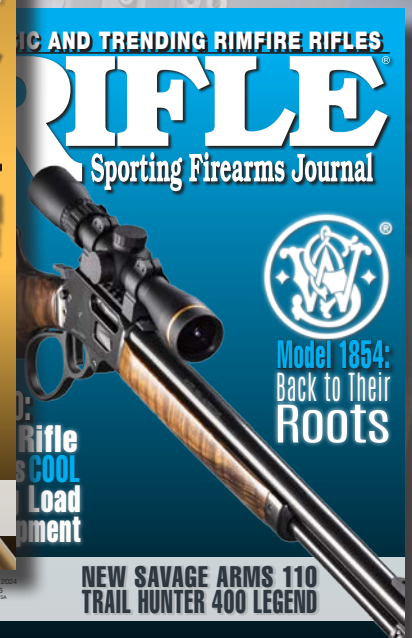


RIFLE®

Sporting Firearms Journal

2026 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
\$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
- Mostly Long Guns
- Light Gunsmithing
- Down Range
- Walnut Hill

Rifle
has been in print for
over half a century



Our Readers



Wolfe
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

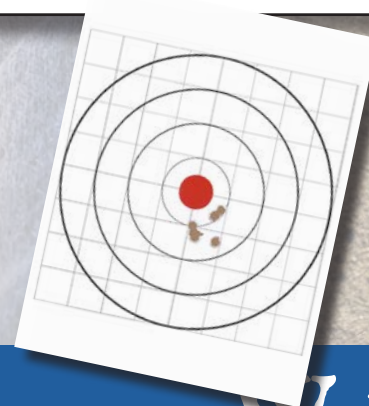
Premium placement is available at an additional cost. Inquire for details.

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.



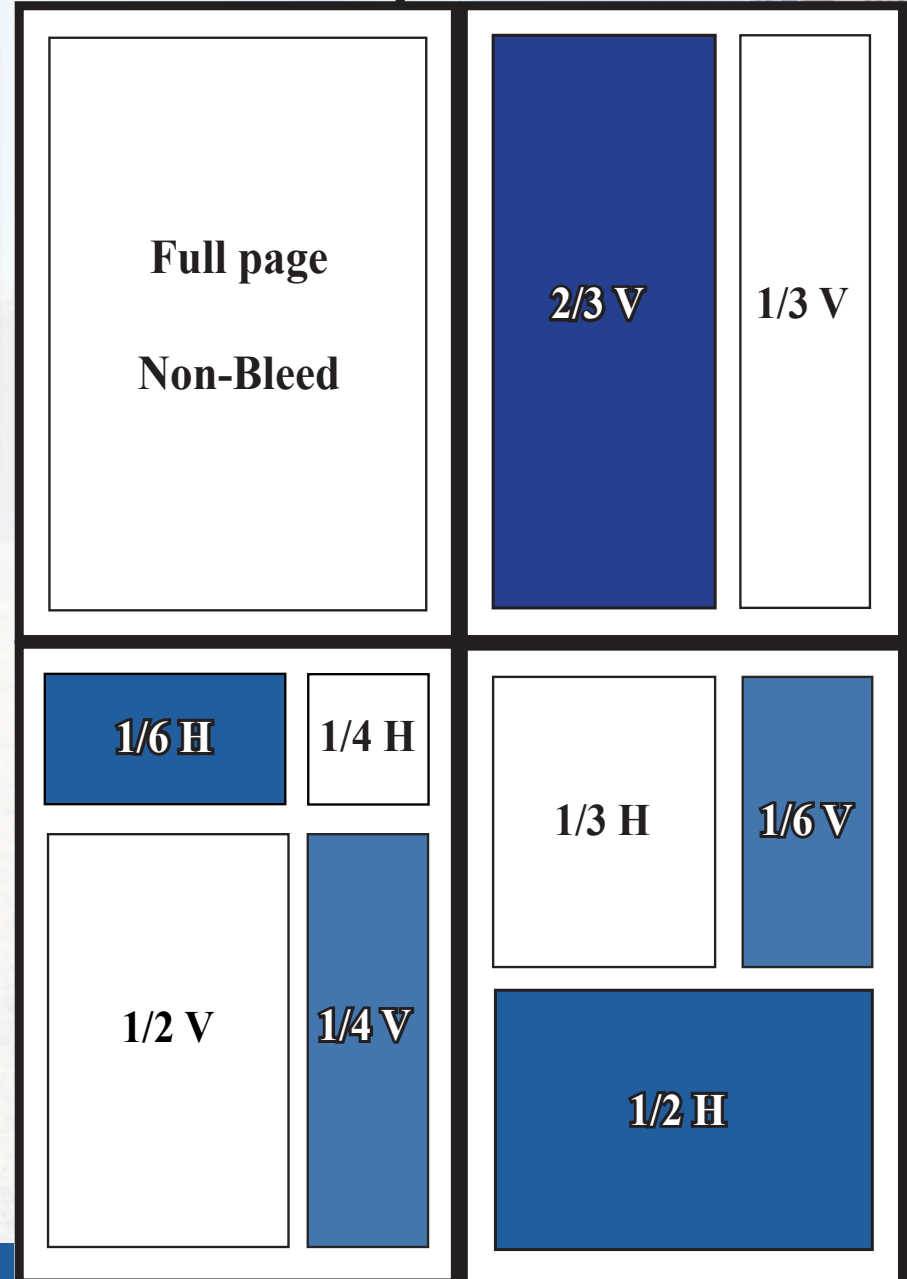
2026 Print On Sale/Ad Closing Dates

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".	

Ad Specifications



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

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.

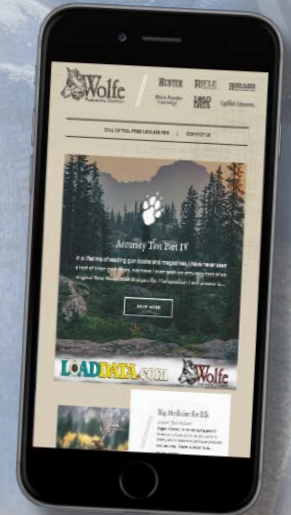
Ask how
to get your
product
featured!

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

The screenshot displays the LoadData.com website. At the top, it features logos for 'RIFLE', 'HANDLOADER', and 'Black Powder Cartridge' under the 'Wolfe Publishing Group' banner. The main header includes the 'LOAD DATA' logo, a navigation bar with 'THE ULTIMATE RELOADING MANUAL', 'HOME // SEARCH LOADS // ARTICLES', and a 'SHOP NOW!' button. A large blue banner in the center reads 'Your Leaderboard Banner Ad Here'. Below this, a search section titled 'With our load data you can search by caliber, bullet weight, powder, powder manufacturer or a combination of all four.' includes tabs for 'METALLIC SEARCH' and 'SHOTGUN SEARCH'. The 'Metallic' search form has 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, a sidebar lists member benefits: 'Become a Load Data member, access over 311,644 load recipes', 'LOAD RECORD SHEET FREE DOWNLOAD', 'SHOTSHEET RECORD SHEET FREE DOWNLOAD', and 'CARTRIDGE OF THE MONTH TAKE A PEEK'. 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* \$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

www.LoadData.com