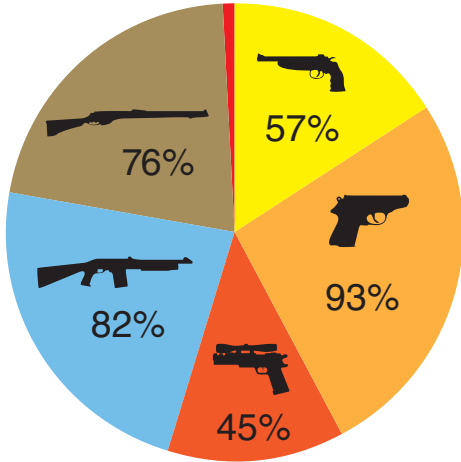


American Handgunner Reader Profile Results From Recent Gun Of The Month Questions.

Q What types of guns do you own?



Self-Defense Handguns: 93%



Rifle: 82%



Shotguns: 76%



Target/Comp: 57%

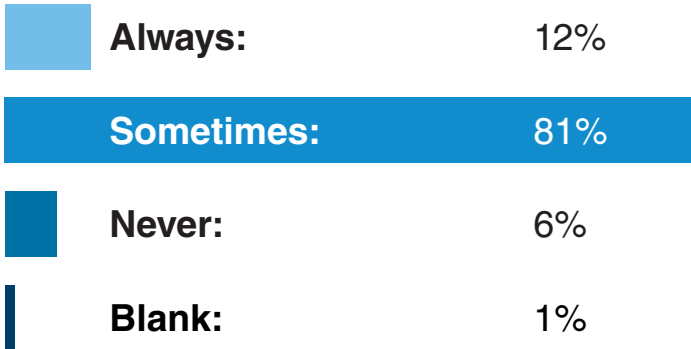


Hunting Handguns: 45%

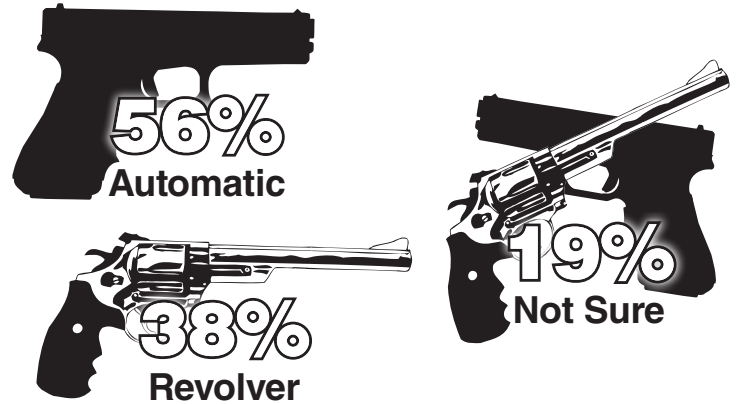


Blank: 2%

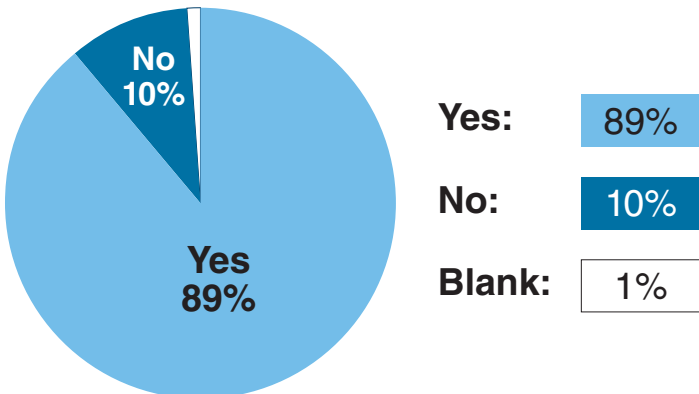
Q Do you use American Handgunner for purchase decisions?



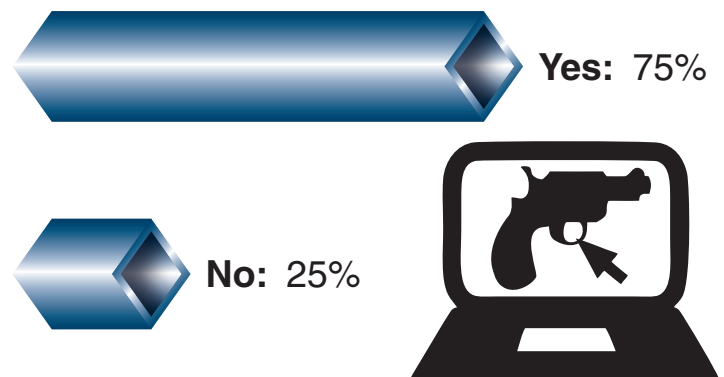
Q Which are you planning to buy in the next 6 months?



Q Have you ever purchased products advertised in American Handgunner?

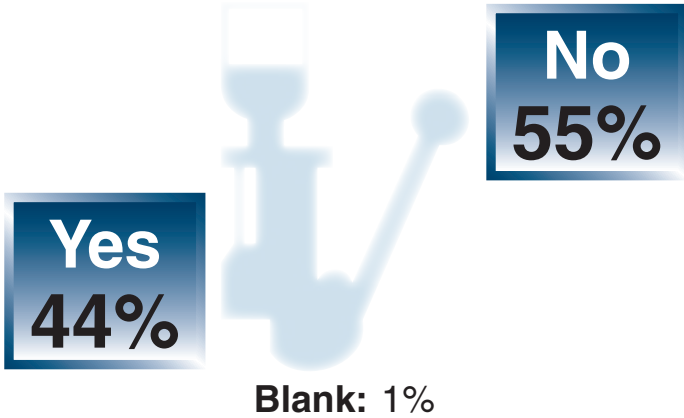


Q Do you buy shooting supplies off the Internet?

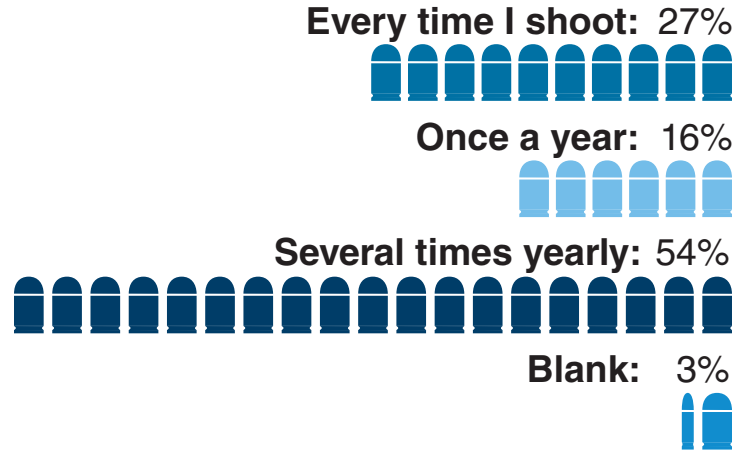


American Handgunner Reader Profile Results From Recent Gun Of The Month Questions.

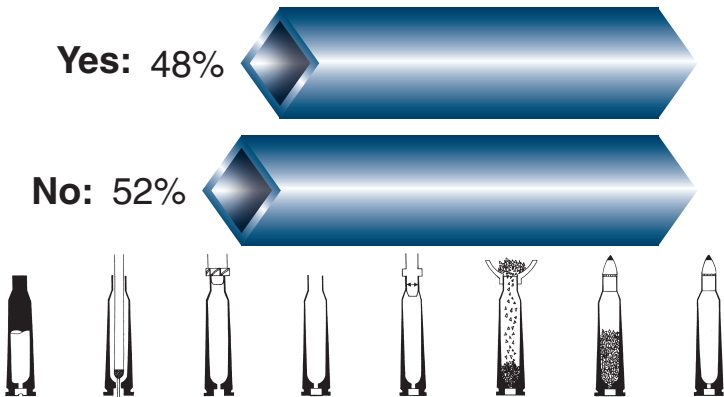
Q Do you reload your own ammo?



