

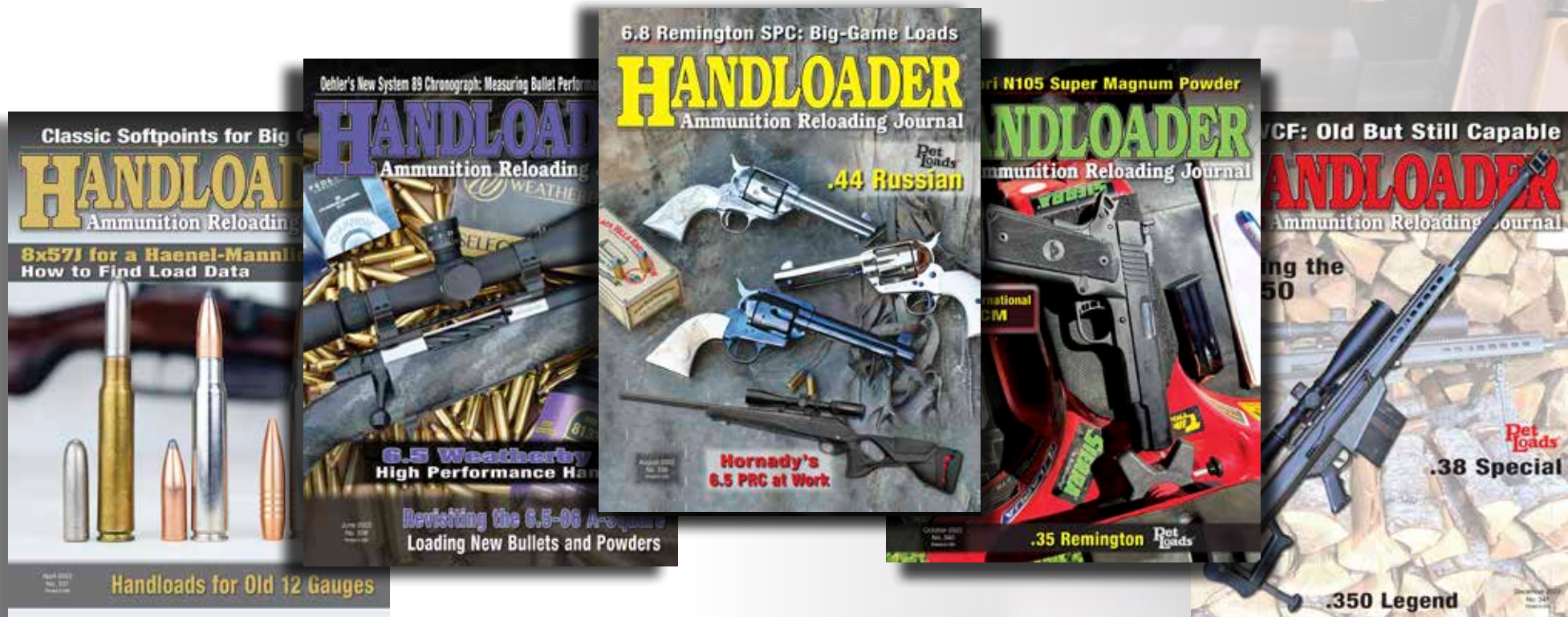
100% OF OUR
READERS HAVE
RESPONDED TO
AT LEAST 7 ADS WITH
97% PURCHASING
FROM THEM!

HANDLOADER[®]

Ammunition Reloading Journal

2023 Media Kit

www.handloadermagazine.com



HANDLOADER[®]

