

# 2019 RATE CARD

# TACTICAL LIFE



## TACTICAL LIFE PRINT PORTFOLIO

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

	ISSUE	SPACE CLOSE	MATERIAL 'S DUE	ON SALE
<b>TACTICAL LIFE</b>		<b>80,000 Circulation</b>		
MAR 19	Mar 19	12/18/18	12/21/18	2/5/19
APR/MAY 19	A/M 19	2/5/19	2/12/19	3/26/19
JUN/JUL 19 (Gun Annual)	J/J 19	4/2/19	4/9/19	5/21/19
AUG/SEP 19	A/S 19	5/28/19	6/04/19	7/16/19
OCT/NOV 19	O/N 19	7/23/19	7/30/19	9/10/19
DEC 19	DEC 19	9/17/19	9/24/19	11/5/19
JAN/FEB 20 (Stealth)	J/F 20	11/12/19	11/19/19	12/31/19

AD PAGE RATES	
Full Page	\$5,995
2/3 Page	\$4,217
1/2 Page	\$3,447
1/3 Page	\$2,595
1/6 Page	\$1,853
Back Cover	\$7,494
Cover 2 or 3	\$6,894

<b>SPECIAL INTEREST ANNUALS</b>		<b>80,000 Circulation</b>		
<b>THE COMPLETE BOOK OF RELOADING 2019</b>	#219	8/13/19	8/20/19	10/1/19

<b>GUNS OF THE OLD WEST</b>		<b>90,000 Circulation</b>		
SPRING	SPRING 19	1/1/19	1/8/19	2/19/19
SUMMER	SUMMER 19	4/2/19	4/9/19	5/21/19
FALL	FALL 19	7/2/19	7/9/19	8/20/19
WINTER	WINTER 20	9/24/19	10/1/19	11/12/19

Note: Dates and issues are subject to change.

# 2019 RATE CARD

## PERSONAL DEFENSE WORLD



### PERSONAL DEFENSE WORLD PRINT PORTFOLIO

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.

	ISSUE	SPACE CLOSE	MATERIAL 'S DUE	ON SALE
<b>COMBAT HANDGUNS</b>		<b>80,000 Circulation</b>		
MAY/JUN	M/J 19	1/22/19	1/29/19	3/12/19
JUL/AUG	J/A 19	3/19/19	3/26/19	5/7/19
SEP/OCT	S/O 19	5/14/19	5/21/19	7/2/19
NOV/DEC	N/D 19	7/16/19	7/23/19	9/3/19
JAN/FEB	J/F 20	9/10/19	9/17/19	10/29/19
MAR/APR	M/A 20	11/5/19	11/12/19	12/24/19
<b>PERSONAL DEFENSE WORLD</b>		<b>90,000 Circulation</b>		
PDW #220	#220	1/15/19	1/22/19	3/5/19
PDW #221 (CCH)	#221	3/19/19	3/26/19	5/7/19
PDW #222	#222	5/21/19	5/28/19	7/9/19
PDW #223 (CCH)	#223	7/23/19	7/30/19	9/10/19
PDW #224 (Gun Buyer's Guide)	#224	9/24/19	10/1/19	11/12/19
PDW #225	#225	11/26/19	12/3/19	1/14/20

AD PAGE RATES	
Full Page	5,995
2/3 Page	4,217
1/2 Page	3,447
1/3 Page	2,595
1/6 Page	1,853
Back Cover	7,494
Cover 2 or 3	6,894

\* Reprint of Personal Defense World's GUN PRIMER - on sale 7/30/19

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# 2019 RATE CARD

# ballistic

**ATHLON** OUTDOORS

## BALLISTIC PRINT PORTFOLIO

*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.

	ISSUE	SPACE CLOSE	MATERIAL 'S DUE	ON SALE
<b>BALLISTIC</b>	<b>140,000 Circulation</b>			
FEB/MAR 19	F/M 19	12/21/18	1/1/19	2/12/19
APR/MAY 19	A/M 19	2/19/19	2/26/19	4/9/19
JUN/JUL 19	J/J 19	4/23/19	4/30/19	6/11/19
AUG/SEP 19 (Precision)	A/S 19	6/25/19	7/2/19	8/13/19
OCT/NOV 19	O/N 19	8/27/19	9/3/19	10/15/19
DEC/JAN 20 (Best)	D/J 20	10/15/19	10/22/19	12/3/19

AD PAGE RATES	
Full Page	\$7,500
2/3 Page	\$5,276
1/2 Page	\$4,313
1/3 Page	\$3,247
1/6 Page	\$2,317
Back Cover	\$9,375
Cover 2 or 3	\$8,625

Note: Dates and issues are subject to change.

