

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

RIFLE®

Sporting Firearms Journal

2021 Media Kit

www.riflemagazine.com



**Average Household
Income**

\$121,000

Attended College

67%

Median Age

58.0

Military/Law Enforcement

15%



**87%
Rifle
Hunt**

**94%
Reload**

**100%
Shoot**

**93%
Reload
Metallic
Loads**

**91%
Excellent
Tech Level**

RIFLE HAS BEEN IN PRINT FOR
OVER HALF A CENTURY



In Every Issue

- Spotting Scope
- Lock, Stock & Barrel
- A Rifleman's Optics
- Mostly Long Guns
- Custom Corner

2021 Print Advertising Rates

4-Color	1x	3x	6x/7x	12x
1 Page	\$4,861.00	\$4,588.00	\$4,190.00	\$3,970.00
2/3 Page	\$3,901.00	\$3,701.00	\$3,438.00	\$3,320.00
1/2 Page	\$3,392.00	\$3,230.00	\$3,021.00	\$2,917.00
1/3 Page	\$2,863.00	\$2,743.00	\$2,600.00	\$2,513.00
1/4 Page	\$2,598.00	\$2,500.00	\$2,384.00	\$2,308.00
1/6 Page	\$2,147.00	\$2,056.00	\$1,953.00	\$1,887.00
B&W Size				
1 Page	\$3,987.00	\$3,697.00	\$3,268.00	\$2,988.00
2/3 Page	\$2,956.00	\$2,742.00	\$2,460.00	\$2,230.00
1/2 Page	\$2,408.00	\$2,235.00	\$2,009.00	\$1,899.00
1/3 Page	\$1,395.00	\$1,317.00	\$1,135.00	\$1,099.00
1/4 Page	\$1,107.00	\$1,019.00	\$903.00	\$876.00
1/6 Page	\$725.00	\$632.00	\$529.00	\$510.00
Black and One Color				
Add \$275.00 to a black and white space rate.				
Covers				
Cover 4	\$5,436.00	\$5,017.00	\$4,395.00	\$4,250.00
Cover 3	\$4,867.00	\$4,596.00	\$4,205.00	\$4,061.00
Cover 2	\$5,149.00	\$4,753.00	\$4,249.00	\$4,102.00

B&W	1x	3x	6x/7x	12x
1 Inch	\$126.00	\$122.00	\$111.00	\$96.00
1 1/2 Inches	\$189.00	\$184.00	\$166.00	\$145.00
2 Inches	\$250.00	\$244.00	\$218.00	\$193.00
2 1/2 Inches	\$316.00	\$305.00	\$275.00	\$241.00
3 Inches	\$377.00	\$365.00	\$328.00	\$289.00
3 1/2 Inches	\$439.00	\$427.00	\$384.00	\$335.00
4 Inches	\$502.00	\$487.00	\$438.00	\$384.00

B&W, standard size, one column wide or proportion two column width.

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.





2021 Print On Sale/Ad Closing Dates

Ad Specifications

Magazine Issue	Magazine Space Order	Deadline for Ad Material	Magazine ON SALE Date
January/February	October 6, 2020	October 20, 2020	December 1, 2020
March/April	December 6, 2020	December 20, 2020	February 1, 2021
May/June	February 6, 2021	February 20, 2021	April 1, 2021
July/August	April 6, 2021	April 20, 2021	June 1, 2021
September	June 6, 2021	June 20, 2021	August 1, 2021
October	July 6, 2021	July 15, 2021	September 1, 2021
November/December	August 6, 2021	August 20, 2021	October 1, 2021

