

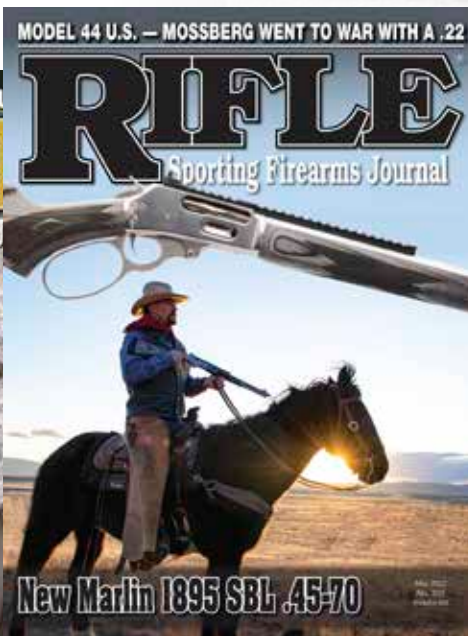
100% OF OUR
READERS HAVE
RESPONDED TO
AT LEAST 7 ADS WITH
97% PURCHASING
FROM THEM!

RIFLE®

Sporting Firearms Journal

2023 Media Kit

www.riflemagazine.com



**Average Household
Income**

\$121,000

Attended College

67%

Median Age

58.0

Military/Law Enforcement

15%



**87%
Rifle
Hunt**

**94%
Reload**

**100%
Shoot**

**93%
Reload
Metallic
Loads**

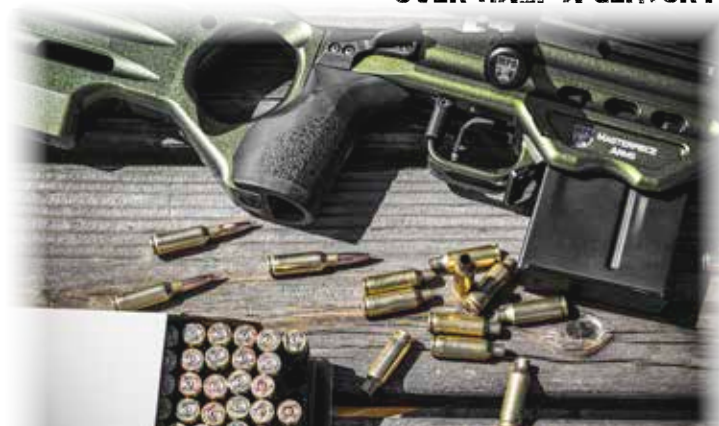
**91%
Excellent
Tech Level**

RIFLE HAS BEEN IN PRINT FOR
OVER HALF A CENTURY

IN EVERY ISSUE

- SPOTTING SCOPE
- A RIFLEMAN'S OPTICS
- MOSTLY LONG GUNS

- LOCK, STOCK & BARREL
- CUSTOM CORNER



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.



