

# CONCEALED CARRY HANDGUNS

MEDIA KIT  
**2019**





# CONCEALED CARRY HANDGUNS

CCHMAG.COM

More than 11 million strong.

That's approximately how many CCW holders there are now in the United States. Statistics show that more and more law-abiding citizens are making the decision to carry to ensure their home, property and loved ones are safe.

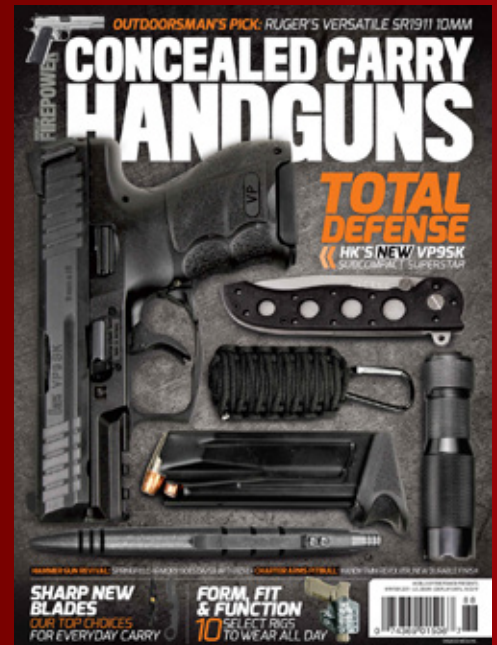
More and more people are also turning to Concealed Carry Handguns. This 132-page magazine features informative, in-depth stories on firearm selection, best gear choices, the importance of a strong mindset, training drills and ammo selection.

But that's not all. Each and every issue is packed with buyer's guides on guns, accessories, ammunition and gear.

Concealed Carry Handguns is the perfect target for the novice shooter or seasoned pro.

## Stories Include

- Holster Positions
- Trends In Concealed Carry (Many are opting toward lighter guns)
- Popular Calibers for Concealed Carry (compact, sub-compact and larger guns)
- Concealed Carry: Knives
- Right Ammo, Right Now
- Combat Tactics



## Publishing Information

- From the Outdoors Division of Engaged Media
- 132 color pages packed with products and information
- On newsstands for three months

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## 2019 EDITORIAL CALENDAR

### SPRING '19

- Special Section: What the Pros Carry
- Firearm Tests
- Holster Evaluations
- Ammo Test
- 5 Drills for Better Reflexes
- Buyer's Guides: Firearms, holsters, ammo, accessories

### SUMMER '19

- Special Section: The Complete Guide to Carrying Concealed
- Bonus: Best Gear Showcased at SHOT Show
- Firearm Tests
- Autoloader or Revolver: What is Right for You?
- Better Accuracy in 2 Hours Per Week
- Man Stoppers: Select the Right Caliber
- Buyer's Guides: Firearms, range bags, ammo, accessories

### FALL '19

- Special Section: Tactical Lights and Lasers
- Firearms Tests
- Ammo Test

- 10 Drills To Sharpen Your Skills
- Holsters for Women
- Buyer's Guides: Firearms, holsters, ammo, accessories

### WINTER '19

- Special Section: Woman's Guide To CCW
- Exclusive: The Mind of Steel
- Firearms Tests
- Prepare For Your CCW
- 30 Drills

### BUYER'S GUIDE '19

- Buyer's Guides: Firearms, holsters, ammo, accessories

*\*Editorial subject to change.*

## DISTRIBUTION

Our retail partners as shown below. Major retailers such as Safeway, Albertsons, Vons, Wal-Mart, Krogers, and PX Military Stores. Engaged Media's circulation business model is designed to aggressively and strategically acquire the most influential and esteemed readership in all key niche markets.





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## 2019 CLOSING/ON SALE DATES

Issue Name	Ad Close	Materials Due	On Sale Date
Spring '19	11/21/18	11/29/18	01/15/19
Summer '19	02/27/19	03/07/19	04/23/19
Fall '19	06/19/19	06/27/19	08/13/19
Winter '19	08/21/19	08/29/19	10/15/19
Buyer's Guide '19	10/23/19	10/31/19	12/17/19

*\*Dates subject to change.*

## 2019 RATE CARD

	1x (\$)	2x (\$)	4x (\$)
Full Page	3,541	3,229	3,154
1/2 Page	2,532	2,360	2,282
1/3 Page	2,282	2,131	2,055
1/4 Page	2,067	1,917	1,824
Cover 2	3,971	3,675	3,584
Cover 3	3,931	3,640	3,584
Cover 4	4,210	3,900	3,809



### Gabe Frimmel

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## AD SIZES AND SPECIFICATIONS

### Mechanical Requirements

- Printing: Web Offset
- Binding: Perfect Bound
- Trim Size: 7.75" x 10.5"

### Material Requirements

- Digital Files—PDF 300 DPI
- Total maximum dot densities—180% for 2 colors, 280% for 4 colors

Publisher set (pubset) ads should arrive no later than the ad close date. This includes ad copy, photographs, logo, etc. needed to build the ad. Engaged Media Inc. will supply a price quote for authorization based on the amount of work necessary to complete the ad. Alteration and correction request to the finished product will be billed to the advertiser.

Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy and ad material before the ad material due date.

Please note: Unless specified through prior written agreement with the Publisher, the Publisher will hold existing advertising materials for one year only after the issue date.

### Final Trim: 7.75" x 10.5"

Standard Units	Width & Depth
Full page (live area)*	7" x 9.75" deep
2/3 page (vertical)	4.5" x 9.625" deep
1/2 page (horizontal)	6.75" x 4.75" deep
1/2 page (vertical)	4.5" x 7.25" deep
1/3 page (horizontal)	4.5" x 4.75" deep
1/3 page (vertical)	2.125" x 9.625" deep
1/4 page (vertical)	3.25" x 4.75" deep

\*Live Area: Type and other image not intended to bleed must be kept 1/4" from final trim.

### Magazine Trim Size:

7.75" x 10.5" deep

### Full-Page Bleed (all 4 sides):

8" x 10.75" deep

### Non-Bleed Spread:

14.75" x 9.75" deep

### Full-Bleed Spread (all 4 sides):

15.75" x 10.75" deep

(keep live matter centered to 14.75" x 9.75")