Ammunition Reloading Journal

Our Readers

Average Household
Income
\$123,000

Attended College
67%

Median Age
57.0

Military/Law Enforcement
10%



**81%
Shoot
Handguns
Recreationally**

**90%
Hunt**

**100%
Reload**

**99%
Reload
Metallic
Loads**

**95%
Excellent
Tech
Level**

HANDLOADER
HAS BEEN IN PRINT
FOR OVER HALF
A CENTURY

IN EVERY ISSUE

- RELOADER'S PRESS
- CARTRIDGE BOARD
- PRACTICAL HANDLOADING
- BULLETS & BRASS
- WILDCAT CARTRIDGES

Wolfe
PUBLISHING COMPANY

4-Color	1x	3x	6x	12x
1 Page	\$5,200.00	\$4,915.00	\$4,488.00	\$4,252.00
2/3 Page	\$4,178.00	\$3,964.00	\$3,683.00	\$3,556.00
1/2 Page	\$3,633.00	\$3,460.00	\$3,236.00	\$3,125.00
1/3 Page	\$3,067.00	\$2,938.00	\$2,785.00	\$2,690.00
1/4 Page	\$2,783.00	\$2,678.00	\$2,554.00	\$2,472.00
1/6 Page	\$2,299.00	\$2,202.00	\$2,092.00	\$2,021.00
B&W Size				
1 Page	\$4,271.00	\$3,960.00	\$3,500.00	\$3,201.00
2/3 Page	\$3,166.00	\$2,937.00	\$2,635.00	\$2,388.00
1/2 Page	\$2,579.00	\$2,394.00	\$2,151.00	\$2,034.00
1/3 Page	\$1,494.00	\$1,411.00	\$1,215.00	\$1,177.00
1/4 Page	\$1,185.00	\$1,092.00	\$967.00	\$938.00
1/6 Page	\$777.00	\$677.00	\$567.00	\$546.00
Black and One Color				
Inquire for rate				
Covers				
Cover 4	\$5,822.00	\$5,374.00	\$4,708.00	\$4,552.00
Cover 3	\$5,213.00	\$4,923.00	\$4,484.00	\$4,350.00
Cover 2	\$5,515.00	\$5,091.00	\$4,551.00	\$4,394.00

B&W	1x	3x	6x	12x
1 Inch	\$135.00	\$130.00	\$119.00	\$103.00
1 1/2 Inches	\$202.00	\$195.00	\$178.00	\$154.00
2 Inches	\$270.00	\$257.00	\$238.00	\$206.00
2 1/2 Inches	\$337.00	\$325.00	\$297.00	\$257.00
3 Inches	\$405.00	\$388.00	\$357.00	\$309.00
3 1/2 Inches	\$472.00	\$452.00	\$416.00	\$360.00
4 Inches	\$540.00	\$517.00	\$476.00	\$412.00
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, 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.



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casey@wolfepub.com
Phone (928) 445-7810

James Dietsch
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Toll Free 1-800-899-7810

