



# More Gun Stories Begin Here

Droves of enthusiasts will turn to *GUNS Magazine* for gun and accessory content in 2024 as they have since 1955. Growing exclusive digital content to complement 69 years of classic print background means the decades of knowledge, industry connections, award-winning writers and highest quality photography *GUNS* is famous for, continue to expand influence globally. *GUNS Magazine* is attracting more and younger readers than ever before. Use the content here to plan your strategy and help enthusiasts tell even better stories with your products!

## HERE'S WHY GUNS MAGAZINE WILL WORK FOR YOUR MESSAGE

Each edition of *GUNS Magazine* – both online and legacy print editions – are resources today's shooters rely on, helping them make buying decisions the entire year.

Make sure they see what you're selling! Discover innovative advertising ideas, and how *GUNS* can help you build your brand – and sell products – year-round. **Each Issue Includes ...**

### Columns:

**AYOOB ON HANDGUNS:** Massad Ayoob is an institution and literally someone who "wrote the book" on CCW. His monthly take on the world of firearms self-defense and handgun hardware is considered a "go-to" resource for readers.

**HANDLOADING:** Reloading is enjoying a new-found renaissance as countless shooters discover this rewarding hobby. Our team of experts stays ahead of the trends to offer tips and product recommendations for experienced handloaders and novices alike.

**KNIVES:** What goes with a gun? Knives do! This popular column by industry sage Pat Covert always generates reader mail. Make sure you're involved too!

**RIFLES:** Dave Anderson shares his decades of experience to cover all things rifle-related ranging from tips and technique to accessories, ammo and hardware.

**SHOTGUNS:** Entertaining and on-point insights on new and classic scatterguns.

**DEFENSIVE RIFLES:** Covering the bases from the latest AR-pattern rifles to tried-and-true classics such as lever guns, the Defensive Rifles column offers practical guidance on the guns and gear used for self-defense.

**THINK TANK:** You'll never know where "Tank" Hoover goes each month with his column but regardless, if it's shooting blackpowder silhouette matches or hunting in Africa, he's always entertaining.

**MONTANA MUSINGS:** With over 50 years in the profession, Mike Venturino is considered a dean among gun writers and each month he offers his insight on the shooting life as seen from his Montana ranch.

**CAMPFIRE TALES:** John Taffin is another world-class expert on our staff and each month he shares his incredible insights on the sixgun – and life in general.

**SHOOTER'S RX:** Doctor by day, gun writer by night, Will Dabbs MD, is quickly becoming one of the best-known and entertaining firearms scribes in the business. His monthly column is filled with humor and gentle insight, guaranteed to bring both smiles and tears.

### Departments:

**EVERYDAY CARRY:** A new column for 2022, *GUNS* is bringing together a collective of true, "real-world" experts to cut through the noise and offer readers proven tips to keep themselves safe in a hazardous world.

**2A DEFENSE:** Long-time political observer Dave Workman offers his insight on the current state of firearms politics and, more importantly, offers actionable advice on what readers can do to protect the Second Amendment.

**QUARTERMASTER:** Readers trust our editors and staff writers to give them the straight skinny with their personal insights on the latest and greatest optics, knives, lights, hunting and other shooting accessories.

**SURPLUS & CLASSIC:** Who doesn't love classic old guns? Each month we bring together a world of fascinating firearms you'll only see covered in the pages of *GUNS*!

**MAKE READY:** World-famous Gunsite Academy instructors share proven shooting and tactical training tips and lessons. With thousands of successfully trained students, Gunsite is the leading authority on modern handgun techniques.

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## January EDC

— Everyday carry (EDC) is more than just being a "CCW" holder, it's about having the things you need to survive and thrive in daily life: flashlights, knives, medical gear, packs and other accessories. In this new year issue, the "other stuff" is covered as real-world experts offer hints to keep readers safe and healthy.

AD SPACE DEADLINE 10/5/23 MATERIALS DUE 10/10/23 ON SALE 11/28/23



## February ARs

— The AR-platform is the most versatile DIY mix-n-match gun ever invented and in this edition we'll review the cool tools & accessories readers need to take any AR from mild to wild!

AD SPACE DEADLINE 10/31/23 MATERIALS DUE 11/3/23 ON SALE 12/26/23



## March DIY

— Gun owners and shooters are inveterate tinkers so we'll scratch this mid-winter itch by reviewing the tools and "toys" readers need to build, repair, customize and refurbish all kinds of guns.

AD SPACE DEADLINE 11/27/23 MATERIALS DUE 11/30/23 ON SALE 1/30/24

## April TRAINING

— Professional firearms instruction varies widely but how does a potential student sort through all the options to make a good choice? This issue will offer advice from both "Professional students" and trainers on how to choose a school.

AD SPACE DEADLINE 1/4/24 MATERIALS DUE 1/9/24 ON SALE 2/27/24

## May LONG-RANGE SHOOTING

— Long-range shooting and hunting is a hot topic — especially among younger shooters. As spring warms to summer, we'll cover this sizzling phenomenon and offer insight from the people who have been doing it professionally for years.

AD SPACE DEADLINE 2/8/24 MATERIALS DUE 2/13/24 ON SALE 4/2/24

## June RED DOT OPTICS

— Arguably the hottest handgun product to come along in years, red dot sights are the number-one accessory for many shooters. We'll sort through the crowded product field to help readers make the best choice for their needs.

AD SPACE DEADLINE 3/7/24 MATERIALS DUE 3/12/24 ON SALE 4/30/24



## July REVOLVERS

— Sixguns — and seven-, eight- and nine-guns — are a huge favorite of our audience and the July issue will explore why wheelguns tickle the fancy of so many shooters, along with the accessories needed to keep them running.

AD SPACE DEADLINE 4/4/24 MATERIALS DUE 4/9/24 ON SALE 5/28/24

## August RIMFIRE

— A battered old .22 LR bolt-action is how many of us learned to shoot, but today the rimfire game is one of precision, quality — and distance! To this end, we'll cover the guns and gear needed to make the unassuming .22 a true "rifleman's rifle" for any skill level.

AD SPACE DEADLINE 5/8/24 MATERIALS DUE 5/13/24 ON SALE 7/2/24

## September KNIVES

— Pocket or Sheath? Micarta or Metal? Custom or production? There are literally countless knives to choose from, but our knife expert Pat Covert will help sort through the crowded field by offering his thoughts on the best for each particular use.

AD SPACE DEADLINE 6/6/24 MATERIALS DUE 6/11/24 ON SALE 7/30/24



## October SHOTGUNS

— The shotgun is still the best "all-around" firearm for both hunting and home defense. In October we'll celebrate the original all-in-one gun with advice from specialists who still consider the scattergun #1.

AD SPACE DEADLINE 7/2/24 MATERIALS DUE 7/9/24 ON SALE 8/27/24

## November HUNTING

— Hunting is a deep-seated American Tradition and the natural test of shooting ability so as we start hunting season, our staff of world-class experts will share the tips, tricks, guns and gear every hunter needs to be successful.

AD SPACE DEADLINE 8/7/24 MATERIALS DUE 8/12/24 ON SALE 10/1/24



## December SHOOTING ACCESSORIES

— Shooters spend just as much on spotting scopes, hearing protection, range bags, shooting glasses, chronographs, targets and other gear. In this year-end issue, we'll round up the latest and hottest shooting products from the year.

AD SPACE DEADLINE 9/5/24 MATERIALS DUE 9/10/24 ON SALE 10/29/24