

WORLD'S LEADING PAINTBALL MAGAZINE

PAINTBALL

ACTION

PURSUIT GAMES

MAGAZINE PROFILE

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- FEATURES
- TECH
- SCENARIOS

'12

MEDIA KIT

MARKET DEMOGRAPHICS

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- ADVERTISING CLOSING DATES
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Celebrating our
25th Anniversary

ACTION PURSUIT GAMES

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MAGAZINE

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ACTION PURSUIT GAMES

Presents exciting, action-packed paintball for players from entry level to pro.

Readers rely on us for hard-hitting test results, reviewing markers and gear.

Columns from the industry's foremost authorities on reball, speedball, scenario, woodsball, mil-sim, and more.

New product showcases, event news and coverage, and young upcoming stars.

Celebrating our 25th anniversary as the industry's leading publication.

ACTION PURSUIT GAMES MAGAZINE

Editorial team of Doug Jeffrey and Karen Wilhelmsen bring the paintball world and lifestyle into homes and businesses with each and every issue

**ACTION PACKED,
FULL-COLOR MAGAZINE
IS AVAILABLE
QUARTERLY ON YOUR
NEWSSTAND**



MISSION STATEMENT:

To educate our sport throughout the mainstream. To continue as the leader in our industry, by providing complete paintball coverage.

VISIT US ON OUR WEBSITE:
www.actionpursuitgames.com



(800) 332-3330 ext 1930

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KEY STATS AND BENEFITS

CIRCULATION: Action Pursuit Games is distributed by Curtis Circulation, which also distributes such titles as Maxim, Mens Health, Forbes and Newsweek.

DISTRIBUTION: USA, Canada, England, Mexico

RETAIL PARTNERS: 7-Eleven, Albertsons, Army/Airforce, Borders, Barnes & Noble, Frys, Kroger, Long's, Safeway, Stater Bros, Tops

DEMOGRAPHICS

AGE: 11-16 **42%**, 17-39 **33%**, Over 40 **25%**

GENDER: Male **89%**, female **11%**

39% Attends High School

31% Attends College

78% Is Presently Employed

85% Play Sports Outdoors

43 % Play Sports Indoors

89% Own a Laptop Computer

79% Have High Speed Connection

92% Own a Cell Phone

8% Plan to Purchase in next 12 months

VIDEO GAMES:

88% Own a video game console

12% Will purchase a video next 12 Months

66% Purchases at least 1 game per month

ADDITIONAL STATS

36% Plan to buy a car in next 3 years

61% Plan to purchase an MP3 player in the next 12 months

21% Plan to purchase an HDTV in the next 12 months

92% Purchased products in the past 12 months

81% attended a sporting event in the past 12 months

31% Eat out 3 times a week or more

66% Eat snack food

98% Drink water, or replenishing fluid

CONTACT INFORMATION

ACTION PURSUIT GAMES MAGAZINE

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COVER ISSUE

APRIL 2012

AD CLOSE

DEC 14

ON SALE DATE

FEB 1

JULY 2012

MAY 16

JUL 10

BUYERS GUIDE 2013

AUG 22

OCT 16

JANUARY 2013

OCT 17

DEC 11

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SIZE	1 ISSUE	3 ISSUES	6 ISSUES	12 ISSUES
FULL PAGE	\$2060	\$1958	\$1862	\$1792
2/3 PAGE	\$1530	\$1455	\$1380	\$1332
1/2 PAGE	\$1177	\$1118	\$1059	\$1022
1/3 PAGE	\$808	\$770	\$728	\$701
1/4 PAGE	\$423	\$401	\$385	\$369
1/6 PAGE	\$373	\$351	\$335	\$319
1/12 PAGE	\$304	\$282	\$266	\$250
C2 or C3	\$3408	\$3237	\$3076	\$2964
C4	\$3908	\$3737	\$3576	\$3464

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ADVERTISING SPECIFICATIONS

FINAL TRIM: 7-3/4" X 10-1/2"

