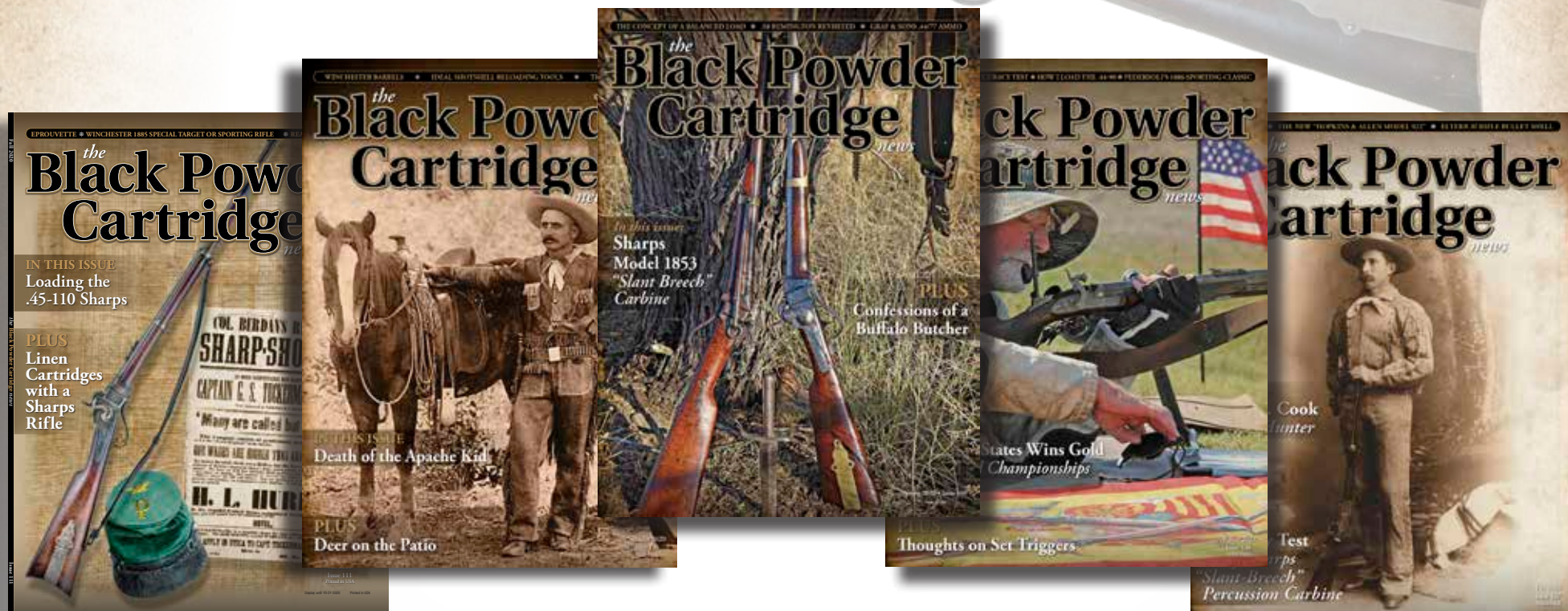


100% of our  
readers have  
responded to  
at least 7 ads with  
97% purchasing  
from them!

# *the* Black Powder Cartridge *news*

## 2021 Media Kit

[www.blackpowdercartridge.com](http://www.blackpowdercartridge.com)

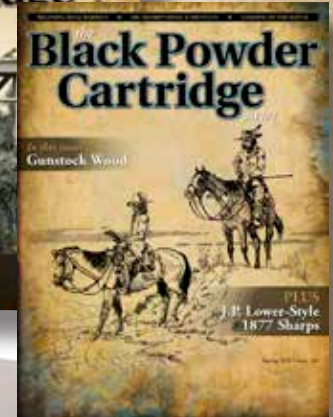
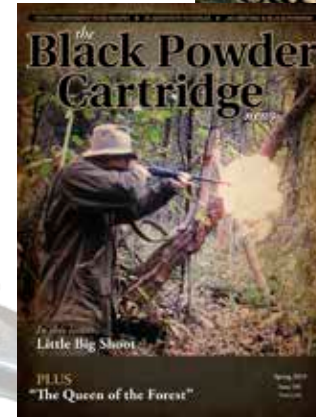




# *the* Black Powder Cartridge *news*

Our Readers

Black Powder Cartridge



97%  
Competition  
Shoot

90% Cast  
Own Bullets

100%  
Shoot Black  
Powder

98%  
Reload  
Black Powder

95%  
Excellent  
Tech Level

Black Powder Cartridge has been  
in print for over 25 years



• Center Shot

• Competitions

• Match Results

and so much more!

