



S U C C E S S F U L

HUNTER[®]

Advertising Media Kit

THE POWER OF PRINT ADVERTISING

For over 50 years Wolfe Publishing has entertained and educated readers with *Handloader*, *Rifle* and *Successful Hunter* magazines. Our publications are available both in a print and an online version. Many of our subscribers still prefer the printed edition. In this digital age there is a trend for marketing managers to shy away from this medium. Here are a few reasons why print continues to thrive and should be part of your media plan.

- *Magazines are not losing readership. In fact, they have risen 4.3 percent over the previous five years.*

.....(Source: Affinity Research Study)

- *Magazines rank No. 1 at influencing consumers to start a search online – higher than newer media options.*

.....(Source: BIGresearch Simultaneous Media Usage Study)

- *Magazine buyers rank among retail's best customers. They tend to be more affluent with more discretionary income, browse and shop more and are less price-sensitive.*

.....(Source: The WSL Strategic Retail Survey on "The Role of Magazines at Retail in an Era of Anarchy")

- *92% of customers still want to read print magazines. When given the choice of print, e-reader, or online delivery, 90% still prefer print.*

.....(Source: CMO Council Consumers Study)

- *Print is the number one driver of purchase intent with more than half of all readers acting on magazine ads.*

.....(Source: Affinity Research Study)

- *In addition to targeting a specific audience, print advertising also has the power to boost web traffic and spur online purchasing.*

.....(Source: A study by Marketing Evolution, Jupiter Research and the Online Publishers Association)

- *83 percent said that what they liked about print was that it could be kept for future reference."*

.....(Source: A Yankelovich Study of a thousand people who regularly purchase high quality products)

- *In the last year, purchases made from print ads, web sites and friend's recommendations were equal at 76%.*

.....(Source: A Yankelovich Study of a thousand people who regularly purchase high quality products)

Wolfe Publishing Company

2180 Gulfstream Ste. A • Prescott, AZ 86301

Toll Free: 800 899-7810 • Phone: 928 445-7810 • Fax: 928 778-5124



THE POWER OF PRINT ADVERTISING



Handloader, founded in 1966, is the only magazine in the world dedicated to the sport of reloading. This semi-technical journal covers reloading information on handguns, rifles and shotguns. Issues cover pressure data as well as how bullets perform under a wide variety of circumstances.

Our readership reloads for over 24 different calibers. They shoot thousands of rounds to dial in their loads for the best accuracy. As a result, they spend a lot of money on the sport they love. Our subscribers reload and shoot more than readers of any other related magazines on the market. The popularity of Handloader is reflected by its unprecedented growth in the last few years.



Rifle magazine, founded in 1969, is dedicated solely to rifles. Many have tried to imitate it without success. It is designed for all those interested in getting maximum performance and reliability from their guns and ammunition. The pages of this magazine contain in-depth articles on gunsmithing, accuracy, shooting, hunting and rifle reloading.

Our readers own an average of 48 rifles. They spend money on the sport they love and are interested in everything they can do to make their rifles shoot better. If you sell anything related to rifles and their accessories, you need to look at Rifle magazine.



Successful Hunter is dedicated to the adventure of the hunt. In its pages we relate how readers can plan their own hunts, where game is located and how to be successful. Editorial focuses on big game such as elk, deer, moose, caribou and bear. Issues can cover waterfowling and upland birds as well. The articles are not exclusive to big game in America. We also include editorial about hunting around the globe.

Our readership is made up of hard-core hunters who spend time in the field enjoying their sport. Readers are taken in by the adventures of the hunts and are shown how they can go out and do the same in becoming successful hunters.

- *Four out of five adults read magazines.*
- *One in six buyers prefers print because of the ease with which they can read and browse through the publications.*
- *31% of consumers purchase print magazines once a month or more often.*
- *Readers of print media are more immersed in the content and tend to be more receptive to the publication's print ads. In today's world of digital media overload, a well-designed print ad can easily stand out, grab attention and cut through the overwhelming amount of online clutter we are exposed to on a daily basis.*

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Market Survey & Reader Demographics



*From the LOADING BENCH
To the RIFLE RANGE
To the HUNTING FIELD
We've got you
covered!*



Advertising Department
1-800-899-7810
riflemagazine.com

ARE YOU INTERESTED IN REACHING THE AVID SPORTSMAN?

**OUR
READERS
SPEND AN
AVERAGE OF
\$1,700
ANNUALLY
ON THE
SHOOTING
SPORTS!**



For over 44 years *Handloader* has been the only journal in the world devoted to the art of reloading. Its editorial content is semi-technical to technical. It is directed to those who reload centerfire and shotshell ammunition and who cast bullets. It features detailed information on specific cartridges; special-purpose loads for rifles, pistols and shotguns; ammunition performance and components. Load data charts are included in many articles.

