

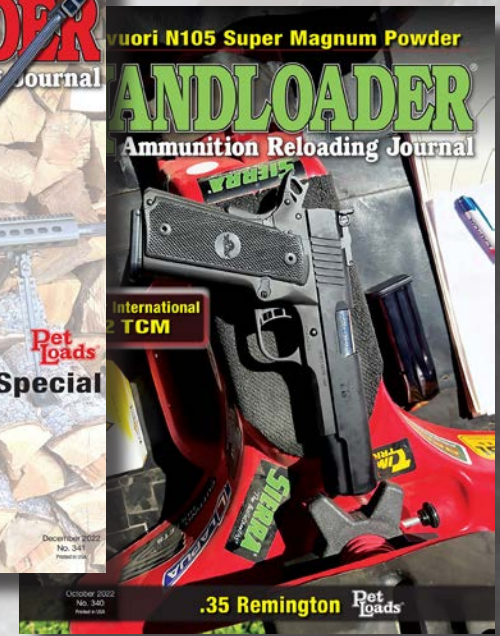
100% of our readers have responded to at least 7 ads with 97% purchasing from them!

HANDLOADER[®]

Ammunition Reloading Journal

2024 Media Kit

www.handloadermagazine.com



HANDLOADER[®]

Ammunition Reloading Journal

Our Readers

Average Household
Income
\$123,000

Attended College
67%

Median Age
57.0

Military/Law Enforcement
10%



81%
Shoot
Handguns
Recreationally

90%
Hunt

100%
Reload

99%
Reload
Metallic
Loads

95%
Excellent
Tech
Level

HANDLOADER
HAS BEEN IN PRINT
FOR OVER HALF
A CENTURY

In Every Issue

- Reloader's Press
- Cartridge Board
- Practical Handloading
- Bullets & Brass
- Wildcat Cartridges

2024 Print Advertising Rates

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	\$1,215.00	\$1,122.00	\$997.00	\$968.00
1/6 Page	\$797.00	\$697.00	\$587.00	\$566.00
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	\$140.00	\$135.00	\$124.00	\$108.00
1 1/2 Inches	\$207.00	\$200.00	\$183.00	\$159.00
2 Inches	\$275.00	\$262.00	\$243.00	\$211.00
2 1/2 Inches	\$349.00	\$337.00	\$309.00	\$269.00
3 Inches	\$417.00	\$400.00	\$369.00	\$321.00
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.

