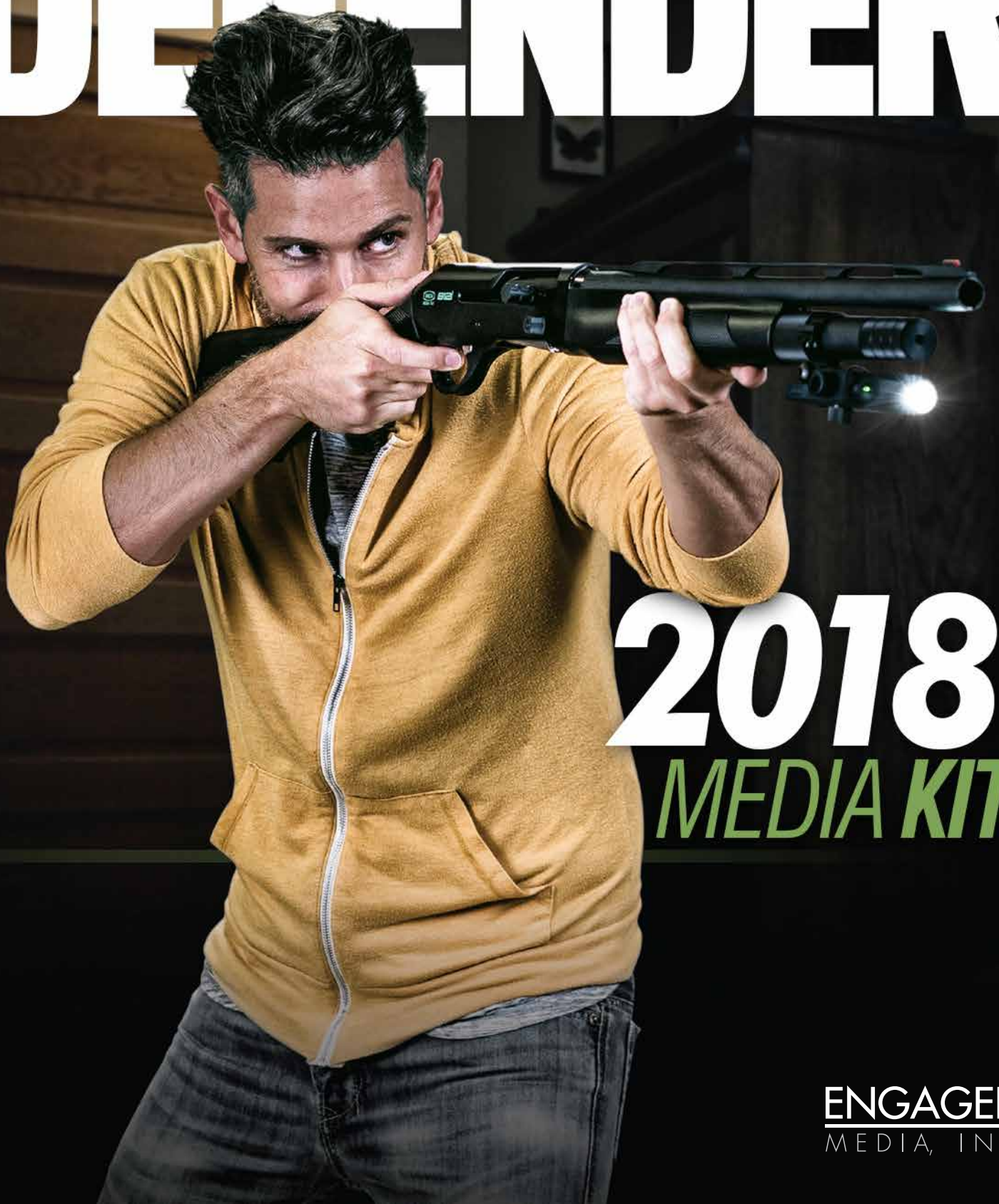


HOME DEFENDER



2018
MEDIA KIT

GUN WORLD HOME DEFENDER

HOMEDEFENDERMAG.COM

Bad things don't always happen to the other guy. Consider these statistics.

Across America, violent crimes exceeded 1.2 million. Nationwide, the FBI reported that there were 8.9 million property crimes. There were also more than 2.1 million burglaries.

These staggering statistics should be an abrupt wake-up call to each and every American citizen. Law enforcement agencies do their best, but homeowners must also do their part, which is why they turn to Home Defender for a multitude of ways to fortify their fortress.

This 132-page magazine is packed with methods to keep readers safe from intruders, including home perimeter defense tips, effective and affordable technology, the best guns, the right ammunition, product tests, proven self-defense moves and much more.

Home Defender. It's the No. 1 source for home and personal security.



Publishing Information

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

GUN WORLD HOME DEFENDER

HOMEDEFENDERMAG.COM

2018 EDITORIAL CALENDAR

Spring '18

- Top 10 Experts & Their Home Defense Secrets
- Top 5 Guns for Home Defense
- Special Section: Through a Burglar's Eye & A Victim's Story
- New Products
- Bolster the Perimeter 7 Easy Ways
- Best Technology to Keep the Bad Guy Out

Fall '18

- Summer Vacation Safety Checklist
- Special Section: 20 Products That Will Make Your Home Burglar-Proof
- Law Enforcement's Top Training Drills for Home Defense
- New Products
- Build a Safe Room
- 6 Mistakes Every Homeowner Makes
- Firearm Training Drills

**Editorial subject to change.*



Engaged Media Retail Partners

GUN WORLD HOME DEFENDER

2018 CLOSING/ON SALE DATES

Issue Name	Ad Close	Materials Due	On Sale Date
Spring '18	01/24/18	02/01/18	03/20/18
Fall '18	05/30/18	06/07/18	07/24/18

**Dates subject to change.*

2018 RATE CARD

	1x (\$)	2x (\$)
Full Page	3,541	3,154
2/3 Page	2,870	2,587
1/2 Page	2,532	2,282
1/3 Page	2,282	2,055
1/4 Page	2,067	1,824
Cover 2	3,971	3,584
Cover 3	3,931	3,584
Cover 4	4,210	3,809



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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")