# 2019 RATE CARD

# REAL WORLD SURVIVOR



## REAL WORLD SURVIVOR PRINT PORTFOLIO

Covers 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 be motivated by tales of survival and how-to guides inspired by real-life events.

	ISSUE	SPACE CLOSE	MATERIAL 'S DUE	ON SALE
<b>SURVIVOR'S EDGE</b>		<b>140,000 Circulation</b>		
MAR/APR 19	M/A 19	1/8/19	1/15/19	2/26/19
MAY/JUN 19 (Gear Guide)	M/J 19	3/5/19	3/12/19	4/23/19
JUL/AUG 19	J/A 19	5/7/19	5/14/19	6/25/19
SEP/OCT 19	S/O 19	7/9/19	7/16/19	8/27/19
NOV/DEC 19 (Experts)	N/D 19	9/10/19	9/17/19	10/29/19
JAN/FEB 20	J/F 20	11/12/19	11/19/19	12/31/19

<b>THE NEW PIONEER</b>		<b>230,000 Circulation</b>		
SUMMER 19	#248	3/5/19	3/12/19	4/23/19
FALL 19	#251	6/4/19	6/11/19	7/23/19
WINTER 20	#254	9/3/19	9/10/19	10/22/19
SPRING 20	#256	12/3/19	12/10/19	1/21/20

<b>AMERICAN FRONTIERSMAN</b>		<b>230,000 Circulation</b>		
SPRING 19	#246	2/5/19	2/12/19	3/26/19
SUMMER 19	#250	5/7/19	5/14/19	6/25/19
FALL 19	#253	8/6/19	8/13/19	9/24/19
WINTER 20	#255	10/22/19	10/29/19	12/10/19

Note: Dates and issues are subject to change.

### GROSS ADVERTISING RATES

#### SURVIVOR'S EDGE

Full Page	\$5,920
2/3 Page	\$4,165
1/2 Page	\$3,404
1/3 Page	\$2,563
1/6 Page	\$1,830
Back Cover	\$7,400
Cover 2 or 3	\$6,808

#### THE NEW PIONEER

Full Page	\$6,200
2/3 Page	\$4,362
1/2 Page	\$3,565
1/3 Page	\$2,684
1/6 Page	\$1,916
Back Cover	\$7,750
Cover 2 or 3	\$7,130

#### AMERICAN FRONTIERSMAN

Full Page	\$6,200
2/3 Page	\$4,362
1/2 Page	\$3,565
1/3 Page	\$2,684
1/6 Page	\$1,916
Back Cover	\$7,750
Cover 2 or 3	\$7,130

# PREMIUM PRINT OPTIONS



## 24-PAGE MINI-MAG POLYBAGGED

This is a cover to cover separate insert polybagged with our signature titles to give an extra bonus to our subscribers and newsstand readers with an in-depth immersive brand experience unique to your products and services.

	CIRCULATION	PRICE
<b>24-PAGE MINI MAG POLYBAGGED TITLE</b>		
BALLISTIC	140,000	\$64,246
TACTICAL LIFE	80,000	\$36,712
COMBAT HANDGUNS	80,000	\$36,712
PERSONAL DEFENSE WORLD	90,000	\$41,301
SURVIVOR'S EDGE	140,000	\$64,246
AMERICAN FRONTIERSMAN	230,000	\$105,547

### 24-PAGE MINI-MAG SPECIFICATIONS

- The page size is 8.0 x 10.5.
- Binding: Saddle  
Stitch/polybagged with book
- The paper is 70# coated
- Content: Provided by the advertiser.
- Minimum Qty: 80,000
- Editorial Included
- CPM: \$458.90**

## BELLY BAND

This is a horizontal wrap around the exterior of the magazine with your brand promotion front and center to get attention at the newsstand and with our loyal subscribers.

	CIRCULATION	PRICE
<b>BELLY BAND</b>		
BALLISTIC	140,000	\$23,660
TACTICAL LIFE	80,000	\$13,520
COMBAT HANDGUNS	80,000	\$13,520
PERSONAL DEFENSE WORLD	90,000	\$15,210
SURVIVOR'S EDGE	140,000	\$23,660
AMERICAN FRONTIERSMAN	230,000	\$38,870

### BELLY BAND SPECIFICATIONS

- This is for an belly band wrap around the magazine, including 4/C ink on one side.
- The belly band size is 17" wide x 5" – 7" high.
- The paper is 80# Gloss Coated
- Minimum Qty: 80,000
- CPM: \$169.00**

Note: Dates and issues are subject to change.

