

GUN Digest

WWW.GUNDIGEST.COM

MAGAZINE



2010

Media Kit

Rate Card #25



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! • TACTICAL!
INSIDE... How we can help your business GROW!...



GUN Digest

WWW.GUNDIGESTMAGAZINE.COM

THE MAGAZINE

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 more8%
\$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%



Readers BUY... Then They Buy More!

Gun Digest 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 (Last 12 months)
Average per subscriber

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

Need More Guns!



Gun Purchases (Last 12 months)	% of subscribers
20 or more guns	3.9%
10-19 guns	15%
4-9 guns	30.9%
1-3 guns	38.3%

76% SPENT MONEY WITH GUN DIGEST MAGAZINE ADVERTISERS

**Amount Spent
with Advertisers**
Average per subscriber
\$1,576
Total all subscribers
\$92,607,014

**Amount Spent
on Gun Collecting**
Average per subscriber
\$2,927
Total all subscribers
\$172,013,930

Professional Editorial Package... More Reader Involvement, More Bang for Your Buck

COLUMNS

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

- 1) "Editor's Shot" Kevin Michalowski
- 2) "Readers Range" (letters)
- 3) "Firearms Update" Brian McCombie
- 4) "Towsley on Target" Bryce Towsley
- 5) "New Products"
- 6) "Spent Casings" (rifle tech) Walt Hampton
- 7) "Blasts from the Past" (guns of history) Dan Shideler
- 8) "Before You Buy" Scott Freigh
- 9) "On Handguns" Dave Workman
- 10) "Precision Shooting" (rifle shooting) Dave Morelli
- 11) "Gunsmithing" Kevin Muramatsu
- 12) "Weapons & Tactics" (tactical) Charlie Cutshaw
- 13) "Pieces of History" (military) Phillip Peterson
- 14) "Performance Handloading" Walt Hampton
- 15) Trends of Values
- 16) "NRA Update"
- 17) Calendar of Events
- 18) "Shooters Bookshelf"
- 19) "Sleepers" (future collectibles) Dan Shideler



COLT Series 70
REVISITING THE REPRODUCTION GOVERNMENT MODEL

COLT'S 70th anniversary is being celebrated in a big way. The 1976 pistol is now being produced in a limited edition of 10,000 units. The original was designed by John Moses Browning and was the first mass-produced semi-automatic handgun. The new version is a reproduction of the original, built in the same factory in Hartford, Connecticut, as the original. It's a tribute to the original and a reminder of the quality and craftsmanship that made the Colt Series 70 a legend.

FEATURE ARTICLES

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



Great Gun Gear!

Discover the latest in flashlight and knife technology. The new flashlight features a powerful LED beam and a long-lasting battery. The knife is made of high-quality stainless steel and has a comfortable grip. Both are perfect for outdoor adventures.

Sigarms Wins Five-Year Homeland Security Contract

ON AUG 24, SIGARMS INC. ANNOUNCED IT HAD BEEN AWARDED A FIVE-YEAR CONTRACT FOR UP TO \$600,000 BY SAUER PRODUCTS, INC. THE DEPARTMENT OF HOMELAND SECURITY OFFICE OF AMMUNITION AND CUSTOMS ENFORCEMENT.

SHOW Among Fastest Growing Trade Shows

DEFENSE-CON - The Shooting, Hunting and Outdoor Trade Show (SHOTS) is one of the fastest growing trade shows in the world. It features a wide variety of products and services for the outdoor and shooting industries.

Target Shooter Knapp Joins With Champion

CHAMPION M - Champion, Targis and Targis have added new members to its team by signing a multi-year contract with Champion Sports. This new partnership will allow Champion Sports to offer a wider range of products and services to its customers.

TRENDS OF VALUES - RIFLES

Rifles
Sturm, Ruger & Co.

Model	Price	Availability
770	\$1,200	In Stock
770	\$1,300	In Stock
770	\$1,400	In Stock
770	\$1,500	In Stock
770	\$1,600	In Stock
770	\$1,700	In Stock
770	\$1,800	In Stock
770	\$1,900	In Stock
770	\$2,000	In Stock
770	\$2,100	In Stock
770	\$2,200	In Stock
770	\$2,300	In Stock
770	\$2,400	In Stock
770	\$2,500	In Stock
770	\$2,600	In Stock
770	\$2,700	In Stock
770	\$2,800	In Stock
770	\$2,900	In Stock
770	\$3,000	In Stock
770	\$3,100	In Stock
770	\$3,200	In Stock
770	\$3,300	In Stock
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770	\$9,300	In Stock
770	\$9,400	In Stock
770	\$9,500	In Stock
770	\$9,600	In Stock
770	\$9,700	In Stock
770	\$9,800	In Stock
770	\$9,900	In Stock
770	\$10,000	In Stock

EXCLUSIVE PRICE GUIDE

Gun Digest 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.

Rate Card # 25

DISPLAY ADVERTISING RATES

Note: Frequency based on consecutive issues.

