

TACTICAL-LIFE
NETWORK

Developed for serious shooters, the Tactical-Life Network delivers stories, cutting-edge information, trends, expert tips and reviews on firearms, gear, ammo and accessories.

TACTICAL LIFE PRINT PORTFOLIO

	ISSUE	SPACE CLOSE	MATERIAL CLOSE	ON SALE
TACTICAL LIFE		80,000 Circulation		
May/June	M/J 18	1/30/18	2/6/18	3/20/18
August/September	A/S 18	4/24/18	5/1/18	6/12/18
November/December	N/D 18	7/24/18	7/31/18	9/11/18
February/March 2019	F/M 19	10/23/18	10/30/18	12/11/18
TACTICAL LIFE ANNUALS		80,000 Circulation		
TACTICAL LIFE GUN ANNUAL	#214	7/3/18	7/10/18	8/21/18
TACTICAL LIFE STEALTH	#216	9/18/18	9/25/18	11/06/18
TACTICAL LIFE ANNUAL		EXTENDED 190,000 Circulation		
TACTICAL LIFE BLACK GUNS	#213	6/19/18	6/26/18	8/7/18
TACTICAL LIFE ANNUAL		115,000 Circulation		
MAGNUM: BEST OF	2019	10/9/18	10/16/18	11/27/18
SPECIAL INTEREST ANNUALS		95,000 Circulation		
THE COMPLETE BOOK OF RELOADING 2019	#215	9/11/18	9/18/18	10/30/18
AR RIFLEMAN MODERN GUNS AND HUNTING	#219	10/30/18	11/6/18	12/18/18
GUNS OF THE OLD WEST		75,000 Circulation		
SPRING	#97	1/2/18	1/9/18	2/20/18
SUMMER	#98	4/3/18	4/10/18	5/22/18
FALL	#99	7/3/18	7/10/18	8/21/18
WINTER '19	#100	9/25/18	10/2/18	11/13/18

GROSS ADVERTISING RATES	
TACTICAL LIFE	
Full Page	\$6,000
2/3 Page	\$4,221
1/2 Page	\$3,450
1/3 Page	\$2,597
1/4 Page	\$2,175
1/6 Page	\$1,854
1/12 Page	\$1,370
Back Cover	\$7,500
Cover 2 or 3	\$6,900
SPECIAL INTEREST ANNUAL	
Full Page	\$4,500
2/3 Page	\$3,166
1/2 Page	\$2,588
1/3 Page	\$1,948
1/4 Page	\$1,631
1/6 Page	\$1,391
1/12 Page	\$1,027
Back Cover	\$5,625
Cover 2 or 3	\$5,175
GUNS OF THE OLD WEST	
Full Page	\$4,000
2/3 Page	\$2,814
1/2 Page	\$2,300
1/3 Page	\$1,732
1/4 Page	\$1,450
1/6 Page	\$1,236
1/12 Page	\$913
Back Cover	\$5,000
Cover 2 or 3	\$4,600



Offering shooters a clear and concise guide to the latest firearms and equipment, proven techniques to keep themselves and their families protected, compelling stories of self-defense and instruction from some of the most experienced and battle-ready experts in the firearms world.

PERSONAL DEFENSE WORLD PRINT PORTFOLIO

	ISSUE	SPACE CLOSE	MATERIAL CLOSE	ON SALE
COMBAT HANDGUNS		80,000 Circulation		
MAY/JUN	M/J 18	1/23/18	1/30/18	3/13/18
JUL/AUG	J/A 18	3/20/18	3/27/18	5/8/18
SEP/OCT	S/O 18	5/15/18	5/22/18	7/3/18
NOV/DEC	N/D 18	7/17/18	7/24/18	9/4/18
JAN/FEB	J/F 18	9/11/18	9/18/18	10/30/18
MAR/APR	M/A 18	11/6/18	11/13/18	12/25/18
PERSONAL DEFENSE WORLD		EXTENDED 180,000 Circulation		
WINTER/SPRING	#212	2/20/18	2/27/18	4/10/18
SUMMER/FALL	#214	8/28/18	9/4/18	10/16/18
PERSONAL DEFENSE WORLD ANNUALS		EXTENDED 190,000 Circulation		
PDW GUN PRIMER	#211	4/17/18	4/24/18	6/5/18
PDW GUN BUYER'S ANNUAL	#216	10/2/18	10/9/18	11/20/18
CONCEALED CARRY HANDGUNS		EXTENDED 190,000 Circulation		
WINTER/SPRING	#211	2/13/18	2/20/18	4/3/18
SUMMER/FALL	#215	7/17/18	7/24/18	9/4/18

