

Knives

ILLUSTRATED®



2018

MEDIA KIT

Knives

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KNIVESILLUSTRATED.COM

PREPARATION Whether it's survivalists, survivalists, hunters, campers, law enforcement or the military, knife enthusiasts understand the importance of being prepared so they can do their job or hobby more efficiently.

Which is why readers rely on Knives Illustrated.

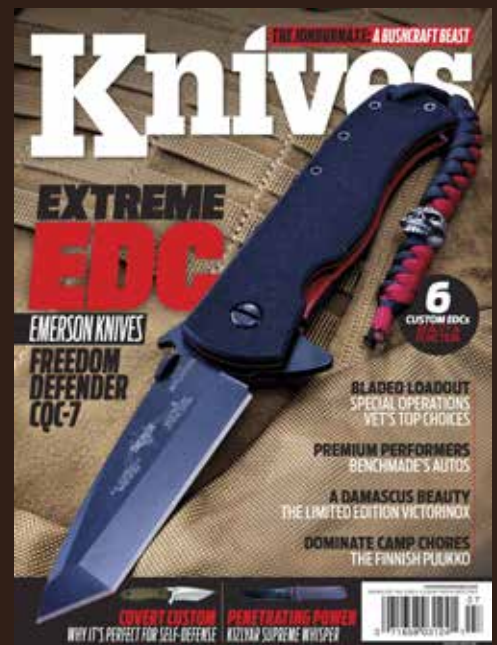
In this 84 page magazine - which features special themes on tactical, survival, camping and more - enthusiasts read about the newest knives to hit the market, the best ways to maintain their knives, the latest knifemakers to enter the industry, the results of the rigorous tests and evaluations our experts conduct on the knives and more.

But that's not all. New gear and accessories are showcased in each and every issue.

Readers rely on Knives Illustrated... because they want to be prepared and on the cutting edge of knife news.

Stories Include

- Hot Shots: The Best Knives at SHOT Show
- Anything but Typical: Browning's Non-Typical Stag Hunter
- Cas Hanwei: Innovative Designs, Quality at a Fair Price
- Stunning to Look at, a Joy to Hold: The Knives of Terry Vandeventer
- Knives for the Bug-In: Our Top 7 Picks when Catastrophe Hits
- Knives for the Indoorsman
- Hot Gear for the Knife Enthusiast



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2018 EDITORIAL CALENDAR

MARCH/APRIL

- SHOT Show issue
- 30+ pages of the hottest knives from the SHOT Show
- Personalities, products and companies from SHOT
- The best of SHOT: Our picks

MAY/JUNE

- Bushcraft/survival knives and accessories
- Women in the knife business
- Father's Day gift ideas

JULY/AUGUST

- Best of new tactical knives
- "In the field" with tactical operators
- Best of the Blade Show

SEPTEMBER/OCTOBER

- Top 10 most affordable hunting knives
- Best multitools
- Products for knifemakers

NOVEMBER

- Top 5 innovative designs of 2018
- Behind-the-scenes factory tours
- Custom knifemaker profiles

DECEMBER

- Holiday gift guide
- Readers' choice: Favorite knives of 2018
- "Epic blades": Fantasy knives/swords, knives/swords in movies

BUYER'S GUIDE '19

- More than 250 new knives
- Tactical knives
- Hunting knives
- Survival knives
- Classic pocketknives
- Custom specialty knives
- Knifemaking tools



**Editorial subject to change.*



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2018 CLOSING/ON SALE DATES

Issue Name	Ad Close	Materials Due	On Sale Date
Mar/Apr '18	12/13/17	12/21/17	02/06/18
May/June '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	05/23/18	05/31/18	07/17/18
Nov '18	07/11/18	07/19/18	09/04/18
Dec '18	08/29/18	09/06/18	10/23/18
Buyer's Guide '19	10/17/18	10/25/18	12/11/18

**Dates subject to change.*

2018 RATE CARD

	1x (\$)	6x (\$)	12x (\$)
Full Page	3,541	3,364	3,154
2/3 Page	2,870	2,814	2,587
1/2 Page	2,532	2,476	2,282
1/3 Page	2,282	2,235	2,055
1/4 Page	2,067	1,999	1,824
Cover 2	3,971	3,808	3,584
Cover 3	3,931	3,650	3,584
Cover 4	4,210	4,134	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")

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MEDIA, INC.

17890 Sky Park Circle, Suite 250
Irvine, CA 92614