THE TYPICAL HANDLOADER READER

- Our average reader is male, **57 years of age** and has an average income of **\$123,300**.
- Our readers have been active in the shooting sports for over **44 years**.
- **100%** of our readers reload an average of **23 weeks** annually with over **19** different calibers.
- **90%** hunt
- **97%** own a home and **3%** rent
- **57%** are high school graduates
- **13%** attended a trade school
- **32%** have a bachelor's degree
- **26%** have a master's degree
- **9%** have a doctorate
- **7%** are in law enforcement, and military
- **97%** own a pickup or SUV
- **20%** own an ATV
- **85%** own computers, and actively use the Internet
- **100%** of our readership has responded to 7 or more ads in the magazine with **97%** actually buying products advertised. Our readers are active & committed enthusiasts!

Handloader is available by subscription online on our website. Any ad you run in the print version will also appear in the online version for no additional cost. All ads that include email addresses or website URL will have hyperlinks imbedded in them. All a subscriber needs to do is click on it to be taken to your website.

ACTIVITIES PARTICIPATED IN

Rifle Hunting	87%
Rifle Plinking	83%
Handgun Recreational Shooting	81%
Rifle Target Shooting	76%
Pistol Plinking	66%
Shotgun Hunting	65%
Handgun Hunting	64%
Pistol Target Shooting	56%
Sporting Clays	46%
Trap	24%
Tactical Hunting/Shooting	23%
Competitive Handgun Shooting	22%
Skeet	21%
Self Defense Shooting	15%
Cowboy Pistol/Rifle	9%

AMMUNITION FIRED (rounds per year)

Handgun Reloads	2,676
Rifle Reloads	1,780
Shotshell Reloads	866
Rifle Factory Loads	617
Handgun Factory Loads	602
Shotshell Factory Loads	294

RELOADING (23 weeks a year devoted to reloading)

Metallic	99%
Shotshell	48%
Starting to reload	4%

HUNTING INTERESTS (90% hunt)

Big Game	80%
Small Game	62%
Upland Birds	62%
Varmints	59%
Turkey	35%
Waterfowl	33%
Hunt with Dog	17%

**OUR READERS HUNT AN
AVERAGE OF 10 WEEKS
PER YEAR USING OVER
10 DIFFERENT CALIBERS!**

FIREARMS OWNED

Centerfire Handguns	17
Centerfire Rifles	17
Shotguns	10
Rimfire Rifles	8
Rimfire Handguns.....	7
Custom Rifles	5
Blackpowder Rifles	4
Muzzleloader Rifles	4
Tactical Rifles	4
Blackpowder Handguns.....	3
Custom Handguns	3

OPTICS OWNED

Rifle Scope	13
Shotgun Scope.....	4
Binocular	3
Pistol Scope	2
Spotting Scope	2
Fiber Optic Sight	1
Laser Sight	1
Red Dot Scope.....	1

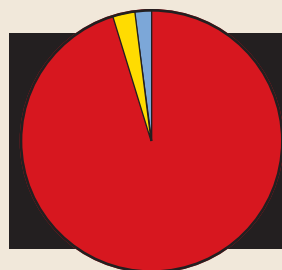
ACCESSORIES OWNED

Hearing Protection	4
Reloading Equipment.....	4
Bullet Moulds	3
Reloading Press	3
Balance Scale.....	2
Chronograph	1
GPS	1
Rangefinder	1
Shooting Bench.....	1
Shooting Sticks	1

TIME AFIELD

Days spent recreational shooting.....	50
Days spent hunting	23
Weeks per year devoted to hunting	8
Hours a week devoted to shooting	7

TECHNICAL LEVEL OF THE MAGAZINE



Our readers rate the technical level of *Handloader* at:

EXCELLENT - 95%

GOOD - 3%

NEEDS IMPROVEMENT - 2%

OUR READERS OWN AN AVERAGE OF 90 FIREARMS EACH!

"Handloader is very helpful, interesting and offers a lot of good information. I read it from cover to cover." – T.S.

"I have been a subscriber to Handloader from the first issue. It has always been one of my favorite gun magazines." – J.G.

"I really appreciate your informative magazine. It has the perfect balance between articles and advertising." – J.D.

"I read Handloader from cover to cover and anxiously await the next issue. I use it as my reloading reference guide and manual." – P.D.

AUDIENCE PURCHASING POWER

Check out the number of Handloader readers planning on purchasing shooting and outdoor sports products this year!

Gun Cleaning Products	71%
Reloading Dies	68%
Camouflage and Apparel.....	61%
Rifles.....	54%
Handguns	50%
Optics.....	43%
Bullet Moulds	37%
Holsters	34%
Camping Equipment.....	27%
Boots	23%
Hearing Protection	22%
Firearms Cases	21%
Knives.....	21%
Shotguns	21%
Rangefinders	16%
Reloading Press & Scales	15%
Gun Safes.....	13%
Shooting Glasses	13%
Game Calls.....	11%
GPS	10%
Airguns	8%
Muzzleloaders	5%

100% OF OUR READERS RELOAD AND EACH ONE SHOOTS OVER 6,835 ROUNDS PER YEAR!



INTERESTED IN REACHING THE ELITE SHOOTING SPORTS AUDIENCE?