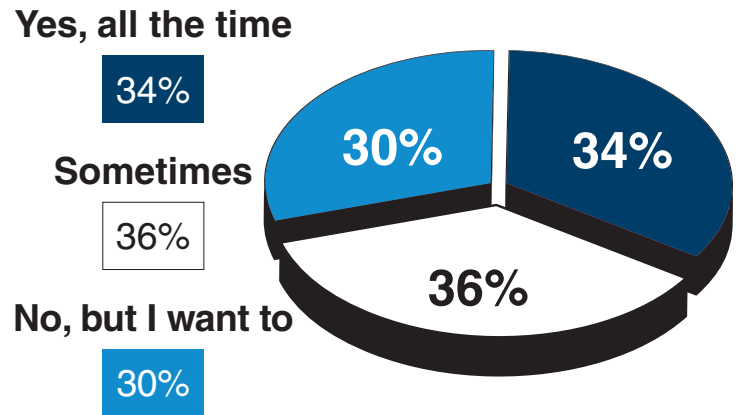
Q How often do you buy factory ammo?



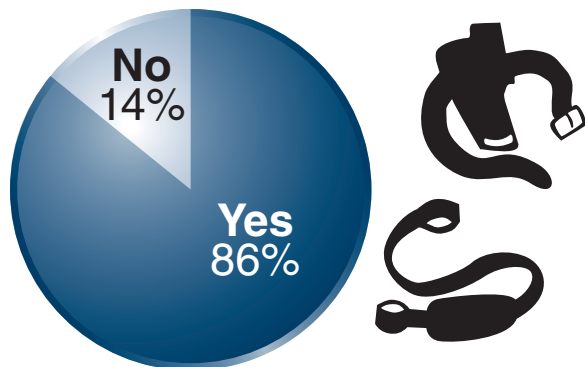
Q Do you plan to reload in the next year?



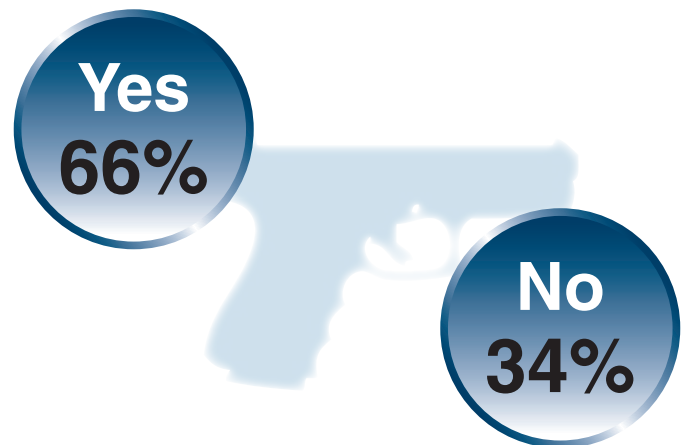
Q Do you carry a concealed gun?



Q Do you plan to purchase a holster or gun carrying accessory in the next 12 months?

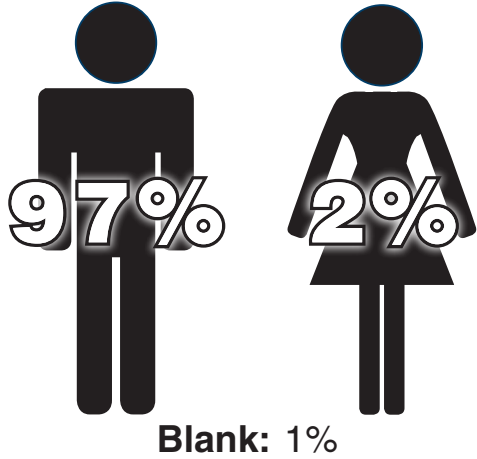


Q Do you own a polymer pistol?

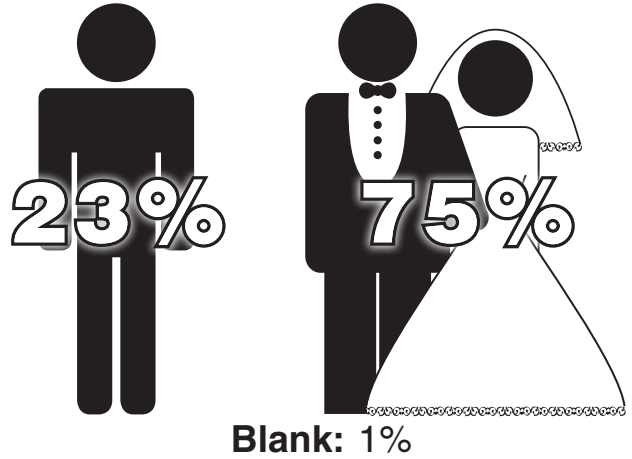


American Handgunner Reader Profile Results From Recent Gun Of The Month Questions.

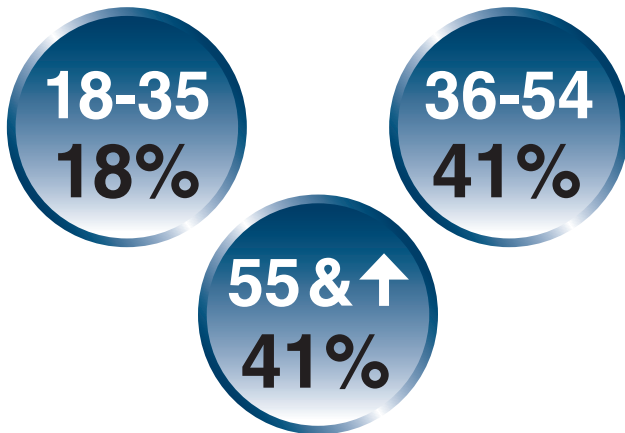
Q What is your gender?



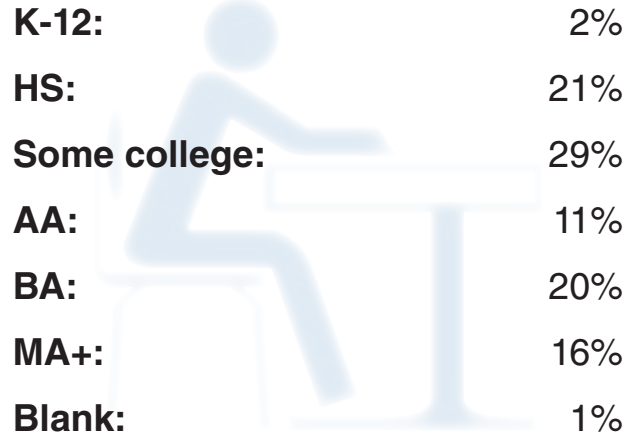
Q What is your marital status?



Q What is your age?



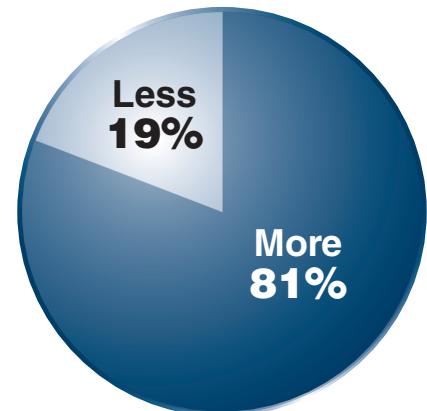
Q What is your education?



Q What is your household income range?

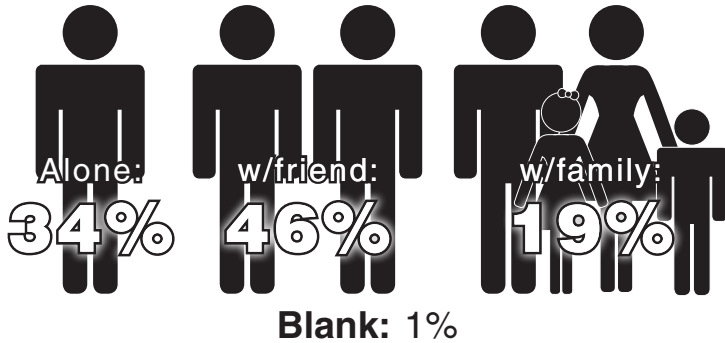


Q Do you plan on spending more or less on shooting supplies this year?

