

# Knives<sup>®</sup>

ILLUSTRATED

THE PREMIER CUTLERY MAGAZINE

MAGAZINE PROFILE

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

**2013**  
**MEDIA KIT**

**MARKET**  
**DEMOGRAPHICS**

- ADVERTISING RATES & SPECS
- ADVERTISING CLOSING DATES

# Knives

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## 2013 QUICK REFERENCE INFORMATION SHEET

*Knives Illustrated* is a magazine devoted to the artistry and technological advancements of man's oldest tool, the knife. Knifemaking is at a historical peak. Today's craftsmen are producing some of the finest knives. *Knives Illustrated* keeps its readers up to date on the changes. Each issue is crammed with informative, entertaining, insightful articles.

### Every issue of *KI* contains articles in the following categories:

- Hot New Knives and in Use by Canadian Field Editor Abe Elias
- What Hot in West Coast and Northwest Knives by West Coast Field Editor Pat Casico
- Latest in Knife Steels and How They Cut by Michael S. Black
- Upcoming Knifemakers to Watch by Les Robertson
- Knives for use by Military, Law Enforcement, and Emergency Personnel, and Other Tactical Applications by a Variety of Authors



### CIRCULATION:

- ESTABLISHED 1986
- PUBLISHED BI-MONTHLY
- TOTAL AUDIENCE: 92,076
- CIRCULATION: 23,019
- SUBSCRIBERS: 5,630
- NEWSSTAND: 17,389



### AVERAGE READER DEMOGRAPHICS:

- *Knives Illustrated* readers will buy more than \$30 million in knives this year...are you reaching this market by advertising in *Knives Illustrated*?
- Subscribers: Age range: 45–55 (Newsstand readers are 8–10 years younger)
- 98% male
- Multiple knife buyers—average reader will buy 12–17 knives each year
- Unique audience: 57% of *KI* readers read NO other knife publications
- 91% own guns
- Multiple Motivations: *KI* readers buy knives for: use, personal collection and gifts
- The average *KI* reader owns five different knives they carry or use in different situations throughout the year
- 4.3 readers per issue through pass along rate
- 82% of *KI* readers say their buying decisions are influenced by the editorial and advertising in *Knives Illustrated*

#### EDITOR

**J. Bruce Voyles**

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**David Beckler**

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# Knives

ILLUSTRATED

www.knivesillustrated.com

## 2013 Editorial Line-up

For editorial inquires contact:

**J. Bruce Voyles, Editor**

bvoyles@beckett.com

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



### IN EVERY ISSUE ...

- Points of Interest—The latest in news and knives. (Expanded up to 3 pages)
- Guess the Knifemaker—An unmarked handmade knife, and the readers guess who the maker is.
- Questions and Answers—Answers to questions from readers, and answers to questions from editors who wished they were asked about a certain topic.
- Shows—The upcoming knife shows and events in a knife industry calendar.
- On the Edge—The personal side of the knife experience from the editor's 30-plus years in the knife industry.
- Tips—Inside info to enhance the knife ownership experience.
- Law—The latest in the ongoing fight to protect our knife freedoms.

### DESIGN ELEMENTS TO CONTINUE

- No ads on the opening 2 page spreads
- Longer cover stories
- 2 pages (minimum) of Points of Interest
- And a 2-page table of contents
- All articles will have sidebars and subheads

### REGULAR CONTRIBUTORS

- Abe Elias on specific knives, their use outdoors and testing.
- Clint Thompson, a law enforcement professional who approaches knives from a law enforcement, tactical angle.
- Jim Weiss and Mickey Davis on tactical knives and their uses, often utilizing several other experts to add to their reviews.
- Les Robertson, who is one of the few custom knife dealers, makes a full-time living buying and selling handmade knives. In each issue he will pick the knifemakers he thinks deserve attention and have investment potential.
- B. R. Hughes, one of the founders of the American Bladesmith Society, a member of the two Cutlery Halls of Flame and a knife-book author, introduces KI readers to the new Journeymen and Master smiths of the American Bladesmith Society as they earn that ranking.
- Richard Lucas, Paris-based, does freelancing in places ranging from Morocco to Cambodia on hard news stories and in his downtime takes in the knife angle for KI. He covers political unrest, civil wars and things like the French Foreign Legion in his day job.



