

# SHOT BUSINESS

SHOOTING, HUNTING & OUTDOOR TRADE

2020 MEDIA KIT



A person in military camouflage gear is sitting on a grassy hillside. They are wearing a black beanie and a red vest over their camouflage. A rifle with a scope is resting on the ground next to them. In the foreground, a pair of binoculars is visible. The background shows a rolling hill under a cloudy sky.

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## MISSION



Knowledge is power, they say. It certainly is. And *SHOT Business* is designed to empower the decision makers who read this award-winning magazine. Using expert content and eye-catching visual design, the editors of *SHOT Business* create a compelling, highly focused and visually appealing product in which its readers can learn about the new products, industry trends and marketing programs that help them run more successful businesses. At *SHOT Business*, our aim is to keep your business right on target.

**S L A T O N L . W H I T E**

*SHOT Business* Editor

# EDITORIAL PLAN



*SHOT Business* is the modern magazine of the shooting sports industry—designed to equip retailers, manufacturers and sales representatives with expert “real time” information that will help them run better, more profitable businesses.

*SHOT Business* understands the challenges that face the independent retailer. In every issue our experienced staff writers deliver information that can improve bottom-line performance. We talk to successful retailers and industry experts, who offer tips on how to create effective promotions, manage inventory and staff, work with distributors, deal with day-to-day business issues and create a positive image for the shooting sports in their communities.

And that’s not all. We cover legislative and regulatory issues in our News Briefs section. The latest sales trends are highlighted via our What’s Selling Where column, a region-by-region analysis of the retail market. And every issue features exclusive coverage of the NSSF, the leading shooting sports industry trade group.

In an age when the shooting sports retailer faces new challenges to his livelihood nearly every day, *SHOT Business* offers vital information on products that sell, legal issues, financial matters, security, human resources and the latest in retail technology.

The business of *SHOT Business* is to keep your business on target.

# EDITORIAL ORGANIZATION

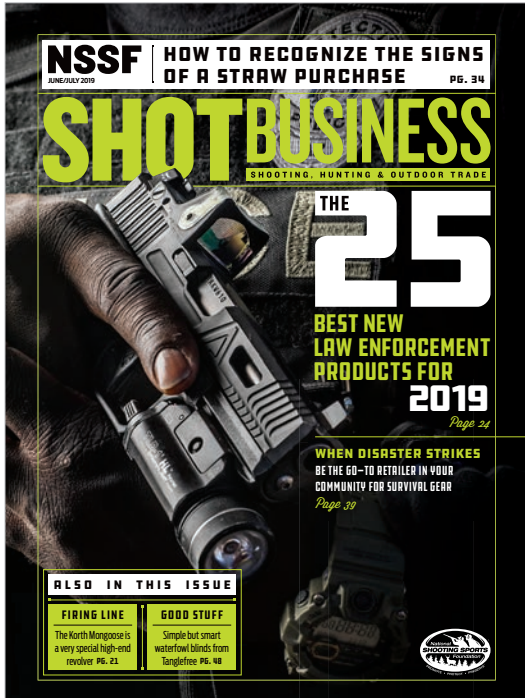
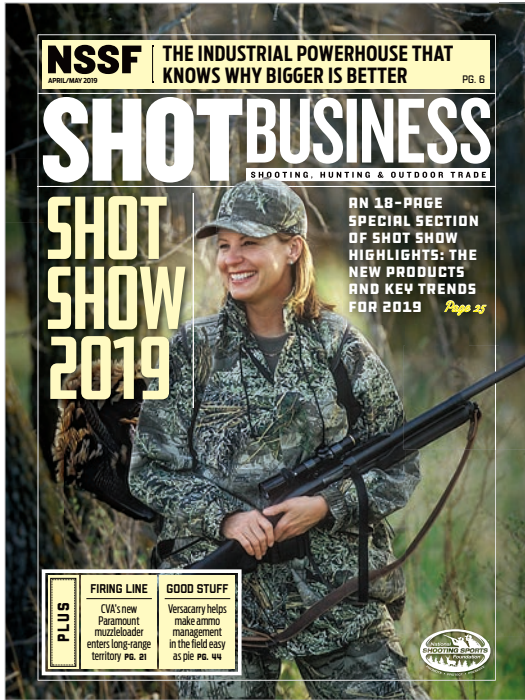


