

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.

JIM SCHLENDER
920.636.5423
Jim@GunDigest.com



Use the F+W Outdoors
Group to your advantage

You're on target to deliver your message to America's top gun owners with Gun Digest

When you use *Gun Digest* to reach gun buyers, your message reaches an audience of America's top shooting enthusiasts that person-for-person spend more on guns, ammo and gear than any other publication offers. Your ad message sells gun owners that have the discretionary income to purchase products like yours right away.

Gun Digest is affordable for any marketing budget because our circulation is targeted to 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'll get a better return on your advertising when you invest in *Gun Digest*. Improve your sales. Contact your sales rep today.

Readership/Research:

41.8 average number of firearms owned

\$117,940 average household income

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

Circulation/Subscription:

97,400+ average readers per issue

2.0 readers per copy

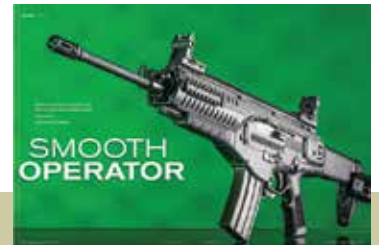
48,744 distribution • subscribers 47,091 • newsstand sales 1,653

Online Audience:

4,011,520 annual visitors

9,773,601 annual page views

*2014 print readership survey



18 issues in 2017 to reach avid 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 contact our Quarterly Show & Auction Guides. They are the most comprehensive listing of gun shows and upcoming auctions available anywhere. These listings will get more exposure because of the longer life of the quarterly reports.

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 2017.

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.

2017 print publishing schedule

February | Predator Hunting Guns

+ Ad Close: 12.12.16 | Mail Date: 01.18.17

Spring | Rimfires & Airguns

• *Quarterly Auction & Show Guide*

+ Ad Close: 01.16.17 | Mail Date: 02.08.17

March | Home Defense Weapons

• *BONUS* distribution at Spring Tulsa Gun Show

+ Ad Close: 02.06.17 | Mail Date: 03.01.17

April | Big Guns & Dangerous Game

+ Ad Close: 02.27.17 | Mail Date: 03.22.17

Annual | Shooter's Gear Guide

+ Ad Close: 03.12.17 | Mail Date: 04.04.17

May | Rifles

• *BONUS* distribution at NRA Show

+ Ad Close: 04.03.17 | Mail Date: 04.26.17

Summer | Ammo & Cartridges

• *Quarterly Auction & Show Guide*

+ Ad Close: 04.24.17 | Mail Date: 05.05.17

June | Long-Range Shooting

+ Ad Close: 05.08.17 | Mail Date: 06.01.17

July | AR/Tactical Rifles Issue

+ Ad Close: 5.29.17 | Mail Date: 06.21.17

Annual | Concealed Carry Special

+ Ad Close: 06.19.17 | Mail Date: 07.12.17

August | Optics, Lights & Lasers

+ Ad Close: 7.03.17 | Mail Date: 07.26.17

Fall | Shooting Skills & Competition

• *Quarterly Auction & Show Guide*

+ Ad Close: 07.24.17 | Mail Date: 08.16.17

September | Semi-Auto Handguns

+ Ad Close: 8.14.17 | Mail Date: 09.09.17

October | Hunting Guns

+ Ad Close: 09.11.17 | Mail Date: 10.04.17

November | Shotguns

• *BONUS* distribution at Fall Tulsa Gun Show

+ Ad Close: 10.03.17 | Mail Date: 10.25.17

Winter | Gear of the Year

• *Quarterly Auction & Show Guide*

+ Ad Close: 10.23.17 | Mail Date: 11.15.17

December | Reloading & Ballistics

+ Ad Close: 11.13.17 | Mail Date: 12.06.17

January | SHOT Show Issue

• *BONUS* distribution at SHOT Show

+ Ad Close: 12.04.17 | Mail Date: 12.27.17

2017 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"

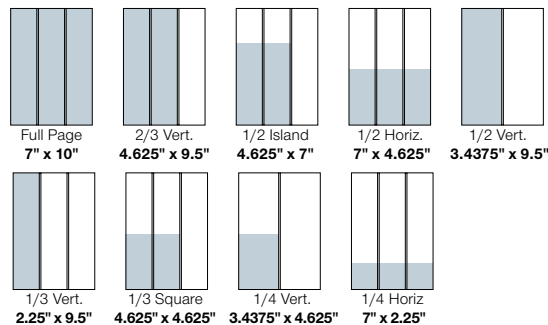
1/2 Horizontal: 7" x 4.625"