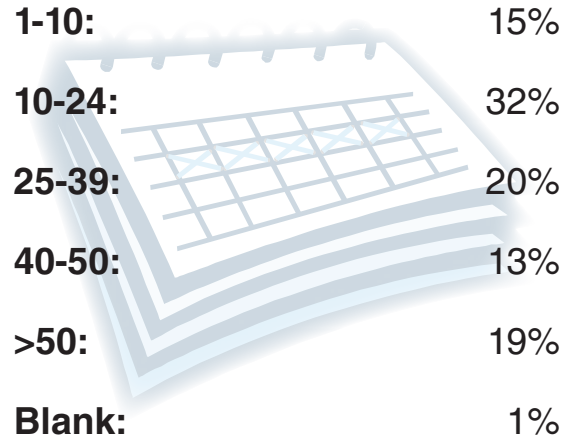


American Handgunner Reader Profile Results From Recent Gun Of The Month Questions.

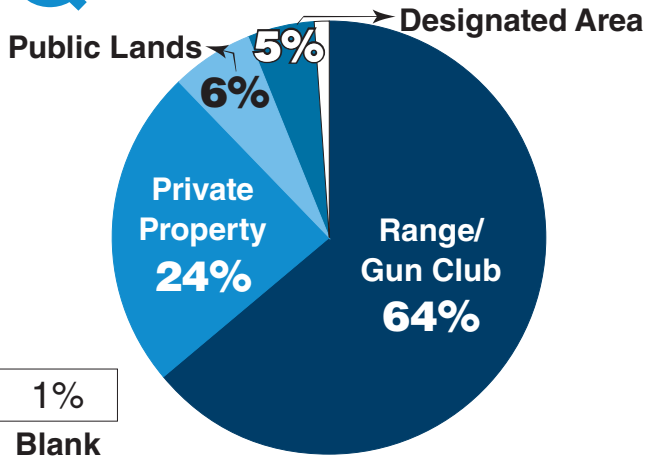
Q Who do you generally shoot with?



Q How many days/year do you shoot?



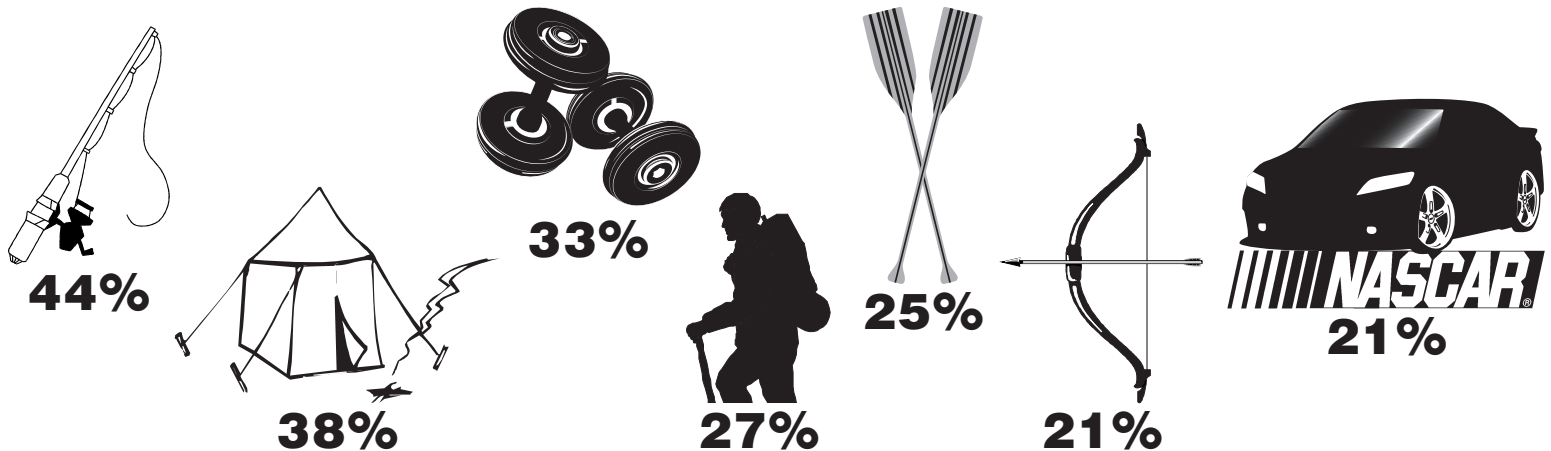
Q Where do you shoot most often?



Q Do you hunt?

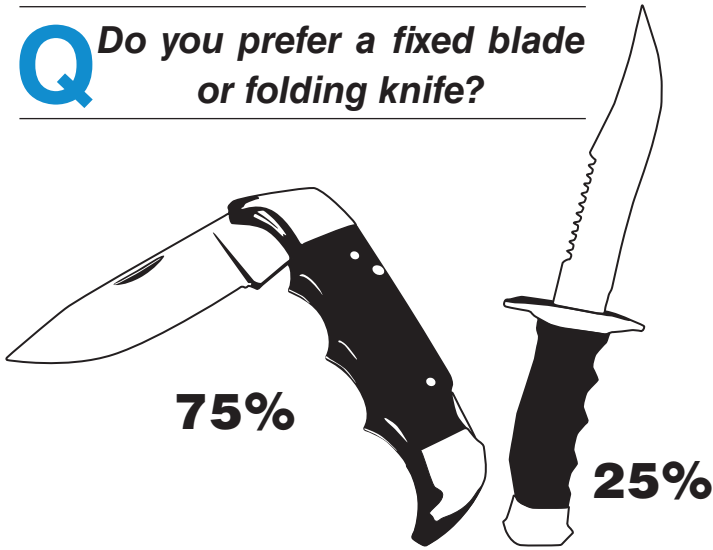


Q What other recreational activities do you take part in?

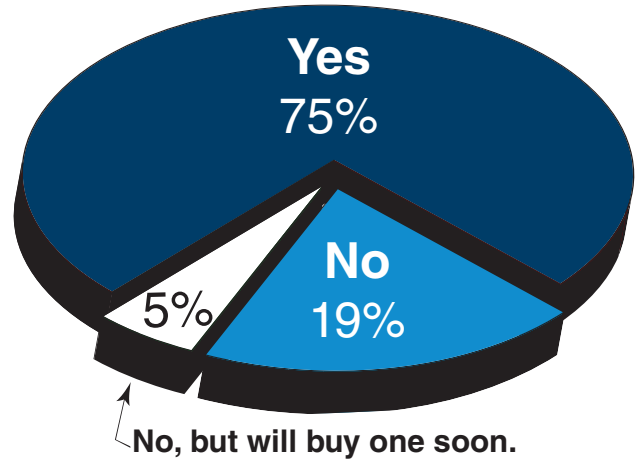


American Handgunner Reader Profile Results From Recent Gun Of The Month Questions.

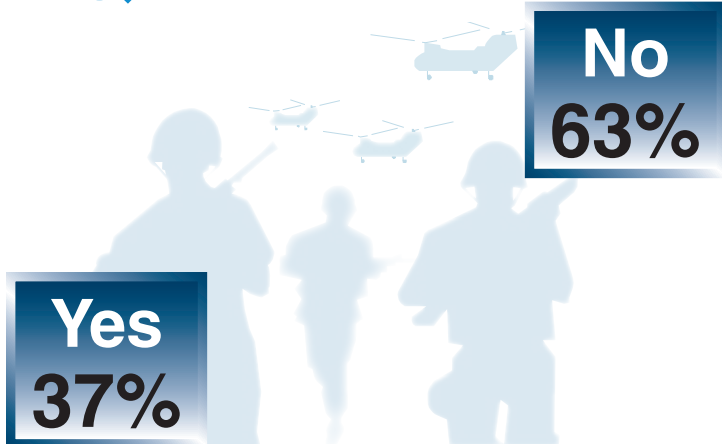
Q Do you prefer a fixed blade or folding knife?



