

# GUN WORLD

## MARKET DEMOGRAPHICS

- ADVERTISING RATES & SPECS
- ADVERTISING CLOSING DATES



## MAGAZINE PROFILE

- COLUMNS
- FEATURES
- TRAINING
- TECHNIQUES
- PRODUCTS
- EVENTS

# '11

## MEDIA KIT



# GUN WORLD

## Beckett Media LLC Gun World Magazine

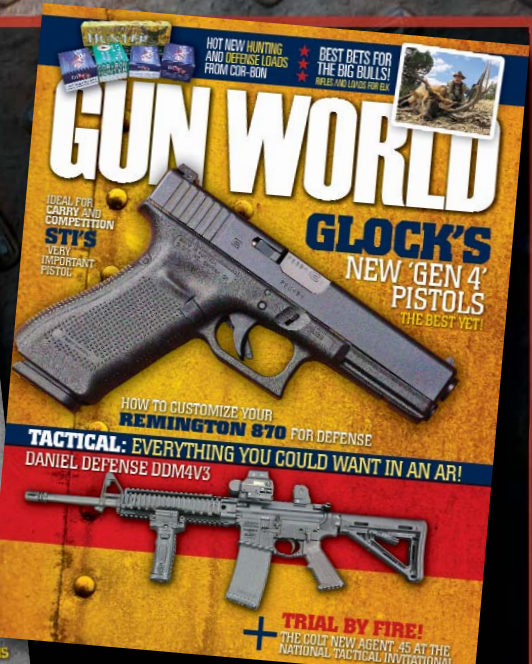
2400 E. Katella Ave., Suite 300  
Anaheim, CA 92806  
Tel: 714-939-9991  
Fax: 714-939-9909

### Editor

**Steve Quinlan**  
Tel: 714-939-9991 x205  
Fax: 714-939-9909  
Email: squinlan@beckett.com

### Outdoor Group Director David Beckler

Tel: 972-448-9173  
Fax: 972-991-8930  
Email: dbeckler@beckett.com



## CIRCULATION

Readership . . . . . 295,084  
Total Circulation . . . . . 73,771  
Subscribers . . . . . 7,437  
Newsstand . . . . . 66,334

## ABOUT THE EDITOR

Steve Quinlan is a 14-year veteran outdoor editor, a member of the NRA and the California Rifle and Pistol Association, and is also a charter captain. He began his career in publishing as an associate editor at Western Outdoors Publications in 1993 while attending college part-time at California State University, Fullerton (CSUF).

Quinlan's outdoor magazine career continued as executive editor of Sports Afield magazine when it was owned by Robert Petersen, and as editor of three national boating titles. He graduated from CSUF in 1999 with a bachelor's degree in English.

Prior to his career in publishing, Quinlan worked in aircraft manufacturing as a mechanic on MD-80 and MD-90 commercial aircraft, and on the B-2 Spirit Stealth Bomber. He was also a technical writer for four years and a manufacturing instructor for the largest CNC manufacturer in the North America.

## ABOUT OUR READERS

- 97% male
- Average Age: 44
- Own a Truck or SUV: 67%
- Licensed Hunters: 62%
- Active-Duty Military or Police: 19%
- Own More Than One Firearm: 93%
- Reload Their Own Ammo: 48%
- Own a Shotgun: 86%
- Own a Gun Safe: 73%

## OUR READERS HAVE PURCHASED IN THE LAST 12 MONTHS:

- Riflescope or Similar Sight: 24%
- Outdoor or Tactical Knife: 41%
- Holster: 31%
- Ammunition: 96%
- Participated in a Organized Shooting Competition: 21%

## OVERVIEW

•**GUN WORLD**—one of the oldest and most respected names in firearms journalism, now in its 51st year of publication, is now part of the dynamic *Beckett Media* family of publications.

•**GUN WORLD** is a full-spectrum firearms magazine intended to cater to a broad range of enthusiasts. Topics covered regularly include firearms and related gear for hunting, target and other recreational shooting and personal defense. The special concerns and needs of our military and law enforcement personnel are addressed in a special tactical section each month. More specialized aspects of the shooting sports such as muzzleloading and replica firearms, cowboy action shooting, competition firearms, optics and more are regularly covered as well.

•**GUN WORLD's** editorial focus centers on contemporary, commercially available firearms that are affordable by enthusiasts of average means. Each issue of **GUN WORLD** typically contains approximately eight in-depth feature articles carefully selected to appeal to as many of America's estimated 90 million gun owners as possible.

•**GUN WORLD** strives to give its readership a wide diversity of points of view, with many feature contributors, including some of the most senior and respected writers in the business as well as promising newcomers.

