

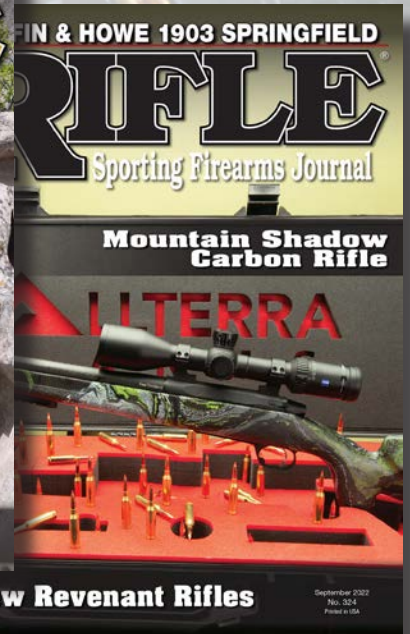
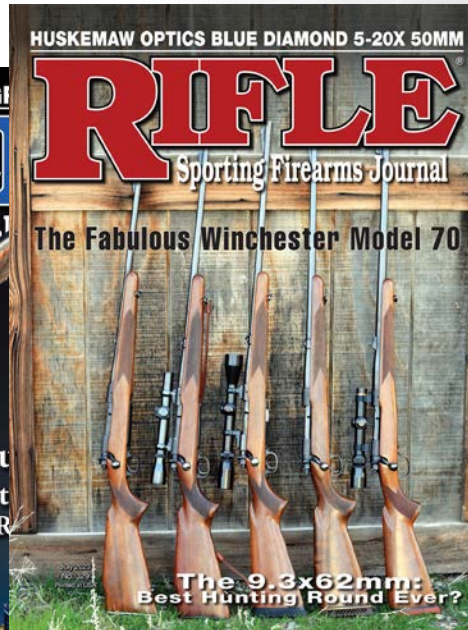
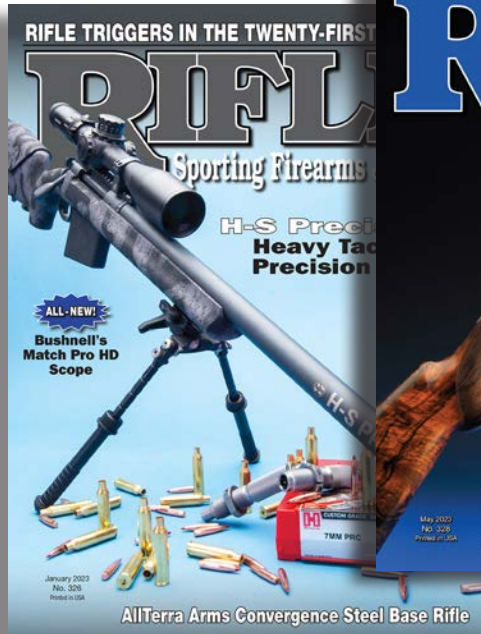
100% of our readers have responded to at least 7 ads with 97% purchasing from them!

RIFLE®

Sporting Firearms Journal

2024 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
- Lock, Stock & Barrel
- A Rifleman's Optics
- Mostly Long Guns
- Custom Corner



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	\$1,185.00	\$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 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.



