



NRA PUBLICATIONS | **2016 GUIDE TO ADVERTISING**

# NRA Publications

NRA Publications strives to be a reflection of our members, 5 million Americans dedicated to freedom. Our brands and content mirror the members' daily passions for personal protection, shooting, hunting and for teaching **traditional values** to future generations. In-depth coverage of **firearm design, performance and history, hunting and conservation, shooting instruction** and **NRA's political leadership**

is tailored to contemporary reader tastes via award-winning legacy magazines, cutting-edge digital editions, 24/7 websites, social media engagement and dynamic broadcast TV. Members and online followers trust NRA Publications for honest, timely reporting on guns, gear and the shooting sports. No other means come close for marketing your products to this uniquely large and influential customer base.

NRA PUBLICATIONS BRAND REACH						
	PRINT	DIGITAL EDITION	WEB	E-NEWS	SOCIAL MEDIA	TV
AMERICAN RIFLEMAN	●	●	●	●	●	●
AMERICAN HUNTER	●	●	●	●	●	
AMERICA'S 1 <sup>ST</sup> FREEDOM	●	●	●	●	●	
SHOOTING ILLUSTRATED	●		●	●	●	
SHOOTING SPORTS USA		●	●	●	●	
NRA FAMILY			●	●	●	

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## FLAGSHIP MAGAZINES



*Tradition*



## AMERICAN RIFLEMAN

### THE WORLD'S OLDEST AND LARGEST FIREARM AUTHORITY

As the NRA's flagship publication, *American Rifleman* presents its loyal readers with expert coverage of rifles, shotguns, handguns, ammunition, optics and other shooting accessories. *American Rifleman* is the largest firearm magazine in the world, covering everything from the newest products off the manufacturing line to historical firearms, and keeps its audience updated on political events regarding the Second Amendment.

Total Audience **5,556,000**

Men	85.2%
Men 25-54	40.2%
Median Age	51.9
Own Home	76.1%
Median Household Income	\$67,762.40

Source: 2015 Doublebase GfK MRI

## Editorial Calendar

**JANUARY** New Guns for a New Year

**FEBRUARY** How To ... Issue

**MARCH** Innovation Issue

**APRIL** NRA Show Preview Issue

**MAY** Firearm Heritage

**JUNE** 1911 Issue

**JULY** Rifle Issue

**AUGUST** Military Issue

**SEPTEMBER** Big Guns

**OCTOBER** Accuracy Issue

**NOVEMBER** Shotgun Issue

**DECEMBER** Bolt Rifle Issue

*Subject to change*

# 2016 DISPLAY RATES

	1X	3X	6X	9X	12X
<b>COVERS</b>					
COVER 2	\$75,700	\$73,430	\$71,235	\$69,090	\$67,025
COVER 3	70,785	68,665	66,610	64,605	62,660
COVER 4	78,980	76,605	74,320	72,085	69,915
<b>FOUR-COLOR</b>					
PAGE	\$70,785	\$68,665	\$66,610	\$64,605	\$62,660
2/3	50,975	49,455	47,960	46,525	45,130
1/2	39,660	38,470	37,310	36,200	35,110
1/3	29,840	28,950	28,080	27,230	26,420
<b>MARKETPLACE</b>					
1/4	\$21,250	\$20,605	\$19,990	\$19,395	\$18,815
1/6	14,155	13,735	13,325	12,920	12,535
1/12	4,475	4,330	4,205	4,085	3,955
1/24	2,330	2,260	2,190	2,120	2,040
1 INCH	1,165	1,130	1,095	1,060	1,020



# AMERICAN HUNTER

## THE WORLD'S LARGEST HUNTING MAGAZINE

*American Hunter* reaches out to all sportsmen and women, bringing information about the newest hunting guns, optics and accessories, as well as providing techniques and tips for all kinds of game. Top outdoor writers provide detailed articles on strategy, adventure and the commitment to conservation. With more than 1 million readers, *American Hunter's* audience leads the effort to pass the outdoor sportsman's rich heritage to the next generation.