**Wolfe**  
PUBLISHING COMPANY



4-Color	1x	4x
1 Page	\$1,022.00	\$953.00
2/3 Page	\$874.00	\$811.00
1/2 Page	\$623.00	\$562.00
1/3 Page	\$530.00	\$468.00
1/4 Page	\$437.00	\$374.00
B&W Size		
1 Page	\$498.00	\$437.00
2/3 Page	\$344.00	\$300.00
1/2 Page	\$249.00	\$219.00
1/3 Page	\$176.00	\$151.00
1/4 Page	\$125.00	\$112.00
1/8 Page	\$78.00	\$63.00
Black and One Color		
Inquire for rates.		
Covers		
Cover 4	\$1,370.00	\$1,303.00
Cover 3	\$1,123.00	\$1,061.00
Cover 2	\$1,154.00	\$1,092.00

Classified B&W	1x
3 3/8 x 1 Inch	\$56.00

### Premium Placement

Premium placement is available at an additional cost. Inquire for details.

### Agency Commission

A 15% commission is allowed to recognized agencies.  
Commission to be figured on net space rate plus color (when used).

### Special Discount Rates

We now offer a Special Advertising Combination Rate for those who want to advertise in Handloader, Rifle, The Black Powder Cartridge News and The Upland Almanac magazines. Contract to run in every issue of two of the magazines and receive the special rate on each advertisement.

