

Knives

ILLUSTRATED®



THE PREMIER KNIFE MAGAZINE

MAGAZINE PROFILE

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

'11

MEDIA KIT

MARKET DEMOGRAPHICS

- ADVERTISING RATES & SPECS
- ADVERTISING CLOSING DATES



January 2011 Editorial Line-up

For editorial inquires contact:
J. Bruce Voyles, Editor
bvoyles@beckett.com

Circulation: 23,019 | Newsstand: 17,339 | Subscribers 5,630

COLUMNS IN EVERY ISSUE

- Points of Interest: New products, industry news that doesn't dictate a full-page coverage
- Guess the Knifemaker: Handmade knife with the logo photoshopped out—reader participation
- Shows: Upcoming knife shows
- Web: Promo about knivesillustrated.com
- On the Edge: Bruce Voyles comments and gives insight about the knife industry and its people
- We are always looking for targets of opportunity. We are always on the lookout for a knifemaker in their own words, which are one to two pagers and any item or press release that would make an interesting one pager

NEW

- Eric Eggy Art: Well-known knife photographer displaying is ongoing work of beautiful women with knives, in arty and futuristic settings

POSSIBLE NEW COLUMNS UNDER CONSIDERATION

- Grail Knives: A knife worthy of being your "best of all time"
- Shop Tour: A two-page photo tour of a knifemaker's shop.
- In the Loop: Top tips from readers and knifemakers—possibly working with the knife companies to give out their promotional items to those who submit tips we publish
- Regular contributors in each issue
- They have flexibility in which knife or knives they wish to write about
- Ahern on swords
- Mike Black on steels and cutting tests
- Abe Elias knife reviews
- Clint Thompson: A former UN police trainer in Iraq and Kosovo, currently a police chief in Oklahoma
- Rotating group of contributors: Justin Forrester, and Jim Weiss
- Casico is a police dog trainer and martial arts teacher in Oregon; Justin Forrester is an outdoorsman living in Alaska; and Jim Weiss is an ex-Navy SEAL and retired police officer

Digital Images

Required File Formats:

TIFF, EPS, JPG, PDF with fonts embedded.
Color files must be CMYK at a resolution of 300 DPI. Black & White files must be GRAYSCALE at a resolution of 266 DPI

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April 2011

Deadline: 12/22/10

On Sale: 3/11

TACTICAL/PRACTICAL Issue

- Police Chief Clint Thompson: "Tomahawks—Don't Make Me Go Davy Crockett on You!"
- Urban Knives for Street Survival
- Knives for the Dark Places
- Jim Weiss and Mickey Davis: Chris Reeve Pacific model tactical knife
- Ahern on Swords: The Hank Reinhardt Memorial Sword Team

May/June 2011

Deadline: 2/2/11

On Sale: 4/12

SHOT SHOW ISSUE (30 pages devoted to this)

- The Knives of the SHOT Show
- Ahern on Swords: The Swords of Robin Hood Movies
- Mike Black on Steels and Cutting Tests
- Abe Elias Knife Review: Household Knives
- Police Chief Clint Thompson: Weapon Self Defense for Women (a course he has taught)
- Jim Weiss and Mickey Davis: Chris Reeve Sikayo Chef Knives

July 2011

Deadline: 3/16/11

On Sale: 5/24

COLLECTING/INVESTING ISSUE

- Collecting Sources Directory
- Fathers Day Gift Ideas
- Knifemaking Suppliers Director
- Ahern on Swords: The Cas Hanwei Side Sword
- Mike Black on Steels and Cutting Tests
- Abe Elias Knife review: Cold Steel Knives
- Police Chief Clint Thompson: Edged Weapons for Home Defense
- B.R. Hughes: The Five Most Underrated Knifemakers of All Time
- Justin Forrester: How to Make and Open Top Sheath