## CONTRIBUTORS

- Larry Ahlman
- Barbara Baird
- Scott Bestul
- Philip Bourjaily
- Christopher Cogley
- Jock Elliott
- Tim Irwin
- William F. Kendy
- Richard Mann
- Peter B. Mathiesen
- Brian McCombie
- Tom Mohrhauser
- Robert Sadowski
- Robert F. Staeger
- Peter Suci
- Wayne Van Zwoll

## REGULAR COLUMNS

- **Editor's Note**
- **News Briefs:** Industry news & people of note
- **FYI:** Helping dealers solve business problems.
- **Firing Line:** Firearms used by SHOT Business staff, includes how-to-sell information.
- **Good Stuff:** Accessories used by SHOT Business staff, includes how-to-sell information.
- **Undercover Shopper:** Rating stores visited incognito by SHOT Business staffers. Store performance is determined by product knowledge, product availability and customer service.
- **What's Selling Where:** National survey of firearms dealers, divided by region, to see which products are hot sellers
- **New Products:** What's new in firearms, optics, clothing and other accessories.



## EDITORIAL CALENDAR

*Jan '20*

### THE GUN ISSUE

AD CLOSE: **11/19/19** ON SALE: **12/26/20**

Our annual roundup of new rifles, shotguns and handguns.

*Apr - May*

### OPTICS 2020

AD CLOSE: **2/19/20** ON SALE: **3/26/20**

Our annual look at the best in sporting glass.

*Jun - Jul*

### CONCEALED CARRY / SELF DEFENSE

AD CLOSE: **4/22/20** ON SALE: **5/28/20**

A look at the trends and products that drive the self-defense market.

*Aug - Sep*

### SOCIAL MEDIA

AD CLOSE: **6/24/20** ON SALE: **7/30/20**

The world of podcasts, Instagram, user-generated content, and social influencers can be confusing. We sort it out for shooting sports retailers.

*Oct - Nov*

### ELECTRONICS

AD CLOSE: **8/26/20** ON SALE: **10/1/20**

Modern technology is quickly changing the look and function of a wide variety of shooting sports products.

*Dec*

### 40 UNDER 40

AD CLOSE: **10/21/20** ON SALE: **11/26/20**

SHOT Business profiles the next generation of leaders in the shooting-sports industry.

*Jan '21*

### THE GUN ISSUE

AD CLOSE: **11/18/20** ON SALE: **12/24/20**

Our annual roundup of new rifles, shotguns and handguns.

*Feb '21 - Mar '21*

### NEW OPTICS

AD CLOSE: **12/14/20** ON SALE: **1/28/21**

Our annual look at the best in sporting glass.

# PRODUCTION SCHEDULE

ISSUE	SPACE CLOSE / MATERIALS DUE	ON-SALE
Jan 2020	11/19/19	12/26/20
Apr/May 2020	2/19/20	3/26/20
Jun/Jul 2020	4/22/20	5/28/20
Aug/Sep 2020	6/24/20	7/30/20
Oct/Nov 2020	8/26/20	10/1/20
Dec 2020	10/21/20	11/26/20
Jan 2021	11/18/20	12/24/20
Feb/Mar 2021	12/14/20	1/28/21

NOTE: Please upload files to ad portal – <http://adportal.bonniec.com>



## SHOT Business

## STANDARD RATES

EFFECTIVE DATE OF RATE:

**Jan 2020**

FREQUENCY:

**6x**

RATEBASE:

**22,000****DISPLAY**

SPECS	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	1/6 PAGE	1/12 PAGE	1 INCH
4C	\$14,553	\$11,907	\$9,802	\$8,012	\$6,762	-	-	-
B&W	\$11,797	\$9,429	\$7,838	\$6,426	\$5,345	\$3,570	\$1,796	\$725