# PREMIUM PRINT OPTIONS



## STICKER PAGE

This is brand enthusiast custom sticker page for our subscribers and newsstand readers to get an extra bonus and tout your brand on their shooting gear, storage containers, vehicles or anywhere else they may want to stick it.

	CIRCULATION	PRICE
<b>STICKER PAGE</b>		
BALLISTIC	140,000	\$23,700
TACTICAL LIFE	80,000	\$13,543
COMBAT HANDGUNS	80,000	\$13,543
PERSONAL DEFENSE WORLD	90,000	\$15,236
SURVIVOR'S EDGE	140,000	\$23,700
AMERICAN FRONTIERSMAN	230,000	\$38,936

### STICKER PAGE SPECIFICATIONS

The page size is 7.375" x 9.125" (includes 1/8" spine grind off & 1/8" foot retrim).

Ink: 2/1 (printer backer)

Stock: 60# Gloss Coated

Coatings: 1 mil Gloss Lamination

Finishing: Kiss Cut, Perf Along 9" Dimension (sheet will be torn out of a perfect bound magazine)

Minimum Qty: 80,000

**CPM: \$169.29**

## TARGET INSERT

This is a folding 8-page custom insert front and back within our signature titles giving our subscribers and newsstand readers an extra treat with a cool target for their use. This can also be tied to a social image or video contest to show us how they did using your target.

	CIRCULATION	PRICE
<b>TARGET – FOLDED 8-PAGE INSERT WITHIN TITLE</b>		
BALLISTIC	140,000	\$11,467
TACTICAL LIFE	80,000	\$6,570
COMBAT HANDGUNS	80,000	NA
PERSONAL DEFENSE WORLD	90,000	\$7,391
SURVIVOR'S EDGE	140,000	\$11,467
AMERICAN FRONTIERSMAN	230,000	\$18,888

### TARGET SPECIFICATIONS

This is for an 8 page (front and back), perforated, closed head insert, with 4/C ink on both sides.

The page size is 7.75 x 10.25.

The paper is 35# Uncoated Groundwood 65B.

It will be folded at the top- the size of the unfolded target will be 15.5 wide x 20.5 long. This insert can only run in perfect bound titles.

Minimum Qty: 80,000

**CPM: \$82.12**

Note: Dates and issues are subject to change.

AD NAME	AD SIZE(S)	CPM RATE
<b>RUN OF SITE (ROS) - DISPLAY BANNERS</b>		
STANDARD DISPLAY BANNER	728x90/300x250/320x50 or 300x50	\$12.00
PREMIUM DISPLAY BANNER	970x90/300x600/970x250	\$15.00
RICH MEDIA DISPLAY BANNER (:15 video)	728x90/300x250/320x50 or 300x50	\$22.00
PREMIUM RICH MEDIA DISPLAY BANNER (:15 video)	970x90/300x600/970x250	\$25.00
<b>TARGETED DISPLAY BANNERS</b>		
SITE CATEGORY SPONSORSHIPS	728x90/300x250/320x50 or 300x50	\$18.00
PREMIUM SITE CATEGORY SPONSORSHIPS	970x90/300x600/970x250	\$22.00
CONTEXTUAL- KEY WORD(S)	728x90/300x250/320x50 or 300x50	\$18.00
PREMIUM CONTEXTUAL- KEY WORD(S)	970x90/300x600/970x250	\$22.00
<b>RICH MEDIA BANNERS</b>		
RICH MEDIA BANNER (:15 video)	728x90/300x250/320x50 or 300x50	\$25.00
PREMIUM RICH MEDIA DISPLAY BANNER (:15 video)	970x90/300x600/970x250	\$30.00
<b>NATIVE ADS - ADVERTORIAL CONTENT (AO Content creation not included in CPM pricing)</b>		
NATIVE ARTICLE	Headline + Article (Images + Video in Article)	\$35.00
NATIVE VIDEO AD (no article)	Video Ad - will expand to play video	\$35.00
NATIVE AD - CLICK OUT DIRECT	Headline click out to client URL	\$35.00

NATIVE AD CAMPAIGNS WITH AN ARTICLE PAGE INCLUDE THE DISPLAY ADS ON THE ARTICLE PAGE 300x250 &/or 300x600 AS ADDED VALUE

E-NEWSLETTERS – LIST SIZE	EDITORIAL/DEDICATED	EDITORIAL/DEDICATED
TACTICAL-LIFE.COM – 160K	300x250/dedicated full e-mail	\$25.00/\$35.00
PERSONALDEFENSEWORLD.COM – 50K	300x250/dedicated full e-mail	\$25.00/\$35.00
BALLISTICMAG.COM – 60K	300x250/dedicated full e-mail	\$25.00/\$35.00
REALWORLDSURVIVOR.COM – 50K	300x250/dedicated full e-mail	\$25.00/\$35.00