2024 Print On Sale/Ad Closing Dates

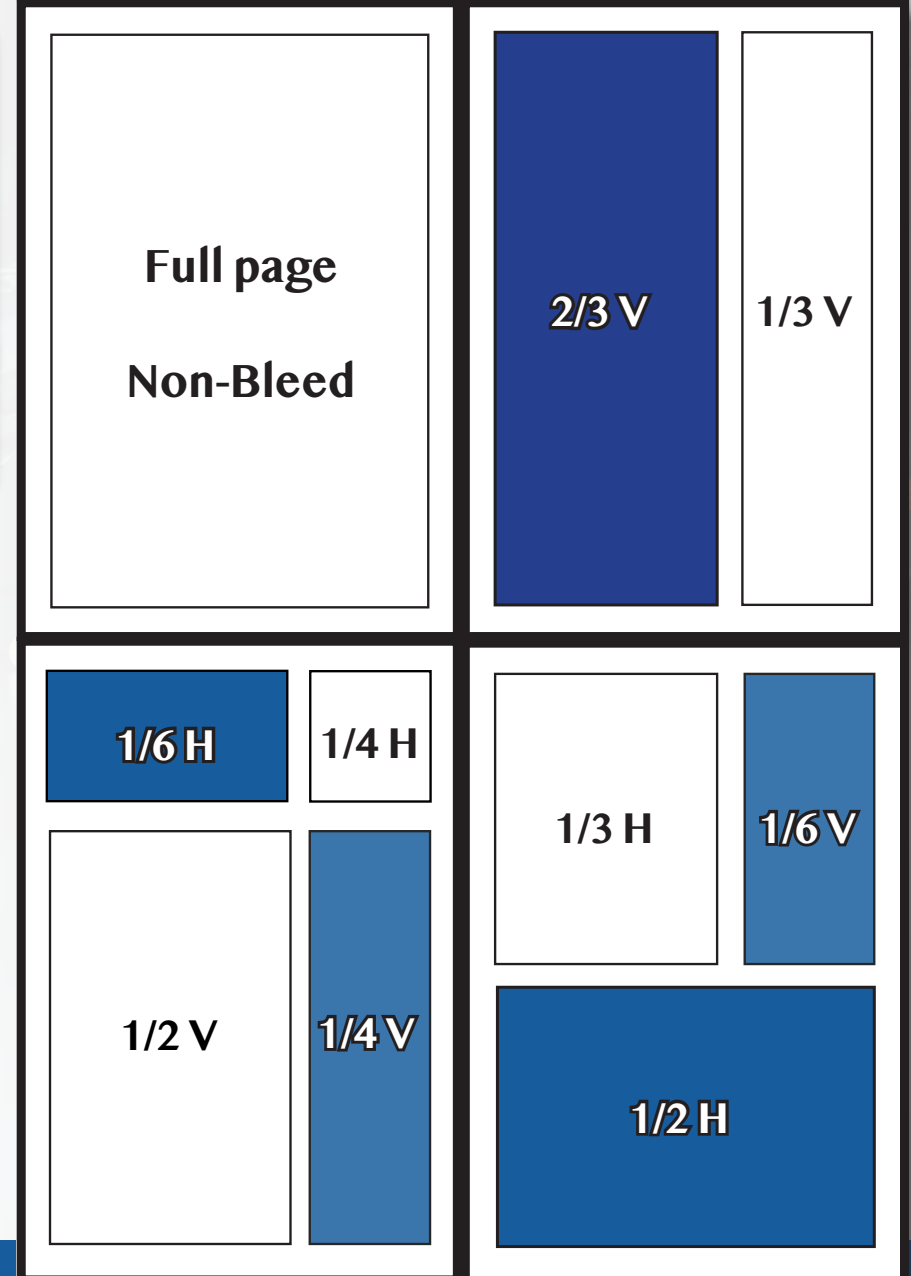
Ad Specifications

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



Handloader TV



Ad Rates and Sizes

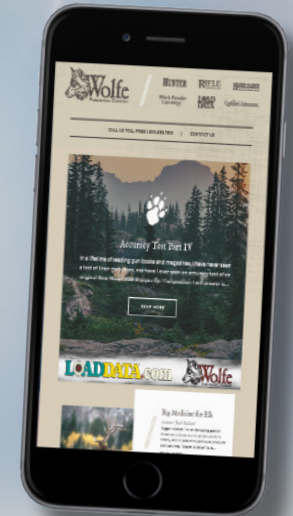
- Custom Video (15+ minutes) \$2,500 Net 1x
- Commercial Ad (30 seconds) \$1,000 Net 1x (video must be provided)
- Sponsorship (mid- and post-roll) \$1,000 Net 1x

Custom E-Blasts

100,000 Subscribers

Ad Rate and Size

- Sponsored content \$3,500 Net 1x



Discounts available with print ads.



@handloadermagazine



Rifle Magazine



Handloader TV



Wolfe Publishing's largest digital audience

The screenshot shows the LoadData.com website with a navigation bar for HUNTER, RIFLE, HANDLOADER, Black Powder Cartridge, and The Upland Almanac. A search bar is present with fields for Email Address and Password, and a GO button. Below the navigation is a banner for 'Your Leaderboard Banner Ad Here'. The main content area features a search section with 'METALLIC SEARCH' and 'SHOTGUN SEARCH' tabs, and a search form with 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 promotional buttons for '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 'Your Medium Rectangle Ad Here' banner is located at the bottom right of the main content area.

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

Melanie Jayne
melanie@wolfepub.com
Phone (800) 899-7810

Casey Clifford
casey@wolfepub.com
Phone (800) 899-7810

David Beckler
david.beckler@wolfepub.com
(469) 766-8842

Jim Coen
nyjimcoen@gmail.com
(718) 825-7533