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

2017 classified rates

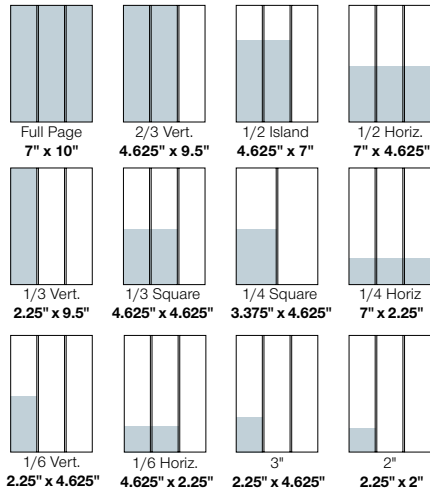
Marketplace Classified Advertising Rates

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 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.

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2017 digital advertising rates

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

Gun enthusiasts visit GunDigest.com for the latest on industry trends, product reviews and everything else about guns.

Web Banner Ads

You can reach America's top gun owners when you place your banner ad on GunDigest.com:

- + Unique monthly visitors **320,000+**
- + Monthly page views **810,000+**
- + Display Banner Ad (300 x 250) **\$20 CPM**

eNewsletter Banner Ads

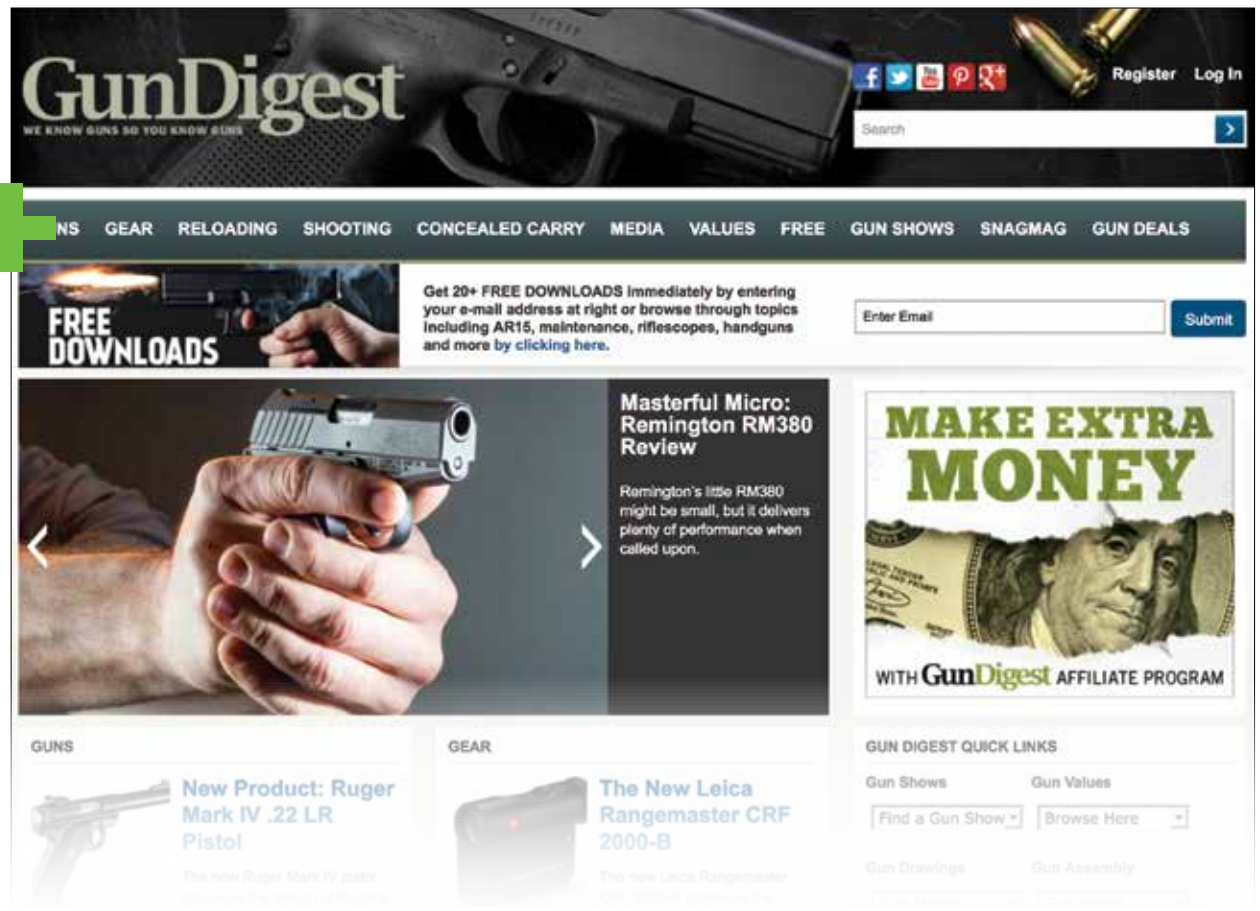
You can deliver your message every week with the Gun Digest e-newsletter. It delivers the latest high interest information about guns, ammunition, optics, and shooting gear to subscribers.