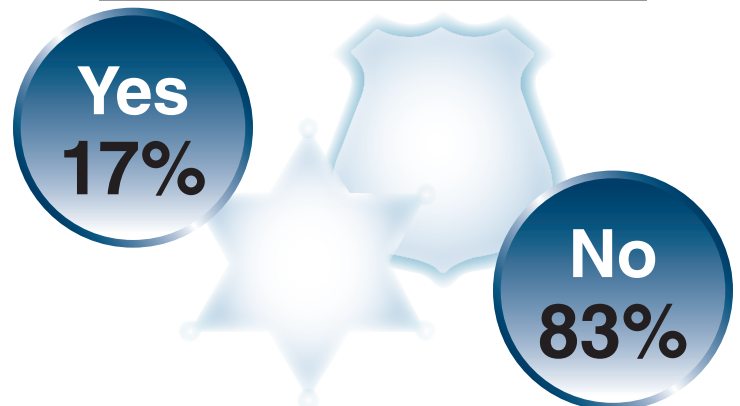
Q Do you carry a knife?



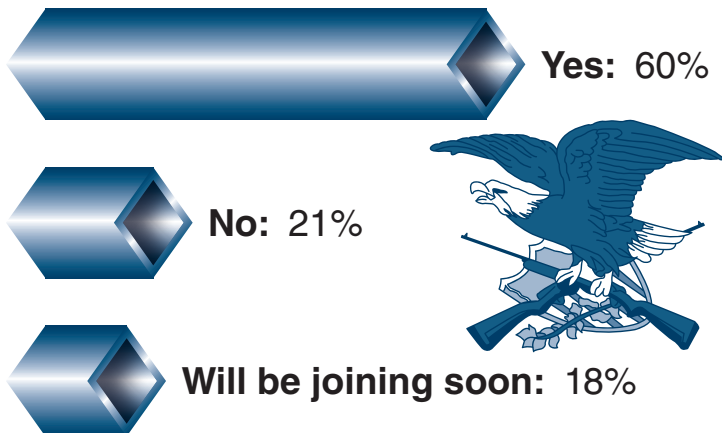
Q Have you served in the military?



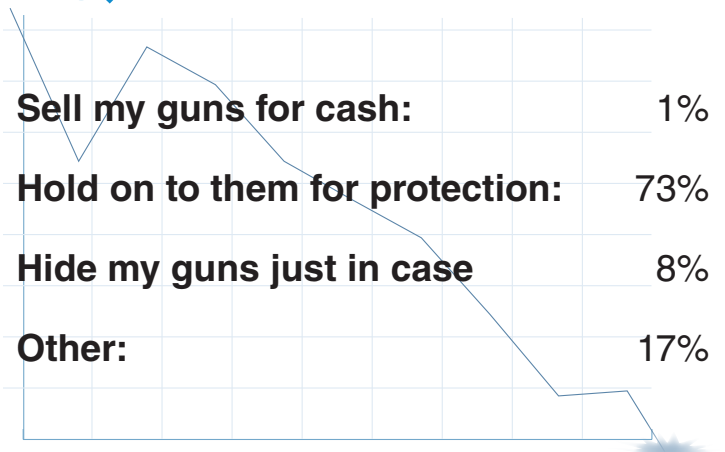
Q Do you have a law enforcement background?



Q Are you a member of the NRA?



Q In this weak economy I might ...



AMERICA'S FIRST... AMERICA'S FINEST



Advertising Manager: Delano Amaguin

Toll-Free: 1-888-732-6461

Fax: 858-605-0208

email: delano.amaguin@fmghq.com

website: www.americanhandgunner.com

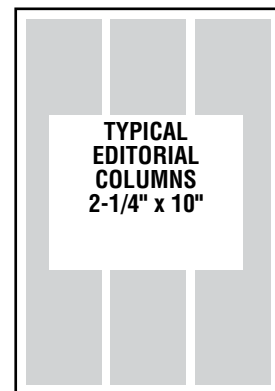
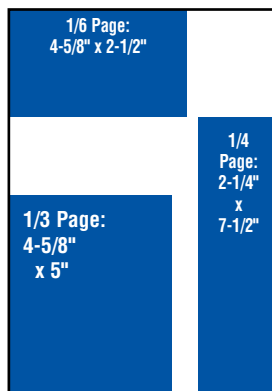
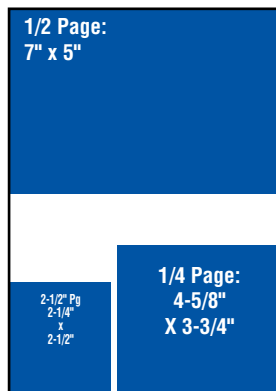
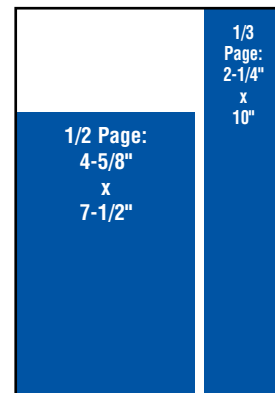
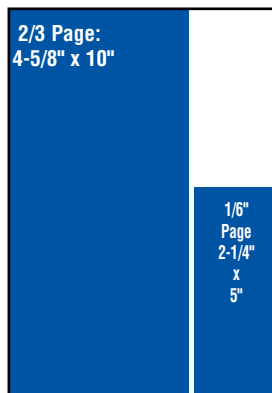
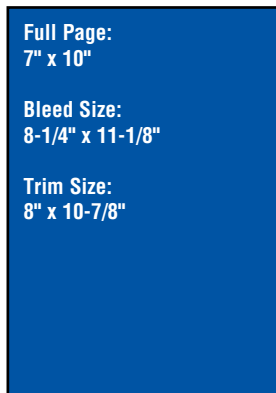
AD SPACE DIMENSIONS

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"
4"	2-1/4"	x	4"
3"	2-1/4"	x	3"
2-1/2"	2-1/4"	x	2-1/2"
2"	2-1/4"	x	2"
1"	2-1/4"	x	1"

NON BLEED UNIT SIZES

JOGS TO HEAD



MATERIAL REQUIREMENTS

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			

- **PREFERRED POSITION:** Add 10% to space rate.
- **BLEED:** Add 10% to space rate.
- **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:** All efforts are made to handle cancellations at no charge up to the MATERIAL DUE DATE. After that date, cancellations cannot be processed.

INSERTS

Inserts, polybagging and tipping are available. Please ask for our special Insert Rate Card. All specifications are included.

CIRCULATION INFORMATION

- **CIRCULATION IS 100% PAID**
- **PUBLISHED 6 TIMES PER YEAR**
- **BASIC SUBSCRIPTION RATE: \$19.75/Year**

Member of Audit Bureau of Circulation. Audit Statements available upon request.



DESCRIPTION OF CIRCULATION: *American Handgunner's* audience is composed of serious, knowledgeable handgun enthusiasts. This upscale audience, while focusing its primary interest in handguns, has demonstrated interest in centerfire and rimfire rifles and shotguns. According to the 2010 Reader Survey, the readership is predominately male (97%), falling primarily over the age of 36, mostly married (75%), earning in excess of \$40,000 annually. *American Handgunner Magazine* has an average paid circulation of 136,780 based on the independent findings of the Audit Bureau of Circulation.

RATE CARD NO. 19

EFFECTIVE: January/February 2007 Issue
PUBLISHER & EDITOR: Roy Huntington
ADVERTISING MANAGER: Delano Amaguin
 Direct Toll-Free Hotline: (888) 732-6461
 Fax Line: (858) 605-0208
 E-mail: delano.amaguin@fmghq.com
 Web Site: www.americanhandgunner.com

• 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. TIF- flattened hi-resolution.

• 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).

