

WHERE SHOOTING SPORTSMEN WILL BE LOOKING FOR YOU IN 2010

GUNS Magazine became the nation's first monthly shooting sports newsstand magazine when it debuted in 1955. More than half a century later, **GUNS Magazine** serves the upscale segment of the shooting sports audience.

Each month, **GUNS Magazine** delivers a comprehensive editorial package, a virtual buyer's guide reference for shooting sports enthusiasts whose interests cover the entire firearms and shooting sports accessory marketplace.

GUNS Magazine can partner with you to increase sales and visibility in a cost-effective and proven manner in 2010.



JANUARY

- Handguns
- Gift Guide
- Ad Space Deadline: 9-24-09
- Materials Due: 9-30-09



JULY

- Cutlery
- Historical Firearms
- Ad Space Deadline: 3-23-10
- Materials Due: 3-29-10



FEBRUARY

- Holsters & Carry Options
- Gunsmithing/Gun Parts
- Ad Space Deadline: 10-22-09
- Materials Due: 10-28-09



AUGUST

- Long Guns
- Web Site Showcase
- Ad Space Deadline: 4-27-10
- Materials Due: 5-03-10



MARCH

- SHOT Show BONUS Issue
- The Surplus Market
- Ad Space Deadline: 11-20-09
- Materials Due: 11-30-09



SEPTEMBER

- Safety & Security Products
- Gun & Storage Cases
- Ad Space Deadline: 5-24-10
- Materials Due: 5-28-10



APRIL

- Ammunition
- Catalog Showcase
- Ad Space Deadline: 12-29-09
- Materials Due: 1-05-10



OCTOBER HUNTING SPECIAL

- Optics
- Catalog Showcase
- Ad Space Deadline: 6-21-10
- Materials Due: 6-25-10



MAY

- Scopes & Sights
- Gun Care & Cleaning Products
- Ad Space Deadline: 1-27-10
- Materials Due: 2-02-10



NOVEMBER HUNTING SPECIAL

- Hunting Accessories
- Clothing & Footwear
- Ad Space Deadline: 7-27-10
- Materials Due: 8-02-10



JUNE

- Tactical Firearms & Accessories
- Home & Self-Defense Products
- Ad Space Deadline: 2-23-10
- Materials Due: 3-01-10



DECEMBER HUNTING SPECIAL

- Hunting
- Guides & Outfitters
- Ad Space Deadline: 8-23-10
- Materials Due: 8-27-10