

# RIFLE<sup>®</sup> & HANDGUN MAGAZINE

## 2026 MEDIA KIT

[www.RifleMagazine.com](http://www.RifleMagazine.com)



# RIFLE<sup>®</sup> & HANDGUN MAGAZINE

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

## Our Readers

**Average Household  
Income  
\$123,000**

**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
- Light Gunsmithing
- Sixguns, Slugs and Such
- Fouling Shots
- Mostly Long Guns
- Walnut Hill

*Rifle & Handgun* has been in print for over half a century

**Wolfe<sup>®</sup>**  
PUBLISHING COMPANY

4-Color	1x	3x	6x	12x
1 Page	\$5,679.00	\$5,367.00	\$4,901.00	\$4,644.00
2/3 Page	\$4,563.00	\$4,328.00	\$4,022.00	\$3,883.00
1/2 Page	\$3,968.00	\$3,779.00	\$3,779.00	\$3,413.00
1/3 Page	\$3,349.00	\$3,208.00	\$3,041.00	\$2,938.00
1/4 Page	\$3,039.00	\$2,925.00	\$2,789.00	\$2,699.00
1/6 Page	\$2,511.00	\$2,405.00	\$2,264.00	\$2,207.00
B&W Size				
1 Page	\$4,663.00	\$4,324.00	\$3,823.00	\$3,496.00
2/3 Page	\$3,458.00	\$3,207.00	\$2,878.00	\$2,608.00
1/2 Page	\$2,816.00	\$2,615.00	\$2,349.00	\$2,222.00
1/3 Page	\$1,631.00	\$1,541.00	\$1,327.00	\$1,285.00
1/4 Page	\$1,327.00	\$1,226.00	\$1,089.00	\$1,058.00
1/6 Page	\$871.00	\$761.00	\$641.00	\$619.00
Covers				
Cover 4	\$6,358.00	\$5,869.00	\$5,141.00	\$4,971.00
Cover 3	\$5,693.00	\$5,377.00	\$4,897.00	\$4,751.00
Cover 2	\$6,022.00	\$5,559.00	\$4,970.00	\$4,799.00

B&W	1x	3x	6x	12x
1 Inch	\$153.00	\$149.00	\$136.00	\$119.00
1 1/2 Inches	\$230.00	\$224.00	\$204.00	\$178.00
2 Inches	\$306.00	\$298.00	\$272.00	\$238.00
2 1/2 Inches	\$382.00	\$372.00	\$340.00	\$297.00
3 Inches	\$459.00	\$447.00	\$408.00	\$357.00
3 1/2 Inches	\$536.00	\$522.00	\$476.00	\$416.00
4 Inches	\$612.00	\$596.00	\$544.00	\$476.00

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

### Premium Placement

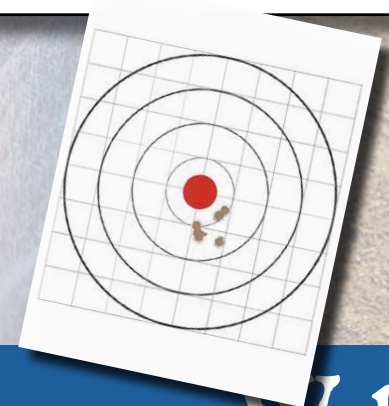
Premium placement is available at an additional cost. Inquire for details.

### 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.



## Ad Specifications

Magazine Issue	Magazine Space Order	Deadline for Ad Material	Magazine ON SALE Date
January/February	October 6, 2025	October 20, 2025	December 1, 2025
March/April	December 6, 2025	December 20, 2025	February 1, 2026
May/June	February 6, 2026	February 20, 2026	April 1, 2026
July/August	April 6, 2026	April 20, 2026	June 1, 2026
September	June 6, 2026	June 20, 2026	August 1, 2026
October	July 6, 2026	July 20, 2026	September 1, 2026
November/December	August 6, 2026	August 20, 2026	October 1, 2026

