

## AMERICA'S FIRST... AMERICA'S FINEST



**Advertising Manager: Delano Amaguin**

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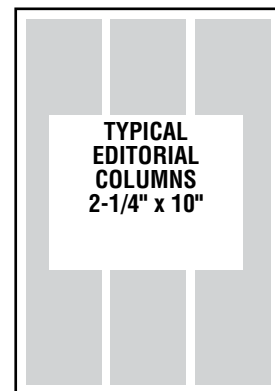
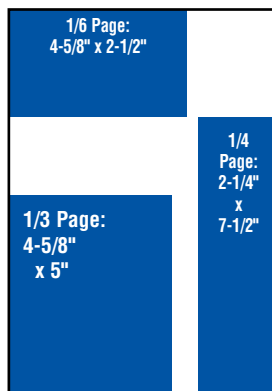
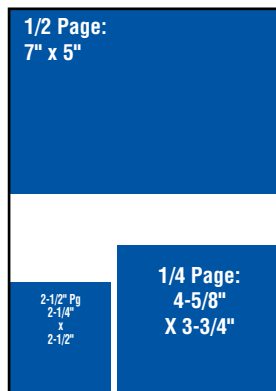
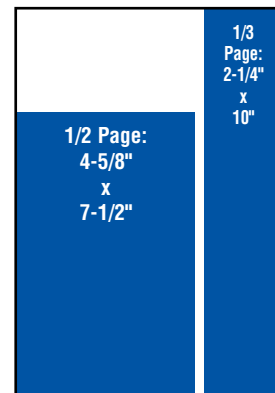
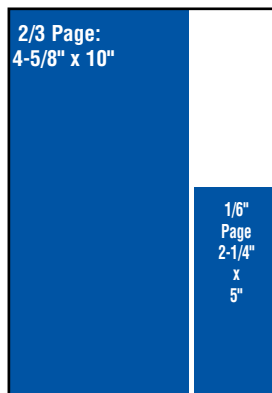
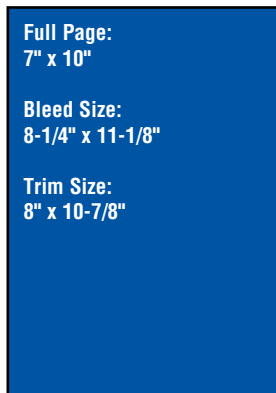
### AD SPACE DIMENSIONS

#### 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

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