

SPECIAL



EDITIONS

WIN UA ARMS' CUSTOM 1911!

AMERICAN HANDGUNNER **PERSONAL DEFENSE** SPRING/SUMMER 2016 SPECIAL EDITION

RAISING THE SHIELD
S&W'S PERFORMANCE CENTER PORTS AND PERFECTS THEIR 'POCKET 9'

CUT TO THE CHASE
JUST HOW EFFECTIVE IS YOUR 'LEGAL-TO-CARRY' KNIFE ANYWAY?

ACTIVE SHOOTER TAKEDOWN
PLAN NOW!

CARJACKED!
• HOW IT HAPPENS
• WHERE IT HAPPENS
• HOW TO PREVENT IT

FOCUS ON
• DEEP CONCEALMENT
• STREAMLIGHT'S TLR-6 WEAPON LIGHT
• RUGER'S 9MM LCR

www.americanhandgunner.com

REAL-WORLD HOME DEFENSE

AMERICAN HANDGUNNER **PERSONAL DEFENSE SURVIVE** VOLUME #17 SPECIAL EDITION

3 OF A KIND:
RUGER'S TOP-TIER 9MMs

GUNSITE'S CARBINE COURSE:
A JOURNAL

FOCUS:
• BACKYARD AIRGUN TRAINERS
• DAY-TRIP SURVIVAL GEAR
• LIGHTS, LASERS, ELECTRONIC EARS
• WHY — AND HOW — DO YOU CARRY?
• GLOCK'S "PERFECT 10"

THE REVOLVER:
POWER TOOL OF CHOICE

www.americanhandgunner.com

FIGHT BACK: HOME DEFENSE

AMERICAN HANDGUNNER **CONCEALED CARRY**

IS DEADLY FORCE THE ONLY OPTION?
• PEPPER SPRAY
• TASERS

ACTIVE SHOOTER RESPONSE
GEAR + TACTICS = SURVIVAL!

PERSONAL KNIVES
DEFENSE, UTILITY OR BOTH?

AMMO: DOES IT MATTER?

TRAINING

GUN SELECTION

HOLSTERS AND CARRY OPTIONS
25 Tips for selecting what works

LIGHTS, LASERS AND OPTICS
What do you really need?

TACTICS & TRAINING INSIGHT

SPECIAL EDITION

www.americanhandgunner.com

COLLECTOR'S BONUS ISSUE!

AMERICAN HANDGUNNER **GUNS SURPLUS** SPECIAL EDITION 2016

VINTAGE & CLASSIC FIREARMS

CENTURY'S ALL-AMERICAN AK
AFFORDABLE, HOME-GROWN 7.62x39

BERETTA'S M9
MILITARY-GRADE MATCH-WINNER

MILITARY SURPLUS
COOLEST CACHE OF ALL

.45 S&M SHOOTOUT
THOMPSON VS. GREASE GUN

AIRBORNE FIREPOWER
GERMANY'S 7.92 FG42

PARATROOPER KNIVES
CUTTING-EDGE COLLECTIBLES

LOB 'N LOAD
M203 GRENADE LAUNCHER

www.gunsmagazine.com

SPECIAL EDITION READER PROFILE

An in-depth look at who really reads them and why: Industry media buyers have learned that **American Handgunner** and **GUNS Magazine** Special Editions are the best advertising values available, but up until now, little was known about the readership. How old are they? How often do they shoot? Do they shoot alone or with friends? How much do they plan to spend on firearms and shooting accessories this year? A recent

reader survey helped solve the mystery of the buying habits and firearms interests of these shooting sportsmen. As it turns out, Special Edition readers are very active. They spend \$9.95 per issue with the hopes of discovering more ways to enjoy their favorite part of shooting. Here are the highlights that make the Special Edition audience a valuable addition to any media budget.

ACTIVE CONSUMERS

- 90% will use information in each issue as a guide to making a gun purchase.
- 85% will use information as a guide to making a shooting accessory purchase.
- 90% find ads useful in making purchasing decisions.
- 75% of readers share their copy with at least two other people and as many as five.

INTERESTS

- 64% are most interested in self-defense.
- 58% buy Special Editions for the Buyer's Guide.
- 32% are interested in hunting guns.

AGE

- 83% are between the ages of 20-54.

INCOME

- 71% make more than \$30,000 per year.
- 53% make more than \$40,000 per year.
- 21% make more than \$65,000 per year.