GROSS ADVERTISING RATES	
COMBAT HANDGUNS	
Full Page	\$5,800
2/3 Page	\$4,080
1/2 Page	\$3,335
1/3 Page	\$2,511
1/4 Page	\$2,103
1/6 Page	\$1,792
1/12 Page	\$1,324
Back Cover	\$7,250
Cover 2 or 3	\$6,670
PERSONAL DEFENSE WORLD CONCEALED CARRY	
Full Page	\$6,340
2/3 Page	\$4,460
1/2 Page	\$3,646
1/3 Page	\$2,745
1/4 Page	\$2,298
1/6 Page	\$1,959
1/12 Page	\$1,447
Back Cover	\$7,925
Cover 2 or 3	\$7,291



Ballistic is the ultimate backstage pass to the world of firepower! This ultra premium magazine delivers the shooting lifestyle with provocative photography and content, once-in-a-lifetime experiences and high-profile personalities.

BALLISTIC PRINT PORTFOLIO

	ISSUE	SPACE CLOSE	MATERIAL CLOSE	ON SALE
BALLISTIC		150,000 Circulation		
SUMMER	Sum 18	2/27/18	3/6/18	4/17/18
FALL	Fall 18	5/22/18	5/29/18	7/10/18
WINTER	Win 19	8/21/18	8/28/18	10/9/18
SPRING	Spr 19	11/13/18	11/20/18	1/1/19
BALLISTIC ANNUAL		150,000 Circulation		
PRECISION	#1	1/9/18	1/16/18	2/27/18
BALLISTIC ANNUAL		175,000 Circulation		
BALLISTIC'S BEST	2018	3/27/18	4/3/18	5/15/18

GROSS ADVERTISING RATES	
BALLISTIC	
Full Page	\$7,500
2/3 Page	\$5,276
1/2 Page	\$4,313
1/3 Page	\$3,247
1/4 Page	\$2,719
1/6 Page	\$2,317
1/12 Page	\$1,712
Back Cover	\$9,375
Cover 2 or 3	\$8,625



These magazines cover everything from frontier living and survival guides to home and self-defense skills. You'll find tips and resources for how to stay alive and thrive, both in the face of disaster and while living simply off the land. Readers will also be motivated by tales of survival and how-to guides inspired by real-life events.

REAL WORLD SURVIVOR PRINT PORTFOLIO

	ISSUE	SPACE CLOSE	MATERIAL CLOSE	ON SALE
SURVIVOR'S EDGE 175,000 Circulation				
SUMMER	Sum 18	2/13/18	2/20/18	4/3/18
FALL	Fall 18	5/15/18	5/22/18	7/3/18
WINTER '19	Win 19	8/14/18	8/21/18	10/2/18
SPRING '19	Spr 19	11/13/18	11/20/18	1/1/19
SURVIVOR'S EDGE ANNUALS 175,000 Circulation				
SURVIVOR'S EDGE GEAR GUIDE	2018	5/29/18	6/5/18	7/17/18
SURVIVOR'S EDGE SURVIVAL EXPERTS HANDBOOK	#1	4/10/18	4/17/18	5/29/18
THE NEW PIONEER 250,000 Circulation				
SUMMER	#234	3/13/18	3/20/18	5/1/18
FALL	#237	6/12/18	6/19/18	7/31/18
WINTER '19	#238	8/21/18	8/28/18	10/9/18
SPRING '19	#242	11/27/18	12/4/18	1/15/19
AMERICAN FRONTIERSMAN 225,000 Circulation				
SUMMER/FALL	#236	5/8/18	5/15/18	6/26/18
WINTER/SPRING	#240	10/23/18	10/30/18	12/11/18