**STANDARD AD UNIT SIZES:**

728x90 = LEADERBOARD | 970x90 = SUPER LEADERBOARD | 300x250 = MEDIUM RECTANGLE | 300x600 = FILMSTRIP | 970x250 BILLBOARD

**MOBILE AD UNIT SIZES:** 300x250 = MEDIUM RECTANGLE | 728x90 = LEADERBOARD

Note: All digital ad creative is due by the client 1 week prior to the start of a campaign. Any changes or cancellations to digital need to happen prior to 30 days from the campaign start date. E-newsletters will be charged in full if creative is not received on-time, even if they do not run.

### AD FORMATS

- Combat Handguns
- Personal Defense World
- Guns of the Old West
- Tactical Life
- Survivor's Edge
- The New Pioneer
- American Frontiersman
- Complete Book of Reloading

#### 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 Director  
[sbaldwin@athlonmediagroup.com](mailto:sbaldwin@athlonmediagroup.com)  
(212) 478-1921
- Stephen de Francesco  
Production Manager  
[sdefrancesco@athlonmediagroup.com](mailto:sdefrancesco@athlonmediagroup.com)  
(212) 478-1965

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



### AD FORMATS

- Ballistic
- Ballistic Precision
- Ballistic's Best

#### 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. Ballistic
  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:

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- 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.

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- 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.

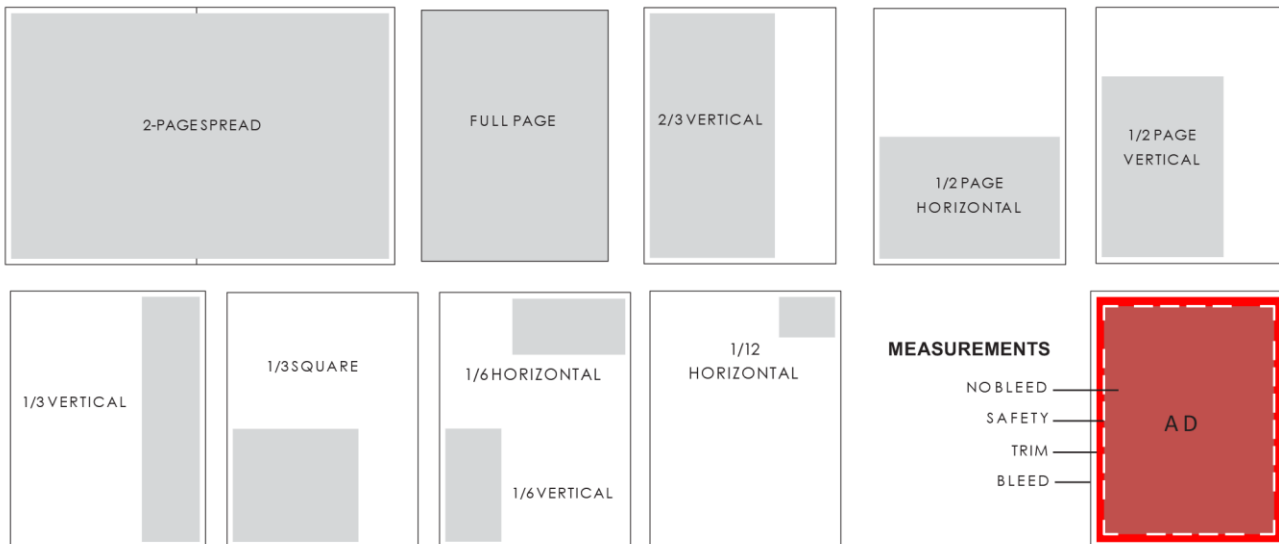
#### FILE SPECIFICATIONS & GENERAL GUIDELINES:

- Files must be prepared to Athlon Outdoors' published specs, and in accordance with SWOP2013 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.
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(212) 478-1965



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
<b>NON-BLEED</b>	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
<b>BLEED</b>	18.25 x 11.125	9.25 x 11.125	—	—	—	—	—	—	—
<b>TRIM</b>	18x 10.875	9 x 10.875	—	—	—	—	—	—	—
<b>SAFETY</b>	17.5x 10.375	8.5 x 10.375	—	—	—	—	—	—	—