GENERAL INFORMATION

- **BINDING:** SADDLE STITCH
- **MAGAZINE TRIMMED SIZE:** 8" x 10-7/8"
- **THREE, 2-1/4" WIDE COLUMNS PER PAGE**
- **LIVE COPY AREA:** 7" x 10"

MAGAZINE SCHEDULE

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

SHIP ORDERS

Attn: Advertising Department
AMERICAN HANDGUNNER
 12345 World Trade Drive • San Diego, CA 92128

SHIP MATERIALS

Attn: Production Department
AMERICAN HANDGUNNER
 12345 World Trade Drive • San Diego, CA 92128
E-mail: production@americanhandgunner.com



AMERICA'S FIRST
AMERICA'S FINEST!





January/February 2016

Closing Date: 9/14/15
Material Due: 9/17/15
Start Ship: 10/25/15
On Sale: 11/09/15

March/April 2016

Closing Date: 11/10/15
Material Due: 11/13/15
Start Ship: 12/27/15
On Sale: 1/11/16

May/June 2016

Closing Date: 1/18/16
Material Due: 1/21/16
Start Ship: 2/28/16
On Sale: 3/14/16

July/August 2016

Closing Date: 3/14/16
Material Due: 3/17/16
Start Ship: 4/24/16
On Sale: 5/09/16

September/October 2016

Closing Date: 5/13/16
Material Due: 5/18/16
Start Ship: 6/26/16
On Sale: 7/11/16

November/December 2016

Closing Date: 7/18/16
Material Due: 7/21/16
Start Ship: 8/28/16
On Sale: 9/12/16

DELANO AMAGUIN, ACCOUNT EXECUTIVE
12345 WORLD TRADE DRIVE,
SAN DIEGO, CA 92128
PHONE: 888-732-6461
FAX: 858-605-0208

EMAIL: DELANO@AMERICANHANDGUNNER.COM

EMAIL ADS TO KEVIN LEWIS AT:

PRODUCTION@AMERICANHANDGUNNER.COM





Avid Handgunners Will Be Looking For Your Sales Message In 2016

In 1976, *American Handgunner* became the first magazine devoted completely to handguns.

Forty years later, America's largest and most enthusiastic group of handgun shooters and sportsmen still reach for *American Handgunner* when they want smart, honest and compelling handgun facts and accessory information.

- **Bonus Digital Version Online Circulation:** Reach thousands of readers who visit past digital version issues — meaning your ad is anti-aging.
- **Open Range:** Highlight your company social media pages, new products, special sales promotions, company message, catalogs and more.
- **SHOT Expanded Distribution:** Thousands of extra copies of the March/April issue will be distributed in Las Vegas at the SHOT Show.

Reach more buyers by ensuring your sales message is included in the 2016 *American Handgunner* lineup.

For online advertising contact:
Tracy Moore
 phone 888-651-7566 • fax 858-605-0205
 tracy@fmgpublications.com



America's First And Best Handgun Magazine

FMG Publications is pleased to announce the 2016 editorial highlights for *American Handgunner* Magazine.

2016 EDITORIAL LINEUP



JANUARY/FEBRUARY

- > Holiday Gift Guide
- > Carry Options
- > Ad Space Deadline: 9-14-15
- > Materials Due: 9-17-15



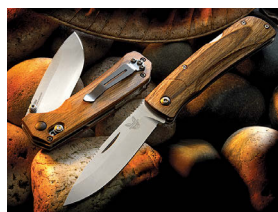
MARCH/APRIL

- > SHOT Show BONUS Issue
- > Ammunition & Handloading
- > New Handguns
- > Ad Space Deadline: 11-10-15
- > Materials Due: 11-13-15



MAY/JUNE

- > All Things 1911
- > Airsoft/Airguns
- > Open Range Showcase
- > Ad Space Deadline: 1-18-16
- > Materials Due: 1-21-16



JULY/AUGUST

- > Knives
- > Gun-Care Techniques & Products
- > Ad Space Deadline: 3-14-16
- > Materials Due: 3-17-16



SEPTEMBER/OCTOBER

- > Optics/Sights
- > Handgun Accessories
- > Ad Space Deadline: 5-13-16
- > Materials Due: 5-18-16



NOVEMBER/DECEMBER

- > Personal Defense/Security
- > Lights & Lasers
- > Open Range Showcase
- > Ad Space Deadline: 7-18-16
- > Materials Due: 7-21-16

For display advertising contact:
Delano Amaguin
 phone 888-732-6461 • fax 858-605-0208
 delano.amaguin@fmghq.com

OPEN RANGE SHOWCASE 2016

SHOW OFF YOUR PRODUCTS IN THE 2016 OPEN RANGE SHOWCASE

This new **Open Range** gives you a variety of options to promote your company and products.

Open Range has been specially designed to allow you to easily communicate with responsive shooting enthusiasts and business professionals.

Use this high-visibility marketing vehicle to raise the profile of your brand. The choice of what you would like to feature is yours.

- **Social Media Links**
- **New Products**
- **Special Sales Promotions**
- **Catalogs**
- **And More!**

The flexibility of **Open Range** allows you to customize any advertising message with color images, descriptive copy, social media alerts and more. Each **Open Range Showcase** will feature six listings per page and will appear in full color.

Send your color image plus offer description (60 words or less) and we'll take care of the rest. Fax or email this reservation form in today.



AMERICAN HANDGUNNER®
GUNS® SHOOTING INDUSTRY
 MAGAZINE MAGAZINE
 FMG Publications
 12345 World Trade Drive
 San Diego, CA 92128

American Handgunner Issues

- May/June 2016 \$850 Closing Date: Jan 18, 2016
- Nov/Dec 2016 \$850 Closing Date: July 18, 2016

GUNS Magazine Issues

- April 2016 \$850 Closing Date: Dec 21, 2015
- October 2016 \$850 Closing Date: June 14, 2016

Shooting Industry Issues

- April 2016 \$650 Closing Date: Feb 23, 2016
- Sept 2016 \$650 Closing Date: Aug 2, 2016

Special Editions

- Personal Defense \$450 Closing Date: Dec 18, 2015
- Concealed Carry \$450 Closing Date: April 19, 2016
- Survive \$450 Closing Date: June 13, 2016

Multi-Issue Rates

- Handgunner \$750 each
- GUNS \$750 each
- Shooting \$550 each
- Special Editions \$350 each

For More Information Contact:

- Delano Amaguin • 888-732-6461**
delano.amaguin@fmghq.com
- Anita Carson • 866-972-4545**
anita@shootingindustry.com
- Tiffany Debbas • 800-553-7780**
tiffany.debbas@fmghq.com
- Raymond Jones • 800-533-7988**
raymond.jones@fmghq.com
- Jeff Severson • 866-903-1199**
jeff.severson@fmghq.com
- Jenipher Borum • 888-315-3646**
jenipher.borum@fmghq.com

Name _____

Company _____

Phone _____

Fax _____

E-mail _____

Signature _____



ADVERTISING INSERTION ORDER

PLEASE SIGN AND FAX OR EMAIL COMPLETED FORM TO:

Delano Amaguin

delano.amaguin@fmghq.com • Fax (858) 605-0208 • Phone (888) 732-6461

12345 World Trade Drive, San Diego, CA 92128



ADVERTISER _____ Date _____
 Company Name _____
 Billing Address _____
 City _____ State _____
 Country _____ Zip _____
 Phone _____ Fax _____
 Contact Name _____
 Email _____
 Website _____

AGENCY _____
 Company Name _____
 Billing Address _____
 City _____ State _____
 Country _____ Zip _____
 Phone _____ Fax _____
 Contact Name _____
 Email _____
INVOICE TO: Advertiser Agency

AD MATERIALS

Supplying new (PDF/X-1A, TIFF 300 dpi)
 Pick up ad (issue date) _____
 Material Contact Name _____

SPECIAL REQUESTS:

 Email _____

Issue 2016	Ad Close	Ad Due	Ad Size	Ad Shape	Ad Color	Gross Rate	Net Rate
<input type="radio"/> January/ February				(H) (V) (SQ)	(4C) (2C) (BW)	\$	\$
<input type="radio"/> March/ April				(H) (V) (SQ)	(4C) (2C) (BW)	\$	\$
<input type="radio"/> May/ June				(H) (V) (SQ)	(4C) (2C) (BW)	\$	\$
<input type="radio"/> July/ August				(H) (V) (SQ)	(4C) (2C) (BW)	\$	\$
<input type="radio"/> September/ October				(H) (V) (SQ)	(4C) (2C) (BW)	\$	\$
<input type="radio"/> November/ December				(H) (V) (SQ)	(4C) (2C) (BW)	\$	\$

Advertisement authorized by:

Name _____ Company _____

Signature _____ Date _____

ADV. _____ AGCY. _____ REP. _____
 CARD # _____ FREQ. _____ DISC. _____ ADV-MGR. _____
 BILLING _____



A classified listing or display ad in *American Handgunner* is the most prestigious way to reach the audience most likely to buy what you're selling. The full color photos and in-depth information in *Handgunner* puts readers in the mood to buy.

