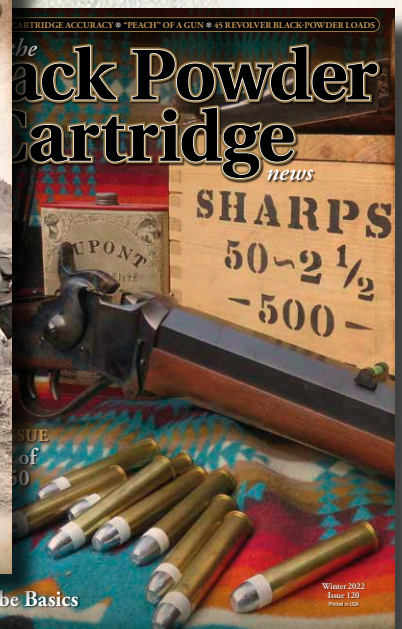
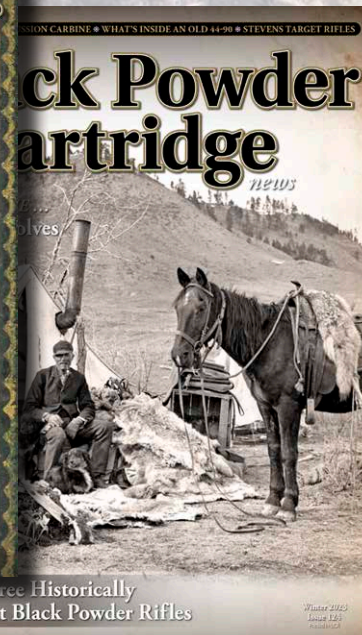
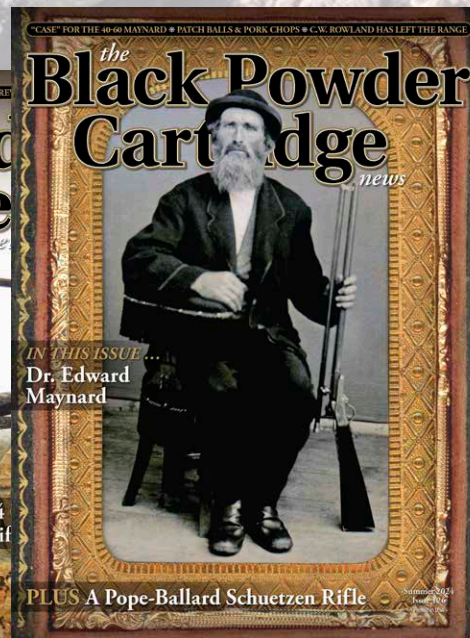
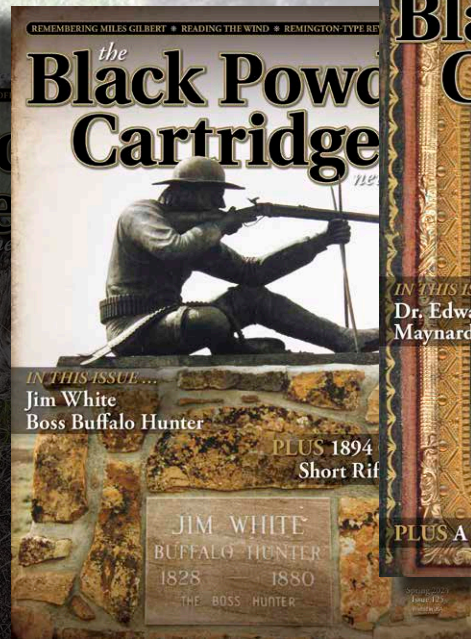


