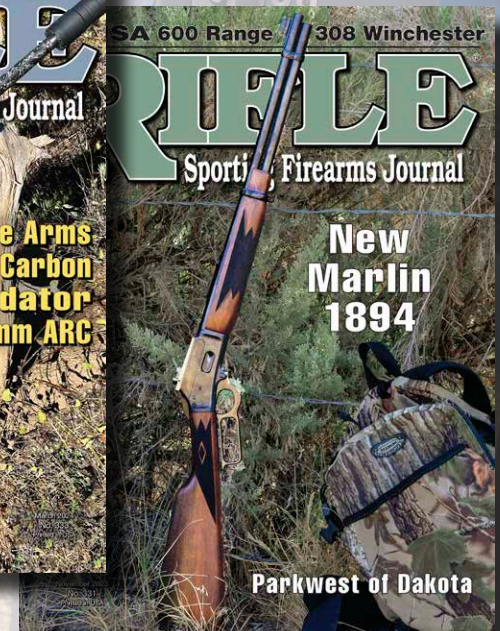
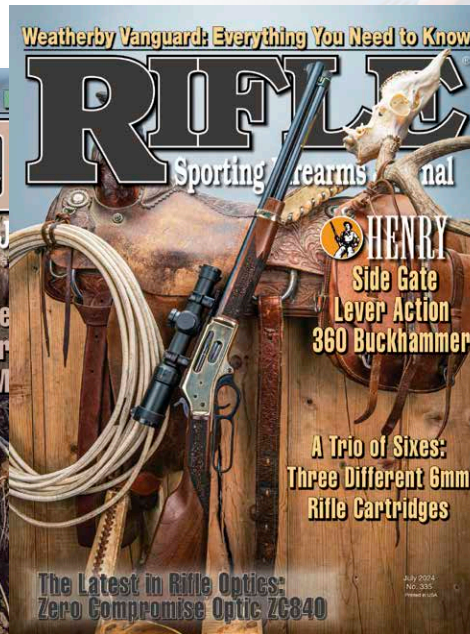
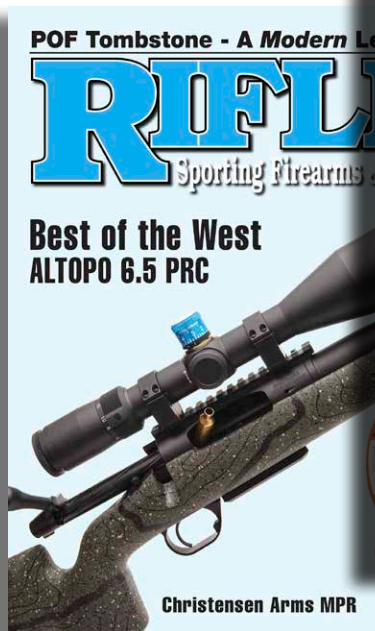


RIFLE[®]

Sporting Firearms Journal

2025 MEDIA KIT

www.riflemagazine.com



RIFLE

Sporting Firearms 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%

81%
Shoot
Handguns
Recreationally

90%
Hunt

100%
Reload

99%
Reload
Metallic
Loads

95%
Excellent
Tech Level

Featured in every issue:

- A Rifleman's Optics
- Mostly Long Guns
- Light Gunsmithing
- Down Range
- Walnut Hill



Our Readers

Rifle
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

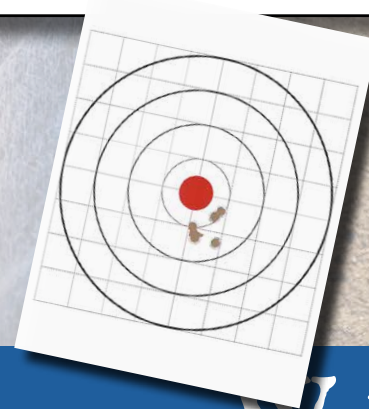
Premium placement is available at an additional cost. Inquire for details.

