

# GUN WORLD



2018

MEDIA KIT

# GUN WORLD

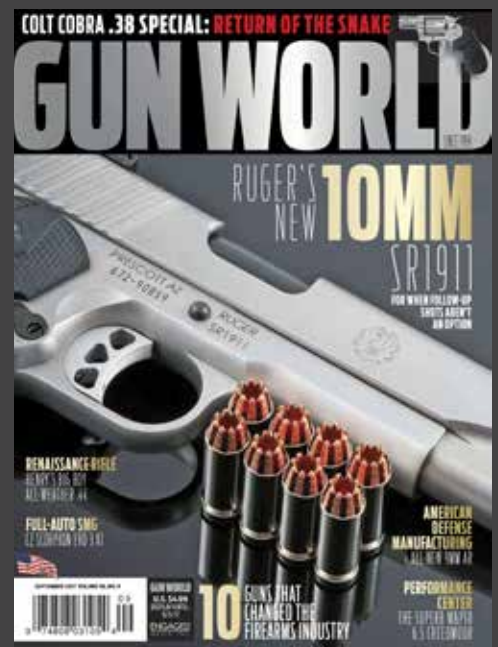
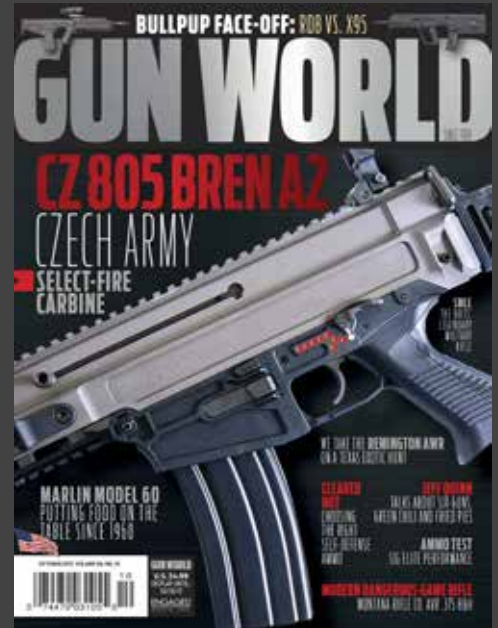
GUNWORLD.COM

## Over 51 Years of Excellence

For more than a half-century, readers have turned to Gun World magazine for new and exciting information about the world of firearms, a \$4.1-billion industry.

This 100 page magazine is loaded with reviews of the latest and hottest new guns, hunting tips, tactical guns and gear, hand loading, personal defense, a question and answer with an industry leader and a whole lot more. Plus, as an added bonus, special sections - such as gunsmithing, hunting and reloading - are regular features.

Readers rely on Gun World so they can arm themselves with knowledge... and they have for over 51 years.



### Our readers have purchased in the last 12 months:

- Rifle scope or Similar Sight: 24%
- Outdoor or Tactical Knife: 41%
- Holster: 31%
- Ammunition: 96%
- Participated in a Organized Shooting Competition: 21%

### Stories Include

- The U.S. Marine's new Upgraded Sidearm from Colt
- Deer and Hog Hunting
- Defensive Shotguns
- A new Patrol Rifle from SIG
- Smith & Wesson's custom Model 637
- The Latest and Greatest Guns and Accessories Introduced at the SHOT Show
- Urban Counter Sniper Rifles
- Industry Tours

### Buyer's Guides, New Products

- Holiday Gift Guides
- Tactical Grip Gloves
- Decelerator Grips
- Recoil Pads
- Tactical Gear

### Publishing Information

- From the Outdoors Division of Engaged Media
- 100 color pages packed with news, tips and products
- Monthly magazine



### ABOUT OUR READERS

- 97% male
- Average Age: 44
- Own a Truck or SUV: 67%
- Licensed Hunters: 62%
- Active-Duty Military or Police: 19%