BLACK & WHITE

	1x	3x	6x	13x	26x
1 page	\$1,955	\$1,755	\$1,615	\$1,455	\$1,290
3/4	\$1,530	\$1,375	\$1,245	\$1,125	\$1,015
1/2	\$1,070	\$965	\$875	\$805	\$715
1/3 H	\$825	\$760	\$695	\$640	\$565
1/3 Is	\$780	\$710	\$645	\$585	\$525
1/4	\$565	\$515	\$465	\$415	\$370
1/6	\$405	\$370	\$340	\$305	\$270
1/8	\$305	\$270	\$245	\$220	\$200
4"	\$195	\$175	\$160	\$145	\$135
3"	\$150	\$140	\$125	\$110	\$105
2"	\$105	\$90	\$80	\$65	\$55
2 page	\$3,635	\$3,200	\$2,940	\$2,795	\$2,515

FOUR-COLOR

	1x	3x	6x	13x	26x
1 page	\$2,640	\$2,440	\$2,395	\$2,140	\$1,980
3/4	\$2,045	\$1,890	\$1,755	\$1,640	\$1,530
1/2	\$1,415	\$1,310	\$1,260	\$1,215	\$1,055
1/3 H	\$1,050	\$995	\$925	\$870	\$795
1/3 Is	\$1,005	\$935	\$880	\$815	\$750
1/4	\$740	\$685	\$630	\$585	\$540
1/6	\$520	\$485	\$455	\$415	\$380
1/8	\$385	\$355	\$330	\$310	\$290
4"	\$250	\$230	\$215	\$200	\$160
2"	\$160	\$150	\$140	\$125	\$115
2 page	\$5,005	\$4,570	\$4,310	\$4,165	\$3,885

COVERS call for availability

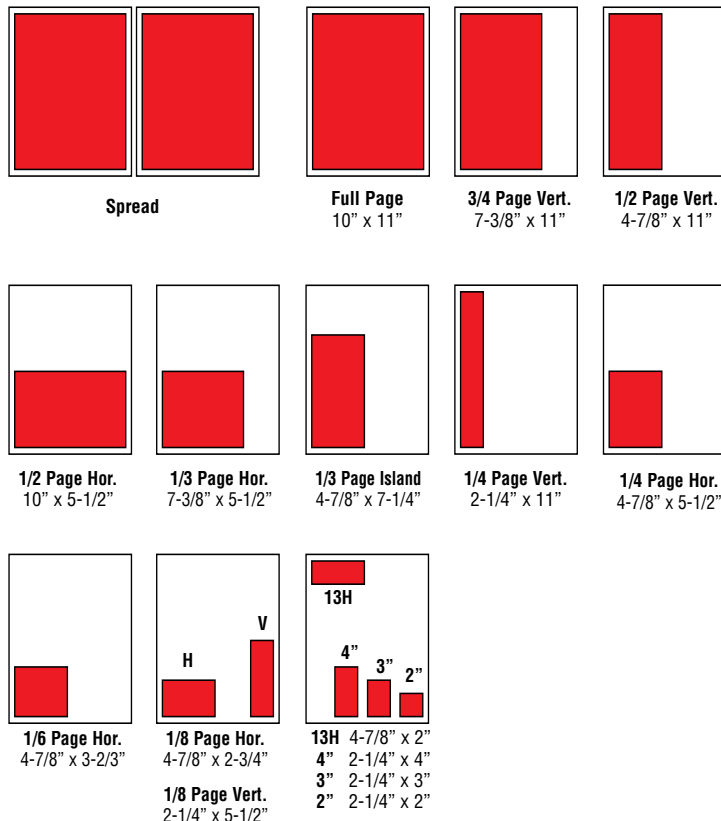
	1x	3x	6x	13x	26x
Back	\$3,305	\$3,055	\$2,880	\$2,680	\$2,465
Inside Back	\$3,110	\$2,880	\$2,705	\$2,520	\$2,325
Inside Front	\$3,110	\$2,880	\$2,705	\$2,520	\$2,325

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AD SPECIFICATIONS



PAGE SPECIFICATIONS

TRIM SIZE - 11" x 12"

LIVE MATTER - 10" x 11"

MECHANICAL INFORMATION

A. Printed roll-fed offset

B. 85 or 100 line screen; minimum of 170 dpi resolution and 260 maximum total ink density.

C. Electronic file format preferred with supplied proof for content approval. If contract color is required, a customer approved SWOP certified proof should be submitted for press approval. Following are acceptable applications and formats for electronic files. Color & black/white ads; Mac & PC platforms - Adobe InDesign, Adobe Illustrator, Adobe Photoshop, QuarkXpress, Adobe Acrobat PDF. Postscript, Tiff and Eps file formats with fonts and images embedded. Text files may be provided in Microsoft Word or Excel for ad creation. NOTE: If native application files are submitted, all support files (fonts, images, etc) need to be sent for final output. Please contact your sales representative for current version information and any other file formats not outlined under accepted standards.

D. Four 2 1/4-inch columns per page with two pica gutter between columns.

CLASSIFIED ADVERTISING

Simply call (800) 942-0673 to place your ad. Or, visit www.gundigest.com to place your classified AD!

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WWW.GUNDIGEST.COM THE MAGAZINE

Publishing Schedule 2009-2010

Published bi-weekly

COVER DATE	SPACE RESERVATIONS	ON-SALE DATE	COVER DATE	SPACE RESERVATIONS	ON-SALE DATE
January 4	November 20 (09)	December 22 (09)	August 2	June 18	July 20
January 18	December 4 (09)	January 5	August 16	July 2	August 3
February 1	December 18 (09)	January 19	August 30	July 16	August 17
February 15	December 31 (09)	February 2	September 13	July 30	August 31
March 1	January 15	February 16	September 27	August 13	September 14
March 15	January 29	March 2	October 11	August 27	September 28
March 29	February 12	March 16	October 25	September 10	October 12
April 12	February 26	March 30	November 8	September 24	October 26
April 26	March 12	April 13	November 22	October 8	November 9
May 10	March 26	April 27	December 6	October 22	November 23
May 24	April 9	May 11	December 20	November 5	December 7
June 7	April 23	May 25	January 3 (11)	November 19	December 21
June 21	May 7	June 8	January 17 (11)	December 3	January 4 (11)
July 5	May 21	June 22	January 31 (11)	December 17	January 18 (11)
July 19	June 4	July 6			

Bold dates are bonus distribution issues.

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