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

James Dietsch
james@wolfepub.com
Toll Free 1-800-899-7810

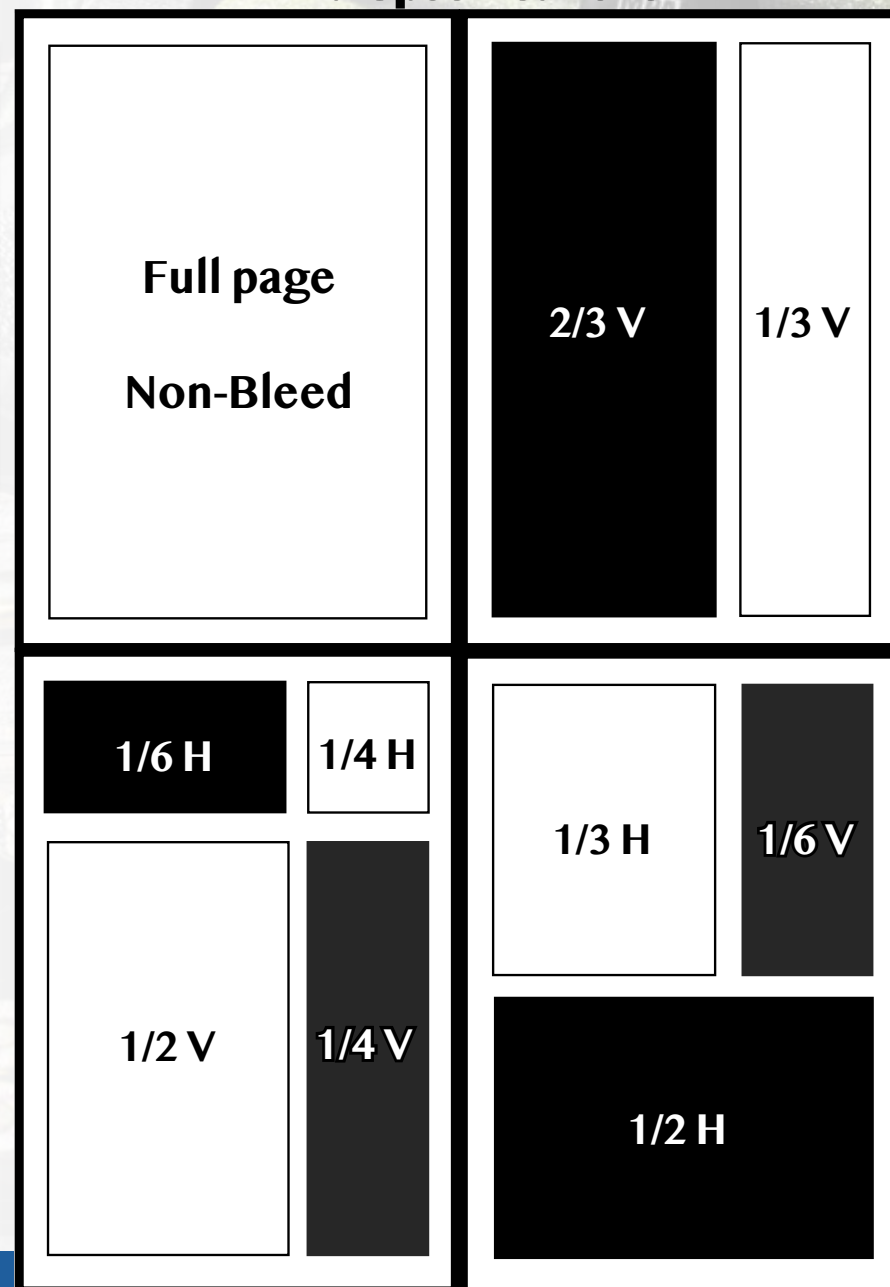
Wolfe
PUBLISHING COMPANY

Ad Specifications

Magazine Issue	Magazine Space Order	Deadline for Ad Material	Magazine ON SALE Date
March/April	December 6, 2022	December 20, 2022	February 1, 2023
May/June	February 6, 2023	February 20, 2023	April 1, 2023
July/August	April 6, 2023	April 20, 2023	June 1, 2023
September	June 6, 2023	June 20, 2023	August 1, 2023
October	July 6, 2023	July 20, 2023	September 1, 2023
November/December	August 6, 2023	August 20, 2023	October 1, 2023
January/February	October 6, 2023	October 20, 2023	December 1, 2023

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.riflemagazine.com

25,000+ 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



Rifle Magazine



Handloader TV

Wolfe
PUBLISHING COMPANY

WOLFE PUBLISHING'S LARGEST DIGITAL AUDIENCE

The screenshot displays the LoadData.com website. At the top, navigation tabs include HUNTER, RIFLE, HANDLOADER, Black Powder Cartridge, and The Upland Almanac. Below these is the LoadData logo and a navigation bar with 'THE ULTIMATE RELOADING MANUAL', 'HOME', 'SEARCH LOADS', 'ARTICLES', and 'SHOP NOW'. A large blue banner in the center reads 'Your Leaderboard Banner Ad Here'. Below this is a search section with 'METALLIC SEARCH' and 'SHOTGUN SEARCH' tabs. The 'Metallic' search form includes fields for Caliber, Powder Type, Projectile Weight, Powder Manufacturer, and Cast or Jacketed. A 'SEARCH LOAD DATA' button is at the bottom of the form. To the right of the search form are buttons for 'Become a Load Data member', 'LOAD RECORD SHEET FREE DOWNLOAD', 'SHOTSHEET RECORD SHEET FREE DOWNLOAD', and 'CARTRIDGE OF THE MONTH TAKE A PEEK'. Below the search form is a 'TRENDING LOADDATA ARTICLES' section with a featured article titled 'HANDLOADS FOR THE 7.62X39' by Richard Mann. A blue banner at the bottom right of the screenshot reads '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