

TACTICALWORLD.MAG.COM

TACTICAL WORLD



2018
MEDIA KIT

ENGAGED
MEDIA, INC.

TACTICAL WORLD

TACTICALWORLDMAG.COM

"I was part of an entry team in a four-story apartment house. I was running stairs and dealing with innocent bystanders and everything else you can imagine in a tense search for an active shooter. When I got to the fourth floor, the elevator door slowly opened to the sound of frantic insanity..."

Welcome to Tactical World.

In this 132 page magazine, readers will discover everything tactical, including a look at some of the best tactical training courses available. In-depth features also include the hottest accessories, DIY projects, tactical training drills, body armor, product tests, night vision, law enforcement's cutting-edge gear and tactics, firearms tests and more.

In addition, each issue is packed with buyer's guides featuring the latest gear, guns and accessories.

Explore your Tactical World.



Publishing Information

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

TACTICAL WORLD

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2018 EDITORIAL CALENDAR

Tactical World: Spring '18

- Special Section: The Upper Hand
- Law Enforcement's Cutting Edge Tactical Gear
- 25 Top Tactical Products from the SHOT Show
- Firearm Tests
- Training and Tactics To Sharpen Your Skills
- Buyer's Guides: Knives, AR's

Tactical World: Summer '18

- How Supplements Can Benefit Your Shooting
- MMA: 5 Devastating Hand-To-Hand Moves
- Buyer's Guides: Ear Protection, Boots, Gun Cases

Tactical World: Winter '18

- Cover: Special Operator's Elite Training
- Special Section: Shooting Drills the Pros Do
- Cool Under Fire: Build a Steel Mind
- Product Test: Tactical Vests
- The Combat Shotgun

**Editorial subject to change.*



Engaged Media Retail Partners



TACTICAL WORLD

2018 CLOSING/ON SALE DATES

| Issue Name | Ad Close | Materials Due | On Sale Date |
|------------|----------|---------------|--------------|
| Spring '18 | 12/27/17 | 01/04/18 | 02/20/18 |
| Summer '18 | 04/25/18 | 05/03/18 | 06/19/18 |
| Winter '18 | 08/29/18 | 09/06/18 | 10/23/18 |

**Dates subject to change.*

2018 RATE CARD

| | 1x (\$) | 2x (\$) | 4x (\$) |
|-----------|---------|---------|---------|
| 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 |



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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")

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