**OUR
READERS
SPEND AN
AVERAGE
OF \$2,400
ANNUALLY
ON SHOOTING
SUPPLIES!**

For over **41** years **Rifle** has been the best rifle enthusiast's magazine on the market! It is differentiated among gun magazines by its specialization and technical emphasis. Rifle is designed for hunters, competitors and all those interested in getting maximum performance, accuracy and reliability from their guns and ammunition.

THE TYPICAL **RIFLE** READER

- **98%** of our readers are male and **2%** are female. They are **58** years of age and have an average income of **\$121,249**.
- **100%** shoot and hunt and have been active in the sport for over **47** years. They shoot an average of 16 hours a week and use more than 10 different calibers.
- **94%** reload for an average of 7 hours a week with 15 different calibers.
- **98%** own a home and **2%** rent
- **57%** are high school graduates
- **8%** attended a trade school
- **36%** have a bachelor's degree
- **22%** have a master's degree
- **9%** have a doctorate
- **9%** are in law enforcement
- **6%** are in the military
- **87%** own a pickup or SUV
- **27%** own an ATV
- **89%** own computers
- **79%** actively use the Internet
- **100%** of our readership has responded to 7 or more ads in the magazine with **97%** actually buying products advertised. Our readers are active & committed enthusiasts!

Rifle is available by subscription online on our website. Any ad you run in the print version will also appear in the online version for no additional cost. All ads that include email addresses or website URL will have hyperlinks imbedded in them. All a subscriber needs to do is click on it to be taken to your website.

ACTIVITIES PARTICIPATED IN

Rifle Hunting	87%
Rifle Plinking	83%
Handgun Recreational Shooting	81%
Rifle Target Shooting	76%
Pistol Plinking	74%
Shotgun Hunting	71%
Pistol Target Shooting	56%
Handgun Hunting	44%
Sporting Clays	35%
Competitive Handgun Shooting	23%
Tactical Hunting/Shooting	23%
Rifle Silhouette Shooting	18%
Cowboy Pistol/Rifle	11%

AMMUNITION FIRED (rounds per year)

Handgun Reloads	1,079
Rifle Reloads	1,009
Shotshell Reloads	667
Rifle Factory Loads	568
Handgun Factory Loads	356
Shotshell Factory Loads	312

RELOADING (15 weeks a year devoted to reloading)

Metallic	93%
Shotshell	57%
Starting to reload	4%

HUNTING INTERESTS (93% hunt)

Big Game	83%
Small Game	68%
Upland Birds	65%
Varmints	59%
Turkey	35%
Waterfowl	30%
Hunt with Dog	17%

**OUR READERS HUNT AN
AVERAGE OF 10 WEEKS
PER YEAR WITH OVER
10 DIFFERENT CALIBERS!**

FIREARMS OWNED

Centerfire Handguns	20
Centerfire Rifles	20
Rimfire Rifles	8
Shotguns	8
Rimfire Handguns.....	7
Custom Rifles	6
Airguns	4
Blackpowder Rifles	4
Blackpowder Handguns.....	3
Custom Handguns	3
Muzzleloader Rifles	3
Tactical Rifles	3

OPTICS OWNED

Rifle Scope	17
Binocular	3
Pistol Scope	2
Spotting Scope	2
Red Dot Scope.....	1
Shotgun Scope.....	1
Fiber Optic Sight	1
Laser Sight	1

ACCESSORIES OWNED

Hearing Protection	4
Reloading Equipment.....	4
Safes and Gun Cases.....	4
Eye Protection	3
GPS	1
Rangefinder	1
Shooting Bench.....	1
Shooting Sticks	1

TIME AFIELD

Days spent recreational shooting.....	50
Days spend hunting	26
Weeks per year devoted to hunting	8
Hours a week devoted to shooting	7

TECHNICAL LEVEL OF THE MAGAZINE



OUR READERS OWN AN AVERAGE OF 86 FIREARMS EACH!

"Thank you for such a fine magazine." – W.I

"Rifle is the best magazine. I give it to friends for Christmas and it is their favorite gift." – T.L.

"Rifle is the greatest magazine I have ever read, it includes high quality content. Thank you for not reducing page counts like your contemporaries are doing." – J.S.

"Rifle is the most interesting magazine I have seen in over 50 years." – J. G.

AUDIENCE PURCHASING POWER

Check out the number of Rifle readers planning on purchasing shooting and outdoor sports products this year!

Reloading Equipment	74%
Gun Cleaning Products	72%
Rifles.....	68%
Camouflage and Apparel.....	61%
Optics	50%
Handguns	47%
Firearms Cases	38%
Holsters	32%
Boots	30%
Knives.....	29%
Shotguns	25%
Game Calls	21%
Hearing Protection	18%
Camping Equipment.....	17%
Gun Safes.....	15%
Hunting Blinds	15%
Lures/Scents	15%
Packs.....	15%
Rangefinders	14%
Bow & Arrows.....	12%
GPS	10%
Shooting Glasses	9%
Airguns	8%

94% OF OUR READERS RELOAD AND EACH ONE SHOOTS OVER 3,991 ROUNDS PER YEAR!