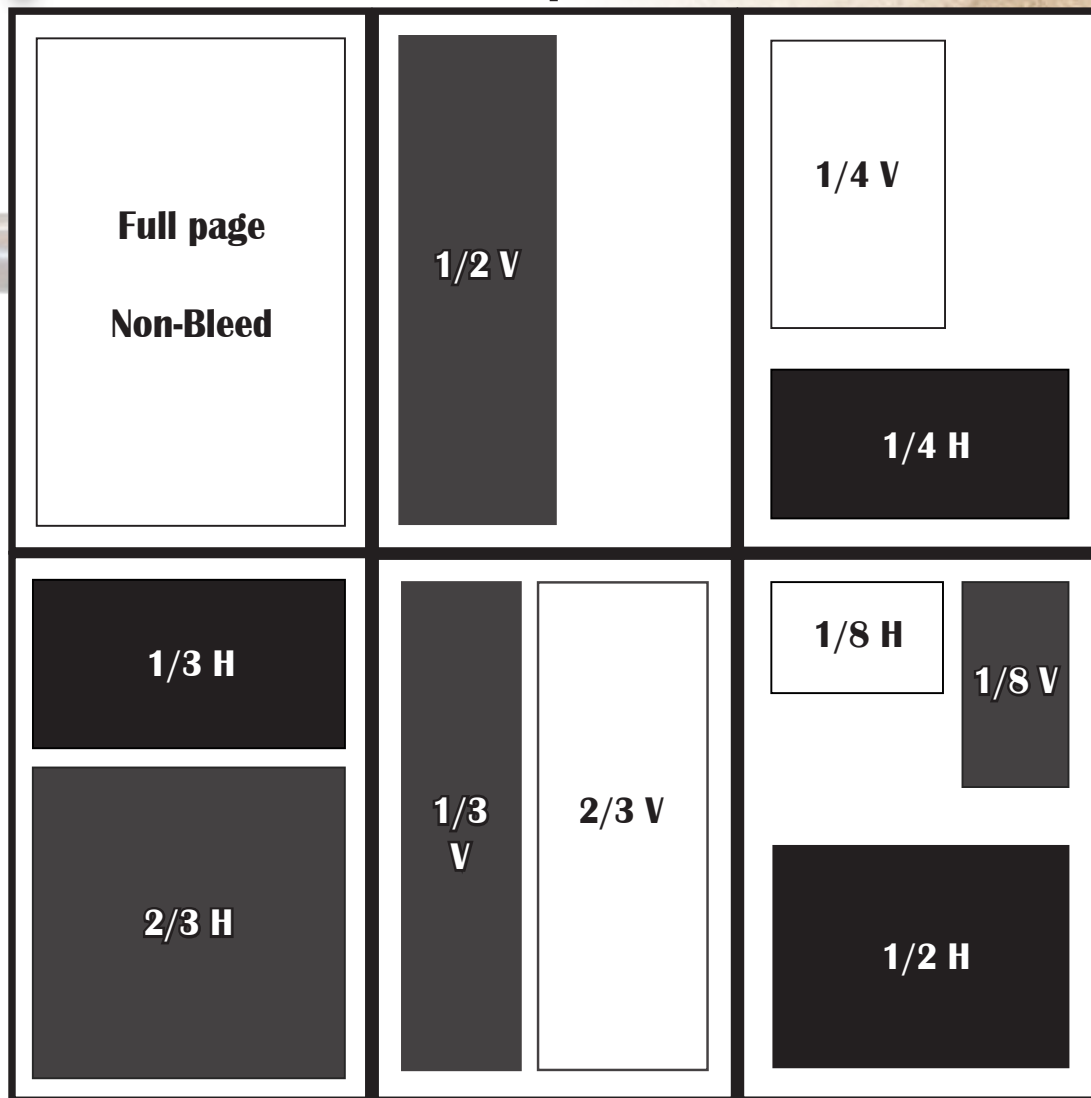




Magazine Issue	Magazine Space Order	Deadline for Ad Material	Magazine ON SALE Date
Spring	January 1, 2021	February 1, 2021	March 1, 2021
Summer	April 1, 2021	May 1, 2021	June 1, 2021
Fall	July 1, 2021	August 1, 2021	September 1, 2021
Winter	October 1, 2021	November 1, 2021	December 1, 2021

\*Dates are subject to change. Cancellations not accepted after deadline for space order.

### Ad Specifications



Ad Dimensions	
<b>*Page trim size is 8 1/8" x 10 7/8". Live area is 1/4" inside the trim.</b>	
1 Page	7" x 10"
2/3 Page Horizontal	7" x 6 1/2"
2/3 Page Vertical	4 9/16" x 10"
1/2 Page Horizontal	7" x 4 7/8"
1/2 Page Vertical	3 3/8" x 10"
1/3 Page Horizontal	7" x 3 1/4"
1/3 Page Vertical	2 5/32" x 10"
1/4 Page Horizontal	7" x 2 1/4"
1/4 Page Vertical	3 3/8" x 4 7/8"
1/8 Page Horizontal	3 3/8" x 2 1/4"
1/8 Page Vertical	1 5/8" x 4 7/8"
1/2-page bleed size (2 sides) is 8 1/4" x 5 1/2"	
Full page bleed size (3 sides) is 8 1/4" x 11 1/8"	



# <sup>the</sup> Black Powder Cartridge news

## Wolfe Publishing E-Newsletter

100,000 SUBSCRIBERS

20% OPEN RATE

4.8% CTR



### Ad Rates and Sizes

- Leaderboard Banner \$400 Net 2x | \$600 Net 4x (728x90)
- Anchor Banner \$400 Net 2x | \$600 Net 4x (728x90)
- Sponsored Post \$500 Net 1x (345x225)
- Sponsored Video \$750 Net 1x

# 2021 Digital Advertising Rates & Specs

## Website

[www.blackpowdercartridge.com](http://www.blackpowdercartridge.com)

3,500 MONTHLY PAGE VIEWS

### Ad Rates and Sizes

- Leaderboard Banner\* \$25/M (728x90)
- Medium Rectangle\* \$25/M (300x250)
- Anchor Banner\* \$25/M (728x90)
- Sponsored Video \$500 Net 1x

\* Minimum impressions may apply.



## Handloader TV

Inquire  
within  
for details!



## Custom E-Blasts

100,000 SUBSCRIBERS

### Ad Rate and Size

- Sponsored content \$3,500 Net 1x
- Must provide prepared HTML file



Sponsorships and discounts available with print ads.



Black Powder Cartridge News

**Wolfe**  
PUBLISHING COMPANY



## WOLFE PUBLISHING'S LARGEST DIGITAL AUDIENCE

The screenshot shows the LoadData.com website. At the top, there are navigation links for HUNTER, RIFLE, HANDLOADER, Black Powder Cartridge, and The Upland Almanac. Below these is the LoadData logo and a banner for 'THE ULTIMATE RELOADING MANUAL'. A search bar is visible with fields for Email Address and Password, and a 'GO' button. A large brown box in the center contains the text 'Your Leaderboard Banner Ad Here'. Below this, there's a section for 'Metallic' search with filters for Caliber, Powder Type, Projectile Weight, Powder Manufacturer, and Cast or Jacketed. A 'SEARCH LOAD DATA' button is at the bottom of this section. To the right, there are yellow buttons for 'Become a Load Data member', 'LOAD RECORD SHEET FREE DOWNLOAD', and 'SHOTSHEET RECORD SHEET FREE DOWNLOAD'. At the bottom, there's a section for 'HANDLOADS FOR THE 7.62X39' with a 'READ MORE' link. The footer mentions 'LoadData.com is a powerful search engine'.

**400,000+ MONTHLY PAGE VIEWS**

**OVER 35,000 DEDICATED SUBSCRIBERS**

### Ad Rates and Sizes

- Leaderboard Banner\* \$25/M (728x90)
- Medium Rectangle\* \$25/M (300x250)
- Wide Skyscraper\* \$25/M (160x600)
- Anchor Banner\* \$25/M (728x90)

\* Minimum impressions may apply

Discount pricing available with print ads.

**OVER 321,000 LOADS AVAILABLE**

**WWW.LOADDATA.COM**