FIREARM INTERESTS

- 73% will spend from \$500 to over \$1,000 on guns and accessories this year.
- 40% prefer target shooting.
- 84% own self-defense handguns.
- 64% own shotguns.
- 72% own rifles.

SHOOTING

- 51% shoot 25 to 50 or more days per year.
- 29% shoot at least 40 times per year.
- 84% go shooting at least 10 times per year.

ACTIVE SHOOTERS

- 45% shoot at a range or gun club most often.
- 76% shoot with family or friends.
- 65% of Special Edition readers hunt.

BUYING HABITS

- 73% currently buy or plan to buy shooting supplies online or through the mail.

SPECIAL EDITIONS OFFERS ADVERTISERS

- Over 70,000 copies distributed
- Walmart store distribution
- National Newsstand distribution
- \$12.95 cover price equals long-term retention
- Publisher direct sales continue for years
- Bonus sales through Amazon of print & digital



For Advertising Information Contact: Delano Amaguin • delano.amaguin@fmghq.com
phone: 1-888-732-6461 • fax 1-858-605-0208



SPECIAL EDITION ISSUES



There's much more to personal defense than owning a gun, and that's why the *Personal Defense* Special Edition offers a comprehensive lineup of articles to help educate readers. First-aid, family protection, personal awareness, concealed carry and less lethal options are just a few ideas covered. Also articles on guns and ammo, plus tips on selecting the best home defense tools will be a valuable resource for readers year-round.



The *Personal Defense Survive* includes more than guns for personal defense and survival. This issue appeals to all walks of life — including people with little or no firearms experience. It includes a sobering look at tools, supplies and knowledge needed to survive life-threatening situations: natural disaster, fire and evacuation, home invasion, car crashes and more.



The *Surplus* issue features on guns and gear that helped shape history are more popular than ever. The *Surplus, Vintage & Classic Firearms* edition provides an in depth look at vintage, military, classic, reproduction guns and accessories that appeal to collectors, history buffs and gun enthusiasts.



This *American Handgunner Concealed Carry* Special Edition is a go-to-source for all-things concerning carrying options, gun selection, ammo advice, training, DVD ideas, on-line resources, tips from experts on home defense and much more. Inside are top notch articles from the world's best writers including Dave Anderson, John Taffin, Mike Venturino and more. The catalog section provides a year-round handgun buying resource for readers of all levels.



REACH OUT TO OUR RESPONSIVE READERS

Ready to go on offense to capture a bigger segment of the firearms market? Now is the time to team up with FMG Special Editions.

- Over 70,000 copies distributed
- Walmart store distribution
- National newsstand distribution
- \$12.95 cover price equals long-term retention
- Publisher direct sales continue for years
- BONUS sales through Amazon of print & digital versions

2017 EDITORIAL LINEUP

GUNS Magazine

Surplus, Vintage & Classic Firearms Special Edition

- Military, Modern Replica Firearms • Gun Care / Storage Options
- **Ad Space Deadline:** October 11, 2016
- **Materials Due:** October 14, 2016
- **On Sale:** December 5, 2016

American Handgunner

Personal Defense Special Edition

- Home Defense • Less-Lethal Options • Open Range Showcase
- **Ad Space Deadline:** February 14, 2017
- **Materials Due:** February 17, 2017
- **On Sale:** April 11, 2017

American Handgunner

Concealed Carry Special Edition

- Carry Options • Handgun Accessories • Open Range Showcase
- **Ad Space Deadline:** April 18, 2017
- **Materials Due:** April 21, 2017
- **On Sale:** June 13, 2017

American Handgunner

Personal Defense / Survive Special Edition

- Emergency Gear • Preparation For Disasters • Open Range Showcase
- **Ad Space Deadline:** June 12, 2017
- **Materials Due:** June 15, 2017
- **On Sale:** August 8, 2017

GUNS Magazine

Surplus/Vintage & Classic Firearms Special Edition

- Military, Modern Replica Firearms • Gun Care / Storage Options
- **Ad Space Deadline:** August 14, 2017
- **Materials Due:** August 17, 2017
- **On Sale:** October 10, 2017



GUNS
MAGAZINE



**AMERICAN
HANDGUNNER**

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SPECIAL EDITION

Advertising Specs



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email: delano.amaguin@fmghq.com