Total Audience **4,517,000**

Men	84.2%
Men 25-54	41.5%
Median Age	47.2
Own Home	70.7%
Median Household Income	\$59,237.90

Source: 2015 Doublebase GfK MRI

## Editorial Calendar

**JANUARY** Predators

**FEBRUARY** International Destinations

**MARCH** Conservation

**APRIL** Turkeys

**MAY** Bears/Golden Bullseyes

**JUNE** Members' Best

**JULY** Training

**AUGUST** Big-Game Adventure

**SEPTEMBER** Elk Country

**OCTOBER** Upland Bounty

**NOVEMBER** Deer Season

**DECEMBER** Waterfowl

Subject to change

# 2016 DISPLAY RATES



	1X	3X	6X	9X	12X
<b>COVERS</b>					
COVER 2	\$61,515	\$59,670	\$57,885	\$56,145	\$54,465
COVER 3	56,985	55,270	53,610	52,015	50,450
COVER 4	65,180	63,230	61,330	59,495	57,700
<b>FOUR-COLOR</b>					
PAGE	\$56,985	\$55,270	\$53,610	\$52,015	\$50,450
2/3	41,045	39,805	38,615	37,465	36,330
1/2	31,915	30,955	30,025	29,140	28,260
1/3	24,035	23,320	22,610	21,930	21,265
<b>MARKETPLACE</b>					
1/4	\$17,295	\$16,780	\$16,280	\$15,785	\$15,315
1/6	11,535	11,195	10,850	10,535	10,215
1/12	4,255	4,125	4,000	3,885	3,760
1/24	2,130	2,080	2,020	1,960	1,910
1 INCH	1,065	1,040	1,010	980	955



# AMERICA'S 1<sup>ST</sup> FREEDOM

## HARD-HITTING NEWS ON FIREARM ISSUES

*America's 1st Freedom* is the magazine for NRA members dedicated to preserving our fundamental right to self-defense. From breaking news on the latest anti-gun schemes to in-depth investigations into explosive topics such as BATFE's "Fast and Furious" debacle, *America's 1st Freedom* reports the news that impacts our gun rights. Top NRA leaders present the unfiltered truth about legislative battles on Capitol Hill and throughout the 50 states. Dispatches from the frontlines of firearm freedom go beyond the headlines to present stories of real American gun owners. This title also provides news and commentary on guns and shooting gear for firearm-aficionado readers. Not only does *America's 1st Freedom* debunk myths presented daily by the mainstream media, it also provides detailed legal analysis to educate readers who want to help get the word out about firearm rights.

Circulation **670,157** (AAM Print & Avg. Digital)

Men	91.5%
Ages 35-64	59.7%
Household income \$100,000+	27.7%

Source: NRA 2015 Subscriber Survey

# 2016 DISPLAY RATES



	1X	3X	6X	9X	12X
<b>COVERS</b>					
COVER 2	\$30,880	\$29,960	\$29,075	\$28,195	\$27,350
COVER 3	24,980	24,230	23,505	22,795	22,125
COVER 4	34,835	33,790	32,775	31,795	30,840
<b>FOUR-COLOR</b>					
PAGE	\$24,980	\$24,230	\$23,505	\$22,795	\$22,125
2/3	17,970	17,450	16,920	16,415	15,925
1/2	13,995	13,570	13,165	12,775	12,385
1/3	10,540	10,225	9,925	9,620	9,340
<b>MARKETPLACE</b>					
1/4	\$7,515	\$7,300	\$7,080	\$6,870	\$6,650
1/6	5,015	4,865	4,715	4,580	4,435
1/12	1,840	1,760	1,725	1,670	1,625
1/24	940	910	890	850	820
1 INCH	470	455	445	425	410



## SHOOTING ILLUSTRATED

### THE DEFINITIVE SOURCE FOR THE MODERN SHOOTER

From concealed carry and home defense to 3-gun competition and tactical training, *Shooting Illustrated* is loaded to full capacity with expert information on the subjects today's shooters care about most. Each issue offers in-depth analysis of the latest self-defense and tactical firearms and gear, along with valuable, how-to advice on shooting techniques and methods of personal protection. Practical knowledge, combined with dynamic photography and cutting-edge design, makes for the most comprehensive guide to defensive hardware and tactics available.