the Black Powder Cartridge *news*

2025 MEDIA KIT

www.blackpowdercartridge.com



^{the} Black Powder Cartridge news

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

**Average Household
Income
\$163,000**

**Median Age
57.0**

**Attended College
67%**

**Military/Law Enforcement
10%**

**97%
Shoot
Competition**

**90%
Cast Their
Own
Bullets**

**100%
Shoot Black
Powder**

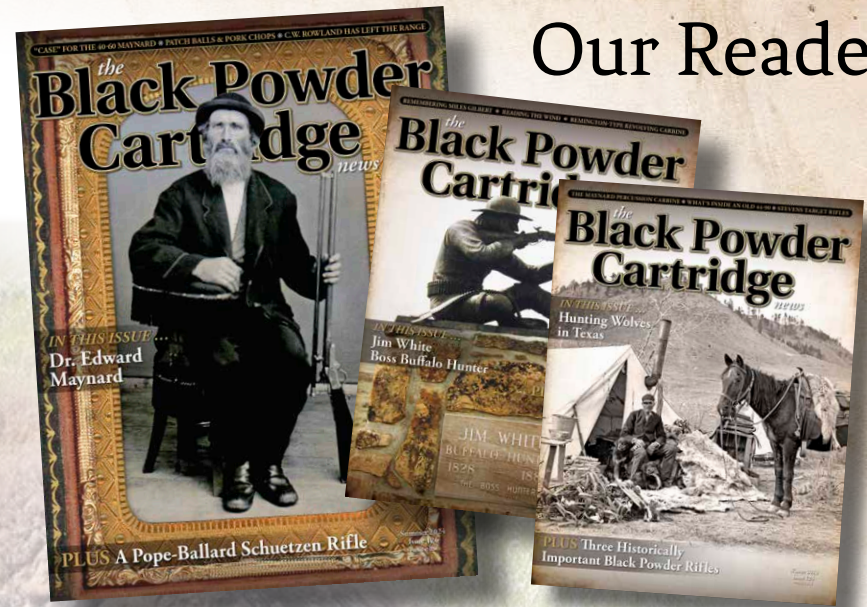
**98%
Reload
Black
Powder**

**95%
Excellent
Tech Level**

Featured in every issue:

- Center Shot
- Match Results
- Competitions
- And Much More!

Black Powder Cartridge News
has been in print for over 25 years



Our Readers

Wolfe
PUBLISHING COMPANY

4-Color	1x	4x
1 Page	\$1,095.00	\$1,022.00
2/3 Page	\$936.00	\$868.00
1/2 Page	\$668.00	\$602.00
1/3 Page	\$568.00	\$501.00
1/4 Page	\$468.00	\$400.00
B&W Size		
1 Page	\$554.00	\$468.00
2/3 Page	\$369.00	\$321.00
1/2 Page	\$266.00	\$235.00
1/3 Page	\$188.00	\$162.00
1/4 Page	\$134.00	\$120.00
1/8 Page	\$83.00	\$68.00
Black and One Color		
Inquire for rates.		
Covers		
Cover 4	\$1,468.00	\$1,396.00
Cover 3	\$1,203.00	\$1,137.00
Cover 2	\$1,237.00	\$1,170.00

Classified B&W	
3 3/8 x 1 Inch	\$60.00

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 and The Black Powder Cartridge News. Contract to run in every issue of two of the magazines and receive the special rate on each advertisement.



Magazine Issue	Magazine Space Order	Deadline for Ad Material	Magazine ON SALE Date
Spring	January 15, 2025	February 1, 2025	Mid March
Summer	April 15, 2025	May 1, 2025	Mid June
Fall	July 15, 2025	August 1, 2025	Mid September
Winter	October 15, 2025	November 1, 2025	Mid December
Cancellations not accepted after deadline for space order. Dates are subject to change.			

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"