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## 2018 EDITORIAL CALENDAR

### JANUARY: Special Handgun Issue

- Revolvers
- Semi-Autos
- AR Pistols
- Concealed Carry

### FEBRUARY: SHOT Show Distribution

- Tactical Guns & Gear

### MARCH: Spring Varmints

- Calls, Camo, loads and Guns

### APRIL: SHOT Show News (Expanded Issue)

- Top SHOT Show Products

### MAY: Ammunition

- Home Defense
- Concealed Carry
- Hunting

### JUNE: Home Defense

- Shotguns
- Handguns

### JULY: Training & development

- Skills and Testing
- CQB Exercises
- Shooting Competitions

### AUGUST: Hunting

- Big Game Tips & Tricks
- Scopes and Range Finders

### SEPTEMBER: Shotguns

- Field & Sporting Shotguns
- New Loads and Shells

### OCTOBER: Fall Gear and Guns

- New Releases

### BUYER'S GUIDE:

- 200 Top Firearms
- Handguns
- Rifles & ARs
- Shotguns

### NOVEMBER: Do It Yourself

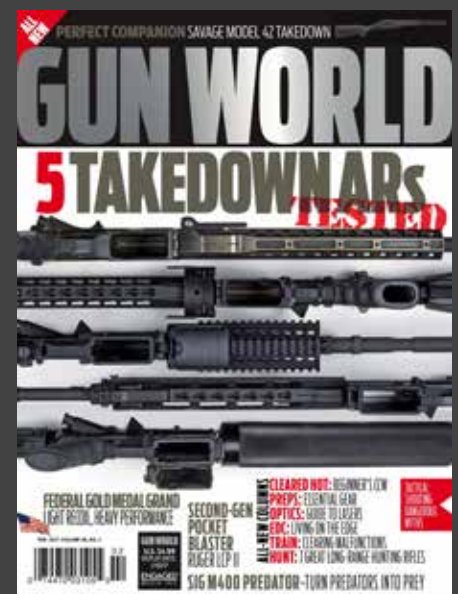
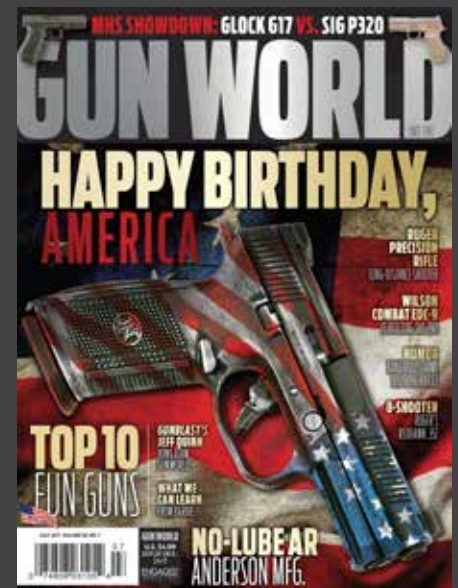
- Gunsmithing
- AR Parts and Add-ons

### DECEMBER: Holiday Gifts & Accessories

### JANUARY '19: Special Handgun Issue

- Revolvers
- Semi-Autos
- AR Pistols
- Concealed Carry

*Editorial subject to change.*



### Engaged Media Retail Partners



# GUN WORLD

## 2018 CLOSING/ON SALE DATES

Issue Name	Ad Close	Materials Due	On Sale Date
Jan '18	10/18/17	10/26/17	12/12/17
Feb '18	11/15/17	11/23/17	01/09/18
Mar '18	12/13/17	12/21/17	02/06/18
Apr '18	01/10/18	01/18/18	03/06/18
May '18	02/14/18	02/22/18	04/10/18
Jun '18	03/14/18	03/22/18	05/08/18
Jul '18	04/11/18	04/19/18	06/05/18
Aug '18	05/09/18	05/17/18	07/03/18
Sep '18	06/13/18	06/21/18	08/07/18
Oct '18	07/11/18	07/19/18	09/04/18
Buyers Guide	08/01/18	09/08/18	09/25/18
Nov '18	08/15/18	08/23/18	10/09/18
Dec '18	09/12/18	09/20/18	11/06/18
Jan '19	10/17/18	10/25/18	12/11/18

*\*Dates subject to change.*

## 2018 RATE CARD

	1x (\$)	3x (\$)	6x (\$)	9x (\$)	12x (\$)
<b>Full Page</b>	3,541	3,364	3,229	3,192	3,154
<b>2/3 Page</b>	2,870	2,814	2,676	2,630	2,587
<b>1/2 Page</b>	2,532	2,476	2,360	2,318	2,282
<b>1/3 Page</b>	2,282	2,235	2,131	2,090	2,055
<b>1/4 Page</b>	2,067	1,999	1,917	1,872	1,824
<b>Cover 2</b>	3,971	3,808	3,675	3,627	3,584
<b>Cover 3</b>	3,931	3,650	3,640	3,592	3,584
<b>Cover 4</b>	4,210	4,134	3,900	3,874	3,809

### Gabe Frimmel

Advertising Sales Director

Phone: 800-332-3330 ext 1930

Fax: 800-249-7761

Email: gfrimmel@engagedmediainc.com

## 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")

**ENGAGED**  
MEDIA, INC.

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