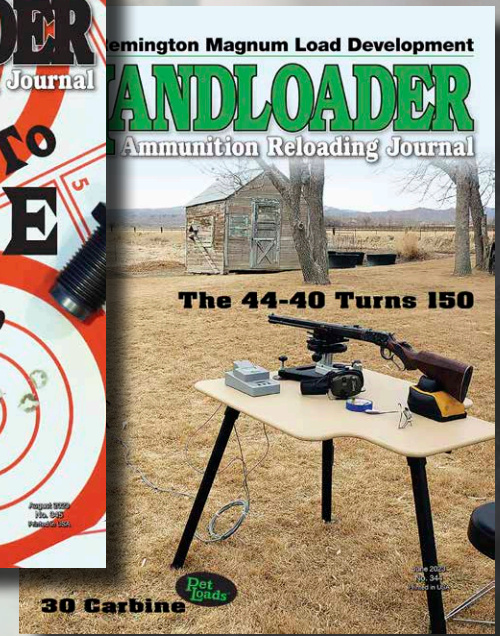
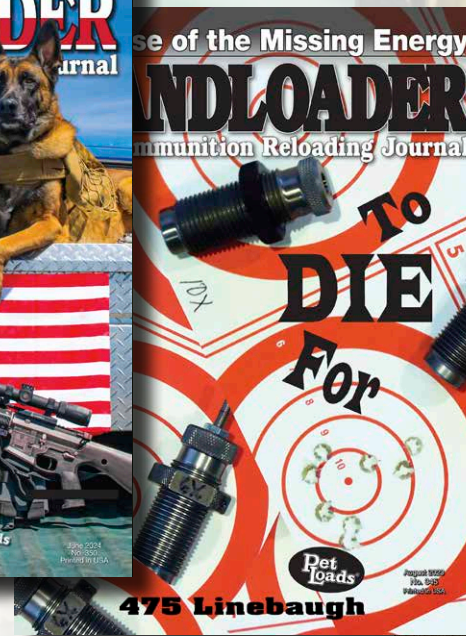
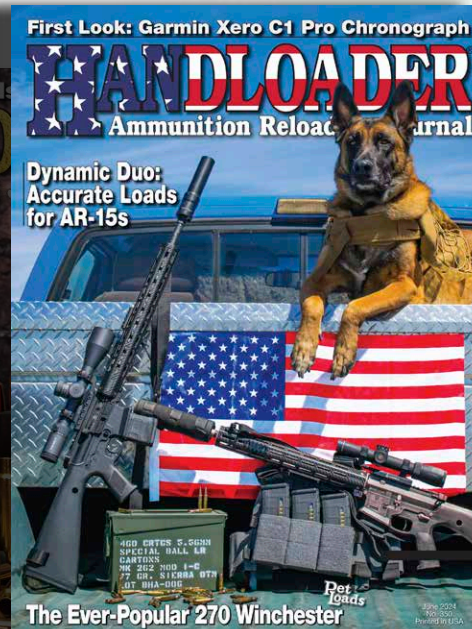
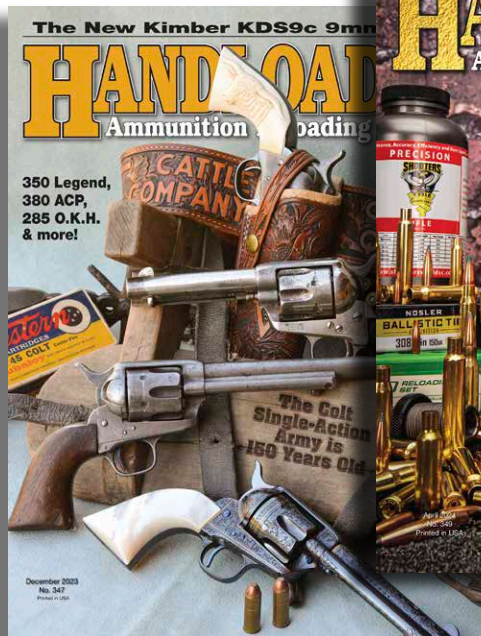


