

**ballistic**  
WWW.BALLISTICMAG.COM

**340K**  
UNIQUES/MO

**471K**  
PAGE VIEWS/MO

1.23 PPS 2:11 AVG DUR

32% BOUNCE RATE

91% MALE 9% FEMALE

18-24: 5% 45-54: 23%  
25-34: 24% 55-64: 16%  
35-44: 23% 65+: 9%

**152K**  
E-NEWSLETTER LIST

26.9K  
 15.4K  
 35.8K

**TACTICAL LIFE**  
WWW.TACTICALIFE.COM

**511K**  
UNIQUES/MO

**800K**  
PAGE VIEWS/MO

1.28 PPS 2:13 AVG DUR

31% BOUNCE RATE

91% MALE 9% FEMALE

18-24: 5% 45-54: 22%  
25-34: 25% 55-64: 16%  
35-44: 23% 65+: 9%

**235K**  
E-NEWSLETTER LIST

93.7K  
 82.1K  
 32.4K

**GUNS**  
OF THE OLD WEST

34.6K

**PERSONAL DEFENSE**  
WORLD  
WWW.PERSONALDEFENSEWORLD.COM

**443K**  
UNIQUES/MO

**668K**  
PAGE VIEWS/MO

1.26 PPS 2:22 AVG DUR

29% BOUNCE RATE

90% MALE 10% FEMALE

18-24: 5% 45-54: 22%  
25-34: 23% 55-64: 17%  
35-44: 22% 65+: 11%

**143K**  
E-NEWSLETTER LIST

65K  
 18.8K  
 10.9K

**COMBAT**  
**HANDGUNS**

330.4K

**REAL WORLD SURVIVOR**  
WWW.REALWORLDSURVIVOR.COM

**46K**  
UNIQUES/MO

**73K**  
PAGE VIEWS/MO

1.32 PPS 2:43 AVG DUR

28% BOUNCE RATE

78% MALE 22% FEMALE

18-24: 6% 45-54: 22%  
25-34: 21% 55-64: 20%  
35-44: 21% 65+: 10%

**69K**  
E-NEWSLETTER LIST

33.2K  
 10.7K  
 1.7K

**AMERICAN**  
**FRONTIERSMAN**

18.7K

**THE NEW**  
**Pioneer**

23.3K

**SKILLSET**  
WWW.SKILLSETMAG.COM

JUST LAUNCHED IN Q4 OF 2019. THIS SITE DOES NOT YET HAVE SHARABLE DATA.

PLEASE CHECK WITH YOUR REP ABOUT UPCOMING OPPORTUNITIES

**24K**  
E-NEWSLETTER LIST

27.6K  
 9.6K  
 2.1K

PODCASTS

**SKILLSET**   
MAGAZINE

20K DOWNLOADS/MO

**CENTER MASS**

5.8K DOWNLOADS/MO

GOOGLE ANALYTICS: JANUARY 1, 2019 – DECEMBER 31, 2019  
ALL NUMBERS BASED UPON AN AVERAGE OF 12 MONTHS.

**ATHLON OUTDOORS**

26.6K  
 6.8K  
 2.7K

**5**  
DIGITAL NETWORKS

**21**  
SOCIAL CHANNELS

**830K**  
MONTHLY SOCIAL MEDIA REACH

**2.1M**  
MONTHLY DIGITAL PAGE VIEWS

**1.4M**  
MONTHLY DIGITAL UNIQUES



| AD NAME | AD SIZE(S) | CPM RATE |
|---------|------------|----------|
|---------|------------|----------|

### RUN OF SITE (ROS) - DISPLAY BANNERS STANDARD AND PREMIUM SIZES

|   |                        |      |
|---|------------------------|------|
| STANDARD DISPLAY BANNER                       | 728x90/300x250         | \$12 |
| STANDARD DISPLAY BANNER MOBILE                | 300x250                | \$12 |
| PREMIUM DISPLAY BANNER                        | 970x90/300x600/970x250 | \$15 |
| RICH MEDIA DISPLAY BANNER (:15 video)         | 728x90/300x250         | \$22 |
| PREMIUM RICH MEDIA DISPLAY BANNER (:15 video) | 970x90/300x600/970x250 | \$25 |

### TARGETED DISPLAY BANNERS

|                                    |                        |      |
|------------------------------------|------------------------|------|
| SITE CATEGORY SPONSORSHIPS         | 728x90/300x250         | \$18 |
| PREMIUM SITE CATEGORY SPONSORSHIPS | 970x90/300x600/970x250 | \$22 |
| CONTEXTUAL- KEY WORD(S)            | 728x90/300x250         | \$18 |
| PREMIUM CONTEXTUAL- KEY WORD(S)    | 970x90/300x600/970x250 | \$22 |

