

| B&W | 1X | 3X | 6X | 12X | 18X |
|--------|--------|--------|--------|--------|--------|
| 1 Page | \$4291 | \$4162 | \$4076 | \$3862 | \$3647 |
| 2/3 | 2948 | 2860 | 2801 | 2653 | 2506 |
| 1/2 | 2277 | 2209 | 2163 | 2049 | 1935 |
| 1/3 | 1605 | 1557 | 1525 | 1445 | 1364 |
| 1/4 | 1269 | 1231 | 1206 | 1142 | 1079 |
| 1/6 | 934 | 906 | 887 | 841 | 794 |
| 4" | 799 | 775 | 759 | 719 | 679 |
| 3" | 665 | 645 | 632 | 599 | 565 |
| 2" | 531 | 515 | 504 | 478 | 451 |
| 1" | 396 | 384 | 376 | 356 | 337 |

| 2/C | 1X | 3X | 6X | 12X | 18X |
|--------|--------|--------|--------|--------|--------|
| 1 Page | \$5578 | \$5411 | \$5299 | \$5020 | \$4742 |
| 2/3 | 3832 | 3717 | 3641 | 3449 | 3258 |
| 1/2 | 2960 | 2871 | 2812 | 2664 | 2516 |
| 1/3 | 2087 | 2024 | 1982 | 1878 | 1774 |

| 4/C | 1X | 3X | 6X | 12X | 18X |
|--------|--------|--------|--------|--------|--------|
| 1 Page | \$6887 | \$6680 | \$6543 | \$6198 | \$5854 |
| 2/3 | 4860 | 4714 | 4617 | 4374 | 4131 |
| 1/2 | 3847 | 3732 | 3655 | 3462 | 3270 |
| 1/3 | 2833 | 2748 | 2691 | 2550 | 2408 |

| Covers | 1X | 3X | 6X | 12X | 18X |
|---------|--------|--------|--------|--------|--------|
| Cover 2 | \$7423 | \$7198 | \$7051 | \$6679 | \$6308 |
| Cover 3 | 7198 | 6983 | 6839 | 6479 | 6120 |
| Cover 4 | 8161 | 7916 | 7752 | 7345 | 6938 |

MAIL ORDER RATES

| B&W | 1X | 3X | 6X | 12X | 18X |
|--------|-------|-------|-------|-------|-------|
| 4" | \$639 | \$620 | \$607 | \$575 | \$543 |
| 3" | 505 | 490 | 480 | 455 | 429 |
| 2-1/2" | 438 | 425 | 416 | 394 | 372 |
| 2" | 371 | 360 | 352 | 334 | 315 |
| 1" | 236 | 229 | 224 | 212 | 201 |

INSERTS / CLASSIFIED RATES

Inserts, polybagging and tipping are available. Inserts and Classified Advertising rate cards available upon request.

- **PREFERRED POSITION & BLEED:** Add 10% - min. 1/4 pg.
- **MINIMUM RATE HOLDER:** Rate holder 1/6 pg.
- **COMMISSION:** 15% to recognized agencies
- **CASH DISCOUNT:** 2% - 10 days; Net 30 days from invoice date
- **CONTRACT AND COPY REGULATIONS:** Publisher follows SRDS CONSUMER MAGAZINE CONTRACT AND COPY REGULATIONS Copies of regulations available on request. **CANCELLATIONS:** Cannot be processed after the MATERIAL DUE DATE.

AD SPACE DIMENSIONS

| NON-BLEED SIZES | Width | X | Height |
|---------------------|--------|---|--------|
| 1 PAGE | 7" | x | 10" |
| 2/3 Page vertical | 4-5/8" | x | 10" |
| 1/2 page horizontal | 7" | x | 5" |
| 1/2 page vertical | 4-5/8" | x | 7-1/2" |
| 1/3 page vertical | 2-1/4" | x | 10" |
| 1/3 page square | 4-5/8" | x | 5" |
| 1/4 page vertical | 2-1/4" | x | 7-1/2" |
| 1/4 page square | 4-5/8" | x | 3-3/4" |
| 1/6 page vertical | 2-1/4" | x | 5" |
| 1/6 page horizontal | 4-5/8" | x | 2-1/2" |
| 1/12 page | 2-1/4" | x | 2-1/2" |

| BLEED SIZES | Width | X | Height |
|---|---------|---|---------|
| PAGE and COVER | 8-1/4" | x | 11-1/8" |
| Live matter must be centered within 7" x 10" | | | |
| Two pg.spread (full bleed) | 16-1/2" | x | 11-1/8" |
| Live matter must be centered within 14" x 10" | | | |
| Two pg.spread (gutter bleed only) | 15" | x | 10" |
| Allow 1/4" safety along each side of gutter | | | |