ARE YOU INTERESTED IN REACHING THE DEDICATED OUTDOORSMAN?

**OUR
READERS
SPEND AN
AVERAGE
OF \$3,400
ANNUALLY
ON HUNTING
AND GEAR!**

For nearly 10 years **Successful Hunter** has been entertaining and informing novice and experienced hunters alike. Our team of experts cover the techniques and disciplines of hunting with bow, rifle, muzzleloader, handgun and shotgun.

THE TYPICAL SUCCESSFUL HUNTER READER

- Our average reader is male, **54** years old and has an income of **\$89,328**.
- **100%** hunt and have been active for **46** years. They hunt an average of 16 hours a week and use more than 10 different calibers.
- **94%** hunt nationally
- **30%** hunt internationally
- **89%** reload for an average of 7 hours a week with 15 different calibers.
- **95%** own a home and 5% rent
- **39%** own a dog
- **35%** are high school graduates
- **11%** attended a trade school
- **34%** have a bachelor's degree
- **18%** have a master's degree
- **9%** have a doctorate
- **5%** are in law enforcement
- **7%** are in the military
- **89%** own computers
- **72%** actively use the Internet
- **100%** of our readership has responded to 5 or more ads in the magazine with **83%** actually buying products advertised. Our readers are active & committed enthusiasts!

Successful Hunter is available by subscription online on our website. Any ad you run in the print version will also appear in the online version for no additional cost. All ads that include email addresses or website URL will have hyperlinks imbedded in them. All a subscriber needs to do is click on it to be taken to your website.

ACTIVITIES PARTICIPATED IN

Rifle Hunting	99%
Rifle Plinking	87%
Shotgun Hunting	85%
Handgun Recreational Shooting	78%
Rifle Target Shooting	72%
Handgun Hunting	56%
Handgun Target Shooting	50%
Informal Clays	49%
Archery Hunting	40%
Sporting Clays	26%
Trap	26%
Archery Target/3-D	20%
Tactical Hunting/Shooting	16%
Competitive Shotgunning	14%
Rifle Silhouette Shooting	14%

AMMUNITION/ARROWS SHOT (per year)

Arrows	9213
Rifle	568
Handgun	529
Shotshell	428

RELOADING (15 weeks a year devoted to reloading)

Metallic	83%
Shotshell	44%
Starting to Reload	4%

GAME ANIMAL INTERESTS (100% of our readers hunt)

Big Game	94%
Small Game	89%
Varmints	66%
Upland Birds	58%
Turkey	47%
Hunt with Dog	37%
Waterfowl	32%

FIREARMS OWNED

Shotguns	16
• Autoloading	3
• Pump	6
• Break Action	7
Centerfire Rifles	12
Centerfire Handguns	10
Rimfire Rifles	8
Rimfire Handguns	6
Custom Rifles	5
Blackpowder Rifles	4
Muzzleloader Rifles	4
Blackpowder Handguns	2
Custom Handguns	2
Tactical Rifles	2

BOWS OWNED

Compound	3
Recurve	2
Crossbow	1
Longbow	1

OPTICS OWNED (average per reader)

Rifle Scope	4
Binocular	3
Pistol Scope	1
Rangefinder	1
Red Dot Scope	1
Shotgun Scope	1
Spotting Scope	1

ACCESSORIES OWNED (average per reader)

Hunting Knives/Tools	4
Game Calls	3
Packs	3
2-Way Radio	2
Decoys	2
Scents/Lures	2
Shooting Glasses	2
3-D Target	1
GPS	1
Laser Sight	1
Portable Blind	1
Shooting Bench	1
Shooting Sticks	1
Trail Camera	1
Treestand	1

TIME AFIELD

Days annually spent shooting	45
Days annually spent hunting	36
Hours a week hunting	16
Hours a week shooting	12
Weeks devoted to hunting	10

TOP 5 BIG GAME ANIMALS

#1	Whitetail/Mule Deer
#2	Elk
#3	Antelope
#4	Bear
#5	Moose

TOP 5 SMALL GAME

#1	Turkey
#2	Pheasant
#3	Squirrel
#4	Rabbit
#5	Dove

TOP 5 VARMINTS

#1	Coyote
#2	Woodchuck
#3	Javalina
#4	Prairie Dog
#5	Wolf

PICKUP, SUV & ATVs OWNED

4X4	75%
SUV	50%
ATV	32%
2WD Pickup	13%

TOP 5 TRUCKS

#1	Ford
#2	Chevy
#3	GMC
#4	Jeep
#5	Toyota

TOP 5 ATV'S

#1	Honda
#2	Polaris
#3	Yamaha
#4	Kawasaki
#5	Suzuki

OUR READERS OWN AN AVERAGE OF 70 FIREARMS!

"I read it cover to cover." – N.U.

"If I had to give up all of my magazines but one, yours would be the one that I would keep getting." – A.N.

"You have an excellent publication!" – K.M.

"I like Successful Hunter for all the stories. You actually run more than one page per article, unlike your competition." – R.B.