•**GUN WORLD** typically has more photographs and photo captions than any similar full-spectrum firearms magazine. **GUN WORLD** is now all-color publication and sets high graphic standards for editorial submissions, making every effort to increase the eye-appeal of the publication for our readers. Recently, **GUN WORLD's** number of pages has been increased by 20 percent.

•**Under the leadership of Beckett Media GUN WORLD** is constantly striving to grow in circulation, improve in editorial and graphic quality and become an even more appealing publication for readers and advertisers alike.

# GUN WORLD

## 2011 EDITORIAL CALENDAR

### JANUARY

**Special Commemorative Issue** — 100th anniversary of the 1911. Extensive coverage of the 1911, including shells, new models, aftermarket accessories and more. Announcement of our 1911 sweepstakes/giveaway. SHOT Show distribution.

### SPECIAL ISSUE

**2011 Handgun Buyers Guide:** A complete listing of current handguns by manufacturer. Bonus distribution at 2011 SHOT show.

### FEBRUARY

**Special Tactical Issue:** Coverage of tactical firearms, techniques, clothing and gear in addition to our usual "Tactical Gear" section. Also, special buyer's guide to safes, strong boxes and gun locks with an emphasis on protecting them from theft and fire and well as quick emergency access.

### MARCH

**Ammo Issue:** A comprehensive ammo buyer's guide — from pistols to rifles to shotguns — with an emphasis on what's new.

### APRIL

**Optics buyer's guide:** Complete coverage of scopes, binoculars, reflex sights, lasers, illuminators and more. Also, the latest in law-enforcement firearms.

### MAY

**Spring Varmints:** Rifles, optics and loads for this popular sport.

### JUNE

**Shotgun Issue:** Choosing a shotgun to meet your sporting and defensive needs. Shotgun Buyers guide included.

### JULY

**Get Ready for Hunting Season:** What you need for the season — clothes, boots, backpacks, knives and other accessories. Review of today's most popular hunting rifles.

### AUGUST

**Deer Hunting:** Rifles, scent elimination, camo, game calls, gear and more for America's most popular big-game animal.

### SEPTEMBER

**Big Game:** Rifles, cartridges, loads and scopes for our larger big game.

### OCTOBER

**Waterfowl/Upland/Small Game:** Shotguns, camo, clothing, calls, blinds and shooting techniques.

### NOVEMBER

**Revolvers** — sporting, defensive and classic. Coverage of the guns themselves as well as accessories, such as holsters, moonclips, etc., and a roundup of the best ammo available.

### DECEMBER

**Holiday Gift Buyers' Guide**



# GUN WORLD

## 2011 PRODUCTION SCHEDULE

Issue	Ad Close	Materials Due	On Sale Date
Dec 2010	09/15/10	09/24/10	11/09/10
Buyers' Guide 2011	10/06/10	10/15/10	11/30/10
January	10/20/10	10/29/10	12/14/10
February	11/22/10	12/03/10	01/18/11
March	12/21/10	12/31/10	02/15/11
April	01/19/11	01/28/11	03/15/11
May	02/23/11	03/04/11	04/19/11
June	03/23/11	04/01/11	05/17/11
July	04/19/11	04/29/11	06/14/11
August	05/18/11	05/27/11	07/12/11
September	06/15/11	06/24/11	08/09/11
October	07/13/11	07/22/11	09/06/11
November	08/17/11	08/26/11	10/11/11
Buyers' Guide	09/14/11	09/23/11	11/08/11
December	09/21/11	09/30/11	11/15/11
January 2011	10/26/11	11/04/11	12/20/11
February 2011	11/21/11	12/02/11	01/17/12

\*Dates subject to change

## 2011 RATE CARD

	1x	3x	6x	9x	12x
Full Page	\$3,373	\$3,204	\$3,076	\$3,040	\$3,004
2/3 Page	2,734	2,680	2,549	2,505	2,464
1/2 Page	2,412	2,359	2,248	2,208	2,174
1/3 Page	2,174	2,129	2,030	1,991	1,958
1/4 Page	1,969	1,904	1,826	1,783	1,738
Cover 2	3,782	3,627	3,500	3,455	3,414
Cover 3	3,744	3,477	3,467	3,421	3,414
Cover 4	4,010	3,938	3,715	3,690	3,628

**CALL 972-448-9173**

David Beckler  
 Email: [dbeckler@beckett.com](mailto:dbeckler@beckett.com)  
 Fax 972-991-8930

**Beckett Media LLC**  
 2400 E. Katella Ave., Suite 300, Anaheim, CA 92806

