at Gun Digest keeps these leading gun and gun accessory buyers informed. Gun Digest offers three newsletters to serve the needs of our audience.

#### Gun Digest Weekly eNewsletter

Sent on Monday to more than 106,000 opt-in subscribers. News about shooting, products and trends is never-ending. The Gun Digest newsletter fills in for what's happening between issues of the magazine for 106,000+ opt-in subscribers.

#### Gun Digest Weekly eNewsletter banner ad opportunities

+ Rectangle, 1st (300 x 250) \$20 CPM

+ Rectangle, 2nd (300 x 250) \$15 CPM

#### Concealed Carry Weekly eNewsletter

Sent on Tuesday to more than 33,000 opt-in subscribers. Reach Gun Digest's well-armed citizens. The Concealed Carry



newsletter is an ideal vehicle to deliver your message to an audience of active concealed carry practitioners.

#### Concealed Carry Weekly eNewsletter banner ad opportunities

+ Rectangle, 1st (300 x 250) \$20 CPM

+ Rectangle, 2nd (300 x 250) \$15 CPM

#### Modern Shooter Weekly eNewsletter

Delivered on Thursday to more than 46,000 opt-in subscribers. The latest in AR-15 rifles, carbines and accessories plus cutting-edge tactical guns and gear make up the content of this unique newsletter.

#### Modern Shooter Weekly eNewsletter banner ad opportunities

+ Rectangle, 1st (300 x 250) \$20 CPM

+ Rectangle, 2nd (300 x 250) \$15 CPM

#### Dedicated Email Broadcast

Sent to more than 100,000 opt-in subscribers when you want. Your message is sent directly to gun owners across America who are looking for the latest information on guns and gear. Your message delivered to their email address.

#### DEB ad opportunity

+ Cost per send: \$35 CPM

# Online production specifications

## Newsletter and web banner ads:

- Rectangle: 300 x 250 pixels
- Maximum file size: 45k
- Acceptable file size: jpg or gif
- Animation: 3 loops or 15 seconds

## Dedicated Email Blast

- HTML format preferred, creative to be maximum 640 pixels wide, file size must be under 40K
- HTML creative must be to F+W Media by 3 days prior to send date.
- If CSS needs to be used in the HTML, styles must be imbedded.
- If design is required, creative must be to F+W Media 4 days prior.
- Subject line must accompany creative.

## Contact for digital production:

Onlineads@fwcommunity.com

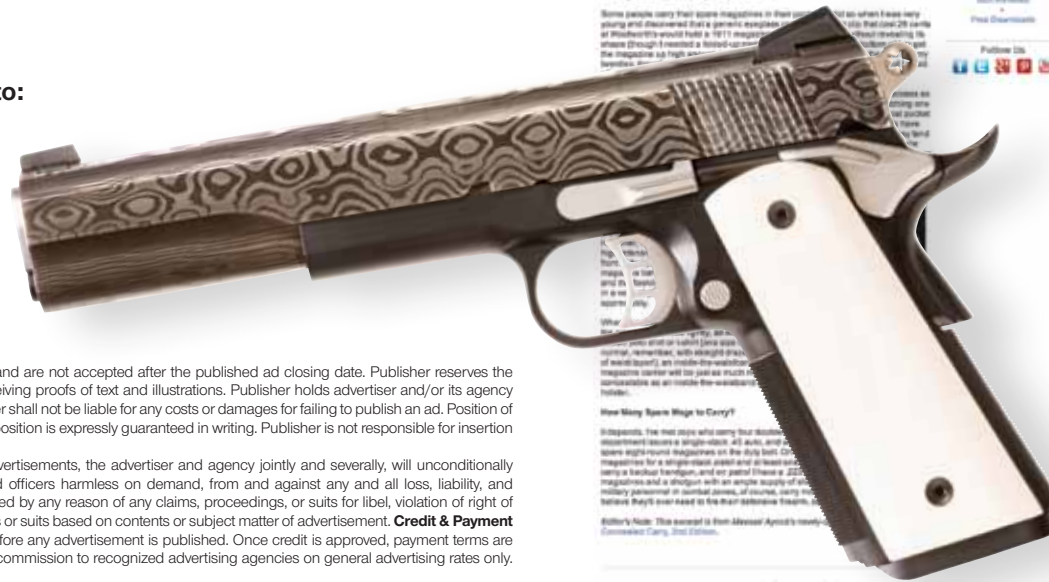
## Send digital advertising material to:

Onlineads@fwcommunity.com

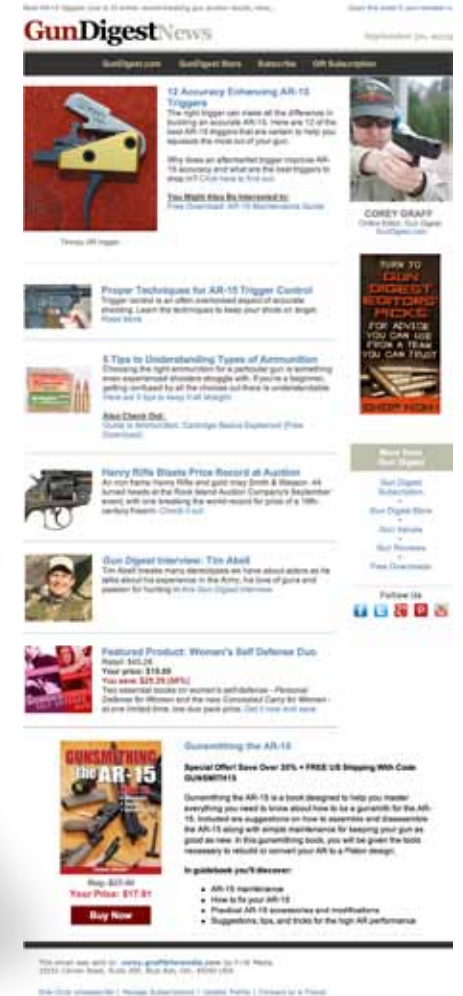
**General Conditions:** Cancellations must be made in writing and are not accepted after the published ad closing date. Publisher reserves the unrestricted right to reject any advertising at any time after receiving proofs of text and illustrations. Publisher holds advertiser and/or its agency jointly and separately liable for such monies as are due. Publisher shall not be liable for any costs or damages for failing to publish an ad. Position of ads is at the discretion of the publisher except when a specific position is expressly guaranteed in writing. Publisher is not responsible for insertion of incorrect pub set key codes.

It is understood that, in consideration of the publication of advertisements, the advertiser and agency jointly and severally, will unconditionally indemnify and save that publisher, its agents, employees, and officers harmless on demand, from and against any and all loss, liability, and expense (including reasonable attorney fees) suffered or incurred by any reason of any claims, proceedings, or suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any other claims or suits based on contents or subject matter of advertisement. **Credit & Payment Terms:** All advertisers must have a credit application on file before any advertisement is published. Once credit is approved, payment terms are net 30 days/2% monthly late fee. **Agency Commission:** 15% commission to recognized advertising agencies on general advertising rates only. Commission forfeited if not paid within 30 days.

## Concealed Carry eNewsletter



## AR-15 eNewsletter



# Present your product with the impact of video

The combination of animation and sound is the best way to show your product to interested buyers.

## Present your product on *Modern Shooter*

*Modern Shooter* outpaces typical firearms programs by drawing on skilled experts from leading firearms manufacturers such as Glock, Colt, Ruger and the Silencer Shop to deliver a curriculum of topics that is sure to attract and keep the attention of every firearms enthusiast. Our sponsors are face-to-face with firearms owners and users every day. They're using this interaction to create and format the content for *Modern Shooter*. Because the show is dealing with cutting edge ideas and information, it's a great environment to present the latest products. It's a great opportunity for your company to present its products to nearly 200,000 viewers each week.

*Modern Shooter* is aired on the Sportsman Channel starting in January 2016. It will be on Monday at 8 p.m. every week through June 2016. Each weekly program will be rebroadcast on Thursday at 9:00 a.m. and on Sunday morning at 1:30 a.m. which is ideal for west coast viewers.

There will be 13 original programs broadcast a total of 78 times.



**Estimated Audience:** Weekly: 85,000 HH/195,500 viewers

**Broadcast on:** Sportsman Channel – only network 100% hunting, shooting and fishing 24/7/365



## As a *Modern Shooter* Show Sponsor, you'll receive:

- 30-second commercial spot in each show.
- Billboard (10 seconds) at beginning of each episode with voiceover.
- Closing credits (name along with web site address)
- Product exclusivity in the show.
- Your product used on program
- Display of your logo in all promotional material for show (print and online)
- Year-long posting of all video segments from show that use your products. These postings will be part of our "Products in Action" section on GunDigest.com starting January 2016.

## Online Video – Products In Action/PIA

There's no better way to show your product than in video. Your product is presented to interested consumers with animation and sound – the perfect combination for hunters to see for themselves why your product is right for them.

Make it easy for hundreds of thousands of gun sportsmen to see your product demonstration video. Place it on the Gun Digest

Products In Action platform on [www.GunDigest.com](http://www.GunDigest.com). This new feature starting in January 2015 will present dozens of videos for top shooters to view with the click of button when they visit the Gun Digest web site. Your video will include analytics that will provide the number of viewers, average length of time, and regional location of viewer. Best of all, the gun owner viewing your video has the option to go right to your web site to purchase the gear being shown.

## Products In Action video

Supplied video of 5 minutes or less in length

1 video.....	\$1,200 (\$100 per month)
3 to 6 videos.....	\$1,020 (\$85 per month)
7 to 10 videos .....	\$900 (\$75 per month)