TECHNICAL LEVEL OF THE MAGAZINE



AUDIENCE PURCHASING POWER

Check out the number of Successful Hunter readers planning on purchasing shooting and outdoor sport products this year!

Gun Cleaning Products	65%
Rifles	58%
Optics	49%
Camouflage and Apparel	43%
Boots	42%
Taxidermist	40%
Handguns	39%
Camping Equipment	38%
Firearms Cases	38%
Knives	35%
Holsters	34%
Game Calls	33%
Shotguns	30%
Hearing Protection	29%
Lures/Scents	25%
Reloading Equipment	23%
GPS	19%
Decoys	17%
Rangefinders	17%
Gun Safes	15%
Hunting Blinds	15%
Packs	15%
Shooting Glasses	15%
Treestands	14%
3-D Targets	12%
Bow & Arrows	12%
Archery Equipment	10%
Shooting Bench	9%
ATVs	8%
Satellite Phone	1%



About Wolfe Publishing Company

In 1966 *Handloader* magazine was born. This semi-technical journal on reloading broke new ground and helped kick off the reloading hobby. *Handloader* is still the only magazine in the world dedicated to the sport of reloading. It contains tables for reloading rifle, handgun and shotgun ammunition. In addition *Handloader* covers techniques and tips to give you accurate and effective handloads.

From the success of *Handloader*, *Rifle* magazine was born in 1969. At the time it was the only magazine solely dedicated to sporting rifles. Today *Rifle* continues that success with in-depth coverage of the latest rifles and the cartridges they shoot including internal and external ballistics. The difference between *Rifle* magazine and the other gun mags is that we put each rifle through rigorous tests, write an honest review and don't just retype press releases. That is why we have a loyal subscriber base and newsstand readership.

In 2003 we started our third publication, *Successful Hunter*. We needed a magazine to help round out the other two. This helped complete the trilogy from the reloading bench, to the rifle range, to the field. *Successful Hunter* is dedicated to the adventure of the hunt. It covers big game, small game, varmint, upland birds and waterfowling. This magazine gives you great information on where to find the game and helps make you a *Successful Hunter*.

In addition to creating three of the greatest magazines ever, Wolfe published several reloading manuals for many companies in the industry as well as a great line of gun books. Over the years we have published several hundred book titles, and we continue to produce books that gun enthusiasts love to read.

Web Advertising

We have two main websites: riflemagazine.com and loaddata.com. The first covers the three magazines. We offer some free content from our magazines as well as online subscriptions to them. You can also reach the magazines at the following web addresses: handloadermagazine.com, riflemagazine.com and successfulhunter.com.

Our second website loaddata.com is dedicated to reloading. It is the largest reloading manual in the world. Using the powerful search engine you can examine our database of loads by caliber, bullet weight, powder type or any combination. The shotgun engine allows you to search by gauge, shot, shell type, powder type or any combination. In addition to the largest reloading manual, it contains exclusive articles that are not available in the pages of our magazines. Subscribers are flocking to the site to get reloading information that is unavailable elsewhere.

Banner ads are available and they must be created in a GIF format and the size is 468 pixels wide by 60 pixels deep, not to exceed 20 kilobytes. You would also need to provide us with the URL to link to. The banner ad would rotate throughout all pages on both our websites. We would also provide you with a login page so you can view how many times your banner was seen and how many times it was actually clicked on. Web traffic statistics are available upon request.





S U C C E S S F U L H U N T E R[®]

Advertising 2019 • Rate Card #20 • Effective January 2019

The name says it all! Designed to inform and entertain novices and experienced hunters alike, **Successful Hunter** is aimed at readers who want to be the best. Our team of experts cover the techniques and disciplines of hunting with bow and arrow, rifle, muzzleloader, handgun and shotgun. **Successful Hunter** contains technical and enjoyable articles in full color that emphasize the pursuit of hunting in all its variety.

Closing Dates

Magazine Issue	Magazine Space Order	Deadline for Ad Material	Magazine ON SALE
Jan./Feb.	Oct. 25	Nov. 7	Jan. 1
March/April	Dec. 25	Jan. 7	March 1
May/June	Feb. 25	March 7	May 1
July/Aug.	April 25	May 7	July 1
Sept./Oct.	June 25	July 7	Sept. 1
Nov./Dec.	Aug. 25	Sept. 7	Nov. 1

(Cancellations not accepted after deadline for space order)

Position

Special positions are available at an additional 10% of the rate card price. Inquire for details.

