

100% of our
readers have
responded to
at least 7 ads with
97% purchasing
from them!

the Black Powder Cartridge *news*

2022 Media Kit

www.blackpowdercartridge.com



the Black Powder Cartridge *news*

**BLACK POWDER
CARTRIDGE NEWS HAS BEEN IN
PRINT FOR OVER 25 YEARS**

Our Readers



**97%
COMPETITION
SHOOT**

**90% CAST
THEIR OWN
BULLETS**

**100%
SHOOT
BLACK
POWDER**

**98%
RELOAD
BLACK
POWDER**

**95%
EXCELLENT
TECH LEVEL**

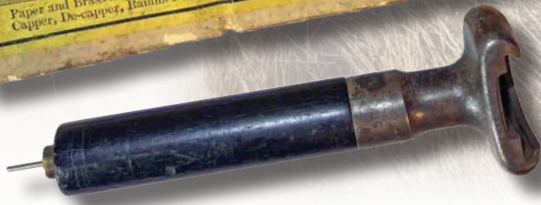
In Every Issue

• **Center Shot**

• **Competitions**

• **Match Results**

and so much more!



Wolfe
PUBLISHING COMPANY

4-Color	1x	4x
1 Page	\$1,053.00	\$982.00
2/3 Page	\$900.00	\$835.00
1/2 Page	\$642.00	\$579.00
1/3 Page	\$546.00	\$482.00
1/4 Page	\$450.00	\$385.00
B&W Size		
1 Page	\$513.00	\$450.00
2/3 Page	\$354.00	\$309.00
1/2 Page	\$256.00	\$226.00
1/3 Page	\$181.00	\$156.00
1/4 Page	\$129.00	\$115.00
1/8 Page	\$80.00	\$65.00
Black and One Color		
Inquire for rates.		
Covers		
Cover 4	\$1,411.00	\$1,342.00
Cover 3	\$1,157.00	\$1,093.00
Cover 2	\$1,189.00	\$1,125.00

Classified B&W	
3 3/8 x 1 Inch	\$58.00

Premium Placement

Premium placement is available at an additional cost. Inquire for details.

Agency Commission

A 15% commission is allowed to recognized agencies.
Commission to be figured on net space rate plus color (when used).

Special Discount Rates

We now offer a Special Advertising Combination Rate for those who want to advertise in Handloader, Rifle, The Black Powder Cartridge News and The Upland Almanac magazines. Contract to run in every issue of two of the magazines and receive the special rate on each advertisement.