August 2011

Deadline: 4/27/11

On Sale: 7/5

POCKETKNIVES ISSUE

- Traditional Pocketknives
- Futuristic Pocketknives (including handmades)
- Current-Production Pocketknives
- Ahern on Swords: The Shasqua—The Fearful Sword of the Cossacks
- Mike Black on Steels and Cutting Tests
- Abe Elias Knife Review: CRKT Edgie
- Police Chief Clint Thompson: Assisted-Opening Knives Now Legal in Kansas—How It Happened

October 2011

Deadline: 6/8/11

On Sale: 8/16

INTERNET DIRECTORY ISSUE

- Rescue Knives
- Ahern on Swords: The Handmade Katana by Cambodian Dominique Eluere
- Mike Black on Steels and Cutting Tests
- Abe Elias Knife Review: Buck Harts Hook
- Police Chief Clint Thompson-Gerber's Mini Covert Auto

November 2011

Deadline: 7/14/11

On Sale: 9/20

KNIFE SHOWS ISSUE

- Ahern on Swords: The Cawood Viking Sword, Discovered and Replicated
- Mike Black on Steels and Cutting Tests
- Abe Elias Knife Review: Case Fixed Blade
- Police Chief Clint Thompson: If I Had to Choose Only One Survival Knife or Tool, It Would be...
- B.R. Hughes: New Journeyman Smiths of the ABS

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www.knivesillustrated.com

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December 2011

Deadline: 8/24/11

On Sale: 11/1/11

GIFT IDEA ISSUE

- Ahern on Swords
- Mike Black on Steels and Cutting Tests
- Abe Elias Knife Review: Fallkniven Knives
- Police Chief Clint Thompson: The Best Tactical Folders for Law Enforcement Less Than \$100

BUYERS' GUIDE SPECIAL ISSUE

Deadline: 8/31/11

January 2012

Deadline: 9/28/11

On Sale: 12/6/11

HANDMADE KNIVES ISSUE

- Best Knives From the Knifemakers' Guild Show
- B.R. Hughes New Mastersmiths of the ABS
- Ahern on Swords: Contenders for the Throne—Swords of King John and Richard the Lionhearted
- Mike Black on Steels and Cutting Tests
- Abe Elias Knife Review: I.J. Leouko Pukko Knives
- Police Chief Clint Thompson: Machete—Tool or Weapons

Febuary–March 2012

Deadline: 11/07/11

On Sales: 1/17/12

DIVING KNIFE (Swimsuit) Issue

- Spirit of Steel Show Report
- Ahern on Swords: Unsharpened Swords for Fun and Frolic—European Martial Arts Heads This Way
- Mike Black on Steels and Cutting Tests
- Abe Elias Knife Review: Condor Bush Knife



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THE PREMIER CUTLERY MAGAZINE

2011 Production Schedule*

Issue Cover Date	Ad Close Date	Materials Due Date	On Sale Date
Feb 2011	11/10/10	11/18/10	01/04/11
Apr 2011	01/05/11	01/14/11	03/01/11
May/June 2011	02/16/11	02/25/11	04/12/11
Jul 2011	03/30/11	04/08/11	05/24/11
Aug 2011	05/11/11	05/20/11	07/05/11
Oct 2011	06/22/11	07/01/11	08/16/11
Nov 2011	07/27/11	08/05/11	09/20/11
Dec 2011	09/07/11	09/16/11	11/01/11
Jan 2012	10/12/11	10/21/11	12/06/11
Buyers' Guide 2012	09/14/11	09/23/11	11/08/11
Feb/Mar 2012	11/21/11	12/02/11	01/17/12

* Dates subject to change

2011 Rate Card

	1x	6x	12x
Full Page	\$2,748	\$2,558	\$2,394
2/3 Page	2,307	2,217	2,013
1/2 Page	2,019	1,896	1,789
1/3 Page	1,651	1,571	1,476
1/4 Page	1,493	1,438	1,373
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2 Pg Spread	5,221	4,859	4,547
Cover 2	2,897	2,768	2,693
Cover 3	2,741	2,676	2,603
Cover 4	2,982	2,860	2,790

For more information, contact David Beckler today!

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