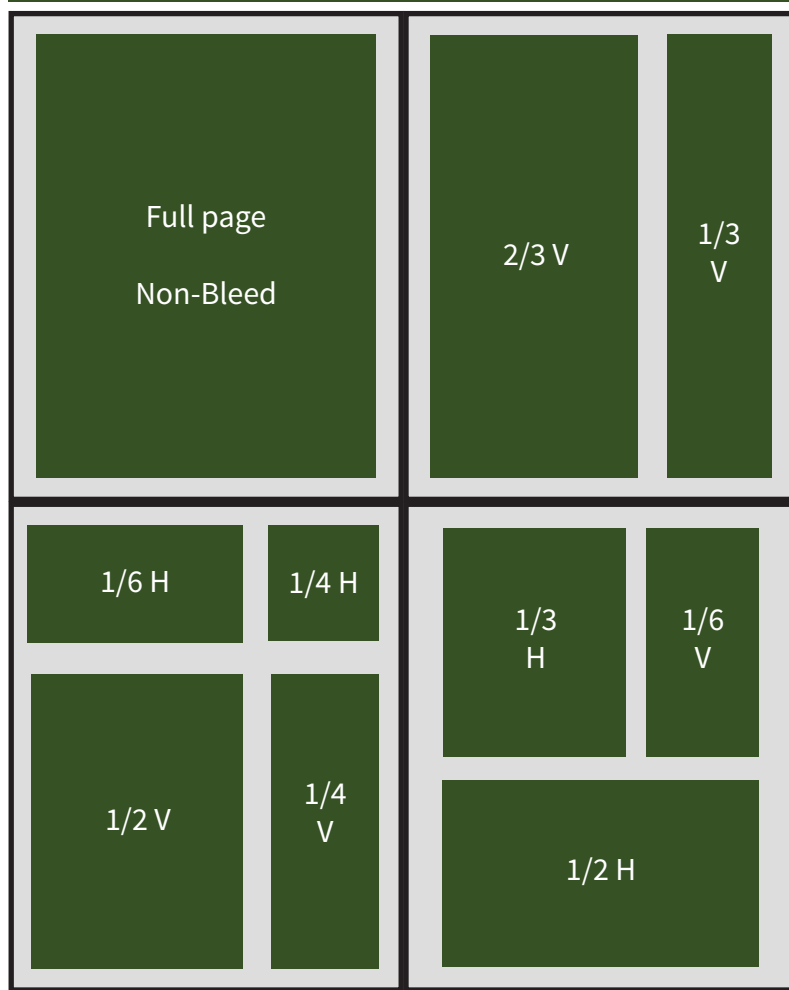
Agency Commission

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

Circulation

Distribution of the magazine is by individually paid subscriptions, gun shows, gunshop sales, specialized newsstands and national newsstands in the U.S., Canada, Mexico, Europe and other foreign countries. Distribution to national newsstands and bookstore chains is handled by Curtis Circulation Company.

Relative Ad Sizes



Terms of Payment

Invoices are due and payable when rendered. A service charge of 1½% per month will be added to unpaid balances beginning 30 days from the date of billing. For wire transfer fee, add \$30.00 to ad rate.

Additional Services

For advertisers in our magazines, we offer a full range of graphic arts services for the effective presentation of your advertisement at no additional charge.

Advertising File Requirements

Ads should be submitted in PDF/X-1a format. Files must have:

- All fonts embedded.
- Correct color space for all elements (CMYK or grayscale).
- Spot colors converted to CMYK.
- Color and grayscale image resolution 300 ppi at 100% placement.
- Bitmap image resolution 600 ppi.

Advertising Rates

4-Color Size	1x	3x	6x	12x
1 Page	\$4,074.00	\$3,844.00	\$3,511.00	\$3,325.00
2/3 Page	\$3,268.00	\$3,101.00	\$2,881.00	\$2,783.00
1/2 Page	\$2,842.00	\$2,706.00	\$2,531.00	\$2,444.00
1/3 Page	\$2,398.00	\$2,298.00	\$2,179.00	\$2,105.00
1/4 Page	\$2,177.00	\$2,094.00	\$1,997.00	\$1,933.00
1/6 Page	\$1,798.00	\$1,722.00	\$1,636.00	\$1,581.00
Covers				
Cover 4	\$4,553.00	\$4,204.00	\$3,683.00	\$3,560.00
Cover 3	\$4,078.00	\$3,851.00	\$3,523.00	\$3,403.00
Cover 2	\$4,316.00	\$3,982.00	\$3,525.00	\$3,405.00
B&W Size				
1 Page	\$3,342.00	\$3,097.00	\$2,738.00	\$2,504.00
2/3 Page	\$2,477.00	\$2,297.00	\$2,061.00	\$1,868.00
1/2 Page	\$2,017.00	\$1,872.00	\$1,683.00	\$1,591.00
1/3 Page	\$1,169.00	\$1,103.00	\$951.00	\$920.00
1/4 Page	\$928.00	\$853.00	\$756.00	\$733.00
1/6 Page	\$607.00	\$529.00	\$443.00	\$427.00

Black and One Color

Add \$275.00 to a black and white space rate.

Smaller Display

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

1 Inch	\$105.00	\$102.00	\$92.00	\$80.00
1 1/2 Inches	\$158.00	\$153.00	\$138.00	\$121.00
2 Inches	\$210.00	\$204.00	\$183.00	\$161.00
2 1/2 Inches	\$263.00	\$255.00	\$230.00	\$201.00
3 Inches	\$315.00	\$306.00	\$275.00	\$241.00
3 1/2 Inches	\$368.00	\$357.00	\$321.00	\$281.00
4 Inches	\$420.00	\$408.00	\$367.00	\$321.00

Special Discount Rates

We now offer a *Special Advertising Combination Rate* for those who want to advertise in *Handloader*, *Rifle* and *Successful Hunter* magazines. Contract to run in every issue of two of the magazines and receive the special rate on each advertisement.

