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

BLACK & WHITE 1X 3X 6X 12X Full Page \$2,144 \$1,846 \$1,695 \$1,531 2/3 1,724 1,484 1,361 1,157	ull Page //3 //2 //3	\$2,144	\$1,846 1,484	\$1,695 1,361	\$1,531
2/3 1,724 1,484 1,361 1,157	/3 /2 /3	1,724	1,484	1,361	. ,
	/2 /3	,	,	,	1,101
1/2 1,490 1,291 1,174 999	/3	.,		11/4	999
1/3 917 818 730 619		917	,	,	
1/4 782 679 623 530	/4				
1/6 497 438 391 333		497	438		
1" 263 219 203 170	Ш	263	219	203	170
TWO-COLOR 1X 3X 6X 12X	WO-COLO	OR 1X	3X	6X	12X
Full Page \$2,659 \$2,261 \$2,168 \$1,800	ull Page	\$2,659	\$2,261	\$2,168	\$1,800
2/3 2,255 1,952 1,858 1,478	2/3	2,255	1,952	1,858	1,478
1/2 1,800 1,566 1,472 1,262	/2	1,800	1,566	1,472	1,262
1/3 1,134 1,040 964 806	/3	1,134	1,040	964	806
1/4 971 891 825 688	/4	971	891	825	688
FOUR-COLOR 1X 3X 6X 12X	OUR-COLO	LOR 1X	3X	6X	12X
Full Page \$3,804 \$3,453 \$3,290 \$2,916	ull Page	\$3,804	\$3,453	\$3,290	\$2,916
2/3 3,231 3,091 2,840 2,489	/3	3,231	3,091	2,840	2,489
1/2 2,518 2,320 2,139 1,917	/2	2,518	2,320	2,139	1,917
1/3 1,806 1,607 1,502 1,315	/3	1,806	1,607	1,502	1,315

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.

REGU	LAR	AD R	RATES	S
BLACK & WHIT	E 1X	3X	6X	12X
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	356
TWO-COLOR	1X	3X	6X	12X
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
FOUR-COLOR	1X	3X	6X	12X
Full Page	\$6,887	\$6,680	\$6,543	\$6,198
2/3	4,860	4,714	4,617	4,374
1/2	3,874	3,732	3,655	3,462
1/3	2,833	2,748	2,691	2,550



FILE REQUIREMENTS

PDF: saved hi-resolution (2,400 dpi), fonts embedded

Image Resolution:

- 300 dpi
- Fonts Saved To Outlines/Paths
- Black & White Files Gravscale
- 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



production@americanhandgunner.com

GUNS Magazine

production@gunsmagazine.com

Shooting Industry

production@shootingindustry.com

American Handgunner Special Editions

annuals@americanhandgunner.com SPECIAL EDITION

COP

HANDGUNNER

GUNS

GUNS Magazine Special Editions

annuals@gunsmagazine.com



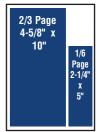
12345 World Trade Drive • San Diego, CA 92128 (800) 537-3006 • (858) 605-0202 • fax (858) 605-0247

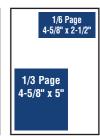
AD SPACE DIMENSIONS

NON-BLEED SIZES	WIDTH	X	HEIGHT
1 PAGE	7"	Χ	10"
2/3 page vertical	4-5/8"	Χ	10"
1/2 page horizontal	7"	Χ	5"
1/2 page vertical	4-5/8"	Χ	7-1/2"
1/3 page vertical	2-1/4"	Χ	10"
1/3 page square	4-5/8"	Χ	5"
1/4 page vertical	2-1/4"	Χ	7-1/2"
1/4 page square	4-5/8"	Χ	3-3/4"
1/6 page vertical	2-1/4"	Χ	5"
1/6 page horizontal	4-5/8"	Χ	2-1/2"
1/12 page	2-1/4"	Χ	2-1/2"
BLEED SIZES	WIDTH	X	HEIGHT
FULL PAGELive matter must be centered within 7" x 10		Χ	11-1/8"
Two-page spread (full bleed) Live matter must be centered within 14" x 1		Χ	11-1/8"
Two-page spread (gutter onl Allow 1/4" safety along each side of gutter	ly) 15"	Χ	10"

NON BLEED UNIT SIZES













JOGS TO FOOT