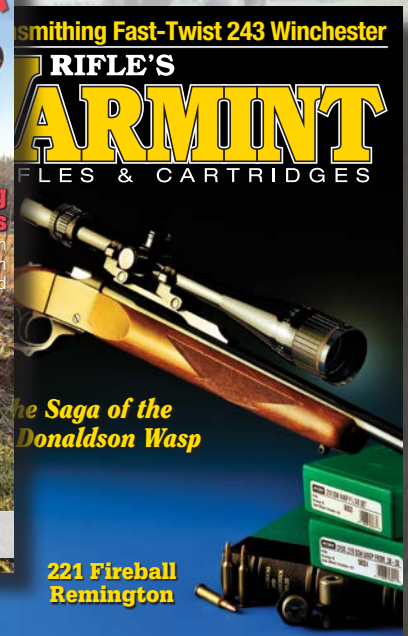
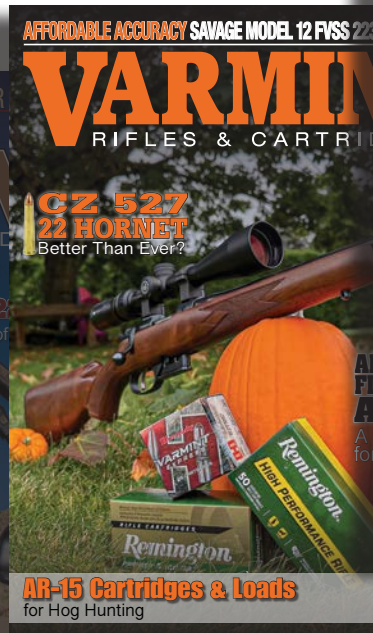
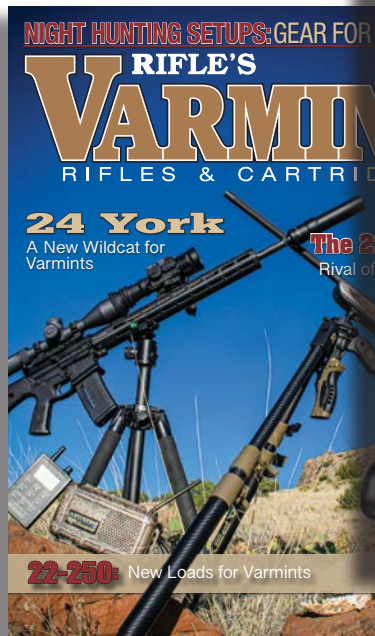


VARMINT

RIFLES & CARTRIDGES

2026 MEDIA KIT

www.VarmintRiflesAndCartridges.com



VARMINT

RIFLES & CARTRIDGES

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

Our Readers

**Average Household
Income**
\$163,000

Median Age
57.0

Attended College
67%

Military/Law Enforcement
10%



81%
Hunt
Predators

100%
Hunt

95%
Reload

95%
Reload
Metallic
Loads

95%
Excellent
Tech Level

Featured in every issue:

- Load data for various varmint cartridges
- Technical information on varmint rifles and cartridges
- Informative stories about hunting varmints and predators
- Coverage of the latest rifles and cartridges
- Stories on tactics and techniques for varmint and predator hunting
- Informative stories and articles on rimfire rifles and cartridges



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).