### Circulation 50,000+

Men	97.9%
Law Enforcement Officer or Military Service (Active/Retired)	52.3%
Have Advanced Degree	30.7%

Source: NRA Subscriber Study

## Editorial Calendar

**JANUARY** Personal-Defense Handgun

**FEBRUARY** Concealed-Carry Handgun

**MARCH** Modern Sporting Rifle

**APRIL** Duty Handgun

**MAY** New Gun Guide

**JUNE** Concealed-Carry Handgun/  
Euro 2016 Insert

**JULY** Modern Sporting Rifle/Optics Guide

**AUGUST** Personal-Defense Handgun/  
Knife Guide

**SEPTEMBER** Tactical Bolt-Action Rifle

**OCTOBER** Concealed-Carry Handgun

**NOVEMBER** Modern Sporting Rifle/  
Holiday Gift Guide

**DECEMBER** Duty Handgun

Subject to change

# 2016 DISPLAY RATES



	1X	3X	6X	9X	12X
<b>COVERS</b>					
COVER 2	\$3,940	\$3,820	\$3,710	\$3,600	\$3,490
COVER 3	3,370	3,275	3,175	3,070	2,985
COVER 4	4,055	3,920	3,810	3,695	3,580
<b>FOUR-COLOR</b>					
PAGE	\$3,370	\$3,275	\$3,175	\$3,070	\$2,985
2/3	2,940	2,860	2,765	2,680	2,610
1/2	1,885	1,835	1,775	1,730	1,670
1/3	1,420	1,385	1,340	1,300	1,255
<b>MARKETPLACE</b>					
1/4	\$1,015	\$990	\$960	\$930	\$900
1/6	680	665	650	625	610
1/12	215	210	200	195	190
1/24	210	200	190	180	160
1 INCH	105	100	95	90	80



## SHOOTING SPORTS USA

### *PUTTING COMPETITIVE SHOOTERS ON TARGET*

Over 100,000 competitive shooters read and share the modern-day digital edition of Shooting Sports USA every month for reviews of current firearm technology, what the winners are using and strategies for excellence on the firing line. Shooting Sports USA covers all shooting disciplines, features both big-name and local club shooters, and promotes the competitive shooting sports by listings thousands of upcoming matches nationwide. Each issue features reports for NRA-sanctioned matches and local club shoots, as well as product reviews.

Total Audience 100,000+

Men	65%
Men 25-54	35%

Target shooters spend \$9.9 billion a year\*

\*Source: NSSF

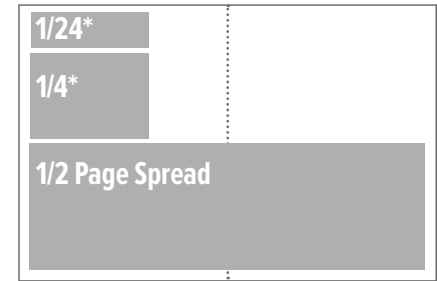
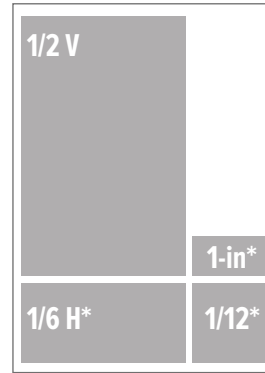
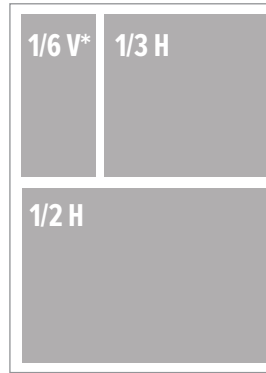
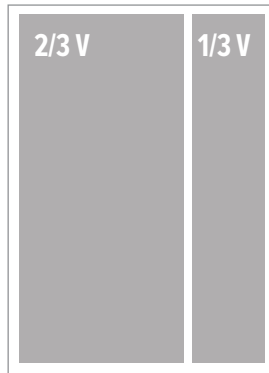
## Editorial Calendar