- + Opt-in Subscription **107,000+**
- + Display Banner Ad (300 x 250 pixels) **\$20 CPM**
- + Delivered Weekly on Wednesday

Direct Email Broadcast

Deliver your own, exclusive email message with high impact to premier gun owners and shooting enthusiasts who have signed up to receive information from companies like yours. Your message is delivered right to their email address under a name they trust, Gun Digest.

- + **100,000+** distribution
- + **\$35 CPM**



Online Video Program

Firing Line

Firing Line is an online video program airing weekly. You can use it to present your product to top gun owners. As a sponsor, your product will be featured in this online show. Our nationally-known editor, Eric Conn will demonstrate the features of your product, use it in the field, and provide positive comments about your product.

Each program will be posted on Gun Digest's Facebook page

with more than 720,000 "like" followers. The episode will also be available on GunDigest.com (330k UVs) and YouTube. Each episode will also be promoted on the weekly Gun Digest weekly newsletter with more than 100,000 subscribers.

- + Cost to sponsor an episode of Firing Line: **\$3,750**

Digital Advertising Production Specs

Newsletter and Web Standard Sizes

	Size (Pixels)	Max File Size	File Type	Animation
Leaderboard	728x90	45k	jpg, gif	3 loops or 15 seconds
Banner	468x60			
Box	300x250			

- + Creative material is due 4 business days before send date.
- + HTML format preferred, creative to be maximum 600 pixels wide.
- + Subject line must accompany creative. (Subject line cannot have a “|” (pipe) in it.)
- + Images each must be under 40K in size.
- + CSS styles must be imbedded within HTML.

If you are providing HTML for your 3rd party ad, and wish to include google analytics tracking parameters, you may do so without restriction. F+W will not be able to provide click data when you have your own tracking added to your email. You will still be able to get analytics through your Google Analytics solution. Please do the following:

- If you want to track utm_campaign, simply tell F+W the value you'd like to have assigned to utm_campaign and we'll add it for you. DO NOT put it in the HTML.
- If you want to track utm_source, simply tell F+W the value you'd like to have assigned to utm_source and we'll add it for you. DO NOT put it in the HTML.
- If you would like to set utm_medium = email, that is fine. DO NOT put it in the HTML. All of F+W's emails have links automatically set to utm_medium=email. DO NOT set utm_medium equal to anything in the HTML.
- If you want to track utm_term, you can do so without any restriction. You MUST put the utm_term parameters in the HTML.
- You will need to leave off any utm_content values. Do not hard code the HTML with any utm_content values because F+W corporately adds our own utm_content values to all emails we deploy.

Contact for digital production: Onlineads@fwcommunity.com
Send digital advertising material to: Onlineads@fwcommunity.com

Gun Digest eNewsletter

General Terms & Conditions

CANCELLATIONS: Print advertising canceled after the published close date (see 2017 Rate Card) for the issue will be charged at earned rate to the advertiser with an additional fee of up to \$500 for remake of the page. Digital advertising must be cancelled within two business days of start date. Digital advertising canceled less than two business days before the start date or any time afterwards will be charged at earned rate to the advertiser. All cancellations must be made in writing and sent to advertising sales representative or production coordinator for property involved.

SHORT RATE: If program is not completed as described in agreement client will be billed for advertisements delivered at highest available frequency discount per 2017 Rate Card. All products that are in process or have not been cancelled as described as above will be billed at highest available frequency discount per 2017 Rate Card.

AD RATES: Subject to prevailing Rate Card at time of publication unless other rates are in effect per signed agreement or accepted insertion order.

POSITION: Position of ads is at the discretion of the publisher except when a specific position is expressly guaranteed in writing.

ACCEPTANCE: 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 or distribute an ad.

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. Publisher reserves the right to reject any advertising for any reason, without liability. Publisher assumes no responsibility or liability for errors in advertisements provided by third-party.



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.

SEND PAYMENTS TO:

F+W Media Inc., Dept. 781599, PO Box 78000, Detroit, MI 48278-1599

EDITORIAL, PRODUCTION & SALES OFFICE:

700 East State Street, Iola, WI 54990