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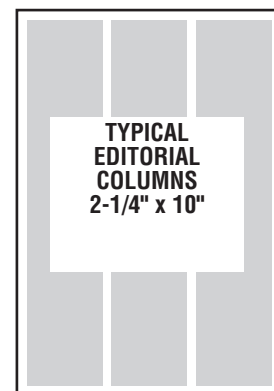
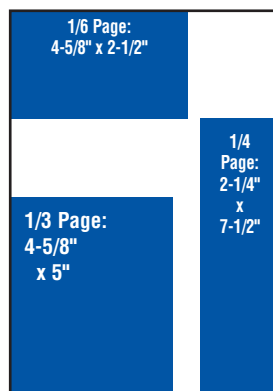
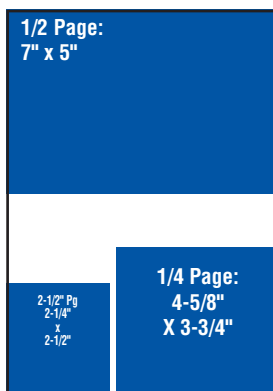
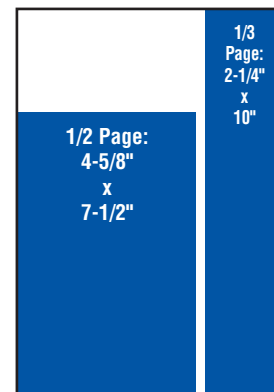
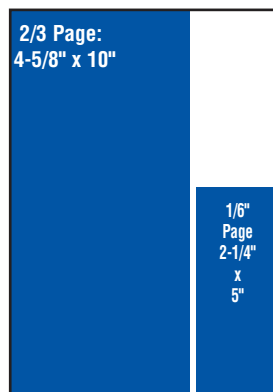
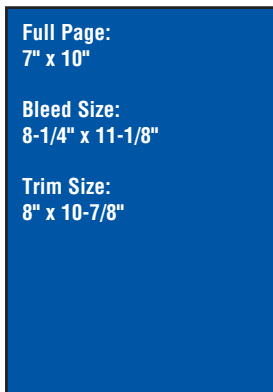
AD SPACE DIMENSIONS

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 Live matter must be centered within 7" x 10"	8-1/4"	X	11-1/8"
Two pg.spread (full bleed) Live matter must be centered within 14" x 10"	16-1/2"	X	11-1/8"
Two pg.spread (gutter bleed only) Allow 1/4" safety along each side of gutter	15"	X	10"

- **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: \$12.95**

DESCRIPTION OF CIRCULATION: *American Handgunner* and *GUNS Magazine* Special Editions reach a diverse audience of firearms enthusiasts ranging from beginning to advanced shooters and hunters. This predominantly male-audience purchases Special Editions from newsstands and through special mail order offers year-round. The wealth of new features and specialized information included in each issue make them highly prized additions to firearms libraries of active sportsmen world-wide. The average distribution of each issue is just over 70,000 copies.

RATE CARD NO. 5

EFFECTIVE: 2016 Issues
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 Web Site: www.fmgpublications.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:** PERFECT BOUND
- **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
 FMG SPECIAL EDITIONS
 12345 World Trade Drive • San Diego, CA 92128

SHIP MATERIALS

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



GUNS Magazine
 Surplus, Vintage & Classic Special Edition



American Handgunner
 Personal Defense/Survive Special Edition



American Handgunner
 Concealed Carry Special Edition



American Handgunner
 Personal Defense



ADVERTISING INSERTION ORDER

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SPECIAL EDITIONS™

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AGENCY _____

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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	Year	Ad Due	Ad Size	Ad Shape	Ad Color	Gross Rate	Net Rate
<input type="radio"/> GUNS Surplus 2016				(H) (V) (SQ)	(4C) (2C) (BW)	\$	\$
<input type="radio"/> American Handgunner 2017 Personal Defense				(H) (V) (SQ)	(4C) (2C) (BW)	\$	\$
<input type="radio"/> American Handgunner 2017 Concealed Carry				(H) (V) (SQ)	(4C) (2C) (BW)	\$	\$
<input type="radio"/> American Handgunner 2017 Survive				(H) (V) (SQ)	(4C) (2C) (BW)	\$	\$
<input type="radio"/> GUNS Surplus 2017				(H) (V) (SQ)	(4C) (2C) (BW)	\$	\$

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