To have your classified display ad or listing included in the *Handgunner* classified advertisers section, just complete the following information. Be sure to check the issue(s) you wish your display ad or listing to appear in. Also check the category your product or service is to be listed under. You can change your listing copy any way, any time you like before the deadline date, as long as the changes are the same number of words or less. Listing changes with additional words will be charged the per word rate.

Advertiser _____
 Contact _____
 Address _____
 Phone _____
 E-mail _____
 Signature _____

CLASSIFIED DISPLAY AD DIMENSIONS

SPACE	WIDTH	X	LENGTH
1"	2-1/4"	X	1"
2"	2-1/4"	X	2"
2-1/2"	2-1/4"	X	2-1/2"
3"	2-1/4"	X	3"

SCHEDULE

PLEASE CHECK ISSUE(S):

- Jan/Feb DUE OCT 1
 March/April DUE DEC 1
 May/June DUE FEB 1
 July/Aug DUE APRIL 1
 Sept/Oct DUE JUNE 1
 Nov/Dec DUE AUG 1

CATEGORY

PLEASE CHECK ONE: FOR DISPLAY AND LISTINGS ADS

- | | |
|---|---|
| <input type="checkbox"/> ACCESSORIES | <input type="checkbox"/> GUNS FOR SALE |
| <input type="checkbox"/> AMMUNITION | <input type="checkbox"/> GUN PARTS |
| <input type="checkbox"/> BOOKS | <input type="checkbox"/> GUNSMITHING |
| <input type="checkbox"/> BUSINESS OPPORTUNITY | <input type="checkbox"/> INSTRUCTION |
| <input type="checkbox"/> COLLECTORS | <input type="checkbox"/> KNIVES & SWORDS |
| <input type="checkbox"/> EMBLEMS & INSIGNIA | <input type="checkbox"/> LEATHERCRAFT |
| <input type="checkbox"/> FIREWORKS | <input type="checkbox"/> MILITARIA |
| <input type="checkbox"/> FOR SALE | <input type="checkbox"/> POLICE EQUIPMENT |

MECHANICAL REQUIREMENTS

DISPLAY AD SPACE: Provide EPS, TIFF or PDF files

CLASSIFIED LISTING: Complete "listing copy" section on the order card.

PICTURE / LOGO ADS: Provide picture and/or logo.

LISTING COPY: Please type or print the desired copy for your listing on an additional sheet of paper and e-mail it along with this order form. Please note: Copy will appear exactly as you have submitted it.

Send Art, Orders And Make Payments To:

Publishers Development Corp.
 12345 World Trade Drive, San Diego, CA 92128
 phone: 858-605-0235 • fax: 858-605-0247
 e-mail: classads@fmpublications.com

CLASSIFIED DISPLAY AD RATES

SPACE	1X	3X	6X
1"	\$160	\$155	\$145
2"	315	300	285
2-1/2"	385	365	345
3"	455	435	415

DISPLAY PAYMENT INFORMATION

PLEASE CHECK AD SIZE:

- 1" 2" 2-1/2" 3"

Total number issues _____ X \$ _____ per issue = \$ _____

TOTAL AMOUNT DUE: \$ _____

- Check/MO Enclosed VISA/MC/DISCOVER/AMERICAN EXP.

CARD NO. _____

Exp. Date _____ Signature _____

CLASSIFIED LISTING RATES

ISSUE	1X	3X
STANDARD TYPE:	\$ 2.00 PER WORD	\$1.50 PER WORD
BOLD TYPE: (Additional)	\$1.00 PER WORD	\$1.00 PER WORD
MINIMUM CHARGE: \$ 40.00		

LISTING PAYMENT INFORMATION

One Time @ \$2.00 / word X _____ words = \$ _____

Three Times @ \$1.50 / word X _____ words = \$ _____

Bold Type @ \$1.00 / word X _____ words = \$ _____

TOTAL AMOUNT DUE: \$ _____

- Check/MO Enclosed VISA/MC/DISCOVER/AMERICAN EXP.

CARD NO. _____

Exp. Date _____ Signature _____



2016 SALES & MARKETING GUIDE



WELCOME TO THE 2016 ADVERTISING & MARKETING GUIDE

You have been selected to receive the 2016 Advertising & Marketing Guide, a comprehensive media resource documenting why print advertising continues to work in this ever changing integrated media world. If you're looking for facts to support your 2014 media decisions, you'll find them among the findings from more than a dozen studies cited in the year's Guide. If you have questions related to how to best support the integrated communications program, the 2014 Guide is packed with information and insight. If you simply want more guidance on today's changing media options, check out the research in this thorough advertising resource.



Leupold & Stevens *DeltaPoint 2*

If you've ever thought about any of the following questions, the 2016 Guide is ideal for you.

How many different media should be part of the integrated advertising program?.....	4
How do I enhance the effectiveness of my online marketing program?.....	5
What is the difference between search and qualified search?.....	5
How can I ensure that buyers are receptive to contact by salespeople?.....	5
How can I ensure that new prospects in the market learn about my products?.....	6
How often do buyers who claim they intend to purchase the product, actually make that purchase?.....	7
What is the number one influence on business and personal online purchases?.....	7
Am I investing the "right" amount of funds in print advertising?.....	7
During which purchasing stages do publications have the greatest influence?.....	8
With the many changes impacting advertising media options, has the amount of time buyers spend reading publications increased or decreased since 2001?.....	9
Do higher level buyers and executives have time to spend with print?.....	9
What is the purchase funnel?.....	10
Do publications score well on engagement dimensions?.....	11
Why are buyers receptive to advertising in publications?.....	11



MEDIA SUCCESS FOR 2016

PARTNERSHIP | Media integration will be critical to success in 2016. Print is the key to a successful integrated program.

PAYBACK | Every advertising dollar is scrutinized more than ever before. Print continues to generate the returns demanded by leading advertisers.

PERFORMANCE | Print is a priority for advertisers because it continues to outperform other media as well as enhance the performance of these media.

PROMINENCE | Prominent advertising leaders prefer print as do the buyers these advertisers need to reach.

Easton Axis

The 2016 Advertising & Marketing Guide explores the special advantages that print advertising offers throughout the coming year.

SECTION 1 **Print As A Partner** **4 & 5**
Print remains the powerhouse of the integrated program, enhancing the effectiveness of the other dynamic media options that advertisers use.

SECTION 2 **Print As A Producer** **6 & 7**
Print generates a significant payback to advertisers and numerous studies document that it warrants a significant investment.

SECTION 3 **Print Is The Priority** **8 & 9**
Buyers continue to read publications extensively and engagement with the medium is at a highpoint.

SECTION 4 **Print Builds Prominence** **10 & 11**
Publications excel at optimizing advertiser prominence and influence during all stages of the purchasing funnel.

PRINT AS A PARTNER

TRADITION | Print has long been the preferred medium for buyers and decision makers.

INTEGRATION | Print not only delivers a powerful payback to advertisers, it actually enhances the performance of other media in the integrated program.

PERFORMANCE | Even with the emergence of online and digital marketing options, print remains the powerhouse of the integrated communications program.