STANDARD UNITS

Full Page (live)
2/3 Page (vertical)
1/2 Page (vertical)
1/2 Page (horizontal)
1/3 Page (vertical)
1/3 Page (horizontal)
1/4 Page (vertical)
1/6 Page (vertical)
1/6 Page (horizontal)

WIDTH AND DEPTH

7" x 9-3/4" Deep
4-1/2" x 9-3/4" Deep
3-1/4" x 9-3/4" Deep
7" x 4-3/4" Deep
2-1/8" x 9-3/4" Deep
4-3/8" x 4-3/4" Deep
3-1/4" x 4/3/4" Deep
2-1/8" x 4-3/4" Deep
2-1/8" x 2-1/4" Deep

* **LIVE AREA:** Type and other image not intended to bleed must be kept 3/8" from final trim.

PRINTING: Web Offset

BINDING: Perfect Bound

TRIM SIZE: 7-3/4" x 10-1/2"

FULL PAGE BLEED: (ALL SIDES) 8" x 10-3/4"

NON-BLEED SPREAD: 14-3/4" x 9-3/4" Deep

FULL-BLEED SPREAD: (ALL 4 SIDES) 15-3/4" x 10-3/4" Deep (KEEP LIVE MATTER CENTERED TO: 14-3/4" x 9-3/4")

MAXIMUM DOT DENSITY: 180% for 2-Colors, 280% for 4-Colors

SOFTWARE SUPPORTED: Macintosh, Macintosh Quark XPress up to 6.5, Macintosh Adobe Illustrator up to 10.0, Macintosh Photoshop up to 7.0 in Macintosh/Power Macintosh format only. All jobs must be supplied with all resident fonts in files, including fonts imbedded or used with eps files. All images (logos, photos, and associated artwork) must be included. APG supports the Adobe Type Library. Any non-Adobe fonts will be treated as support material for the customer's job and will be deleted when job is complete.

MEDIA SUPPORTED: Large files should be submitted on disk (CD or DVD). APG will not be held responsible or assume liability for any damages to, or loss of disk, data information. Customer agrees not to supply original disks or materials. Disks will be returned if a self-addressed stamped mailer is included.

PROOF: Laser proof is acceptable for black and white. A press ready color proof must be included for color jobs. A proof must be supplied for each file 100% of size. If no proof is furnished by the customer, APG will not be held responsible for ads printed incorrectly.

DIGITAL IMAGES: Acceptable file formats: TIFFS, EPS, PDF with fonts embedded. Color images must be CMYK.

SUGGESTED RESOLUTION: Black & White: 260 dpi, Color: 300 dpi

NOT ACCEPTED: Compressed/Splitting of files, True Type fonts, RGB, JPEG, LZW

PUBLISHER SET: (PUBSET) Ads should arrive no later than the Ad Close date, this includes ad copy, photographs, logo, etc. needed to build the ad. APG will supply a price quote based on the amount of work necessary to complete the ad for authorization. Alterations and correction request to the finished product will be billed to the advertiser. APG will analyze all digital files. Files that require more than 15 minutes to process, due to complexity or improper structure, will be held for customer approval. The customer will be given the option to replace the file, or pay additional charges for APG to process the job.

You may also E-MAIL a PDF of your ad to: gfrimmel@beckett.com

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We have 3, 6, and 12 month plans available for your **APG** Web Site Ad campaign.

3 size options to suit your web site advertising needs.

(Max File Size: 20k; File Types: JPEG, GIF)



RESERVE YOUR ONLINE ADVERTISING TODAY!

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BANNER AD RATES

SIZE	3 MONTH	6 MONTH	12 MONTH
300 X 250	\$400	\$350	\$300
160 X 600	\$400	\$350	\$300
728 X 90	\$300	\$250	\$200

EXISTING MAGAZINE ADVERTISERS

SIZE	3 MONTH	6 MONTH	12 MONTH
300 X 250	\$300	\$250	\$200
160 X 600	\$300	\$250	\$200
728 X 90	\$200	\$150	\$100

3 size options to suit your web site advertising needs.
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