



# TACTICAL<sup>®</sup>

R E T A I L E R

## 2018 MEDIA KIT



The first publication of its kind, *Tactical Retailer*<sup>®</sup> serves as the primary source of news and information compiled specifically for businesses that cater to the “black gun” consumer. With reports on all the products and accessories that a tactical shooter demands as well as critical advice on building a better operation to stay ahead of the competition, *Tactical Retailer* delivers information the tactical business needs to succeed.

**TACRETAILER.COM**

# AUDIENCE OVERVIEW



Whether you cater to law enforcement, military, civilian shooters or all of the above, *Tactical Retailer* provides the business intelligence edge critical to keeping your operations ahead of trends and poised for success. With a team of highly skilled writers and business professionals with decades of experience in the industry, *Tactical Retailer* is the only trade publication in the space that gives retailers what they need to stay ahead in a rapidly evolving market.



**15,982**

Magazine Subscribers



**38,700+**

Avg Monthly Pageviews



**29,000+**

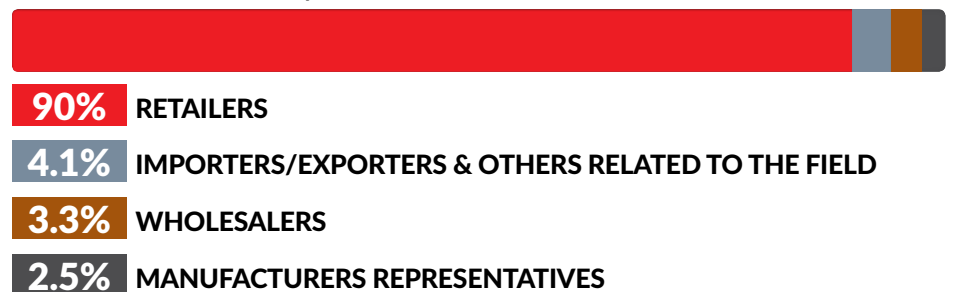
Avg Monthly Users



**8,800+**

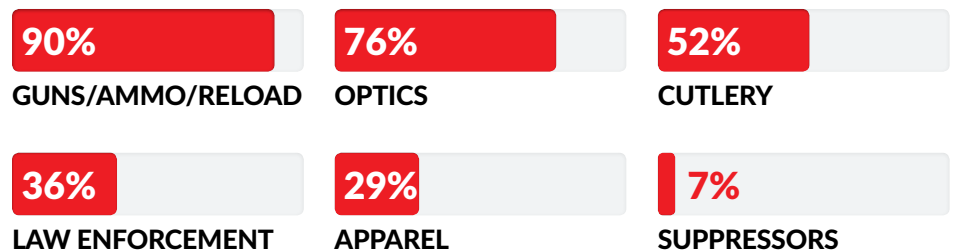
Email Database

## Business and Industry



**81%** of *Tactical Retailer* readers are Owner/Partner or President/Executive.

## Type of Equipment Sold by Retailers\*



\* Based on total respondents to equipment question.

SOURCES: BPA Statement December 2016; Google Analytics; Publisher's Own Data.









See our initial BPA Statement for December 2016 at:

[grandviewmedia.com/tactical-retailer/audience](http://grandviewmedia.com/tactical-retailer/audience)



# 2018 EDITORIAL CALENDAR

Editorial calendar subject to change.

2018	FEATURE FOCUS	SPECIAL SECTION	FEATURES	ONLINE EXCLUSIVE
 <b>JAN/FEB</b> AD CLOSE: 11/27 MATERIALS DUE: 12/04 APPROX IN-HOME: 01/08	SHOT Show	New Products For 2018	SHOT Show Preview	Live Updates From SHOT
 <b>MARCH/APRIL</b> AD CLOSE: 01/23 MATERIALS DUE: 01/30 APPROX IN-HOME: 03/05	2018 Trends	What Customers Will Buy This Year	What Was Hot At SHOT	
 <b>MAY/JUNE</b> AD CLOSE: 03/27 MATERIALS DUE: 04/03 APPROX IN-HOME: 05/07	Digital Impact	Using The Internet To Increase Sales	– Gun Photography 101 – You Need A Blog	
 <b>JULY/AUG</b> AD CLOSE: 06/05 MATERIALS DUE: 06/12 APPROX IN-HOME: 07/17	Resale Market	Selling Used Guns	Maximize Margins On Used Guns	Live Updates From NRA
 <b>SEPT/OCT</b> AD CLOSE: 07/24 MATERIALS DUE: 07/31 APPROX IN-HOME: 09/03	Sell, Sell, Sell	Black Friday Sales Ideas	Getting Customers In The Door	
 <b>NOV/DEC</b> AD CLOSE: 09/25 MATERIALS DUE: 10/02 APPROX IN-HOME: 11/05	Holiday Sale Issue	Boost Christmas Sales	Year In Review	