- |                                                |                                               |
|------------------------------------------------|-----------------------------------------------|
| <b>JANUARY</b> NRA World Shooting Championship | <b>JULY</b> Bianchi Cup                       |
| <b>FEBRUARY</b> Black Powder Target Rifle      | <b>AUGUST</b> Vintage Rifle Competition       |
| <b>MARCH</b> SHOT Show Products                | <b>SEPTEMBER</b> National Pistol Championship |
| <b>APRIL</b> Silhouette Championships          | <b>OCTOBER</b> National Rifle Championship    |
| <b>MAY</b> Intercollegiate Competition         | <b>NOVEMBER</b> National Police Championship  |
| <b>JUNE</b> Interservice Matches               | <b>DECEMBER</b> Annual Cover Contest          |

*Subject to change*

# NRA MAGAZINE SPECIFICATIONS

Submit ads to: [www.adshuttle.com/nrapubsadexpressway](http://www.adshuttle.com/nrapubsadexpressway)

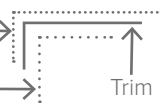


## MECHANICAL SIZES All measurements are W" x H" (No Island ads accepted)

### BLEED ADS (Trim size below)

TWO-PAGE SPREAD	15.25" X 10.5"
FULL PAGE	7.625" X 10.5"
2/3 PAGE VERTICAL	4.9375" X 10.5"
1/2 PAGE SPREAD	15.25" X 5.25"
1/2 PAGE HORIZONTAL	7.625" X 5.25"

Add .125" to all sides for the bleed.



Text safe area is within .25" of the trim on all sides.

Offset crop marks minimum .1875" from trim.

### NON-BLEED ADS

TWO-PAGE SPREAD	14.375" x 9.625"
FULL PAGE	6.75" x 9.625"
2/3 VERTICAL	4.4375" x 9.625"
1/2 PAGE SPREAD	14.375" x 4.75"
1/2 PAGE	6.75" x 4.75" H / 4.4375" x 7.1875" V
1/3 PAGE	4.4375" x 4.75" H / 2.125" x 9.625" V
1/4 PAGE*	4.4375" x 3.5313"
1/6 PAGE*	4.4375" x 2.3125" H / 2.125" x 4.75" V
1/12*	2.125" x 2.3125"
1/24*	4.4375" x 1"
1" DISPLAY*	2.125" x 1"

\* Marketplace

### MATERIAL DEADLINE (AD CLOSE) DATES:

JANUARY	10/15/15	MAY	2/15/16	SEPTEMBER	6/15/16
FEBRUARY	11/15/15	JUNE	3/15/16	OCTOBER	7/15/16
MARCH	12/15/15	JULY	4/15/16	NOVEMBER	8/15/16
APRIL	01/15/16	AUGUST	5/15/16	DECEMBER	9/15/16

No corrections or cancellations after ad close.

The National Rifle Association is not responsible for printed results if file requirements are not followed and reserves the right to reject any advertising for any reason at any time.

### GENERAL CONDITIONS

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, agency and advertiser agree to indemnify and hold harmless the publisher against any expense or loss by any reason of any claims arising out of publication.

For questions regarding advertising material, mechanical specifications or ad submission, call the Production Department at (703) 267-1373 or (703) 267-1381.

