

AMERICA'S FIRST... AMERICA'S FINEST



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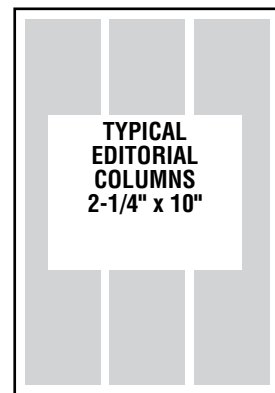
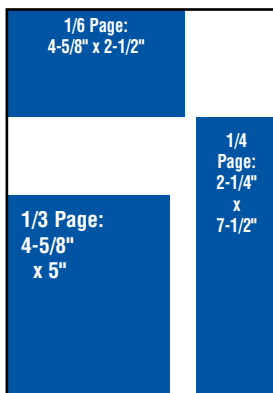
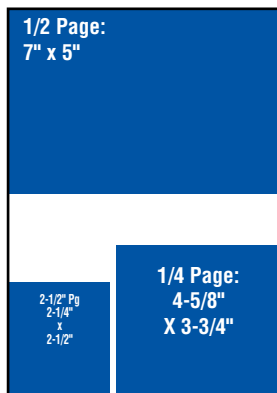
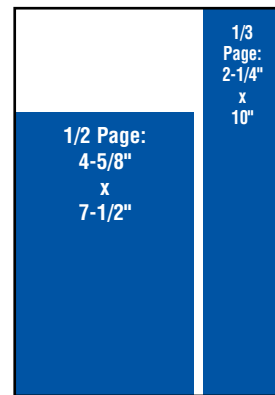
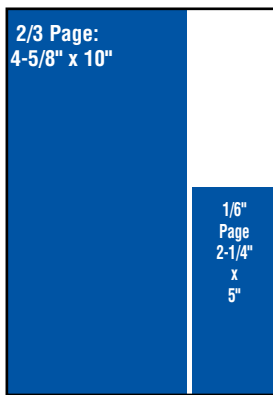
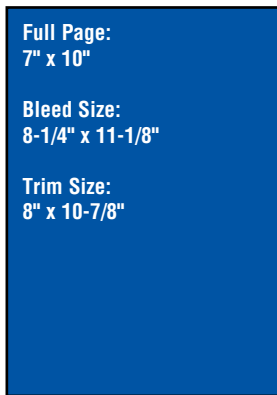
website: www.americanhandgunner.com

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. 20

EFFECTIVE: January/February 2016 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!





Devoted Handgunners Will Be Looking For Your Sales Message In 2017

In 1976, *American Handgunner* became the first magazine devoted completely to handguns.

Forty-one years later, America's largest and most enthusiastic group of handgun shooters and sportsmen still reach for *American Handgunner* when they want smart, honest and compelling handgun facts and accessory information.

- **Bonus Digital Edition Online Circulation:** Reach thousands of readers who visit past digital edition issues — meaning your ad is anti-aging.
- **Open Range:** Highlight your company social media pages, new products, special sales promotions, company message, catalogs and more.
- **SHOT Expanded Distribution:** Thousands of extra copies of the March/April issue will be distributed in Las Vegas at the SHOT Show.

Reach more buyers by ensuring your sales message is included in the 2017 *American Handgunner* lineup.

For online advertising contact
Tracy Moore
 phone 888-651-7566 • fax 858-605-0205
 tracy.moore@fmghq.com



America's First And Best Handgun Magazine

FMG Publications is pleased to announce the 2017 editorial highlights for *American Handgunner* Magazine.

2017 EDITORIAL LINEUP



JANUARY/FEBRUARY

- > Holiday Gift Guide
- > Carry Options
- > Ad Space Deadline: 9-12-16
- > Materials Due: 9-15-16
- > On Sale: 11-8-16



MARCH/APRIL

- > SHOT Show BONUS Issue
- > Ammunition & Handloading
- > New Handguns
- > Ad Space Deadline: 11-8-16
- > Materials Due: 11-11-16
- > On Sale: 1-10-17



MAY/JUNE

- > All Things 1911
- > Airsoft/Airguns
- > Open Range Showcase
- > Ad Space Deadline: 1-16-17
- > Materials Due: 1-19-17
- > On Sale: 3-14-17



JULY/AUGUST

- > Knives
- > Gun Care Techniques & Products
- > Ad Space Deadline: 3-13-17
- > Materials Due: 3-16-17
- > On Sale: 5-16-17



SEPTEMBER/OCTOBER

- > Optics/Sights
- > Handgun Accessories
- > Ad Space Deadline: 5-12-17
- > Materials Due: 5-17-17
- > On Sale: 7-11-17



NOVEMBER/DECEMBER

- > Personal Defense/Security
- > Lights & Lasers
- > Open Range Showcase
- > Ad Space Deadline: 7-17-17
- > Materials Due: 7-20-17
- > On Sale: 9-12-17

For display advertising contact
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