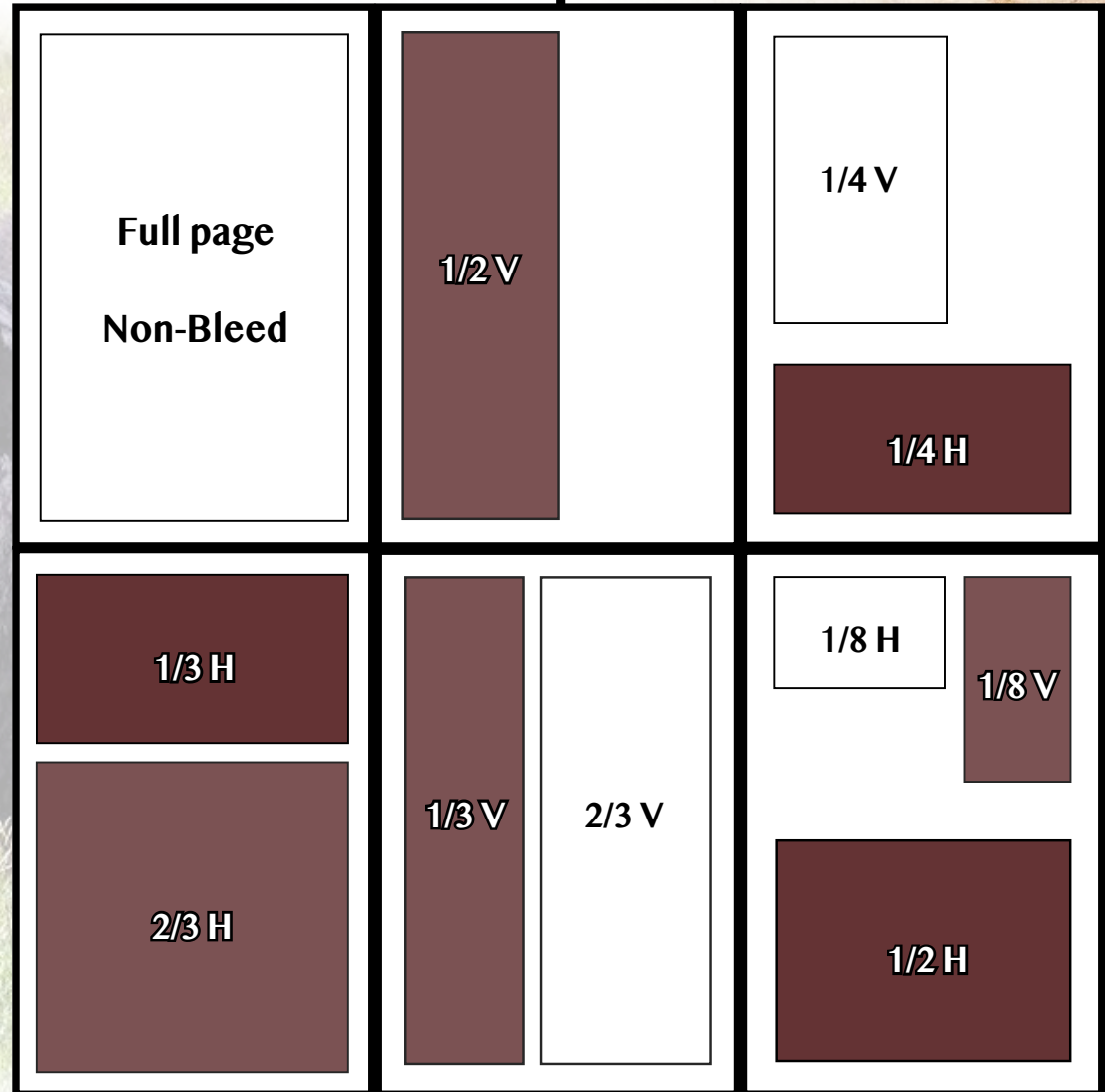
1/4 Page Vertical 3 3/8" x 4 7/8"

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"

Ad Specifications



^{the} Black Powder Cartridge news

Wolfe Publishing E-Newsletter

100,000 Subscribers
33% Open Rate
20% CTR



Ad Rates and Sizes

- Leaderboard Banner \$400 (728x90)
- Mid Scroll or Anchor Banner \$400 (700x300)
- Sponsored Post \$500 (345x225)
- Sponsored Video \$750

Inquire
within
for details!

Handloader TV



Ad Rates and Sizes

- Custom Video (15+ minutes) \$5,000 Net 1x
- Commercial Ad (30 seconds) \$2,000 Net 1x
(video must be provided)
- Sponsorship (post-roll) \$1,000 Net 1x

2025 Digital Advertising Rates & Specs

Website

www.blackpowdercartridge.com

7,000 Monthly Page Views

Ask how
to get your
product
featured!

Ad Rates and Sizes

- Leaderboard Banner* \$25/M (728x90)
- Medium Rectangle* \$25/M (300x250)
- Anchor Banner* \$25/M (728x90)
- Sponsored Video \$500 Net 1x

* Minimum impressions may apply.

Custom E-Blasts

100,000 Subscribers

Ad Rate and Size

- Sponsored content \$4,500



Discounts available with print ads.



Black Powder Cartridge News

Wolfe
PUBLISHING COMPANY

Wolfe Publishing's largest digital audience

The screenshot displays the LoadData.com website. At the top, it features the 'LOAD DATA' logo and navigation links for 'RIFLE', 'HANDLOADER', and 'Black Powder Cartridge'. A search bar with 'Email Address' and 'Password' fields is present, along with a 'Become a Load Data member' button. Below the navigation, a large banner area is labeled 'Your Leaderboard Banner Ad Here'. The main content area includes a 'Metallic Search' section with fields for 'Caliber', 'Powder Type', 'Projectile Weight', 'Powder Manufacturer', and 'Cast or Jacketed'. A 'SEARCH LOAD DATA' button is at the bottom of this section. To the right, there are links to 'LOAD RECORD SHEET' and 'SHOTSHEET RECORD SHEET', both with 'FREE DOWNLOAD' buttons. A 'CARTRIDGE OF THE MONTH' section is also visible. At the bottom, there is a 'TRENDING LOADDATA ARTICLES' section and a privacy notice: 'For privacy. we are your best shot.'

300,000+ Monthly Page Views

Over 61,000 Dedicated Subscribers

Ad Rates and Sizes

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

* Minimum impressions may apply

Discount pricing available with print ads.

Over 311,500 Loads Available

www.loaddata.com