**Printing:** Web offset

**Binding:** Saddle-stitch

**Trim size:** 7.625" x 10.5"

**File type:** PDF/X-1a. **CMYK only.** No RGB, Spot Process or Pantone colors. **Maximum ink density not to exceed 280%.**

**Proof:** A content proof is required with every ad, i.e. Kodak, Fuji, Epson. Follow SWOP standard specifications. Digital and proof recommendation: 150 lpi (lines per inch).



ONLINE BRANDS / E-NEWSLETTERS



*Conservation*

ONLINE BRANDS



[www.americanrifleman.org](http://www.americanrifleman.org)

3.5 million total monthly impressions at .26% CTR



[www.americanhunter.org](http://www.americanhunter.org)

836,000 total monthly impressions at .7% CTR



[www.americas1stfreedom.org](http://www.americas1stfreedom.org)

**BRAND NEW!**



[www.shootingillustrated.com](http://www.shootingillustrated.com)

680,000 total monthly impressions at .23% CTR



[www.shootingsportsusa.com](http://www.shootingsportsusa.com)

**BRAND NEW!**



[www.nrafamily.org](http://www.nrafamily.org)

110,000 total monthly impressions at .3% CTR

# NRA WEB SPECIFICATIONS

Submit ads to: **Online advertising trafficker** | [web\\_production@nrahq.org](mailto:web_production@nrahq.org) | **Phone: 703-267-1330** | **Contact your sales representative for pricing.**

## GENERAL CONDITIONS

- Run-of-Network advertising across all NRA Publications websites.
- Two ad sizes and three creatives per page.

## GENERAL REQUIREMENTS

- Submit creative five working days prior to campaign launch.
- 1 pixel border required to differentiate from background.
- Run-of-Network

## SUBMISSION REQUIREMENTS

**File Size:** Static < 40k | Animated < 50k

### File Formats

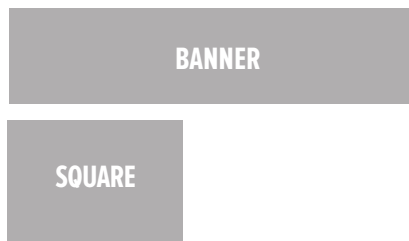
- Static images (.jpg/.gif/.png) - 5 loop maximum, up to 10 second animation maximum, whichever comes first
- Flash (.swf) - Must use clickTAG (case-sensitive), DO NOT embed URL. Flash version 6-10 accepted. up to 10 second animation
- SWF files require an alternate JPG/GIF image to be provided with all Flash creative in the event that the user's browser is not supported.

## MECHANICAL SIZES

All measurements are W" x H"

**BANNER**  
**SQUARE**

728p x 90p  
300p x 250p



We Accept most 3rd Party Vendors | 3rd party tags must be active at the time of submission

*The National Rifle Association is not responsible for viewable results if file requirements are not followed and reserves the right to reject any advertising for any reason at any time.*