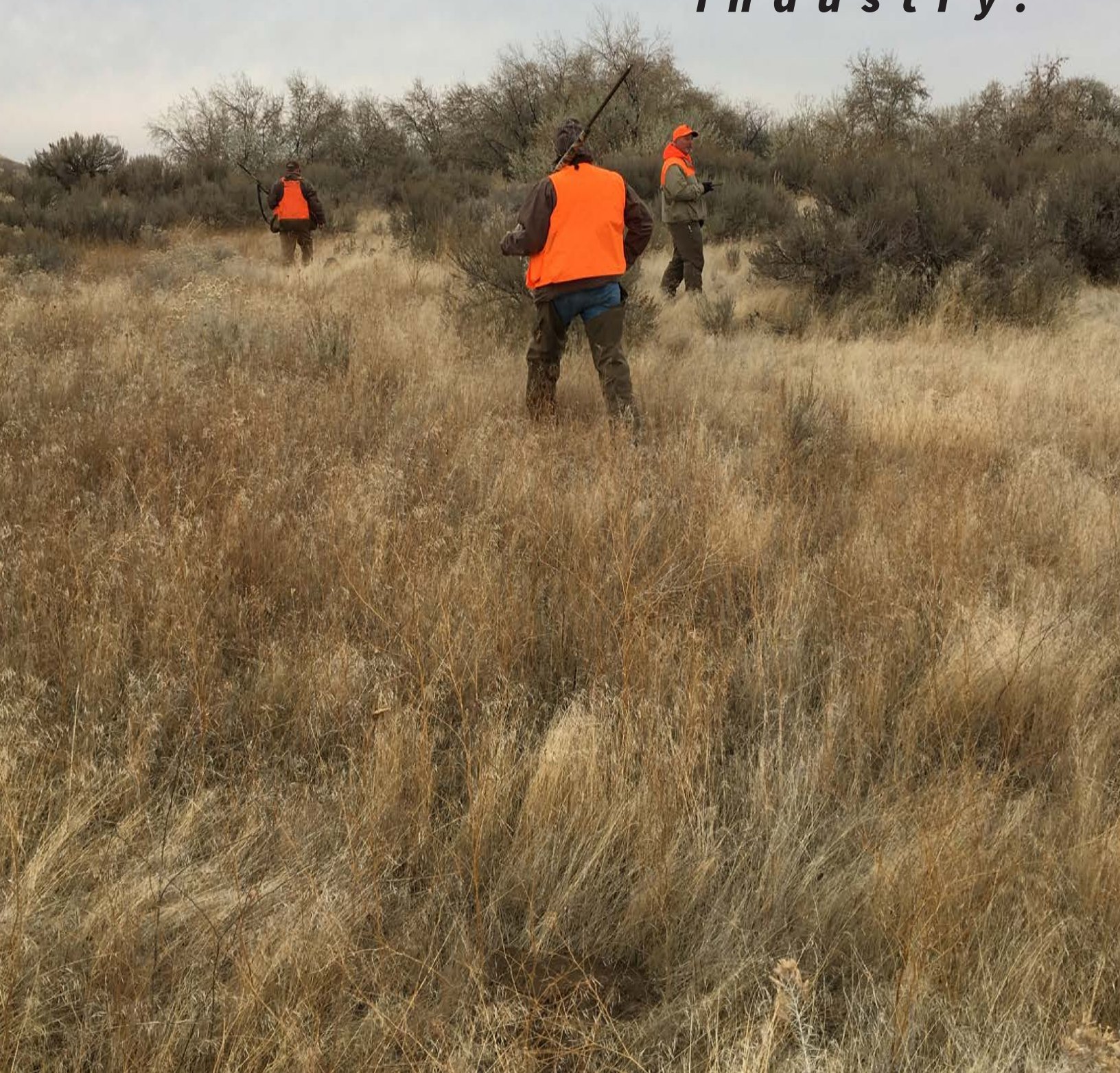
**COVERS**

AD MEDIA SPECS	COVER 2	COVER 3	COVER 4
Cover	\$17,464	\$16,008	\$18,919

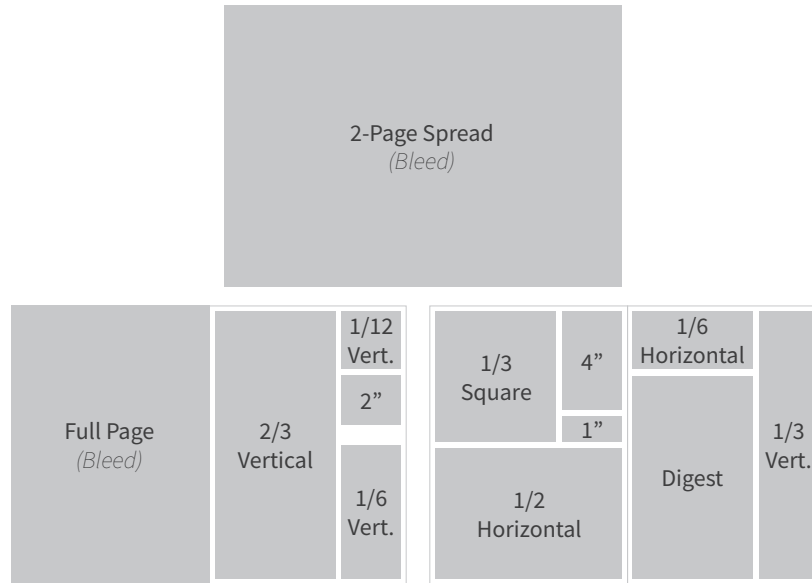
**CLASSIFIED**

AD MEDIA SPECS	1 INCH	2 INCHES	3 INCHES
Cover	\$525	\$782	\$19,016

**SHOT Business is the  
modern magazine of  
the shooting sports  
industry.**



# PRINT SPECS



## FILE AD SPECIFICATION

AD SIZE	NON-BLEED	BLEED	TRIM
2-Page Spread	15" x 10"	16" x 10.75"	15.75" x 10.5"
Full Page	7" x 10"	8.125" x 10.75"	7.875" x 10.5"
2/3 Page Vertical	4.625" x 10"	5.125" x 10.75"	4.875" x 10.5"
1/2 Page Horizontal	7" x 5"	8.125" x 5.375"	7.875" x 5.125"
Digest	4.625" x 7.5"	5.125" x 8"	4.875" x 7.75"
1/3 Page Square	4.625" x 5"	5.125" x 5.25"	4.875" x 5"
1/3 Page Vertical	2.25" x 10"	2.75" x 10.75"	2.5" x 10.5"
1/6 Page Vertical	2.25" x 5"	N/A	N/A
1/6 Page Horizontal	4.625" x 2.5"	N/A	N/A
1/12 Page Vertical	2.25" x 2.375"	N/A	N/A
4"	2.25" x 4"	N/A	N/A
2"	2.25" x 2"	N/A	N/A
1"	2.25" x 1"	N/A	N/A

### LAYOUT/PRODUCTION NOTES:

- Allow .25" safety area within TRIM on all 4 sides (*no live matter*)
- Ensure that crop marks are offset .125" from bleed

# PRINT SPECS

## PRINT SPECIFICATIONS

**Trim Size:** 7.875" x 10.5"

**Binding:** Saddle Stitch, Jog to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

**AD SIZES:** Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

**REQUIRED FORMAT:** PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at [www.swop.org](http://www.swop.org).

**PROOFS:** Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

**INSERTS:** Consult your advertising representative. Production, design, and prepress services are available; rates upon request.

## PRODUCTION GUIDELINES

**For all bleed ads:** Build file to trim size (*see chart at right*) and add .125" bleed on all 4 sides. Ensure that crop marks are offset .125" from bleed.