### RICH MEDIA BANNERS

|   |                        |      |
|---|------------------------|------|
| RICH MEDIA BANNER (:15 video)                 | 728x90/300x250         | \$25 |
| PREMIUM RICH MEDIA DISPLAY BANNER (:15 video) | 970x90/300x600/970x250 | \$30 |

### NATIVE ADS - ADVERTORIAL CONTENT (AO content creation not included in CPM pricing)

|                              |  |      |
|------------------------------|--|------|
| NATIVE ARTICLE               | Headline + article (images + video in article) | \$35 |
| NATIVE VIDEO AD (no article) | Video ad - will expand to play video           | \$35 |
| NATIVE AD - CLICK OUT DIRECT | Headline click out to client URL               | \$35 |

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        | 300x250/dedicated full e-mail | \$25/\$35 |
| BALLISTICMAG.COM         | 300x250/dedicated full e-mail | \$25/\$35 |
| PERSONALDEFENSEWORLD.COM | 300x250/dedicated full e-mail | \$25/\$35 |
| REALWORLDSURVIVOR.COM    | 300x250/dedicated full e-mail | \$25/\$35 |

Note: All digital ad creative is due by the client minimally 1 week prior to the start of a campaign. Any changes or cancellations to digital campaigns need to occur prior to 30 days from the campaign start date.

### STANDARD AND PREMIUM DIGITAL AD BANNER SPECIFICATIONS

| CREATIVE UNIT NAME     | INITIAL DIMENSIONS (W x H in px) | MAXIMUM EXPANDED DIMENSIONS (W x H in px) | MAX INITIAL FILE LOAD SIZE | MAXIMUM ANIMATION LENGTH (i.e. Flash)             | AUDIO INITIATION  | SUBMISSION LEAD-TIME                      |
|------------------------|----------------------------------|---|----------------------------|---|---|---|
| Medium Rectangle (IMU) | 300x250                          | 600x250                                   | 60 KB                      | 15 seconds<br>3x loops max<br>No Flash for tablet | Must be user initiated (on click: mute/un-mute); default state is muted | Min 5 business days before campaign start |
| Leaderboard            | 728x90                           | 728x180                                   | 60 KB                      | 15 seconds<br>3x loops max<br>No Flash for tablet | Must be user initiated (on click: mute/un-mute); default state is muted | Min 5 business days before campaign start |
| Film Strip             | 300x600                          | Expansion not allowed for this unit       | 60 KB                      | 15 seconds<br>3x loops max<br>No Flash for tablet | Must be user initiated (on click: mute/un-mute); default state is muted | Min 5 business days before campaign start |
| Super Leaderboard      | 970x90                           | Expansion not allowed for this unit       | 75 KB                      | 15 seconds<br>3x loops max<br>No Flash for tablet | Must be user initiated (on click: mute/un-mute); default state is muted | Min 5 business days before campaign start |
| Billboard              | 970x250                          | Expansion not allowed for this unit       | 100 KB                     | 15 seconds<br>3x loops max<br>No Flash for tablet | Must be user initiated (on click: mute/un-mute); default state is muted | Min 5 business days before campaign start |
| Mobile                 | 300x250                          | N/A                                       | 30 KB                      | No Flash  | N/A   | Min 5 business days before campaign start |

### NEWSLETTER BANNER SPECIFICATIONS

| SIZES   | CREATIVE ACCEPTED       | MAX INITIAL FILE LOAD SIZE |
|---------|-------------------------|----------------------------|
| 300x250 | JPG, Static GIF, or PNG | 60 KB                      |

### NATIVE SPECIFICATIONS

Native specifications are available upon request. Native campaigns include logo, description copy, images, videos, links and social channels.

Creative is due 1 week prior to the campaign start date. Native campaigns can be rescheduled 1 time 30 days in advance.

### DEDICATED NEWSLETTER SPECIFICATIONS

|  | SIZES   | CREATIVE ACCEPTED             | FILE SIZE |
|--|---------|-------------------------------|-----------|
| <b>Design Requirements</b>   |         |                               |           |
| <ul style="list-style-type: none"> <li>Maximum width: 600 pixels</li> <li>Recommended length: 800 pixels</li> <li>Maximum collective images size: 300 kb</li> <li>Use in-line CSS styles</li> <li>No image maps; slice the image, put into tables</li> </ul> |         |                               |           |
| <b>Delivery Checklist</b>  |         |                               |           |
| <ul style="list-style-type: none"> <li>JPG or .HTML file</li> <li>Subject line</li> <li>Zipped folder containing all images (required). We upload the images from your email to our server.</li> </ul>   | 600x800 | JPG, Static GIF, PNG, or HTML | <300K     |

Full HTML guidelines, recommendations and tips available. Please ask your rep for the dedicated E-newsletter full specifications.

Note: E-newsletters will be charged in full if creative is not received 1 week prior to publish date, even if they do not run. E-newsletters can be rescheduled 1 time up to 30 days in advance.