NRA COUNTRY

BRIDGESTONE ARENA



BRIDGESTONE ARENA



NRA THIS IS NEW COUNTRY NRA



PARKING

Ryman Auditorium

PARKING





*Lifestyle*

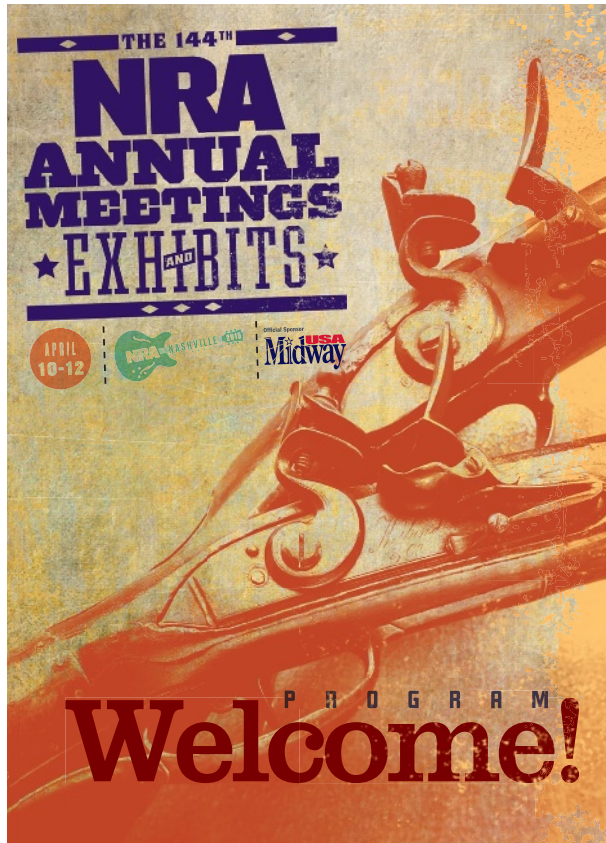
# NRA ANNUAL CONVENTION GUIDE

Join us at the **NRA Annual Meetings!**  
Louisville, KY • May 20-22, 2016

**Ad close: March 15, 2016**

Every spring, America's most dedicated shooters and hunters come together for the NRA Annual Meetings & Exhibits in a rousing celebration of firearm freedom. These folks who share traditional values and shooting sports lifestyles are drawn by an extensive array of activities and attractions, including acres of guns and gear in the grand Exhibit Hall. Quite literally, this is the country's biggest and best outdoors sports show, affording exhibitors unparalleled opportunities to interact with core customers. The Convention Guide, distributed free to all attendees, showcases this very special marketplace and provides tremendous exposure for advertisers.

Average Annual Attendance **80,000+**



# 2016 DISPLAY RATES

## COVERS

COVER 2	\$4,300
COVER 3	3,750
COVER 4	4,500

## FOUR-COLOR

2 PAGE SPREAD	\$7,000
FULL PAGE	3,750
1/2 PAGE SPREAD	3,750
1/2 PAGE	1,975

## MARKETPLACE

1/8 PAGE	\$500
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## GENERAL CONDITIONS

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, agency and advertiser agree to indemnify and hold harmless the publisher against any expense or loss by any reason of any claims arising out of publication.

For questions regarding advertising material, mechanical specifications or ad submission, call the Production Department at (703) 267-1373 or (703) 267-1381.

*The National Rifle Association is not responsible for printed results if file requirements are not followed and reserves the right to reject any advertising for any reason at any time.*

# NRA CONVENTION GUIDE SPECIFICATIONS

Submit ads to: [www.adshuttle.com/nrapubsadexpressway](http://www.adshuttle.com/nrapubsadexpressway)

**Printing:** Sheet-fed / Direct-to-Plate / DIGITAL FILES ONLY

**Binding:** Perfect Bound (1/4" spine)

**MECHANICAL SIZES** All measurements are W" x H"

**BLEED ADS** (Trim size below)

<b>2-PAGE SPREAD</b>	12" X 8.375"
<b>FULL PAGE</b>	6" X 8.375"
<b>1/2 PAGE SPREAD</b>	12" X 4.25"
<b>1/2 PAGE</b>	6" X 4.25"

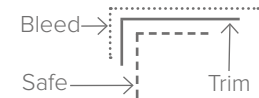
**NON-BLEED ADS**

<b>2-PAGE SPREAD</b>	11.5" X 7.875"
<b>FULL PAGE</b>	5.5" X 7.875"
<b>1/2 PAGE SPREAD</b>	11.5" X 3.75"
<b>1/2 PAGE</b>	5.5" X 3.75"
<b>1/8 PAGE</b>	2.667" X 1.8413"

**ADD .25" TO ALL SIDES FOR BLEED**

**TEXT SAFE AREA IS WITHIN .25"** of the trim size on all sides.

Offset crop marks minimum .1875" from trim.



**File type:**

**PDF/X-1a. CMYK only.**

No RGB, Spot Process or Pantone colors.