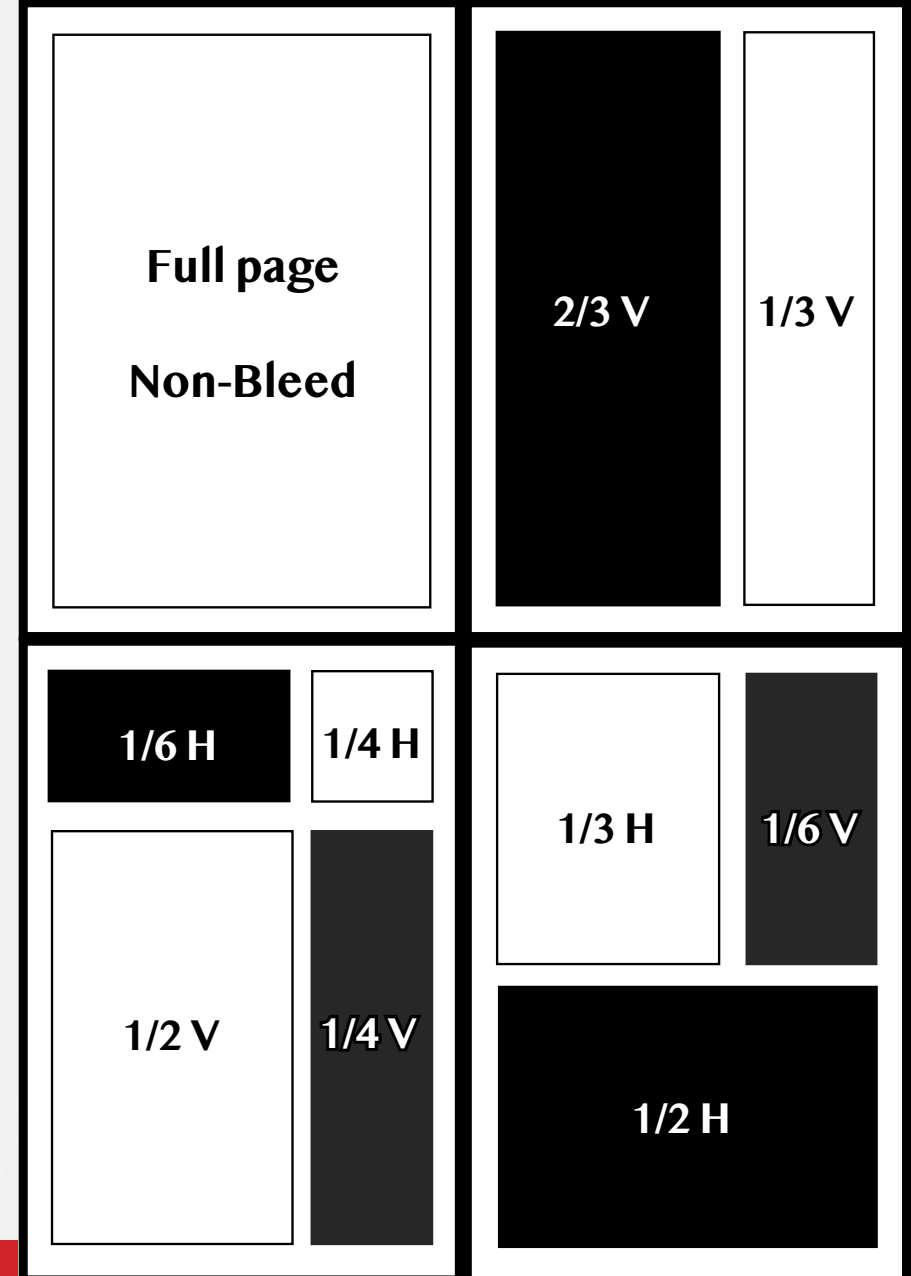
Wolfe
PUBLISHING COMPANY

Ad Specifications

Magazine Issue	Magazine Space Order	Deadline for Ad Material	Magazine ON SALE Date
April/May	January 6, 2023	January 20, 2023	March 1, 2023
June/July	March 6, 2023	March 20, 2023	May 1, 2023
August/September	May 6, 2023	May 20, 2023	July 1, 2023
October/November	July 6, 2023	July 20, 2023	September 1, 2023
December/January	September 6, 2023	September 20, 2023	November 1, 2023
February/March	November 6, 2023	November 20, 2023	January 1, 2024

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 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

Website

www.handloadermagazine.com

50,000+ MONTHLY PAGE VIEWS



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 \$3,500 Net 1x



Discounts available with print ads.



@handloadermagazine



Handloader Magazine



Handloader TV

Wolfe
PUBLISHING COMPANY

WOLFE PUBLISHING'S LARGEST DIGITAL AUDIENCE

The screenshot shows the LoadData.com website. At the top, there are navigation tabs for HUNTER, RIFLE, HANDLOADER, Black Powder Cartridge, and Upland Almanac. Below these is the LoadData logo and a navigation bar with links like 'THE ULTIMATE RELOADING MANUAL', 'HOME', 'SEARCH LOADS', 'ARTICLES', and 'SHOP NOW'. A large red banner in the center of the page reads 'Your Leaderboard Banner Ad Here'. To the left of this banner is a search section with tabs for 'METALLIC SEARCH' and 'SHOTGUN SEARCH'. The 'METALLIC' search section has fields for Caliber, Powder Type, Projectile Weight, Powder Manufacturer, and Cast or Jacketed. To the right of the search section are several promotional boxes: 'Become a Load Data member, access over 305,305 load recipes', 'LOAD RECORD SHEET FREE DOWNLOAD', 'SHOTSHEET RECORD SHEET FREE DOWNLOAD', and 'CARTRIDGE OF THE MONTH TAKE A PEEK'. Below the search section is a 'TRENDING LOADDATA ARTICLES' section with a snippet about 'CRIMPING METALLIC CASES'. At the bottom right, there is a red box with the text 'Your Medium Rectangle Ad Here'.

300,000+ 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)
- Anchor Banner* \$25/M (728x90)

* Minimum impressions may apply

Discount pricing available with print ads.

OVER 305,000 LOADS AVAILABLE

WWW.LOADDATA.COM

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Wolfe
PUBLISHING COMPANY