 [tactretailer.com](http://tactretailer.com)

*“Tactical Retailer delivers targeted, creative and effective multimedia promotions tailored for any company’s goals and budget by building on a proven advertising model and publishing platform.”*

# DIGITAL OPPORTUNITIES ENGAGE WITH OUR AUDIENCE

Looking for innovative ways to get your brand in the hands of the “black gun” consumer? *Tactical Retailer* offers cutting-edge marketing and media opportunities to connect your brand with our buyers.

# NATIVE CONTENT

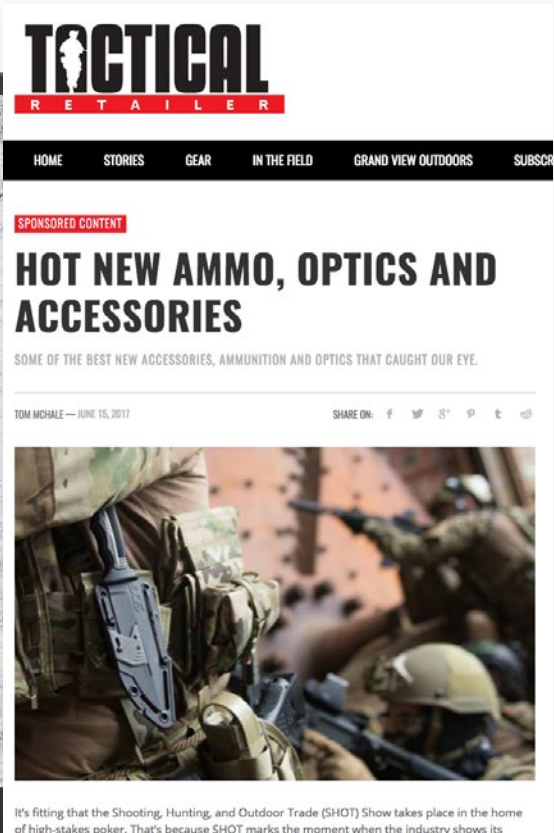
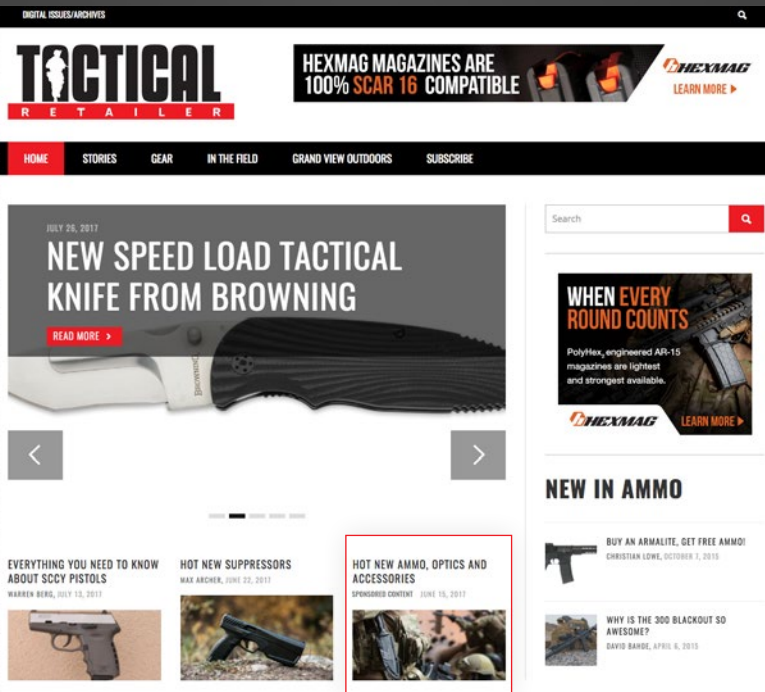
Did you know two in three consumers trust branded content more than traditional advertising?\* If you are looking for a way to further establish your brand as a leading authority, collaborate with our editorial experts to create a custom content experience.