HANDLOADER[®]

Ammunition Reloading Journal

2025 MEDIA KIT

www.handloadermagazine.com



HANDLOADER[®]

Ammunition Reloading Journal

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%



Our Readers

81%
Shoot
Handguns
Recreationally

90%
Hunt

100%
Reload

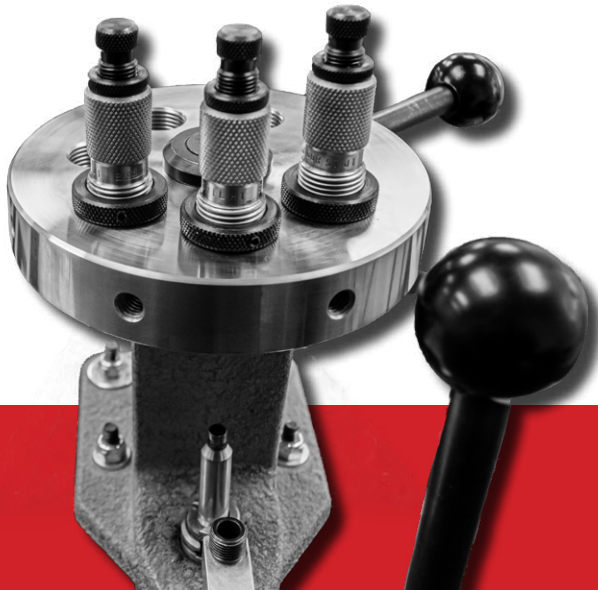
99%
Reload
Metallic
Loads

95%
Excellent
Tech Level

Featured in every issue:

- Bullets & Brass
- Cartridge Board
- Propellant Profiles
- Reloader's Press
- Wildcat Cartridges

Handloader
has been in print for
over half a century



Wolfe
PUBLISHING COMPANY

2025 Print Advertising Rates

4-Color	1x	3x	6x	12x
1 Page	\$5,434.00	\$5,136.00	\$4,690.00	\$4,444.00
2/3 Page	\$4,366.00	\$4,142.00	\$3,849.00	\$3,716.00
1/2 Page	\$3,797.00	\$3,616.00	\$3,382.00	\$3,266.00
1/3 Page	\$3,205.00	\$3,070.00	\$2,910.00	\$2,811.00
1/4 Page	\$2,908.00	\$2,799.00	\$2,669.00	\$2,583.00
1/6 Page	\$2,403.00	\$2,301.00	\$2,186.00	\$2,112.00
B&W Size				
1 Page	\$4,463.00	\$4,138.00	\$3,658.00	\$3,345.00
2/3 Page	\$3,309.00	\$3,069.00	\$2,754.00	\$2,496.00
1/2 Page	\$2,695.00	\$2,502.00	\$2,248.00	\$2,126.00
1/3 Page	\$1,561.00	\$1,475.00	\$1,270.00	\$1,230.00
1/4 Page	\$1,270.00	\$1,173.00	\$1,042.00	\$1,012.00
1/6 Page	\$833.00	\$728.00	\$613.00	\$592.00
Covers				
Cover 4	\$6,084.00	\$5,616.00	\$4,920.00	\$4,757.00
Cover 3	\$5,448.00	\$5,145.00	\$4,686.00	\$4,546.00
Cover 2	\$5,763.00	\$5,320.00	\$4,756.00	\$4,592.00

B&W	1x	3x	6x	12x
1 Inch	\$146.00	\$141.00	\$130.00	\$113.00
1 1/2 Inches	\$216.00	\$209.00	\$191.00	\$166.00
2 Inches	\$287.00	\$274.00	\$254.00	\$221.00
2 1/2 Inches	\$365.00	\$352.00	\$323.00	\$281.00
3 Inches	\$436.00	\$418.00	\$386.00	\$336.00
3 1/2 Inches	\$493.00	\$472.00	\$435.00	\$376.00
4 Inches	\$564.00	\$540.00	\$497.00	\$431.00

B&W, standard size, one column wide or proportion two column width.