S U C C E S S F U L H U N T E R

Ad Dimensions

Page trim size is 8 1/8" x 10 7/8" • Live area 1/4" inside trim

1 Page.....7" x 10"

2/3 Page.....4 9/16" x 10"

1/2 Page (2 col.).....4 9/16" x 7 1/2"

1/2 Page (3 col.).....7" x 5"

1/3 Page (2 col.).....4 9/16" x 5"

1/3 Page (1 col.).....2 5/32" x 10"

1/4 Page (2 col.).....4 9/16" x 3 3/4"

1/4 Page (1 col.).....2 5/32" x 7 1/2"

1/6 Page (2 col.).....4 9/16" x 2 1/2"

1/6 Page (1 col.).....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".



INSERTION ORDER FORM

CANCELLATIONS NOT ACCEPTED AFTER CLOSING DATE

WOLFE PUBLISHING COMPANY

2180 Gulfstream, Suite A

Prescott, AZ 86301

TEL: (928) 445-7810 FAX: (928) 778-5124

Advertiser _____

Agency _____

Person to contact _____

Person to contact _____

Address _____

Address _____

City _____ State _____ Zip _____

City _____ State _____ Zip _____

Telephone _____ FAX _____

Telephone _____ FAX _____

E-Mail _____

E-Mail _____

Comments _____

HANDLOADER
AMMUNITION RELOADING JOURNAL

(Bi-Monthly)

_____ Feb/Mar (closes 11-6)

_____ Apr/May (closes 1-6)

_____ Jun/July (closes 3-6)

_____ Aug/Sep (closes 5-6)

_____ Oct/Nov (closes 7-6)

_____ Dec/Jan (closes 9-6)

Frequency: ____ 1x ____ 3x ____ 6x

Ad size _____

B&W _____ or Color (4/C) _____

Gross Cost _____

Agency 15% _____

Net Cost _____

RIFLE
Sporting Firearms Journal

(Bi-Monthly)

_____ Jan/Feb (closes 10-6)

_____ Mar/Apr (closes 12-6)

_____ May/June (closes 2-6)

_____ Varmint SE Spring (closes 4-1)

_____ July/Aug (closes 4-6)

_____ September (closes 6-6)

_____ October (closes 7-6)

_____ Varmint SE Fall (closes 9-1)

_____ Nov/Dec (closes 8-6)

Frequency: ____ 1x ____ 3x ____ 7x

Ad size _____

B&W _____ or Color (4/C) _____

Gross Cost _____

Agency 15% _____

Net Cost _____

**SUCCESSFUL
HUNTER**

(Bi-Monthly)

_____ Jan/Feb (closes 10-25)

_____ Mar/Apr (closes 12-25)

_____ May/June (closes 2-25)

_____ July/Aug (closes 4-25)

_____ Sep/Oct (closes 6-25)

_____ Nov/Dec (closes 8-25)

Frequency: ____ 1x ____ 3x ____ 6x

Ad size _____

B&W _____ or Color (4/C) _____

Gross Cost _____

Agency 15% _____

Net Cost _____

By signing this form, advertiser or agency agrees to abide by the terms and conditions stated on our current rate card. In consideration of credit being extended by Wolfe Publishing Company to the named advertiser undersigned for advertising space to be purchased whether applicant be an individual or individuals, a proprietorship, a partnership, a corporation, or other entity, the person(s) who signs this insertion order hereby contracts and guarantees to Wolfe Publishing Company the faithful payment, when due, of all accounts of said advertiser for advertising placed within five years after the date of this insertion order.

Date _____ Authorized by _____ Title _____

Contract and Copy Regulations

The publisher reserves the right to make an additional charge for difficult or excessive type-setting, composition or camera work.

All verbal instructions regarding contracts or insertions must be confirmed in writing. The publisher reserves the right to reject advertising copy that he deems objectionable, misleading or not in the best interest of readers, or copy that is derogatory toward other advertisers.

When copy or change of copy for contract advertisers is not received by closing date, advertiser's copy from the previous issue will be inserted. No cancellations will be accepted after the closing date. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.

The agency or advertiser shall designate the width in column and exact depth in inches, in which case the publisher agrees to publish and bill the advertiser for the exact space ordered.

Cancellation of space or time contract by publisher or advertiser, in whole or in part, forfeits the right to the contract rate, readjusting the rate on past and subsequent insertions to conform with the actual space used at current rates.

Terms

No cancellation of a space order will be accepted after the closing deadlines for each issue. Payment is due within 30 days of invoicing. A finance charge of 1½ percent per month will be added to unpaid balances beginning 30 days after invoicing. All invoices over 120 days old will be sent to a collection agency. For all invoices turned over to collections, the advertiser will be responsible for all expenses accrued during the collection process to include finance charges, collection agency fees, lawyers' fees and any other expense accrued during the collection process and subsequent legal proceedings.

