

# WORLD OF FIREPOWER

# 2018 MEDIA KIT



# WORLD OF FIREPOWER

WORLDOFFIREPOWER.COM

“Hate was etched deeply into the man’s face.

Surrounded by dark glasses and a head wrap, he stood quietly, almost eerily, as if waiting in line at a market, except his intentions were deadly. He firmly gripped his automatic rifle, a weapon he intended to kill Marines with, and abruptly shuffled toward the window. He madly thrust the gun into the ‘Afghanistan’ air, spraying the dusty city with gunfire ...”

Entering the world of the United States military is just one of the intriguing stories readers can expect from the World of Firepower. In this 132 page oversized magazine, which is devoted to the gun lifestyle, enthusiasts will also get all the gear, guns, training and fitness they can handle. But there’s more.

In addition to gun tests and evaluations, features, product reviews, news, history, pictorials and new products, each issue features a hard-hitting Q&A.

It’s a literary playground for gun enthusiasts. It’s the gun lifestyle. It’s the World of Firepower.



## Stories Include

- DRD Tactical's M762
- 5 Days at a Sniper Camp
- Inside a SWAT Hostage Call
- Modify Your AR In 24 Easy Steps
- The 1911
- 10 Accessories You Need Now
- 7 Shooting Tips
- Self-Defense Concepts
- 11 Drills for Better Fitness
- The Combat Shotgun
- Weapons Postures
- The Guns of James Bond
- Inside a Sniper's Mind



## Engaged Media LLC World of Firepower

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## 2018 EDITORIAL CALENDAR

### January/February '18

- 4 Gun Tests
- Ride-Along in a USMC Huey
- DIY Projects
- Buyer's Guides: Red Dot Sights and Gloves

### March/April '18

- 4 Gun Tests
- Training: Limited Visibility Shooting Skills
- Product Review: Barska Tactical Vest
- Buyer's Guides: Chronographs and Tactical Pants

### May/June '18

- 4 Gun Tests
- Special SHOT Show Section
- Speed Drills
- Buyer's Guides: Gun Safes and Tactical Watches

### July/August '18

- 4 Gun Tests
- 10 Products Every Hunter Needs
- Life On the Streets: Vice Cop In L.A.
- Buyer's Guides: Scopes and Tactical Knives

### September/October '18

- 4 Gun Tests
- Special Section: Add-Ons for Your AR
- CQB Drills
- Buyer's Guides: Soft Gun Cases and Flash Lights

### November/December '18

- 4 Gun Tests
- Secret Life: A Day In the Life of a Government Operator
- Combat-Related Fitness
- Buyer's Guides: Spotting Scopes and Slings

### January/February '19

- 4 Gun Tests
- Ride-Along in a USMC Huey
- DIY Projects
- Buyer's Guides: Red Dot Sights and Gloves

*\*Editorial subject to change.*



### Engaged Media Retail Partners



# WORLD OF FIREPOWER

## 2018 CLOSING/ON SALE DATES

Issue Name	Ad Close	Materials Due	On Sale Date
Jan/Feb '18	10/18/17	10/26/17	12/12/18
Mar/Apr '18	12/20/17	12/28/17	02/13/18
May/Jun '18	02/07/18	02/15/18	04/03/18
Jul/Aug '18	04/04/18	04/12/18	05/29/18
Sep/Oct '18	05/30/18	06/07/18	07/24/18
Nov/Dec '18	08/01/18	08/09/18	09/25/18
Jan/Feb '19	09/26/18	10/04/18	11/20/18

*\*Dates subject to change.*

## 2018 RATE CARD

	1x (\$)	6x (\$)	12x (\$)
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

Advertising Sales Director

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## AD SIZES AND SPECIFICATIONS

### Mechanical Requirements

- Printing: Web Offset
- Binding: Perfect Bound
- Trim Size: 9.125" x 10.875"

### 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: 9.125" x 10.875"

Standard Units	Width & Depth
Full page (live area)*	8.375" x 10.125" deep
1/2 page (horizontal) w/bleed	9.375" x 5.5" deep
1/3 page (vertical)	2.125" x 9.625" deep
1/4 page (vertical)	4.125" x 5" deep

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

### Magazine Trim Size:

9.125" x 10.875" deep

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

9.375" x 11.125" deep

