

SHOOTING INDUSTRY MAGAZINE®

MARKET & MEDIA INFORMATION

Shooting Industry is the only trade magazine that reaches “consumer selected” BPA audited Federal Firearms Licensed dealers.

Since 1955, *Shooting Industry* has helped dealers make everyday business decisions easier by offering information such as what to stock and how to sell it, plus tips on how to keep customers coming back for more.

The dealers who read *Shooting Industry* are highly recommended by their customers as the place to buy firearms and shooting accessories. So, every time you use *Shooting Industry* to deliver your sales message, you can be sure it's reaching ACTIVE, popular retailers.

Use the following information to get the most out of your advertising schedule with *Shooting Industry*.

COLUMNS & DEPARTMENTS

- ✓ **LETHAL FORCE**
Renowned industry writer Massad Ayoob offers tips on how dealers can maximize the self-defense market.
- ✓ **ARMS AND THE WOMAN**
A look at the latest products for women plus tips and techniques for dealers on how to sell to this expanding market.
- ✓ **LETTERS**
Dealers respond to news and legislation.
- ✓ **INDUSTRY NEWS**
What's happening in and around the industry.
- ✓ **NEW PRODUCTS**
The industry showplace for new and improved products.
- ✓ **READER SERVICE**
The easy way for dealers to get more information from an advertiser.
- ✓ **OUTDOOR MARKETPLACE**
Knowledge you can use to make sales.

SINCE 1955 - THE INDUSTRY'S BUSINESS MAGAZINE

TOLL FREE 800.537.3006 • OUTSIDE U.S. 858.605.0202 • FAX 858.605.0247
12345 WORLD TRADE DRIVE, SAN DIEGO, CA 92128



SHOOTING INDUSTRY

MAGAZINE®

MARKET & MEDIA SPECIAL ISSUES



AMMUNITION BLOW OUT ISSUE

A look at how to sell rimfire, centerfire, and shotshell ammo plus tips on marketing reloading equipment.

SHOT SHOW REVIEW

A complete recap of the latest trends, products and developments uncovered at the industry's largest trade show. As a bonus, the Spring Catalog Showcase is included.

THE FIREARM INDUSTRY TODAY

A review of manufacturing, imports, exports and trends.

THE UNIVERSE'S GREATEST BUYER'S GUIDE

A completely updated Buyer's Guide and Directory, including Product, Distributor, 800 Number and Fax and Web Site listings. It's the biggest, most accurate and complete directory of its kind.

SHOOTING INDUSTRY ACADEMY OF EXCELLENCE

Coverage of the most prestigious awards in the industry.

HANDGUN & LONG-GUN SALES

Expert selling strategies for handguns, long guns and the most popular accessories presented during the peak of the spring and fall retail seasons.

GUN SAFETY & SECURITY PRODUCTS

Making the most of the products and services every retailer should offer.

SHOT SHOW PREVIEW

The GIANT show of shows issue ... Complete with Buyer's Guide and Directory, Show information and exhibitor list. Plus expanded New Product section and BONUS circulation at the show.

"HOW TO SELL" ARTICLES

- Ammunition
- Airguns
- Bowhunting Equipment
- Muzzleloading
- Eye & Ear Safety Products
- Handguns
- Holsters, Grips & Sights
- Knives
- Optics
- Hunting Accessories
- Safes & Lockboxes
- Rifles & Shotguns



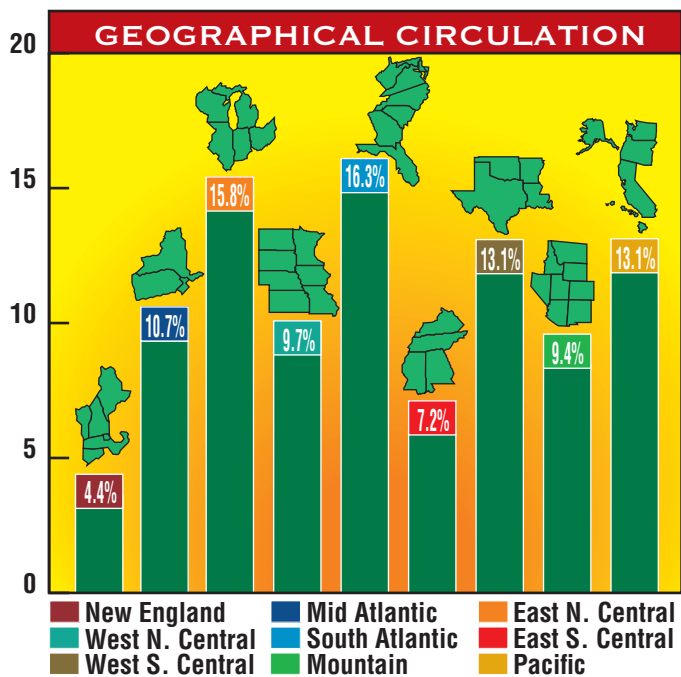
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MARKET & MEDIA CIRCULATION



ONLY ACTIVE DEALERS

Shooting Industry reaches a controlled circulation of active dealers each month.

Every subscriber must hold a Federal Firearms License and be actively engaged in over-the-counter retail sales of firearms and accessories.

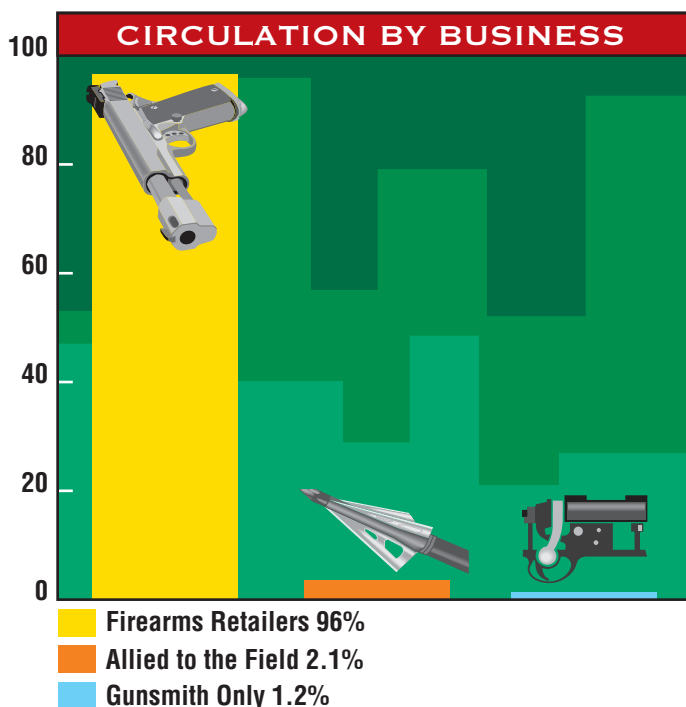
CONSUMER SELECTED

Where other firearms trade magazines stop, *Shooting Industry* keeps going by identifying “consumer selected” dealers. These dealers are picked by their customers as the place to buy firearms and related accessories.

As part of the FMG Publications family, *Shooting Industry* is in the unique position of being the ONLY firearms trade publication that is able to recognize “consumer selected” dealers.

Using entries from *American Handgunner* and *Guns Magazine*’s monthly gun giveaways, which require entrants to list the name of their favorite FFL dealers, *Shooting Industry* can identify thousands of “consumer selected” dealers every month. At all times, it can be determined which consumers recommended which dealers and how many times each dealer was selected.

The list is regularly compared to the BATF list and National Yellow Page directory, and other top level industry lists to ensure you reach active “consumer selected” FFL dealers with your sales message in *Shooting Industry*.



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