Guarantee

In consideration of credit being extended by Wolfe Publishing Company to the named advertiser (listed on the other side) for advertising space to be purchased whether applicant be an individual or individuals, a proprietorship, a partnership, a corporation or other entity, the person(s) who signs this insertion order hereby contracts and guarantees to Wolfe Publishing Company the faithful payment, when due, of all accounts of said advertiser for advertising placed within five years after the date of this insertion order. The signed guarantor or guarantors each hereby expressly waive all notice of acceptance of this guarantee, notice of extension of credit to advertiser, presentment and demand for payment on advertiser, protest and notice to the signed guarantor or guarantors of dishonor or default by advertiser or with respect to any security held by Wolfe Publishing Company, extension of time of payment to advertiser, acceptance of partial payment or partial compromise, all other notices to which the signed guarantor or guarantors might otherwise be entitled and demand for payment under this guarantee. Any revocation of this guarantee shall be in writing and delivered to the Advertising Director of Wolfe Publishing Company.

WEBSITE BANNER ADVERTISING INSERTION ORDER

WOLFE PUBLISHING COMPANY

2180 Gulfstream, Suite A

Prescott, AZ 86301

TEL: (928) 445-7810 FAX: (928) 778-5124

Advertiser _____

Agency _____

Person to contact _____

Person to contact _____

Address _____

Address _____

City _____ State _____ Zip _____

City _____ State _____ Zip _____

Telephone _____ FAX _____

Telephone _____ FAX _____

E-Mail _____

E-Mail _____

Comments _____

RifleMagazine.com



BANNER ADVERTISEMENTS

Ad size: 728 pixels horizontal x 90 pixels vertical.

Cost: \$25.00 per thousand impressions (minimum 50,000 impressions).

Start date _____

End date _____

Number of impressions _____

Total Cost _____

***CANCELLATIONS NOT ACCEPTED
AFTER START DATE***

LoadData.com



BANNER ADVERTISEMENTS

Ad size: 728 pixels horizontal x 90 pixels vertical.

Cost: \$25.00 per thousand impressions (minimum 50,000 impressions).

Start date _____

End date _____

Number of impressions _____

Total Cost _____

***CANCELLATIONS NOT ACCEPTED
AFTER START DATE***

By signing this form, advertiser or agency agrees to abide by the terms and conditions stated on our current rate card. In consideration of credit being extended by Wolfe Publishing Company to the named advertiser undersigned for advertising space to be purchased whether applicant be an individual or individuals, a proprietorship, a partnership, a corporation, or other entity, the person(s) who signs this insertion order hereby contracts and guarantees to Wolfe Publishing Company the faithful payment, when due, of all accounts of said advertiser for advertising placed within five years after the date of this insertion order.

Date _____ Authorized by _____ Title _____

Contract and Copy Regulations

The publisher reserves the right to make an additional charge for difficult or excessive type-setting, composition or camera work.

All verbal instructions regarding contracts or insertions must be confirmed in writing. The publisher reserves the right to reject advertising copy that he deems objectionable, misleading or not in the best interest of readers, or copy that is derogatory toward other advertisers.

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Print Advertising Media Requirements

Our printing process requires that all advertising materials be supplied digitally. Our publications are produced on Macintosh computers with QuarkXPress and InDesign desktop publishing software.

We currently use the following applications:

- QuarkXPress
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Acrobat

All graphic files should be 300 ppi resolution in TIFF, EPS, JPEG or PDF format. Please contact us for any special requirements or needs.

Files may be transferred via e-mail to tammy@wolfepub.com, WeTransfer or shipped to our office on CD/DVD.

Proofs must be provided with all electronic media. Color proofs are required for all color advertising.

For more information please contact us toll-free: 1-800-899-7810 or e-mail: tammy@wolfepub.com.



Website Advertising Media Requirements

www.riflemagazine.com & www.loaddata.com

Our banner ad serving system is a state of the art platform owned by Google called (DFP). With this new system we are able to offer state of the art banner advertisement reporting, serving, and a wide range of new options. Please see below for upgrade information and options.

Banner Advertisement Serving- All client banner ads are required to be: 728 pixels wide x 90 pixels deep; 300 pixels wide x 250 pixels deep; or 160 pixels wide x 600 pixels deep. Include URL to be used as website link. We support flash, video ads, flash expandable and pull-down, ad agency tags, and much more.

Banner Advertisement Options- With the implementation of our new system, we serve Geo-targeted ads, frequency caps, and a wide range of other custom options.

Banner Advertisement Reporting- All clients should provide us with a Gmail account. You will receive an email from "Double Click for Publishers" (dfp-noreply@google.com). In that email will be details of how to log in to your advertising account to review your banners performance in real time. We use Google Analytics to monitor impressions and clicks. We encourage everyone to log on and monitor the wealth of statistics available on how your banners are performing.

Banner Advertisement Costs- Our websites are priced on a per impression basis. Minimum number of impressions is 50,000. The cost is \$25.00 per thousand impressions.

Contact your ad sales representative or visit the above websites for more information.