**Allow .25" safety area** within trim on all 4 sides (*no live matter*)

**Spread ads:** Supply in a single document

## MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

**PHOTOS:** Supplied images should be high res (*300 dpi*) in CMYK. B/W images must be high res (*300 dpi*) grayscale. **Images supplied in RGB will be converted to CMYK.**

**LOGOS:** Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

Native files supplied for corrections/adjustments must be accompanied by the fonts and links used in those files. (**Recommended:** Use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.

## AD MATERIAL SUBMISSIONS

*Submit files via our Ad Portal at [adportal.bonniercorp.com](http://adportal.bonniercorp.com)*

For ads supplied electronically, advertiser must supply an additional content proofing jpg. We do not accept ads via e-mail. Electronic files are stored for one year only, unless otherwise requested in writing.

**SEND ALL OTHER MATERIALS TO:**  
**SHOT Business** / Magazine Issue  
 Attn: Rina Murray  
 460 N. Orlando Ave., Suite 200  
 Winter Park, FL 32789

**PRODUCTION CONTACT**  
 Rina Murray / 760.707.1065  
[rina.murray@bonniercorp.com](mailto:rina.murray@bonniercorp.com)

**SHOT Business**  
*is designed to*  
*equip retailers,*  
*manufacturers and*  
*sales representatives*  
*with expert “real time”*  
*information.*



# TERMS & CONDITIONS

The following are certain general terms and conditions governing advertising published in *SHOT Business* MAGAZINE (the “Magazine”) published by Bonnier Active Media (the “Publisher”).

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on Publisher unless specifically agreed to in writing by Publisher.

2. The Magazine is a member of the Alliance for Audited Media (AAM). Total audited circulation is reported on an issue-by-issue basis in Publisher’s statements audited by the AAM. Total audited circulation for the Magazine comprises paid plus verified.

3. All advertisements and their content are subject to Publisher’s approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.

4. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher, except as specified in a signed contract, and are based on combined print and digital circulation. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.

5. Cancellation or changes in orders may not be made by Advertiser or Agency after specified closing date or digital campaign launch date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or Agency. In the event of cancellation, Advertiser and Agency agree to reimburse Publisher for any unit-related outside production costs incurred prior to cancellation.

6. Positioning of advertisements is at the discretion of Publisher except where request for a specific position is granted, in writing, by Publisher.

7. Publisher is not liable for delays in delivery, or non-delivery, in the event of an act of god, action by any

governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner. Any claim for under delivery not asserted within one year of insertion is waived.

8. Advertiser and Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and Agency agree to pay reasonable attorney fees, expenses, and costs incurred in connection with collection of all monies due.

9. Advertiser and Agency warrant that they are properly authorized to publish the entire content and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses, and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by Advertiser and Agency that they have obtained written consent of the use of the name, likeness, and/or testimonial of each and every living person which is contained therein. Advertiser and Agency agree to indemnify and hold Publisher harmless from and against any loss, expense, or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement as provided by Advertiser or Agency.

10. Creative work produced by Publisher remains the sole property of Publisher.

11. Until credit is approved, Advertisements are run on a prepaid basis only.

12. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned Advertiser discounts.

13. Special advertising production premiums do not earn any discounts or agency commissions.

14. The Magazine is subject to the *SHOT Business* 2020 issue-by-issue tally (IBIT) pricing system.

# CONTACT INFORMATION

## SALES

### NEW YORK

**Matt Levy**

*Corporate Advertising Director*  
matt.levy@bonniercorp.com

### SPORTING GOODS

**Jeff Roberge**

*Advertising Director*  
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**Katie Logan Mooneyham**

*Advertising Director*  
katie.logan@bonniercorp.com

## MARKETING

**Amanda Gastelum**

*Brand Marketing Director*  
amanda.gastelum@bonniercorp.com

## PRODUCTION

**Rina Murray**

*Production Manager*  
rina.murray@bonniercorp.com

**Send Advertising Materials To:**

*SHOT Business / Production*

460 N. Orlando Ave., Suite 200

Winter Park, FL 32789

Attn: Rina Murray

Special Instructions: Magazine Issue