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 magazines. Contract to run in every issue of two of the magazines and receive the special rate on each advertisement.



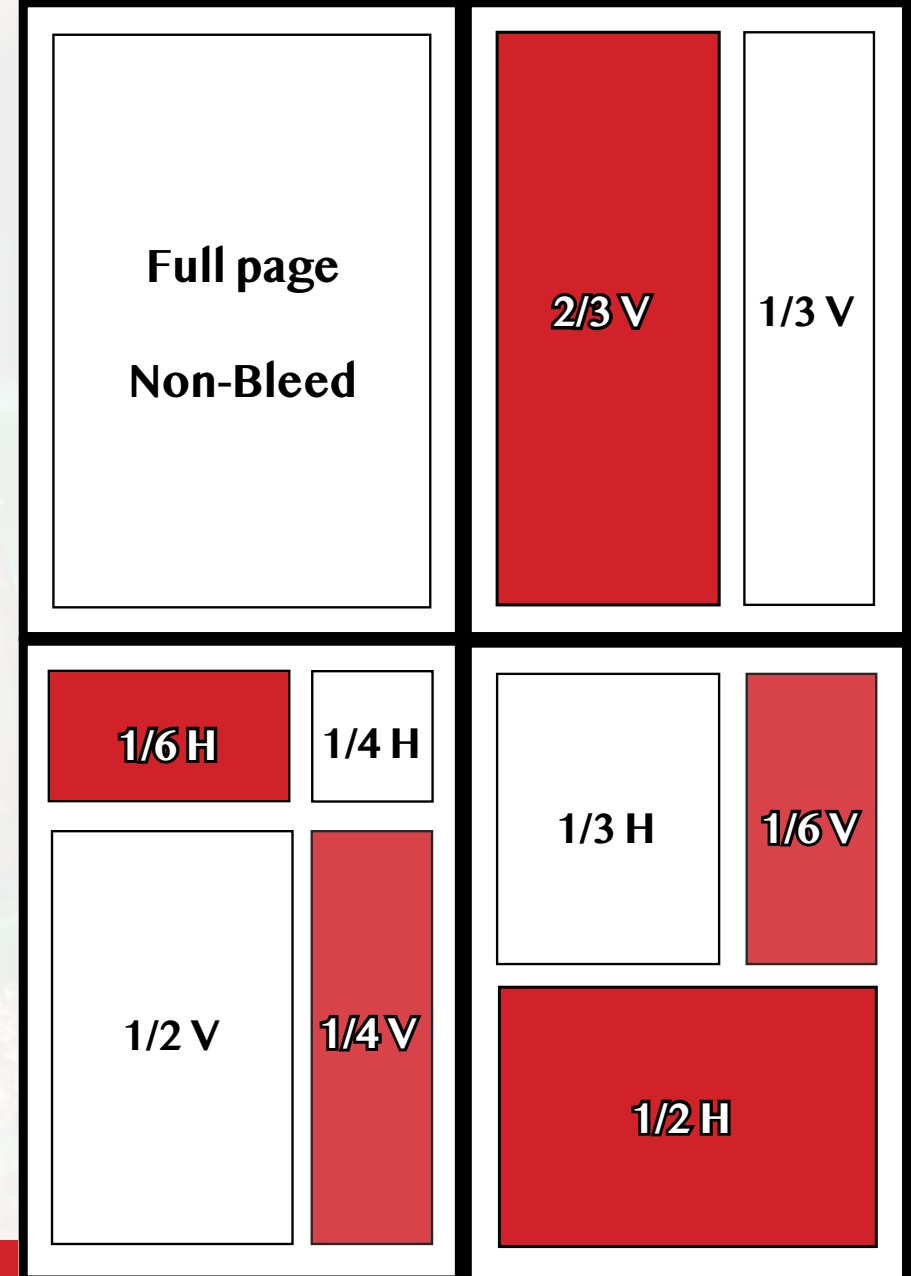
2025 Print On Sale/Ad Closing Dates

Ad Specifications

Magazine Issue	Magazine Space Order	Deadline for Ad Material	Magazine ON SALE Date
February/March	November 6, 2024	November 20, 2024	January 1, 2025
April/May	January 6, 2025	January 20, 2025	March 1, 2025
June/July	March 6, 2025	March 20, 2025	May 1, 2025
August/September	May 6, 2025	May 20, 2025	July 1, 2025
October/November	July 6, 2025	July 20, 2025	September 1, 2025
December/January	September 6, 2025	September 20, 2025	November 1, 2025

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	4 9/16" x 10"
1/2 Page (2 Column)	4 9/16" x 7 1/2"
1/2 Page (3 Column)	7" x 5"
1/3 Page (2 Column)	4 9/16" x 5"
1/3 Page (1 Column)	2 5/32" x 10"
1/4 Page (2 Column)	4 9/16" x 3 3/4"
1/4 Page (1 Column)	2 5/32" x 7 1/2"
1/6 Page (2 Column)	4 9/16" x 2 1/2"
1/6 Page (1 Column)	2 5/32" x 5"
*1/2-page bleed size (2 sides and gutter) is 8 1/4" x 5 5/8". Full page bleed size (3 sides and gutter) is 8 1/4" x 11 1/8".	



Wolfe Tracks E-Newsletter

100,000 Subscribers

33% Open Rate

20% CTR



Ad Rates and Sizes

- Leaderboard Banner \$1,500 (728x90)
- Mid Scroll or Anchor Banner \$1,200 (700x300)
- Sponsored Post \$1,000 (345x225)
- Sponsored Video \$1,750