GROSS ADVERTISING RATES	
SURVIVOR'S EDGE	
Full Page	\$6,950
2/3 Page	\$4,889
1/2 Page	\$3,996
1/3 Page	\$3,009
1/4 Page	\$2,519
1/6 Page	\$2,148
1/12 Page	\$1,586
Back Cover	\$8,688
Cover 2 or 3	\$7,993
THE NEW PIONEER	
Full Page	\$6,200
2/3 Page	\$4,362
1/2 Page	\$3,565
1/3 Page	\$2,684
1/4 Page	\$2,248
1/6 Page	\$1,916
1/12 Page	\$1,415
Back Cover	\$7,750
Cover 2 or 3	\$7,130
AMERICAN FRONTIERSMAN	
Full Page	\$5,625
2/3 Page	\$3,957
1/2 Page	\$3,234
1/3 Page	\$2,435
1/4 Page	\$2,039
1/6 Page	\$1,738
1/12 Page	\$1,284
Back Cover	\$7,031
Cover 2 or 3	\$6,469

AD FORMATS

- Tactical Life
- Tactical Life Gun Annual
- Tactical Life Stealth
- Tactical Life Black Guns
- Ballistic Precision
- Magnum: Best of
- Combat Handguns
- Complete Book of Reloading
- AR Rifleman Modern Guns and Hunting
- Personal Defense World
- Personal Defense World Gun Primer
- Personal Defense World Gun Buyer's Annual
- Concealed Carry Handguns
- Guns of the Old West
- Survivor's Edge
- Survivor's Edge Gear Guide
- Survivor's Edge Survival Experts Handbook
- The New Pioneer
- American Frontiersman

FILE SUBMISSION SITE

- To join go to:
<http://athlonoutdoors.sendmyad.com>
- When establishing an account, please observe the minimum requirements to avoid processing errors.
- 1. Create an account if not already established.
- 2. Choose publication: i.e. Survivor's Edge
- 3. Choose the issue: i.e. #193 or Summer 2018

FILE FORMATS:

Preferred format: PDF/X-1A

FILE RESOLUTION REQUIREMENTS:

- PDF/X-1A
- 300 dpi/2400 dpi for Line Work

LIVE MATTER REQUIREMENTS:

- Set the offset setting to .167 when creating PDF/X-1A files so the standard trim, bleed and center marks are included but not in the "live" image area or "bleed" area.
- Single-page ads should be built to 100% trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a

minimum of 1/8" beyond trim. Keep live matter in a minimum of 1/4" inside trim dimensions.

- Partial page ads should be built to 100% of their actual trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8" beyond trim. Keep live matter a minimum of 1/4" inside trim dimensions.
- All non-bleed ads should be built to 100% of the non-bleed specs.
- All Bleed Ads: Keep live matter a minimum of 3/8" inside the bleed dimensions on all four sides.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letter is critical.

FILE SPECIFICATIONS & GENERAL GUIDELINES:

- Files must be prepared to Athlon Outdoors' published specs, and in accordance with SWOP 2013 specifications. If the above

guidelines are not met, the color quality of print reproduction may vary.

- Do not apply style attributes to basic fonts.
- Include and/or embed all fonts, images scans, logos and artwork.
- On 4/C ads, Pantone colors, other spot colors, and non-CMYK elements must be converted to CMYK.
- Four-color solids should not exceed SWOP density of 300%.
- To create a rich black, use 100% K and 60% C.
- Color type, reverse type and/or line art should not be less than .007 at the thinnest part of the character. Single color type should be no less than .004 at the thinnest part of the character.
- To avoid low-res (soft type) or 4/c black type, type should be built in InDesign or Illustrator and not within Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters. Where practical and not detrimental to the appearance of the job, make the type in the subordinate colors slightly larger to minimize register problems on the production press.
- All supplied materials intended for use in Athlon Outdoors publications must be properly trapped.
- Athlon Outdoors will no longer require color proofs.