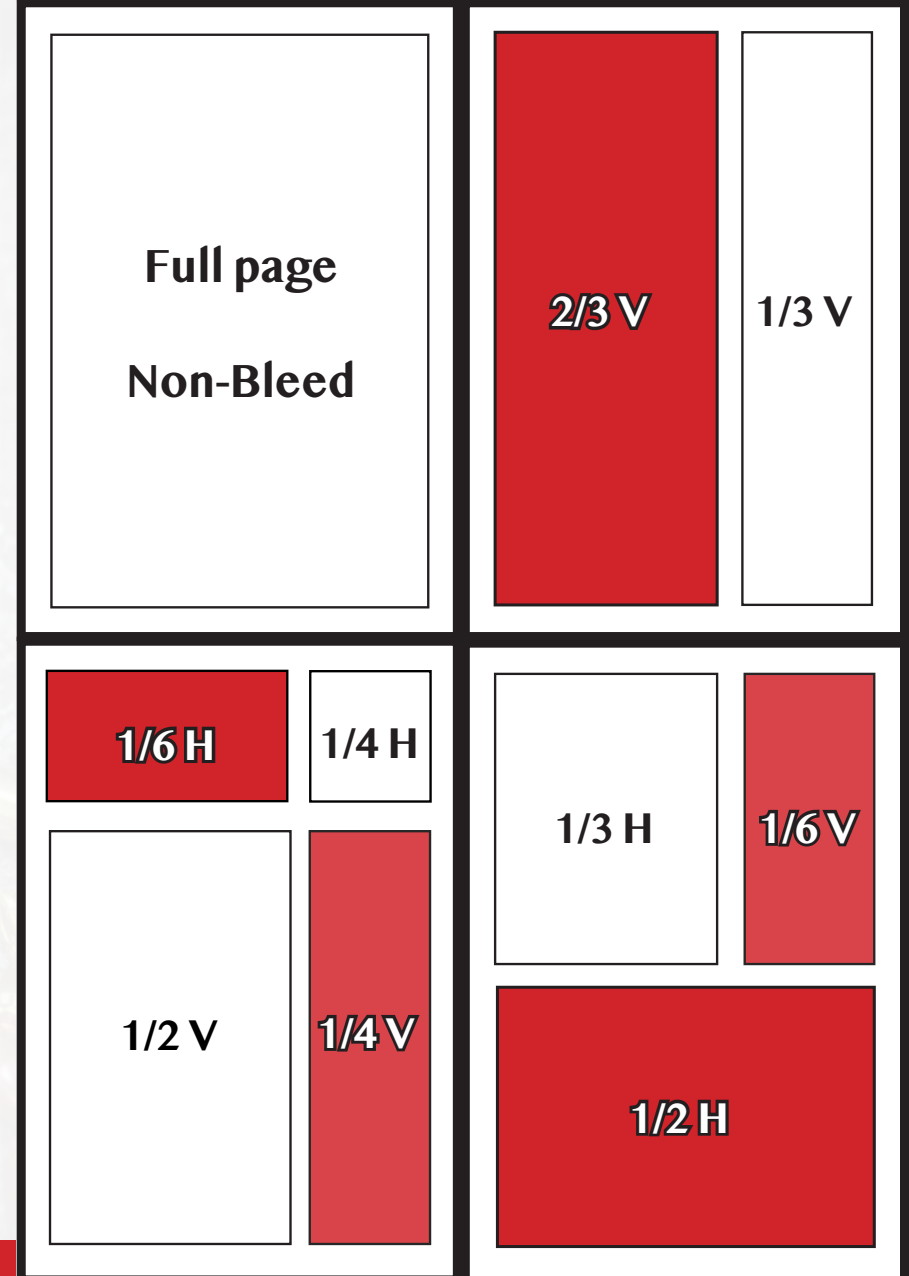
Ad Specifications

Magazine Issue	Magazine Space Order	Deadline for Ad Material	Magazine ON SALE Date
February/March	November 6, 2023	November 20, 2023	January 1, 2024
April/May	January 6, 2024	January 20, 2024	March 1, 2024
June/July	March 6, 2024	March 20, 2024	May 1, 2024
August/September	May 6, 2024	May 20, 2024	July 1, 2024
October/November	July 6, 2024	July 20, 2024	September 1, 2024
December/January	September 6, 2024	September 20, 2024	November 1, 2024

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 \$500 Net 2x | \$800 Net 4x (728x90)
- Mid Scroll or Anchor Banner \$500 Net 2x | \$800 Net 4x (700x300)
- Sponsored Post \$500 Net 1x (345x225)
- Sponsored Video \$750 Net 1x

Website

www.handloadermagazine.com

50,000+ 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.



Handloader TV



Ad Rates and Sizes

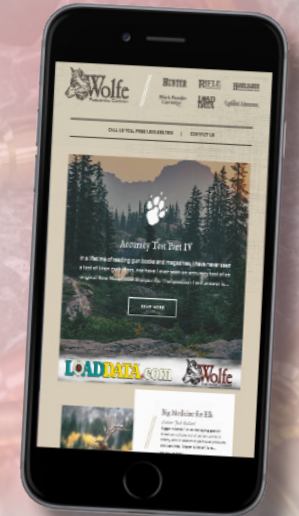
- Custom Video (15+ minutes) \$2,500 Net 1x
- Commercial Ad (30 seconds) \$1,000 Net 1x (video must be provided)
- Sponsorship (mid- and post-roll) \$1,000 Net 1x

Custom E-Blasts

100,000 Subscribers

Ad Rate and Size

- Sponsored content \$3,500 Net 1x



Discounts available with print ads.



@handloadermagazine



Handloader Magazine



Handloader TV



Wolfe Publishing's largest digital audience

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 305,000 Loads Available

www.loaddata.com

The screenshot shows the LoadData.com website. At the top, there are navigation links for HUNTER, RIFLE, HANDLOADER, Black Powder Cartridge, and The Upland Almanac. Below this is a search bar with fields for Email Address and Password, and a GO button. A red banner in the center of the page reads "Your Leaderboard Banner Ad Here". Below the banner is a search section with tabs for METALLIC SEARCH and SHOTGUN SEARCH. The METALLIC SEARCH section has input fields for Caliber, Powder Type, Projectile Weight, Powder Manufacturer, and Cast or Jacketed. A "SEARCH LOAD DATA" button is at the bottom of this section. To the right of the search section are three yellow buttons: "Become a Load Data member, access over 305,305 load recipes", "LOAD RECORD SHEET FREE DOWNLOAD", and "SHOTSHEET RECORD SHEET FREE DOWNLOAD". Below these is a "CARTRIDGE OF THE MONTH TAKE A PEEK" button. At the bottom of the page, there is a "TRENDING LOADDATA ARTICLES" section with a "VIEW ALL ARTICLES" link. A small article preview is visible at the bottom left, titled "CRIMPING METALLIC CASES".

**Your
Medium Rectangle Ad
Here**

LoadData.com is a powerful search engine that allows you to search an ever-expanding database of loads. All the loads are developed by the staff of Handloader magazine and the archives of Handloader and Rifle magazines. Each month new loads are added to the database. This makes LoadData.com an ever-