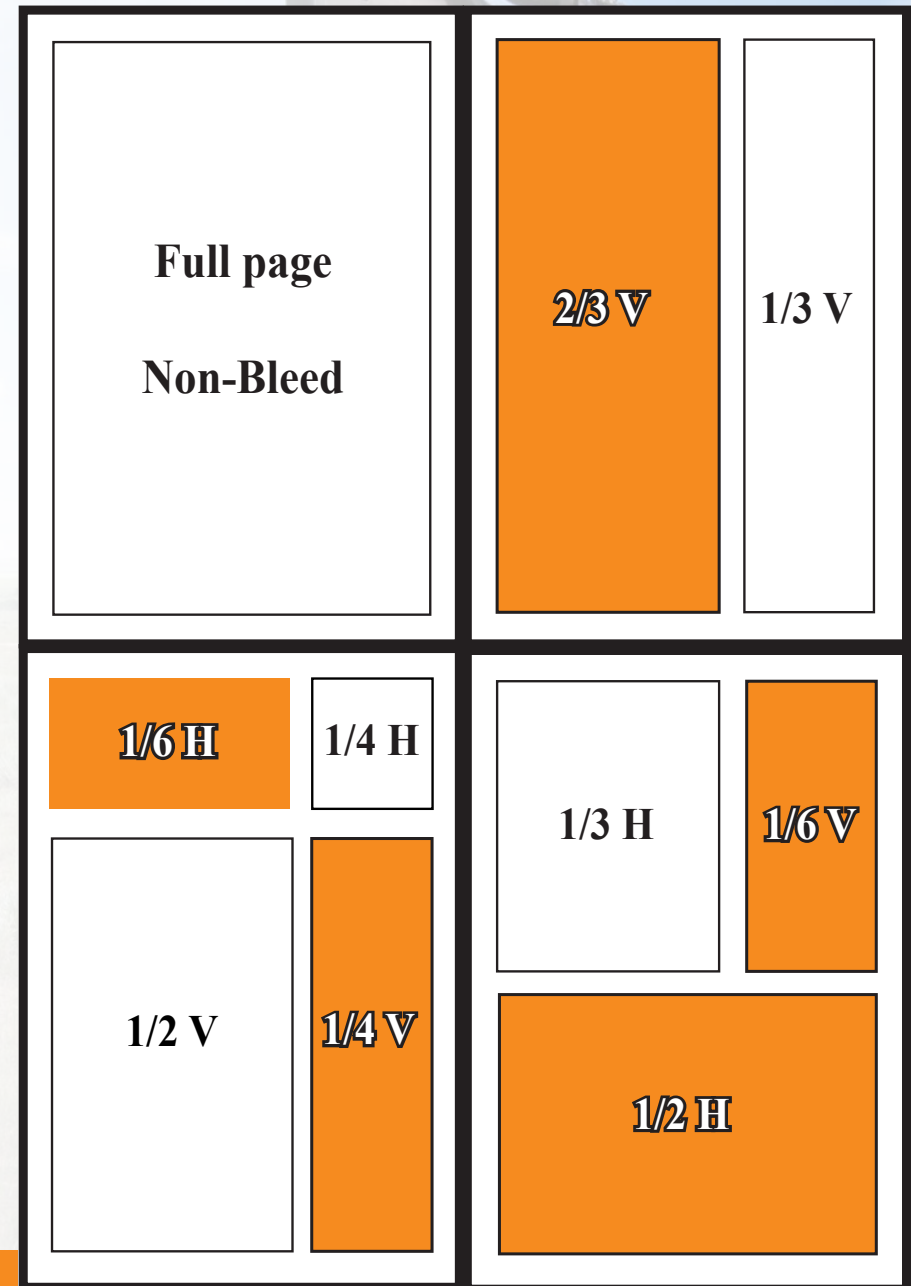
Special Discount Rates

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.



Magazine Issue	Magazine Space Order	Deadline for Ad Material	Magazine ON SALE Date
Spring	April 1, 2026	April 20, 2026	May 1, 2026
Fall	October 1, 2026	October 20, 2026	November 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
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

VarmintRiflesAndCartridges.com

50,000+ Monthly Page Views

Ad Rates and Sizes

- Leaderboard Banner* \$50/M (728x90)
- Medium Rectangle* \$50/M (300x250)
- Anchor Banner* \$50/M (728x90)
- Sponsored Video \$1000 Net 1x
- * Minimum impressions may apply.

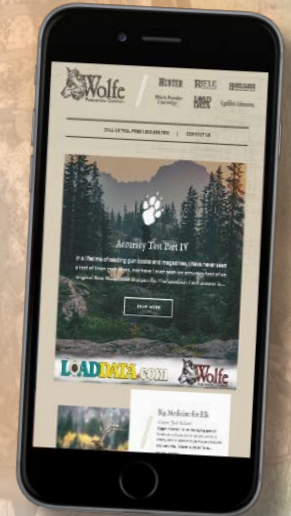
Ask how
to get your
product
featured!

Custom E-Blasts

100,000 Subscribers

Ad Rate and Size

- Sponsored content \$4,500



Discounts available with print ads.



@varmintmagazine



Varmint 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

www.LoadData.com

The screenshot displays the LoadData.com website. At the top, there's a navigation bar with logos for 'RIFLE', 'HANDLOADER', and 'Black Powder Cartridge'. Below this is a search bar with fields for 'Email Address' and 'Password', and a 'GO' button. A banner for 'Your Leaderboard Banner Ad Here' is prominently displayed. The main content area features a search section with filters for 'Metallic' and 'Shotgun' searches, and a 'Search over 311,644 loads!' button. Below the search section, there's a 'Trending LoadData Articles' section. On the right side, there are several promotional banners for 'Become a Load Data member', 'LOAD RECORD SHEET', 'SHOTSHEET RECORD SHEET', and 'CARTRIDGE OF THE MONTH'. At the bottom, there's a footer with a privacy policy link and a small disclaimer.