PRODUCTION CONTACTS:

- Shashika Baldwin
Senior Production Manager
sbaldwin@athlonmediagroup.com
(212) 478-1921
- Stephen de Francesco
Production Manager
sdefrancesco@athlonmediagroup.com
(212) 478-1965

SPACE	BLEED	TRIM	LIVE AREA	NON-BLEED
Two Page Spread	16.25" x 10.75"	16" x 10.5"	15" x 10"	15" x 10"
Full Page/Cover	8.25" x 10.75"	8" x 10.5"	7" x 10"	7" x 10"
2/3 Page (Vertical)	N/A	N/A	4.625" x 10"	4.625" x 10"
1/2 Page (Vertical)	N/A	N/A	3.5" x 10"	3.5" x 10"
1/2 Page (Horizontal)	N/A	N/A	7" x 4.75"	N/A
1/2 Page Island	N/A	N/A	4.625" x 7"	4.625" x 7"
1/2 Page Spread	16.25" x 5.5"	16" x 5.25"	15.5" x 4.75"	N/A
1/3 Page (Vertical)	N/A	N/A	2.25" x 10"	2.25" x 10"
1/3 Page (Horizontal)	N/A	N/A	7" x 3.25"	7" x 3.25"
1/3 Page Square	N/A	N/A	5.25" x 5.5"	5.25" x 5.5"
1/6 Page (Vertical)	N/A	N/A	2.25" x 4.875"	2.25" x 4.875"
1/6 Page (Horizontal)	N/A	N/A	4.625" x 2.375"	4.625" x 2.375"

AD FORMATS

- Ballistic
- Ballistic's Best

FILE SUBMISSION SITE

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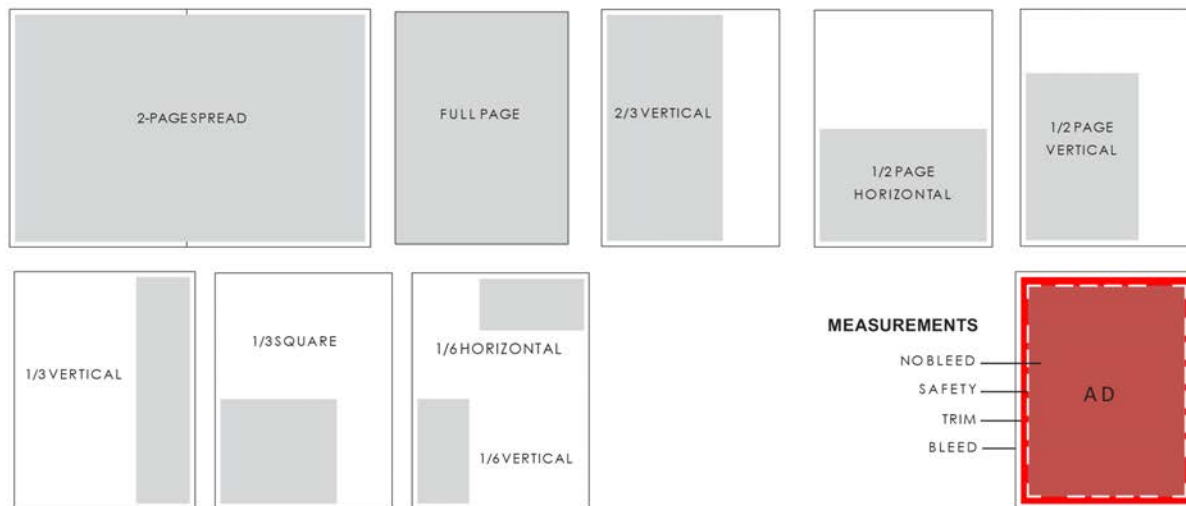
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SPECS	2-PG SPREAD	FULL PAGE	2/3 VERTICAL	1/2 HORIZONTAL	1/2 VERTICAL	1/3 VERTICAL	1/3 SQUARE	1/6 VERTICAL	1/6 HORIZONTAL
NON-BLEED	17x 9.875	8 x 9.875	5.25 x 9.875	8 x 4.8125	5.25 x 7.5625	2.5625 x 9.875	5.25 x 4.8125	2.5625 x 4.8125	5.25 x 2.3125
BLEED	18.25 x 11.125	9.25 x 11.125	6 x 11.125	9.25 x 5.5625	—	3.3125 x 11.125	—	—	—
TRIM	18x 10.875	9 x 10.875	5.875 x 10.875	9 x 5.3125	—	3.0625 x 10.875	—	—	—
SAFETY	17.5x 10.375	8.5 x 10.375	5.35 x 10.375	8.5 x 4.8125	—	2.5625 x 10.375	—	—	—