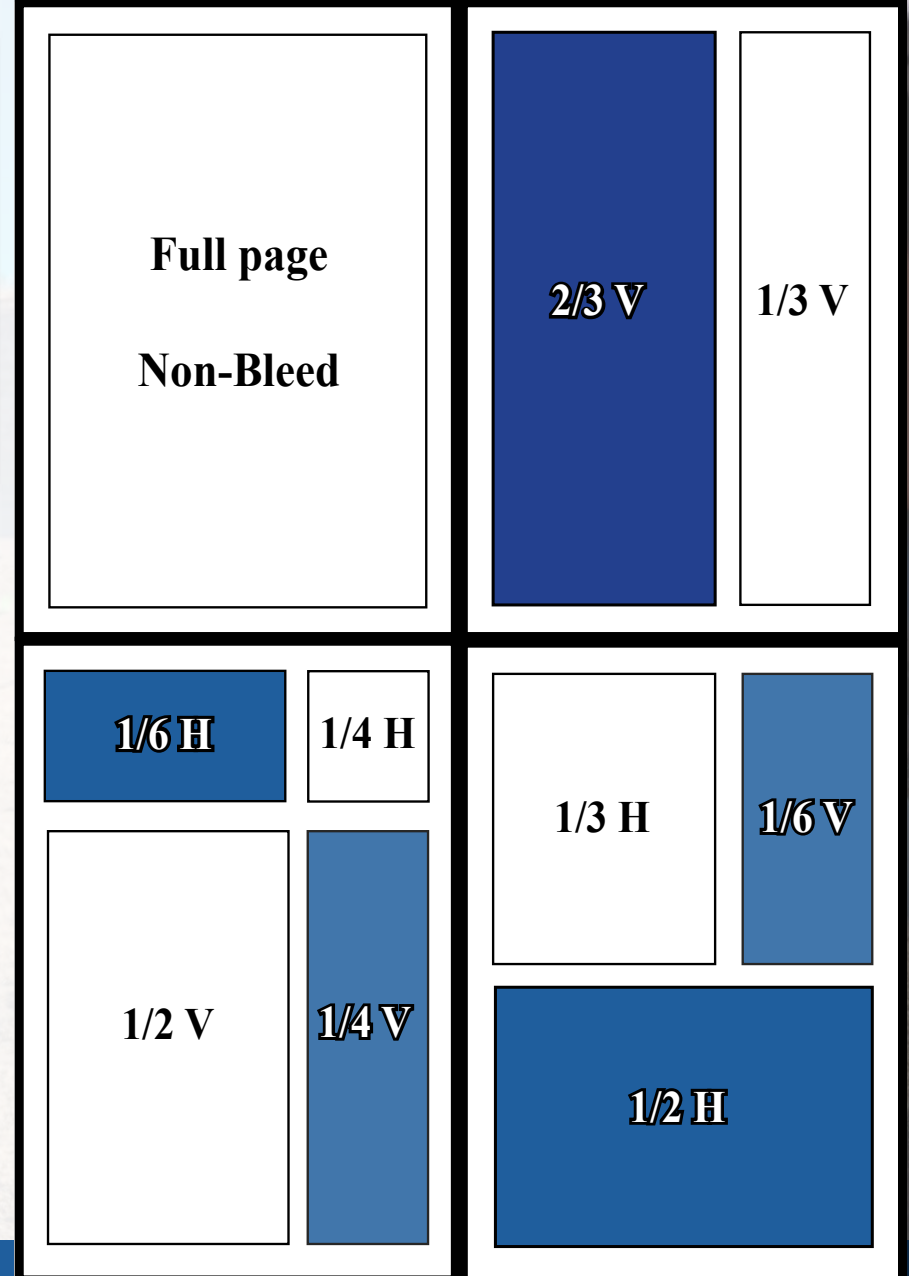
Cancellations not accepted after deadline for space order. \*Dates are subject to change.

### 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**  
**30% Open Rate**  
**20% CTR**



### Ad Rates and Sizes

- Leaderboard Banner \$1,500 (728x90)
- Mid Scroll or Anchor Banner \$1,500 (700x300)
- Sponsored Post \$2,250
- Sponsored Video \$2,250

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

[RifleMagazine.com](http://RifleMagazine.com)

**25,000+ Monthly Page Views**

### Ad Rates and Sizes

- Leaderboard Banner\* \$50/M (728x90)
  - Medium Rectangle\* \$50/M (300x250)
  - Anchor Banner\* \$50/M (728x90)
  - Sponsored Video \$75/M
- \* Minimum impressions may apply.

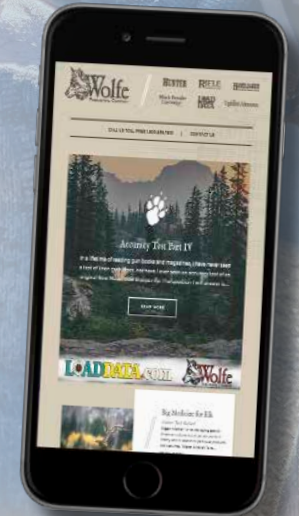
Ask how  
to get your  
product  
featured!

## Custom E-Blasts

**100,000 Subscribers**

### Ad Rate and Size

- Sponsored content \$4,500 Net 1x



Discounts available with print ads.



@handloadermagazine



Rifle 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\* \$50/M (728x90)
- Medium Rectangle\* \$50/M (300x250)
- Wide Skyscraper\* \$50/M (160x600)
- Anchor Banner\* \$50/M (728x90)

\* Minimum impressions may apply  
Discount pricing available with print ads.

**Over 312,100 Loads Available**

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**LOAD DATA**

Wolfe Publishing Group

**RIFLE** Sporting Firearms Journal

**HANDLOADER** Ammunition Reloading Journal

**Black Powder Cartridge**


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THE ULTIMATE RELOADING MANUAL

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**Your Leaderboard Banner Ad Here**

With our load data you can search by caliber, bullet weight, powder, powder manufacturer or a combination of all four.

METALLIC SEARCH
SHOTGUN SEARCH

Search over 311,644 loads!


**Metallic**

Caliber:  Powder Type:

Projectile Weight:  Powder Manufacturer:


Cast or Jacketed:

Browse all METALLIC CALIBERS or SHOTGUN GAUGES



**Tisas 1911 A1 US Giveaway**

Click Here for Your Chance to **WIN**



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For privacy, we are your best shot.

Become a Load Data member, access over 311,644 load recipes

**LOAD RECORD SHEET**  
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