\*SOURCE: The Foundry

At *Tactical Retailer*, we take native to a grand level of engagement with our robust promotion plan across web, social and print. Integrate your messaging within our content to give our audience an exclusive experience with your brand. Choose from our Pro Package or Pro Package Plus options, or let's work together to develop a customized native content package built around your goals and budget.

✓ PROMINENT HOMEPAGE PROMOTION

> CUSTOM ARTICLE PAGE WITH CO-PRODUCED NATIVE CONTENT



Visual for illustrative purposes only.

# AUDIENCE RETARGETING

Optimize your audience with Bullseye, our data-based digital audience retargeting tool. Data-driven solutions help you reach your ideal audience and deliver results at scale. Retargeting is the practice of serving ads to our digital audience based on prior website engagement. See how this process works:



## THE JOURNEY OF AD RETARGETING

**1** USER VIEWS OUR WEBSITE...



**2** USER VISITS ANOTHER WEBSITE...



**3** ...USER CONTINUES TO SEE YOUR AD

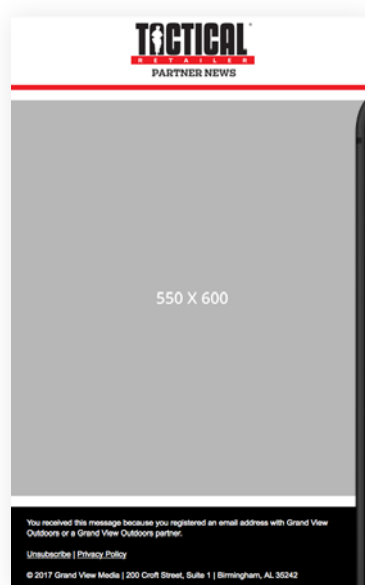


# EMAIL MARKETING

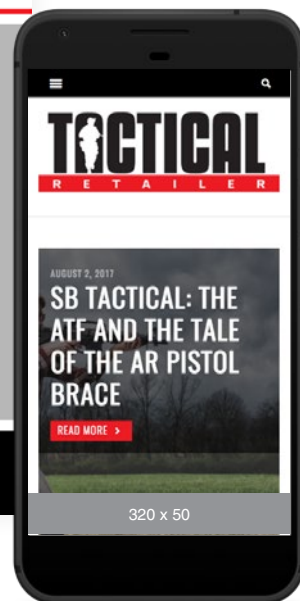
## DEDICATED THIRD-PARTY EMAIL

Did you know email ranks third behind trade shows and referrals in quantity and quality of leads generated? Our dedicated third-party emails are solely focused on your advertising message and link to your website. Limited inventory keeps email lists engaged with our messaging and yours. Be confident your message will make an impact with 100% share of voice.

\*SOURCE: B2B Demand Generation Benchmark report.