CCI Suppressor 22 Long Rifle Ammo

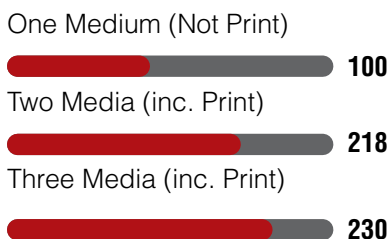
Print advertising partners with all the major media to optimize the effectiveness of the integrated program

While the impact of online and digital media continues to grow, it still remains a small portion of the entire integrated communications program. Print remains the powerhouse of the integrated program, supporting and enhancing the effectiveness of trade shows, the Internet, events, e-newsletters, direct mail and all the other dynamic media options that advertisers use. Print remains the energy source upon which all other media plans are built. In this time of extensive online advertising, a successful online strategy still begins with a hard-hitting, offline print campaign.

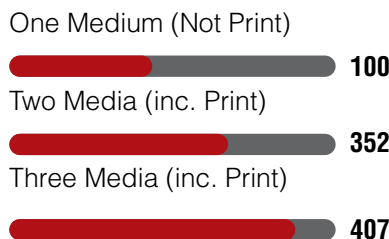
More is better than less.

It's a proven fact. Two media outperform one. Three outperform two. This holds true for the areas of awareness, brand favorability and purchase intent. In fact, according to a series of Crossmedia Studies conducted between 2004 and 2007, whenever publication advertising was added to the integrated program, the impact was significantly favorable. Cohesive, integrated programs reach more buyers, influence more decision makers, and result in the sale of more products. The key to success is to make print the lead medium in the integrated program.

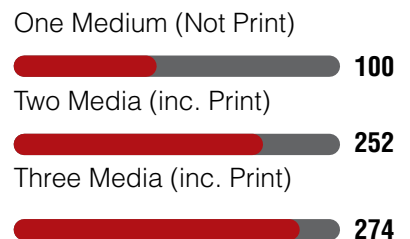
AWARENESS



BRAND FAVORABILITY



PURCHASE INTENT





INTEGRATED CAMPAIGNS ARE MORE MEMORABLE AND RECOGNIZABLE

85% of marketers agree

"Our firm gets more qualified buyers when we integrate industry specific media like print with online media like web ads and sponsored links."

91% of buyers agree

"It's easier for me to recognize or remember a company's brand or products/services when I see messages in multi-media such as publications, online, or at events."

Online Success Starts Offline

According to an American Advertising Federation survey, marketers ranked publications the number one, most effective vehicle for driving buyers online — more than eight percentage points higher than the second-ranked medium. BIG Research uncovered similar findings in a study that ranked publications number one of the top 10 media that drive buyers to search online. Publications prompt more searchers, more often.

Print Ads Stimulate Web Visits

A series of nine studies analyzed the difference in web traffic among buyers exposed to print advertising compared to those not exposed to the ads. The findings were significant! Advertisers enjoyed a 40% lift in web traffic among buyers exposed to the print ads. While publications build web traffic, publication advertising does so dramatically.

URLs Send Buyers To Your Site

Publications and publication advertising are consistently the top triggers sending buyers online, regardless if the advertising included a URL. Findings indicate that including a URL in an ad actually triples the percentage change in visits.

Qualified, Better Prospects

A study conducted by Juniper research documented offline sources that drive qualified traffic to websites. Qualified traffic is comprised of buyers that make a purchase after conducting an online search. The study found that publication ads were the number one offline source to drive qualified traffic to websites.

PRINT & SALESPEOPLE A POWERFUL TEAM

Print supports the ongoing efforts of the sales team, too. Eight out of ten buyers agree that they are more receptive to salespeople when they first learn about the product through advertising.

The two leading media for helping buyers become more aware of new products are print and trade shows. Additionally, marketers agree that print and websites should be a part of the sales initiative to support the efforts of the sales team. Publication advertising introduces your product offering to qualified prospects, so that salespeople can return to the business of closing sales.

80%

of buyers want to learn about the product before talking to a salesperson. Print initiates that conversation.

88%

of marketers say that publications and websites should be a part of the sales initiative. Print supports the sales team.

Nikon Monarch 7



PRINT AS A PRODUCER

SCRUTINY | Never before has the advertising dollar gone under such a tough analysis. Every dollar invested in advertising is observed, examined, researched and reconsidered. Print continues to produce, even under tough scrutiny.

RESULTS | Publication advertising generates leads, builds purchase intent and remains the number one influence on making a purchase.

COMMITMENT | While print advertising is generating results and producing more, recent findings reveal that marketers are allocating much less print than is warranted by its performance.

Print advertising is a proven producer that warrants a significant investment from advertisers.

Marketers demand even greater returns from advertising today, and print continues to meet those high demands and generate significant returns. Advertisers would typically experience an even greater payback from print, if they invested the funds as recommended by leading independent media studies that call for a greater print allocation. Print generates significant returns, and it warrants a significant investment.

SAR Arms 109T



Leading The Way!

Print effectively reaches decision makers in the market and motivates them to action. Nine out of ten claim they took some type of action (from requesting more info to buying the advertised product) after exposure to advertising.

Eight out of ten go to the web to find out more, or they use another means to request more information. Print was ranked number one as the source most often used to learn about new products.

85%

of decision makers take some action after exposure to print advertising

After exposure to print advertising

Search web for more information **79%**

Request more information **77%**

TOP 5 SOURCES

1. Business Publications
2. Business Websites
3. Trade Shows
4. Conferences
5. E-Newsletters



Crosman SX3 Long Beard

The Stage When Buyers Take Action

When it comes to building purchase intent — the stage in which the buyer is most likely to buy the product — publication ads are far superior to other advertising options. In fact, a Marketing Evolution study revealed that publications increased purchase intent more than double the next highest medium.

A follow-up study analyzed if these buyers were seriously “intent” on making a purchase. Eighty-four percent actually purchased the product category; 61% purchased the actual brand/product. That means that publications not only stimulate buyers to seriously consider the product, but that they motivate the vast majority to actually make the decision to buy the brand or a “like” product.

#1 For Business & Personal Online Purchases

Readers are loyal to their publications. The number one influence driving online business purchases is publications. The number one influence driving online personal purchases is publications. Publication readers are heavy online users, and they are influenced by what they read in the pages of each issue.

23%

increase in publication

Follow-up studies measured the results when marketers implemented the recommended budget increases in publication advertising. The average ROI increased a dramatic 23%. When marketers match their budgets to coincide with the practices of buyers, returns are optimized. Publications are proven producers.

The Ends More Than Justify The Means

Marketers are not allocating to print the funds warranted by the returns generated. Print delivers sizeable returns, yet marketers are allocating their budgets to media that buyers rely on far less.

Nearly half of all buyers claim they will increase their use of business/specialized publications during the coming year. (86% already claim to use them on a regular basis.) But, only 35% of marketers plan to increase their use of print during the coming year. This is a sizeable differential and proves that publications are underutilized.

Accountability Studies Recommend More Print Spending

Dynamic Logic analyzed 32 studies to determine the equity of media spending. The overall conclusion was that publications accounted for a greater contribution to the overall effort, yet received a significantly smaller percentage of the budget. The investment in print should be increased.

Marketing Evolution analyzed a series of 16 accountability studies, the vast majority of which also indicate that marketers should invest greater dollars in print advertising. It was determined that the publication investment should increase as much as 30 points in 11 of the 16 studies. 70% of the studies recommended a reallocation of spending in favor of publications. This compares to 44% of studies recommending a reallocation for online spending.

PRINT IS THE PRIORITY

RELIANCE | Buyers rely on publications to evaluate purchases, grow professionally and personally improve their businesses.

ENGAGEMENT | Buyers are highly involved with their publications. Engaged readers are better prospects.

PREFERENCE | Buyers prefer publications over other media, and they prefer that they carry advertising. This preference makes publications a priority for advertisers, too.

Publications are the number one priority for both buyers and advertisers.