### 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

### FTP Information:

ftp.apg-media.com

UN: knives\_sales

PW: ki\_apg08742

### To Reserve Ad Space

#### Contact:

David Beckler

Outdoor Group Director

4635 McEwen Road

Dallas, TX 75244

Tel: 972.448.9173

Fax: 972.991.8930

Email: dbeckler@beckett.com





## 2013 Editorial Line-up

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

### Readers have a choice. And we know it.

That's why we go the extra mile, issue after issue, to bring readers the most comprehensive coverage of knives anywhere on the planet. Whether they are enthusiasts, collectors, users or makers, this 84-page, full-color magazine will keep them entertained and informed with how-to stories, profiles, features and more.

*Knives Illustrated*. More issues, more coverage, more expertise, more depth.

We make the choice easy for them.

## APRIL

### COLLABORATIONS ISSUE

- The best knifemaker design/knife manufacturer teams
- Ryan Johnson: The Tomahawk Man
- Buck/Tops Collaboration Team

## MAY

### THE SHOT SHOW ISSUE

- Knives of the SHOT SHOW (typically 30 or more pages)
- Break-out articles on significant knives and events announced at SHOT

## JUNE-JULY

### COLLECTING/INVESTING ISSUE

- Collecting sources directory
- Father's Day Gift Ideas
- New Mastersmiths of the ABS

## AUGUST

### POCKETKNIVES ISSUE

- Traditional pocketknives
- Pocketknives of the Future
- Tactical pocket folders
- Best Mid-Year Knife Debuts from The Blade Show

## SEPTEMBER

### INTERNET DIRECTORY ISSUE

- Best Websites on the Internet
- New Journeyman Smiths of the ABS
- Best Knife Places Directory (where to go to see and buy knives in person)

## OCTOBER

### GIFT IDEA ISSUE

- Rescue Knives
- Mid-tech Knives (handmade production knives)
- The five most underrated knifemakers of all time
- Knives for Emergency Preparedness

## NOVEMBER

### BUYERS GUIDE

- Best Knives in the Hottest Categories,
- Recommendations to Potential Buyers

## DECEMBER

### TACTICAL KNIVES ISSUE

- Urban Knives for Street Survival
- Knives for the Dark Places
- Top 10 Tactical Knives

# Knives<sup>®</sup> ILLUSTRATED

THE PREMIER CUTLERY MAGAZINE

## 2013 Production Schedule\*

Issue Cover Date	Ad Close Date	Materials Due Date	On Sale Date
Jan/Feb 2013	11/21/12	11/29/12	01/15/13
Apr 2013	01/02/13	01/10/13	02/26/13
May 2013	02/06/13	02/14/13	04/02/13
Jun/Jul 2013	03/13/13	03/21/13	05/07/13
Aug 2013	05/15/13	05/23/13	07/09/13
Sep 2013	06/19/13	06/27/13	08/13/13
Oct 2013	07/24/13	08/01/13	09/17/13
Nov Buyers' Guide	08/28/13	09/05/13	10/22/13
Dec 2013	10/09/13	10/17/13	12/03/13
Jan/Feb 2014	11/20/13	11/27/13	01/14/14

\* Dates subject to change

## 2013 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
<b>2 Pg Spread</b>			
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!**

**David Beckler**  
Outdoor Group Director

Phone: 972.448.9173  
Fax: 972.991.8930  
eMail: dbeckler@beckett.com



## 2013 Production Schedules

David Beckler  
 4635 McEwen Road dbeckler@beckett.com  
 Dallas, Texas 75244 (972) 448-9173