^ DEDICATED THIRD-PARTY EMAIL



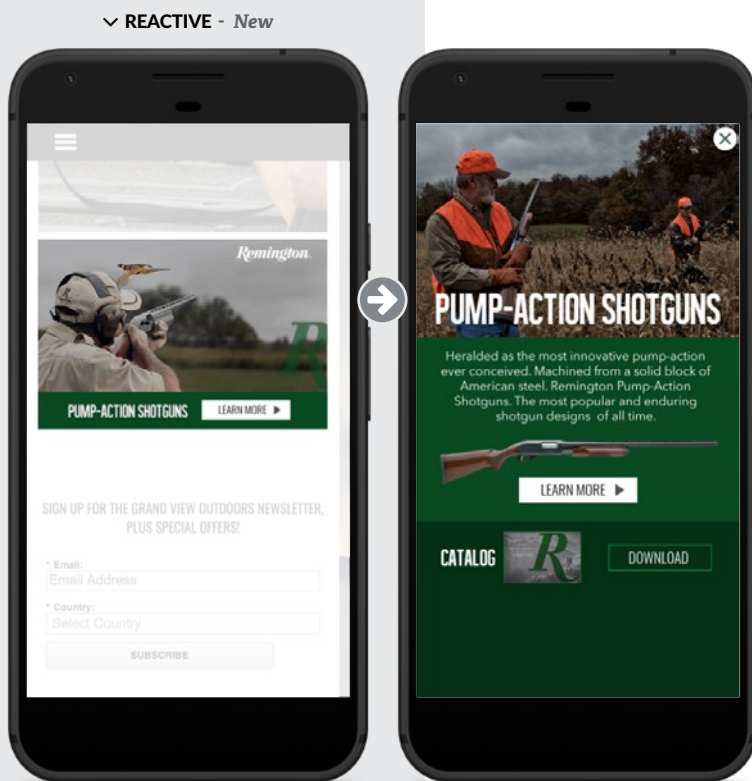
^ MOBILE ADHESION - New

# MOBILE ADVERTISING

Maximize your reach with Mobile Advertising. Did you know the average person checks their mobile phone 85 times per day, spending a total of five hours every day on their device? In fact, mobile phones represent 52% of pageviews on tactretailer.com. Experience greater exposure and higher engagement with mobile campaigns on tactretailer.com.

# CUSTOM RICH MEDIA MAKE A DIGITAL IMPACT

Custom rich media ad units use dynamic digital real estate with custom features to drive higher engagement, clicks or interactions.



## BRANDSCAPE

High-impact ad unit that allows you to deliver your brand message in the left and right rails surrounding content.

## SUPERSCAPE

Similar to a Brandscape, this unit features a connector panel that expands and provides real-estate for videos, product galleries, dealer locators and more.

## IN-BANNER VIDEO BANNER

Embed your video in a standard IAB banner ad (including 728×90 and 300×250 for example) and grab a prospective buyer's attention.

## SHOP & EXPLORE

Scroll through products by swiping left and right on mobile. Tap to open individual product information. Includes "shop now" call to action.

## PORTRAIT

Comprised of multiple content modules arranged vertically. Displays along the right rail. Can display a range of content and rich media.

## BILLBOARD PUSHDOWN

Billboard creative that expands to video or other creative when clicked.

## MOBILE ADHESION - New

Mobile unit that appears and remains sticky at the base of the page while users are browsing.

## REACTIVE - New

Bring your ad to life as users scroll through content. Trigger zoom, parallax, fade and many more effects or eye-catching animations. Can expand to full panel. Include videos, location maps and anything else you need.

While traditional display ads engage users with words and pictures, rich media ads offer more dynamic and interactive ways to get audiences involved.

To see more examples of custom rich media, visit our live digital showcase page! ➔ [showcase.grandviewmedia.com](https://showcase.grandviewmedia.com)

# 2018 Advertising Rates & Specs



## PRINT ADVERTISING RATES

COVERS.....1X.....3X.....6X			
COVER 2.....	\$7,200.....	\$6,480.....	\$5,400
COVER 3.....	6,650.....	5,980.....	4,985
COVER 4.....	7,480.....	6,830.....	5,610
.....1X.....3X.....6X			
SPREAD.....	\$10,880.....	\$9,790.....	\$8,160
FULL PAGE.....	5,650.....	5,085.....	4,240
1/2 PAGE SPREAD.....	5,985.....	5,390.....	4,490
1/2 PAGE.....	4,520.....	4,070.....	3,390
1/3 PAGE.....	3,750.....	3,380.....	2,815
1/4 PAGE.....	3,050.....	2,750.....	2,290
1/6 PAGE.....	2,275.....	2,050.....	1,705
1/12 PAGE.....	1,960.....	1,765.....	1,470

## PRINT ADVERTISING SPECS

2-PAGE SPREAD.....	WIDTH.....	HEIGHT
BLEED.....	15.75"	10.75"
TRIM.....	15.5"	10.5"
LIVE AREA*.....	14.5"	9.5"

FULL PAGE.....	WIDTH.....	HEIGHT
BLEED.....	8"	10.75"
TRIM.....	7.75"	10.5"
LIVE AREA*.....	6.75"	9.5"

HALF-PAGE SPREAD.....	WIDTH.....	HEIGHT
BLEED.....	15.75"	5.425"
TRIM.....	15.5"	5.175"
LIVE AREA*.....	14.5"	4.675"

\*Please keep all graphics and copy not intended to bleed within the live area.