NON BLEED UNIT SIZES

| | | |
|--|---|--|
| Full Page: 7" x 10" Bleed Size: 8-1/4" x 11-1/8" Trim Size: 8" x 10-7/8" | 2/3" Page: 4-5/8" x 10" 1/6" Page: 2-1/4" x 5" | 1/6 Page: 4-5/8" x 2-1/2" 1/3 Page: 4-5/8" x 5" 1/4" Page: 2-1/4" x 7-1/2" |
|--|---|--|

| | | |
|---|--|--|
| 1/2 Page: 7" x 5" 1/12 Pg. 2-1/4" x 2-1/2" | 1/2 Page: 4-5/8" x 7-1/2" 1/3" Page: 2-1/4" x 10" | TYPICAL EDITORIAL COLUMNS 2-1/4" x 10" |
|---|--|--|

JOGS TO FOOT

MATERIAL REQUIREMENTS

- **PREFERRED MATERIAL**
PDF - PDF/X- 1A compliant saved hi-resolution (2400 dpi), fonts embedded, press optimized, binary, full resolution tif output. Contact the Production department for exact Distiller settings. **EPS** - hi-resolution, all fonts saved outlines/curves/paths. **TIF**- flattened hi-resolution. **JPEG**- hi-resolution.
- Note:** If native application files are sent, Publishers Development will convert files to pdfs.
- **FILE REQUIREMENTS**
 - Image resolution: 300 dpi
 - Color files - CMYK
 - Black & White files - grayscale
 - Hard copy must accompany all files
 - Fonts saved to outlines/paths
 - A faxed proof must be sent for all e-mail ads
- MAC or PC** - We are Macintosh based, PC format is accepted if saved in accepted format
- Media** - CD, E-Mail or FTP Site. (call for information)

| | |
|----------------------|--|
| ONE COLOR: | Black & White |
| SCREEN: | 150 Lines Per Inch |
| PROOFS: | Simple Print |
| INK DENSITY: | 100% MAXIMUM |
| TWO COLOR: | Black & 1 Other Color |
| | All PMS colors will be converted to CMYK |
| SCREEN: | 150 Line Per Inch |
| PROOFS: | Color Laser or equivalent |
| INK DENSITY: | 160% MAXIMUM |
| FOUR COLOR: | Process Colors Only |
| SCREEN: | 150 Lines Per Inch |
| PROOFS: | Color Laser or equivalent |
| INK ROTATION: | Yellow (down first), Magenta, Cyan and Black (down last) |
| INK DENSITY: | 300% Maximum Overall. (Limit of one solid). 60% Black, 90% Cyan, 75% Magenta, 75% Yellow |

GENERAL INFORMATION

- PRINTED BY OFFSET LITHOGRAPHY
- BINDING: SADDLE STITCH
- MAGAZINE TRIMMED SIZE: 8" x 10-7/8"
- COLUMNS PER PAGE: 3 2-1/4"
- 140 AGATE LINES PER COLUMN (10")
- LIVE COPY AREA: 7" x 10"

SHIP ORDERS & MATERIALS

Attn: Advertising Department
GUNS MAGAZINE
 12345 World Trade Drive • San Diego, CA 92128

GUNS[®]

MAGAZINE

RATE CARD NO. 30

EFFECTIVE: January 2007 Issue
PUBLISHER: Roy Huntington
EDITOR: Jeff John

ADVERTISING MANAGER: Jeff Morey
Direct Toll-Free Hotline: (800) 426-4470
Direct Local Calls: (858) 605-0215
Fax Line: (858) 605-0217
E-mail: jeffm@gunsmagazine.com
Web Site: www.gunsmagazine.com

EAST COAST REPRESENTATIVE: Sig Buchmayr
Buchmayr Associates (203) 662-9740

CIRCULATION INFORMATION

- CIRCULATION IS 100% PAID
- PUBLISHED 12 TIMES PER YEAR
- BASIC SUBSCRIPTION RATE \$24.95/YEAR



The
Audit
Bureau

Member of Audit Bureau of Circulation Audit
statements available upon request

DESCRIPTION OF CIRCULATION: *Guns Magazine's* audience is composed of sophisticated firearms enthusiasts with a broad interest in shooting sports. According to the 1993 Reader Survey, the readership is predominantly male (96.9%), falling primarily in the 35-49 age range, mostly married (74.2%), earning in excess of \$35,000 annually with a demonstrated interest in handguns, rifles, shotguns, airguns, hunting, target and competition shooting, self-defense and collecting.

MAGAZINE SCHEDULE

ADVERTISING DEADLINES: For advertising deadlines, insert due dates and material deadlines, please contact our advertising sales manager.



FINEST IN THE FIREARMS FIELD

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gunsmagazine.com



A D V E R T I S I N G R A T E S

GUNS[®]

MAGAZINE