**Maximum ink density not to exceed 280%.**

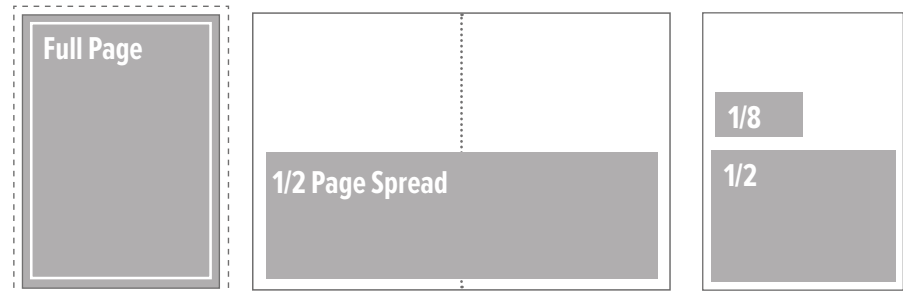
**Coupons ads are not accepted.**

**Proof:**

A content proof is required with every ad, i.e. Kodak, Fuji, Epson.

Follow SWOP standard specifications.

Digital and proof recommendation:  
150 lpi (lines per inch).



## **NRA PUBLICATIONS**

**Doug Hamlin** | Executive Director

**Chip Lohman** | Deputy Executive Director

**John Zent** | Editorial Director

### **PRODUCTION & ADVERTISING OPERATIONS**

Director | **Michael Sanford**

Advertising & Marketing Manager | **James Handlon**

Production Manager | **Michelle Kuntz**

Senior Production Coordinator | **Debra Oliveri**

Production Coordinator | **Andrea Myers**

Senior Advertising Coordinator | **Samantha Brown**

Advertising Coordinator | **Tiffany Ngu**

### **EDITORIAL STAFF**

**American Rifleman** | **Mark Keefe IV**, Editor-in-Chief

**American Hunter** | **Scott Olmsted**, Editor-in-Chief

**America's 1<sup>ST</sup> Freedom** | **Mark Chesnut**, Editor

**Shooting Illustrated** | **Ed Friedman**, Editor-in-Chief

**Shooting Sports USA** | **John Parker**, Managing Editor

**NRA Family** | **Wendy LaFever**, Managing Editor

## **ADVERTISING SALES**

### **INTEGRATED MARKETING DIRECTOR**

**Marshall J. Flemion** | (313) 378-3800 | [mflmion@nrahq.org](mailto:mflmion@nrahq.org)

### **EASTERN SALES MANAGER**

**Tony Morrison** | (860) 767-9801 | [tmorrison@nrahq.org](mailto:tmorrison@nrahq.org)

#### **Southeast Sales Executive**

**Stan Yates** | (850) 619-8148 | [syates@nrahq.org](mailto:syates@nrahq.org)

#### **Eastern Direct Sales Executive**

**Rachelle Trout** | (910) 262-0913 | [rtrout@nrahq.org](mailto:rtrout@nrahq.org)

### **WESTERN SALES MANAGER**

**Courtney Olson** | (303) 955-2194 | [courtney.olson@nrahq.org](mailto:courtney.olson@nrahq.org)

#### **Western Sales Executive**

**James O'Neill** | (530) 401-8607 | [joneill@nrahq.org](mailto:joneill@nrahq.org)

#### **Midwest Sales Executive**

**Tim Hamill** | (231) 360-6434 | [thamill@nrahq.org](mailto:thamill@nrahq.org)

#### **Western Direct Sales Executive**

**Debbie O'Connell** | (805) 501-9138 | [doconnell@nrahq.org](mailto:doconnell@nrahq.org)

#### **Detroit Advertising Sales**

**Ken Glowacki** | (703) 267-1300

#### **New York Advertising Sales**

**Mike Edison** | (703) 267-1300



## **NRA**Publications

11250 Waples Mill Road ☎ Fairfax, VA 22030-9400 ☎ 703-267-1300

[www.NRAPublications.org](http://www.NRAPublications.org) ☎ [www.nramediakit.com](http://www.nramediakit.com)