

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"

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

NON BLEED UNIT SIZES

Full Page 7" x 10" Trim Size 8" x 10-7/8"	2/3 Page 4-5/8" x 10" 1/6 Page 2-1/4" x 5"	1/6 Page 4-5/8" x 2-1/2" 1/3 Page 4-5/8" x 5"
1/2 Page 7" x 5" 1/12 Pg. 2-1/4" x 2-1/2"	1/2 Page 4-5/8" x 7-1/2" 1/3 Page 2-1/4" x 10"	TYPICAL EDITORIAL COLUMNS 2-1/4" x 10"

JOGS TO FOOT

FILE REQUIREMENTS

PDF — saved hi-resolution (2400 dpi), fonts embedded.

Image resolution:

- 300dpi
- Fonts saved to outlines/paths
- Black & white files - grayscale
- Color files – CMYK
- Media – CD, E-mail, FTP

GENERAL INFORMATION

- Printed by offset Lithography
- Binding: Saddle Stitch
- Magazine Trimmed Size: 8" x 10-7/8"
- 140 Agate Lines Per Column (10")
- Live Copy Area: 7" x 10"

E-mail art to:

American COP
production@americancopmagazine.com



American Handgunner
production@americanhandgunner.com



GUNS Magazine
production@gunsmagazine.com



Shooting Industry
production@shootingindustry.com



American Handgunner Special Editions
annuals@americanhandgunner.com **SPECIAL EDITION**

GUNS Magazine Special Editions
annuals@gunsmagazine.com



12345 World Trade Drive • San Diego, CA 92128
(800) 537-3006 • (858) 605-0202 • fax (858) 605-0247

FMG Publications Knife & Cutlery Rate Card



Rate Card #4 • Effective January 2009

CARVE YOUR WAY TO THE TOP OF THE GUN MARKET



Reach Sportsmen And Retailers Who Need Knives, Tools And Sharpeners

Nearly every gun owner has a knife or pocket tool. Make certain that you are reaching these sportsmen and retailers who need knives, tools and accessories by including *American COP*, *American Handgunner*, *Shooting Industry* and *GUNS Magazine* in your advertising plans. All three publications provide you with the ideal opportunity to tap into a market that could earn you additional profits.

For more information or to reserve your ad space call:

Advertising
(800) 537-3006 or (858) 605-0202
 or fax your reservation to (858) 605-0247

Get In On The Cutting Edge Of The Shooting Sports Market

The shooting industry is a new market of potential customers for your cutlery products. The combined readership of the FMG publications allows you to reach over 300,000*



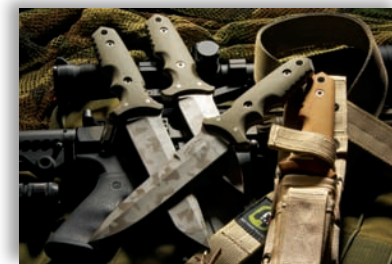
potential new cutlery customers. As your business grows and you are looking for ways to attract new customers, FMG allows you to introduce your products to a whole new group.

KNIFE & CUTLERY AD RATES

	1X	3X	6X	12X
BLACK & WHITE				
Full Page	\$2,023	\$1,742	\$1,599	\$1,444
2/3	1,626	1,400	1,284	1,091
1/2	1,406	1,218	1,108	943
1/3	865	772	689	584
1/4	737	641	588	500
1/6	469	413	369	314
1"	248	207	192	160
TWO-COLOR				
Full Page	\$2,508	\$2,133	\$2,045	\$1,698
2/3	2,128	1,841	1,753	1,395
1/2	1,698	1,477	1,389	1,191
1/3	1,069	981	910	761
1/4	916	841	779	649
1/6	590	541	502	420
FOUR-COLOR				
Full Page	\$3,589	\$3,258	\$3,104	\$2,751
2/3	3,048	2,916	2,679	2,348
1/2	2,376	2,188	2,018	1,808
1/3	1,703	1,516	1,417	1,240
1/4	1,428	1,271	1,187	1,040
1/6	1,069	954	899	799

Get A Cut Of The Action Now!

For a limited time, we are offering knife and cutlery advertisers a discount on advertising rates. Compare below with our regular ad rates, and you will see the remarkable savings that you cannot afford to miss out on.



Compare our rates to the rates of specialty knife magazines – you will find that our prices, combined with our readership, make advertising with FMG a cut above the rest!

* Based on paid circulation and pass-along readership for *GUNS Magazine* and *American Handgunner*. Regular ad rates from *GUNS #30*.

REGULAR AD RATES

	1X	3X	6X	12X
BLACK & WHITE				
Full Page	\$4,291	\$4,162	\$4,076	\$3,862
2/3	2,948	2,860	2,801	2,653
1/2	2,277	2,209	2,163	2,049
1/3	1,605	1,557	1,525	1,445
1/4	1,269	1,231	1,206	1,142
1/6	934	906	887	841
1"	396	384	376	337
TWO-COLOR				
Full Page	\$5,578	\$5,411	\$5,299	\$5,020
2/3	3,832	3,717	3,641	3,449
1/2	2,960	2,871	2,812	2,664
1/3	2,087	2,024	1,982	1,878
1/4	1,650	1,600	1,567	1,485
1/6	1,214	1,178	1,153	1,093
FOUR-COLOR				
Full Page	\$6,887	\$6,680	\$6,543	\$6,198
2/3	4,860	4,714	4,617	4,374
1/2	3,847	3,732	3,655	3,462
1/3	2,833	2,748	2,691	2,550
1/4	2,327	2,257	2,211	2,094
1/6	1,820	1,765	1,730	1,640