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

Website

www.handloadermagazine.com

50,000+ Monthly Page Views

Ad Rates and Sizes

- Leaderboard Banner* \$50/M (728x90)
- Medium Rectangle* \$35/M (300x250)
- Anchor Banner* \$30/M (728x90)
- Sponsored Video \$500 Net 1x

* Minimum impressions may apply.

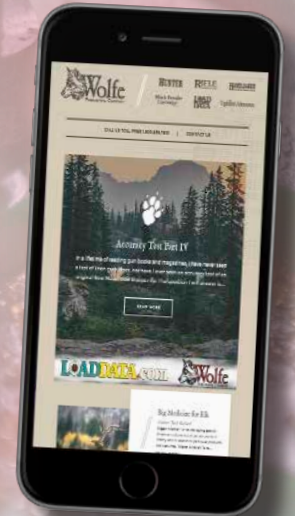
Ask how
to get your
product
featured!

Custom E-Blasts

100,000 Subscribers

Ad Rate and Size

- Sponsored content \$4,500



Discounts available with print ads.



@handloadermagazine



Handloader Magazine



Handloader TV

Wolfe
PUBLISHING COMPANY

Wolfe Publishing's largest digital audience

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




Wolfe Publishing Group
RIFLE Sporting Firearms Journal
HANDLOADER Ammunition Reloading Journal
Black Powder Cartridge


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Caliber: Powder Type:

Projectile Weight: Powder Manufacturer:


Cast or Jacketed:

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Click Here for Your Chance to **WIN**



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access over **311,644** load recipes

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FREE DOWNLOAD

SHOTSHEET RECORD SHEET
FREE DOWNLOAD

CARTRIDGE OF THE MONTH
TAKE A PEEK

Your Medium Rectangle Ad Here

LoadData.com is a powerful search engine that allows you to search an ever-expanding