### Bow & Arrow

	MAR/APR	MAY/JUN	JULY Buyers Guide	AUG	SEP	OCT	Crossbows	Nov	Dec	Jan/Feb
AD CLOSE	12/19/12	1/23/13	3/13/13	4/10/13	5/15/13	6/12/13	6/26/13	7/31/13	8/28/13	10/23/13
MATERIALS DUE	12/27/12	1/31/13	3/21/13	4/18/13	5/23/13	6/20/13	7/3/13	8/8/13	9/5/13	10/31/13
ON SALE	2/12/13	3/19/13	5/7/13	6/4/13	7/9/13	8/6/13	8/20/13	9/24/13	10/22/13	12/17/13
FTP	Username: bah_sales		Password: ba_apg49284							

### GUN WORLD

	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	Buyers Guide
AD CLOSE	12/19/12	1/16/13	2/13/13	3/13/13	4/17/13	5/15/13	6/12/13	7/17/13	8/14/13	8/28/13
MATERIALS DUE	12/27/12	1/24/13	2/21/13	3/21/13	4/25/13	5/23/13	6/20/13	7/25/13	8/22/13	9/5/13
ON SALE	2/12/13	3/12/13	4/9/13	5/7/13	6/11/13	7/9/13	8/6/13	9/10/13	10/8/13	10/22/13
FTP	Username: gun_sales		Password: gw_apg95622							

### Knives

	APR	MAY	JUN/JUL	AUG	SEP	OCT	NOV Buyers Guide	DEC	JAN/FEB	
AD CLOSE	1/2/13	2/6/13	3/13/13	5/15/13	6/19/13	7/24/13	8/28/13	10/9/13	11/20/13	
MATERIALS DUE	1/10/13	2/14/13	3/21/13	5/23/13	6/27/13	8/1/13	9/5/13	10/17/13	11/27/13	
ON SALE	2/26/13	4/2/13	5/7/13	7/9/13	8/13/13	9/17/13	10/22/13	12/3/13	1/14/14	
FTP	Username: knives_sales		Password: ki_apg0874							

### SURVIVAL

	Spring	Summer	Fall	Winter
AD CLOSE	1/30/13	5/1/13	7/31/13	10/23/13
MATERIALS DUE	2/7/13	5/9/13	8/8/13	10/31/13
ON SALE	3/26/13	6/25/13	9/24/13	12/17/13

### FIREPOWER

	I	II	III	IV
AD CLOSE	12/19/12	3/20/13	6/19/13	9/25/13
MATERIALS DUE	12/27/12	3/28/13	6/27/13	10/3/13
ON SALE	2/12/13	5/14/13	8/13/13	11/19/13

### CONCEALED CARRY HANDGUNS

	I	II
AD CLOSE	2/6/13	8/21/13
MATERIALS DUE	2/14/13	8/29/13
ON SALE	4/2/13	10/15/13

### HOME DEFENDER

	I	II
AD CLOSE	11/28/12	5/22/13
MATERIALS DUE	12/6/12	5/30/13
ON SALE	1/22/13	7/16/13

### TACTICAL WORLD

	I	II
AD CLOSE	4/10/13	7/10/13
MATERIALS DUE	4/18/13	7/18/13
ON SALE	6/4/13	9/3/13

\*Special issues use Gun World FTP

# Digital Advertising Specifications

## SOFTWARE SUPPORTED

**BECKETT MEDIA** can accept electronic files created in **Quark Xpress up to 7.3, Adobe Illustrator and Adobe Photoshop up to CS3**. All jobs must be supplied with all fonts resident in the files, including fonts embedded or used with EPS files. All images (logos, photos and associated artwork) must be included. **BECKETT MEDIA** supports the Adobe Type Library. Any non-Adobe fonts must be provided by the customer. **BECKETT MEDIA** needs a copy of the screen & printer font for each font used. These fonts will be treated as support material for the customer's job, and will be deleted when the job is completed.