Phil Madigan
phil@wolfepub.com

Phone (928) 445-7810

James Dietsch
james@wolfepub.com

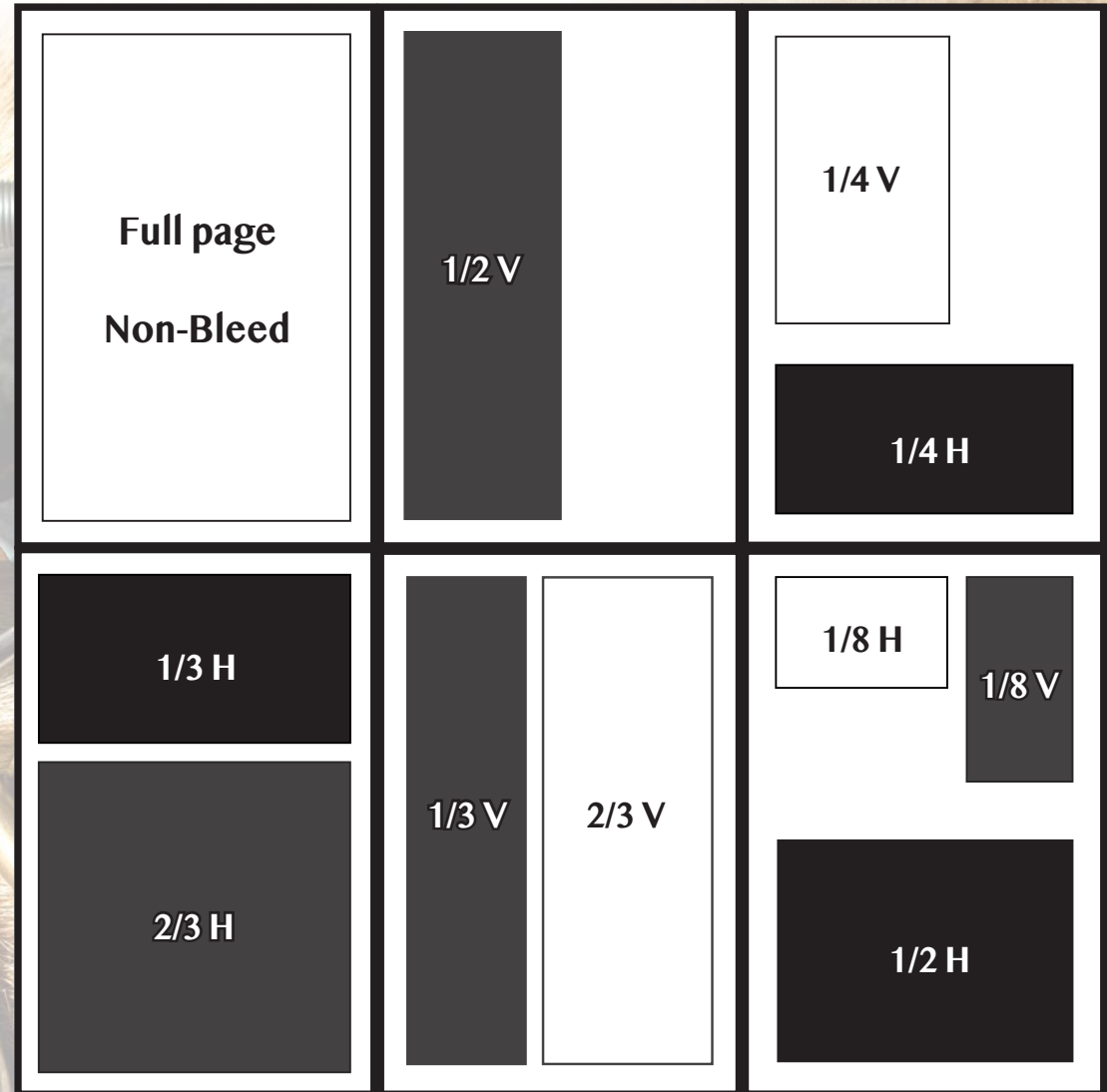
Toll Free 1-800-899-7810

Casey Clifford
casey@wolfepub.com

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PUBLISHING COMPANY

Magazine Issue	Magazine Space Order	Deadline for Ad Material	Magazine ON SALE Date
Spring	January 15, 2022	February 1, 2022	Mid March
Summer	April 15, 2022	May 1, 2022	Mid June
Fall	July 15, 2022	August 1, 2022	Mid September
Winter	October 15, 2022	November 1, 2022	Mid December
* Cancellations not accepted after deadline for space order. Dates are subject to change.			

Ad Specifications



Ad Dimensions	
*Page trim size is 8 1/8" x 10 7/8". Live area is 1/4" inside the trim.	
1 Page	7" x 10"
2/3 Page Horizontal	7" x 6 1/2"
2/3 Page Vertical	4 9/16" x 10"
1/2 Page Horizontal	7" x 4 7/8"
1/2 Page Vertical	3 3/8" x 10"
1/3 Page Horizontal	7" x 3 1/4"
1/3 Page Vertical	2 5/32" x 10"
1/4 Page Horizontal	7" x 2 1/4"
1/4 Page Vertical	3 3/8" x 4 7/8"
1/8 Page Horizontal	3 3/8" x 2 1/4"
1/8 Page Vertical	1 5/8" x 4 7/8"
1/2-page bleed size (2 sides) is 8 1/4" x 5 1/2"	
Full page bleed size (3 sides) is 8 1/4" x 11 1/8"	

^{the} Black Powder Cartridge news

Wolfe Publishing E-Newsletter

100,000 SUBSCRIBERS

20% OPEN RATE

4.8% CTR



Ad Rates and Sizes

- Leaderboard Banner \$400 Net 2x | \$600 Net 4x (728x90)
- Mid Scroll or Anchor Banner \$400 Net 2x | \$600 Net 4x (700x300)
- Sponsored Post \$500 Net 1x (345x225)
- Sponsored Video \$750 Net 1x



Handloader TV



Ad Rates and Sizes

- Custom Video (15+ minutes) \$2,500 Net 1x
- Commercial Ad (30 seconds) \$1,000 Net 1x (video must be provided)
- Sponsorship (mid- and post-roll) \$1,000 Net 1x

2022 Digital Advertising Rates & Specs

Website

www.blackpowdercartridge.com

7,000 MONTHLY PAGE VIEWS



Ad Rates and Sizes

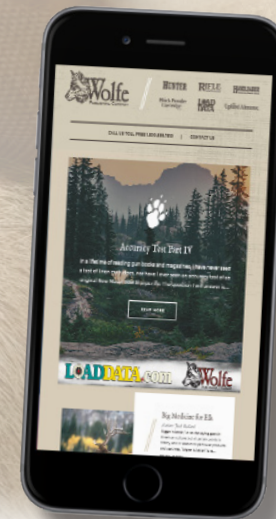
- Leaderboard Banner* \$25/M (728x90)
- Medium Rectangle* \$25/M (300x250)
- Mid Scroll or Anchor Banner* \$25/M (700x300)
- Sponsored Video \$500 Net 1x
- * Minimum impressions may apply.

Custom E-Blasts

100,000 SUBSCRIBERS

Ad Rate and Size

- Sponsored content \$3,500 Net 1x



Discounts available with print ads.



Black Powder Cartridge News

Wolfe
PUBLISHING COMPANY

WOLFE PUBLISHING'S LARGEST DIGITAL AUDIENCE

The screenshot shows the LoadData.com website with a top navigation bar including links for HUNTER, RIFLE, HANDLOADER, Black Powder Cartridge, and The Upland Almanac. The main header features the LoadData logo and a tagline 'THE ULTIMATE RELOADING MANUAL'. Below this is a large banner area labeled 'Your Leaderboard Banner Ad Here'. A search section on the left allows users to filter by caliber, powder type, and weight. A sidebar on the right promotes membership benefits and offers free downloads for load record sheets and shot sheets. At the bottom, there is a featured article titled 'HANDLOADS FOR THE 7.62X39'.

400,000+ MONTHLY PAGE VIEWS

OVER 28,000 DEDICATED SUBSCRIBERS

Ad Rates and Sizes

- Leaderboard Banner* \$25/M (728x90)
- Medium Rectangle* \$25/M (300x250)
- Wide Skyscraper* \$25/M (160x600)
- Mid Scroll or Anchor Banner* \$25/M (700x300)

* Minimum impressions may apply

Discount pricing available with print ads.

OVER 305,000 LOADS AVAILABLE

WWW.LOADDATA.COM