

# 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
1/2	1,490	1,291	1,174	999
1/3	917	818	730	619
1/4	782	679	623	530
1/6	497	438	391	333
1"	263	219	203	170

TWO-COLOR	1X	3X	6X	12X
Full Page	\$2,659	\$2,261	\$2,168	\$1,800
2/3	2,255	1,952	1,858	1,478
1/2	1,800	1,566	1,472	1,262
1/3	1,134	1,040	964	806
1/4	971	891	825	688

FOUR-COLOR	1X	3X	6X	12X
Full Page	\$3,804	\$3,453	\$3,290	\$2,916
2/3	3,231	3,091	2,840	2,489
1/2	2,518	2,320	2,139	1,917
1/3	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*.

## REGULAR AD RATES

BLACK & WHITE	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



# Knife & Cutlery Rate Card



Rate Card #5 • Effective January 2013

## FILE REQUIREMENTS

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

### Image Resolution:

- 300 dpi
- 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



**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"	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"
1/12 page .....	2-1/4"	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

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

JOGS TO FOOT