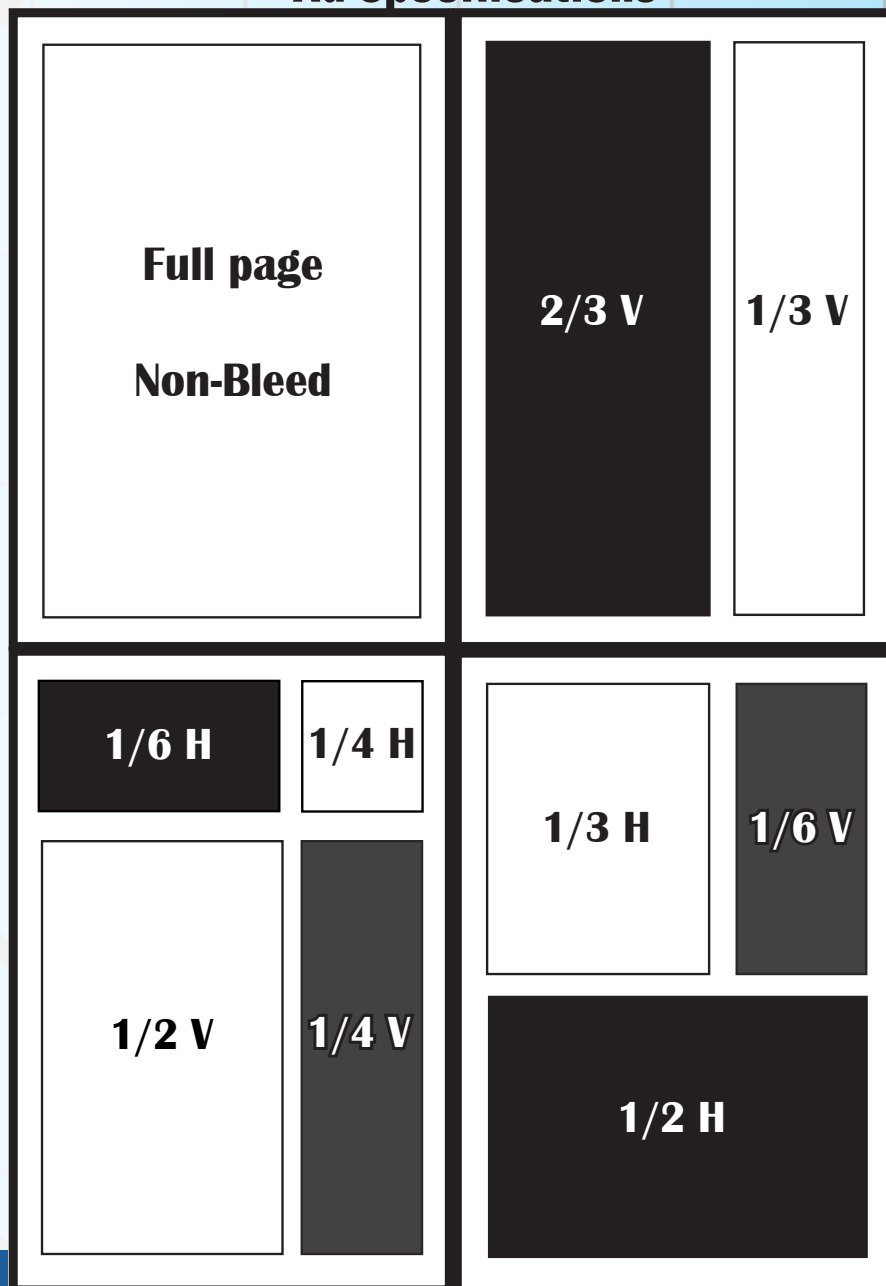
*Dates are subject to change. Cancellations not accepted after deadline for space order.

Ad Dimensions

*Page trim size is 8 1/8" x 10 7/8". Live area is 1/4" inside the trim.

1 Page	7" x 10"
2/3 Page	4 9/16" x 10"
1/2 Page (2 Column)	4 9/16" x 7 1/2"
1/2 Page (3 Column)	7" x 5"
1/3 Page (2 Column)	4 9/16" x 5"
1/3 Page (1 Column)	2 5/32" x 10"
1/4 Page (2 Column)	4 9/16" x 3 3/4"
1/4 Page (1 Column)	2 5/32" x 7 1/2"
1/6 Page (2 Column)	4 9/16" x 2 1/2"
1/6 Page (1 Column)	2 5/32" x 5"

*1/2-page bleed size (2 sides and gutter) is 8 1/4" x 5 5/8".
Full page bleed size (3 sides and gutter) is 8 1/4" x 11 1/8".



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

Website

www.riflemagazine.com

30,000+ 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.



@handloadermagazine



Rifle Magazine



Handloader TV

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 blue box in the center contains the text 'Your Leaderboard Banner Ad Here'. Below this, there is a section for 'Metallic' search with filters for Caliber, Powder Type, Projectile Weight, Powder Manufacturer, Powder Maker, and Cast or Jacketed. A 'SEARCH LOAD DATA' button is at the bottom of this section. To the right, there are several promotional boxes: 'Become a Load Data member, access over 321,671 load recipes', 'LOAD RECORD SHEET FREE DOWNLOAD', 'SHOTSHEET RECORD SHEET FREE DOWNLOAD', and 'CARTRIDGE OF THE MONTH TAKE A PEEK'. At the bottom, there is an article teaser for 'HANDLOADS FOR THE 7.62X39' by Richard Mann / Wolfe Publishing Co.

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