Buyers need and use print on a daily basis. They read publications consistently and engagement with the mediums is at a highpoint. Decision makers at all levels rely on print, but studies reveal that the highest level executives are more likely to read and rely on publications more often. The extensive engagement and interaction with print provides advertisers with a unique selling opportunity. Print should be the priority.

A Job Well Done

Business publications ensure that buyers get the job done and done well. Top executives claim that business publications are the number one medium they rely on to help build their businesses and to perform their jobs better. This reliance on business publications has been consistent since 2001. Building businesses and careers makes print a priority.

Publications Work In All 5 Stages

- Start thinking about purchase
- Begin research
- Narrow down choices
- Make final decision
- Review after purchase

From Start To Finish

Buyers use business publications in all stages of the buying process from beginning to end. In fact, publications were selected as one of the two most helpful media in all 5 buying stages.

Fourteen different media were analyzed. While print is typically considered important in the early stages of the buying process, research now reveals that it is also important during the later stages when the product is bought and the purchase validated.



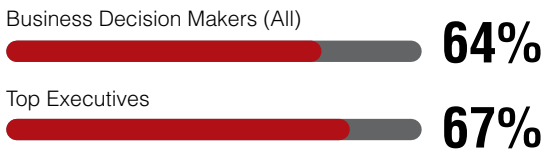
INVOLVED & ENGAGED

Buyers still prefer print because they are more engaged and more involved with publications than they are with any other medium. Buyers rank salespeople and business publications as the “most engaging and involving information sources.” This rank has been consistent since 2001. Among the highest level executives, print is ranked the number one most engaging and involving source, far outpacing the other 12 media and sources ranked. Engagement makes print a priority.

More Issues, Cover To Cover

Think of the time it takes to read three publications per month. Sixty-four percent of business decision makers claim they read three or more titles in the last month. Top executives covet their publications as much or more. Sixty-seven percent of the highest level decision makers claim that they read at least three issues during the past month. Readership makes print a priority.

Read 3 Or More Publications Last Month



Wildview TK24



Valuable Time Invested

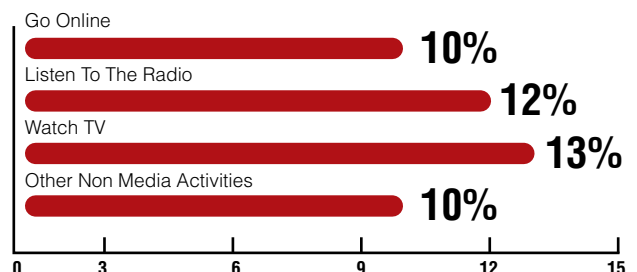
While buyers claim they are time-strapped and pressured, they still invest plenty of time reading publications. Four out of ten buyers claim they have less time to spend with sales representatives, yet the number of buyers who spend three or more hours per week reading publications has doubled since 2001. Today — more than ever before — time really is money, and buyers invest that commodity in reading publications. Value makes print a priority.

Readership and Focus

Advertisers can be assured that buyers are exposed and attentive to their print advertising messages. Fewer readers interact with other media (radio, online, etc) when reading publications than do users of other media. Also, fewer readers engage in other non-media activities while reading publications. Focus makes print a priority.

And, while readers are focused and attentive, they actually prefer that publications carry advertising. Publication readers are 35% more likely to agree that the advertising adds to the enjoyment of the media experience. Publications provide a unique opportunity for advertisers to reach, connect, and build a long-term relationship with key buyers in the marketplace.

READERS WHO ENGAGE IN ACTIVITIES WHILE READING





PRINT BUILDS PROMINENCE

TRUST | When a buyer establishes a relationship with a medium, the opportunity for the advertiser is exceptional. Publications and readers have a relationship based on trust, a relationship on which smart advertisers capitalize.

VALUE | Readers value both the editorial and advertising content of publications. Publications provide value and value-added.

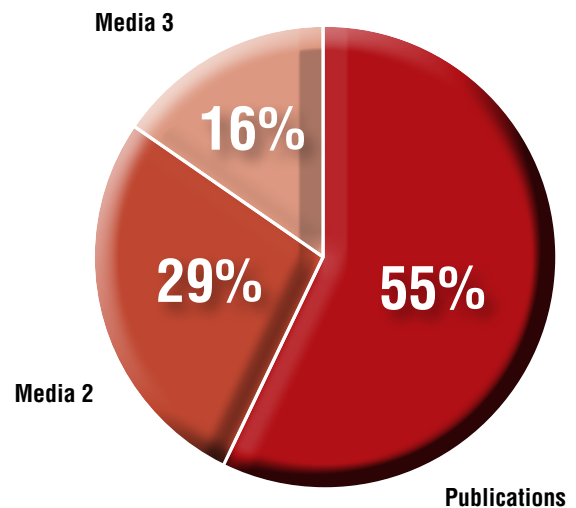
PERFORMANCE | Publications retain their prominence because they consistently deliver results across all stages of the sales process.

Print Builds Prominence And Optimizes Advertiser Influence

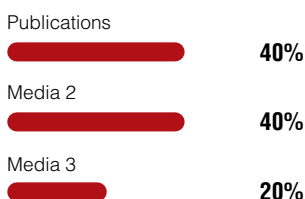
Print advertisers are the prominent force in the marketplace. Buyers believe these advertisers are the most influential, knowledgeable and capable suppliers in their respective industries. Publications excel at optimizing advertiser prominence and influence during all stages of the purchasing funnel, the sequence of events that begins with awareness and concludes with the actual purchase of the advertised product.

All Stages Of The Purchasing Funnel

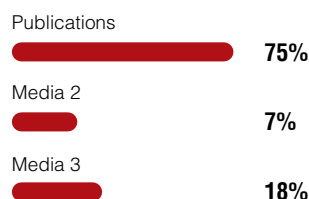
Publications excel at influencing buyers during all stages of the purchasing funnel. At the widest end of the funnel, print builds awareness among the greatest number of buyers. As the funnel narrows, publication advertising shifts attitudes among qualified buyers by building brand familiarity and favorability. The narrow bottom represents those prospective buyers who seriously consider the purchase of the product. In all areas of the purchasing funnel, print was the most influential and effective medium, particularly at influencing purchase intent. Publications performed the most consistently across 15 different studies.



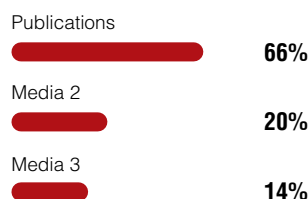
Awareness



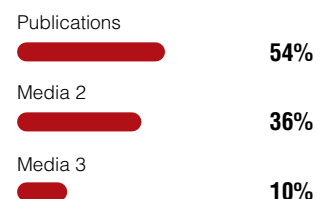
Message Association



Brand Favorability



Purchase Intent



TRUST & OBJECTIVITY

With all the changes impacting the world of media, one thing has stayed the same: buyers believe the printed word. Print is still considered the most credible and trustworthy medium, an advantage that extends to the advertising messages in each issue. Buyers responding to a Forrester Consulting study ranked business publications number one for “providing information that I can trust.” A related study asked buyers to name the top strength of publications, and the overwhelming response was trustworthiness. Print was far and away ranked the most trustworthy of all the media studied.

Engaging

A Simmons Engagement study compared major media on a series of engagement dimensions. Publications scored on top in key areas including providing social interaction, life-enhancing, inspirational and personal time-out. The scores on these engagement dimensions document the involved relationship between readers and their publications.

Preference For Advertising

The unique affinity that buyers have for publication advertising is evidenced in a Starcom study in which buyers were asked to pull the ten best pages in one of their favorite issues. Three of the ten pages were advertising pages. According to Dynamic Logic, buyers believe advertising in publications is more relevant and interesting than advertising in other media.

Ad Receptivity

Publications build prominence for advertisers because the strengths of the editorial content extend to the advertising messages. Buyers are more receptive to advertising in publications than to advertising in any other media. In fact, publications scored nearly 25% higher than the next major medium in the area of ad receptivity.

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AD RECEPTIVITY



Mathews *Blue Ice*