## MEDIA SUPPORTED

**BECKETT MEDIA** accepts files delivered by email, ftp site (contact your customer service representative for more info) or by CD/DVD. **BECKETT MEDIA** will not be held responsible or assume liability for any damages to, or loss of disk, data or information. Customer agrees not to supply original disks or materials. Upon request disks will be returned if a self-addressed stamped mailer is included.

## PROOF

A press ready color proof must be included for color jobs, laser proofs and Jpeg proofs however are acceptable. A proof must be supplied for each file at 100% of size. If no proof is furnished by the customer, **BECKETT MEDIA** will not be held responsible for ads printed incorrectly.

## DIGITAL IMAGES

Required file formats:

TIFF, EPS, JPEG, PDF with fonts Embedded (**PDFX-1a recommended**)

Required file formats:

Color files must be CMYK at a resolution of 300 dpi

Black & White files must be Grayscale at a resolution of 266 dpi

*BECKETT MEDIA will analyze all digital files. Files that require more than fifteen 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 BECKETT MEDIA to process the job.*

## Short Cut-off Ad Sizes and Specifications (SS)

### MECHANICAL REQUIREMENTS

Printing: Web Offset  
Binding: Saddle Stitched  
Trim Size: 7-3/4" X 10-1/2"

### MATERIAL REQUIREMENTS

Digital Files (Please see "Digital Advertising Specifications".)  
Total maximum dot densities - 180% for 2 colors, 280% for 4 colors.

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. **BECKETT MEDIA** will supply a price quote based on the amount of work necessary to complete the ad, for authorization. Alteration and correction request to the finished product will be billed to the advertiser.

Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy, and ad material before the ad material due date.

**Please note:** Unless specified through prior written agreement with Publisher, the Publisher will hold existing advertising materials for one year only after the issue date.

#### Magazine trim size

7-3/4" x 10-1/2"

#### Full page bleed (all 4 sides)

8" x 10-3/4"

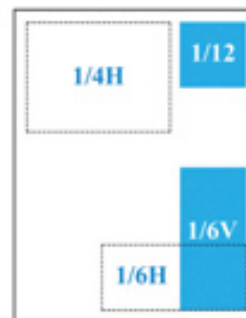
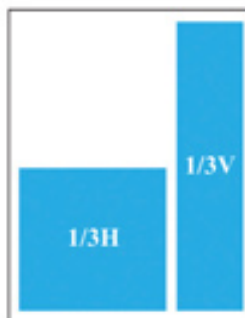
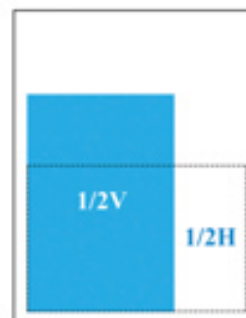
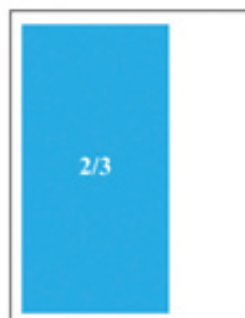
#### Non-bleed spread

14-3/4" x 9-3/4"

#### Full bleed spread (all 4 sides)

15-3/4" x 10-3/4"

(keep live matter centered to 14-3/4" x 9-3/4")



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

STANDARD UNITS	WIDTH AND HEIGHT
Full page (live)	7" x 9-3/4" *
2/3 page (2 columns)	4-1/2" x 9-5/8"
1/2 page (3 columns)	6-3/4" x 4-3/4"
1/2 page (2 columns)	4-1/2" x 7-1/4"
1/3 page (2 columns)	4-1/2" x 4-3/4"
1/3 page (1 column)	2-1/8" x 9-5/8"
1/4 page (2 columns)	4-1/2" x 3-5/8"
1/6 page (1 column)	2-1/8" x 4-3/4"
1/6 page (2 columns)	4-1/2" x 2-1/4"
1/12 page (1 column)	2-1/8" x 2-1/4"

\***Live Area:** All text and images not intended to bleed, must be kept 1/4" from final trim.