FRACTIONAL ADS.....	WIDTH.....	HEIGHT
1/2 PAGE.....	4.4375"	9.5"
1/3 PAGE VERTICAL.....	3.25"	9.5"
1/3 PAGE ISLAND.....	4.4375"	7.0625"
1/3 PAGE HORIZONTAL.....	6.75"	4.675"
1/4 PAGE VERTICAL.....	2.125"	9.5"
1/4 PAGE SQUARE.....	4.4375"	4.675"
1/6 PAGE VERTICAL.....	3.25"	4.675"
1/6 PAGE HORIZONTAL.....	4.4375"	2.25"
1/12 PAGE VERTICAL.....	2.125"	4.675"
1/12 PAGE SQUARE.....	2.125"	2.25"

## DIGITAL ADVERTISING SPECS + RATES

DISPLAY UNITS.....	SPECS.....	RATE
SUPER LEADERBOARD.....	970X90.....	\$30
LEADERBOARD.....	728X90.....	\$20
HALF PAGE.....	300X600.....	\$40
MEDIUM RECTANGLE.....	300X250.....	\$20
MOBILE BANNER.....	320X50.....	\$40

## HIGH IMPACT UNITS.....

We have many dynamic and custom opportunities for desktop and mobile experiences at [showcase.grandviewmedia.com](http://showcase.grandviewmedia.com).

## EMAIL MARKETING..... SPECS..... RATE

DEDICATED THIRD PARTY EMAIL.....	550X600.....	\$2,000
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## SUBMITTING ADVERTISING MATERIAL

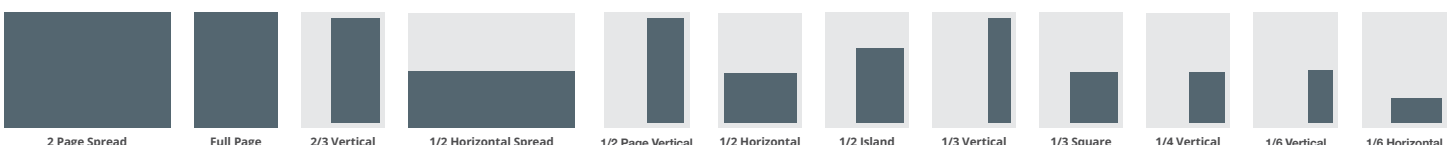
All ad material should be submitted to the Grand View Media Ad Shuttle at [www.AdShuttle.com/GrandViewMedia](http://www.AdShuttle.com/GrandViewMedia).

**Required Advertising Material Format:** All ad files must be press-ready, high resolution X1a type PDF files (all images should be 300 dpi). When saving the ad file to a PDF in your application program, select the PDF/X1a 2001 choice from the drop down menu. The X1a type PDF will ensure a printable file with CMYK color, embedded fonts and no transparencies. A PDF preset for InDesign can be downloaded at no charge on Ad Shuttle. We highly recommend using the preset for saving press-ready PDF files. All ads must be built to the correct size specification. If you have any questions about acceptable file formats, please contact our advertising traffic manager or your sales representative.

**Scott Nesmith - Advertising Traffic Manager**  
205-408-3747 / [scottn@grandviewmedia.com](mailto:scottn@grandviewmedia.com)

For other production questions:  
**Andy Estill - Production Manager**  
205-980-5628 / [aestill@grandviewmedia.com](mailto:aestill@grandviewmedia.com)

**Creative Services:** If sending material for an ad to be created by GVM, the advertiser must provide all text, photos and other graphics necessary for the construction of the ad. GVM does not possess a library of photos to be used in ad creation. Note, additional charges may apply for ad creation.



## PARTNER WITH US

Partner with *Tactical Retailer* to  
create dynamic campaigns across  
multiplatform channels.



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## OUR NETWORK OF OUTDOOR BRANDS

GRAND VIEW  
**OUTDOORS**

**Bow**hunting  
WORLD

**PREDATOR**  
XTREME

**Whitetail**  
JOURNAL

**archery**  
BUSINESS

**SHOOTING**  
SPORTS RETAILER

**TACTICAL**  
RETAILER



Don't miss even more  
opportunities and information  
about *Tactical Retailer* at

➔ [grandviewmedia.com/tactical-retailer](http://grandviewmedia.com/tactical-retailer)