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



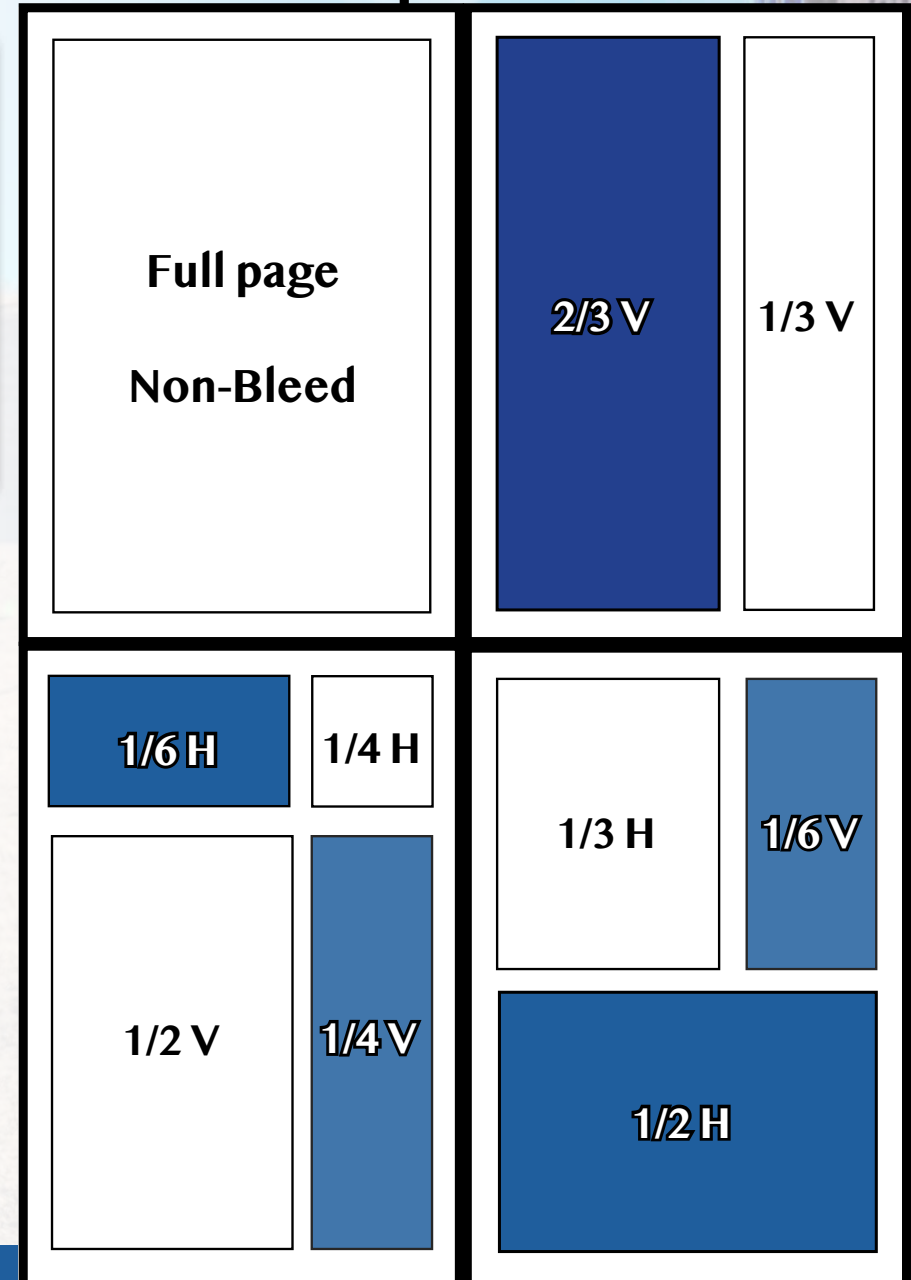
2025 Print On Sale/Ad Closing Dates

Ad Specifications

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



2025 Digital Advertising Rates & Specs

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.riflemagazine.com

25,000+ 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.

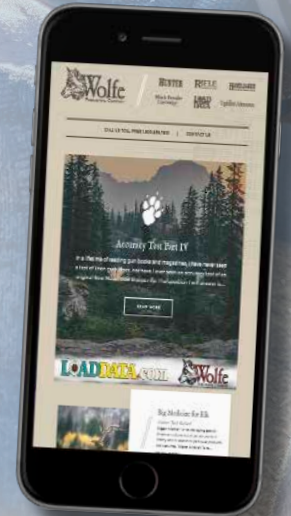
Ask how
to get your
product
featured!

Custom E-Blasts

100,000 Subscribers

Ad Rate and Size

- Sponsored content \$4,500



Discounts available with print ads.



@handloadermagazine



Rifle Magazine



Handloader TV

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 blue banner reads 'Your Leaderboard Banner Ad Here'. The main content area includes a search section with filters for 'Metallic' and 'Shotgun' searches, and a 'Search over 311,644 loads!' button. A sidebar on the right offers 'LOAD RECORD SHEET' and 'SHOTSHEET RECORD SHEET' for free download, and a 'CARTRIDGE OF THE MONTH' section. At the bottom, there's 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